



Broadcasting

THE BUSINESSWEEKLY OF TELEVISION AND RADIO

Advertisers get with, and into, syndicated programming. p25
RAB nine-month report shows why '68 was record sales year. p32
SPECIAL REPORT: Ad men learn tricky art of making 30's. p44
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Queen of the Strip



In market after market, in key competitive time periods, HAZEL is performing to the right kind of audiences.

Just take note of these facts taken from ARB books around the country;

Best strip — delivers more homes and young women than any other program sign-on to 7:30¹.

First choice of women and 184% more homes than her closest competitor².

A 46% share of young (18-34) women³.

59% more women view HAZEL than her rival stations combined⁴.

61% more women than the competing station⁵.

Beat her two competitors in every demographic category⁶.

And look what she's offering...

154 half-hours (120 in color).

SCREEN GEMS



1. ARB November 1968
2. Fargo—7:00-7:30 PM
3. Hartford-New Haven—4:30-5:00 PM
4. Kansas City—7:00-7:30 PM
5. Orlando-Daytona Beach—9:00-9:30 AM
6. Columbus, Ga.—9:30-10:00 AM
7. New York—4:00-4:30 PM

8. Audience and circulation data are based on estimates provided by the advertising service indicated and are subject to the qualifications listed by the service. Details of such qualifications are available on request.

12 one-hour musical-vari

SHOW

PRESENTING

The Greatest Variety Acts in International Show Business

Fantastic Ventriloquists
Rumanian National Dance Group
Breathtaking Acrobats
Astonishing Animal Acts
Jugglers from Hungary's State Circus
Fascinating Puppets
World's Greatest Ballet Stars
Authentic Highlander Pipes and Drums
Gold-Record Singers
Hilarious Comics
World-Famed Pop Groups
Champion Irish Dancers
Brilliant Jazz Stylists
Amazing Illusionists
Side-Splitting Comedy Teams
Stars of Opera
Flamenco from Spain
Internationally Acclaimed Folk Singers
Lovely London Line Dancers
Enchanting Mike Sammes Singers
Jack Parnell and 50-Piece Orchestra
... and Much, Much More!

Godfrey Cambridge



Juliet Prowse



George Göbel



Frank Fontaine



Don Knotts



STA

S

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Juliet Prowse

George Gö

Frank Fontaine

Don Kn

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extravaganzas in color!

TIME

Phyllis Diller



Liberace



Shelley Berman



Eddy Arnold



Dave Allen



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race
lley Berman
y Arnold
e Allen
nas

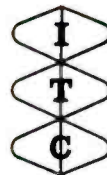
**SOLD
PRE-RELEASE**

RKO GENERAL

NEW YORK	WOR-TV
LOS ANGELES	KHJ-TV
DETROIT	CKLW-TV
BOSTON	WNAC-TV
MEMPHIS	WHBQ-TV
HARTFORD	WHCT
NEW HAVEN	

for the first time
in syndication...

network-budgeted
musical-variety
now available for
regional and
local sponsors



INDEPENDENT
TELEVISION
CORPORATION

555 MADISON AVENUE
NEW YORK, N. Y. 10022



ACCENT ON YOUNG WOMEN

To reach the young women in the nation's 12th ranked television market, consider and buy KRLD TV's dominance.

The November 1968 ARB Television Audience Estimates show that Channel 4 delivers more women (18-34), per average quarter-hour, 9:00 A.M. to 6:30 P.M., Monday thru Friday, than any other station in the market — leading the second station by 39.4%

To put the accent on young women in the Dallas-Fort Worth market, place your next schedule on KRLD-TV.

KRLD-TV



represented nationally by



The Dallas Times Herald Station

CLYDE W. REMBERT, President

Going up

Still more evidence of accelerated—and apparently still accelerating—pace of TV advertising activity is found in Broadcast Advertisers Reports' latest look at commercial-unit volume in top-75 markets that BAR monitors monthly. In November 1968, latest month for which compilations are complete, nonnetwork units were up 25.6% from November 1967 (from 211,014 to 265,091). Isolated 30-second announcements were up 30.5% to 48,079, and piggy-backed 30's were up 41% to 60,604. Straight 60's, once standard but now outnumbered by 30's in one form or other, were down 2.3% to 99,523.

BAR has not finished tabulating 75-market results for December, but officials say preliminary indications are that trend will be even more pronounced. And on basis of half-dozen markets for which January tabulations have been completed, they venture pattern will be further extended when all of that month's results have been counted.

Target selection

Since FCC's unsettling 3-1 decision proposing to lift license of WHDH-TV Boston for newcomer (Jan. 27) and application for NBC's ch. 4 KNBC-TV Los Angeles by nonbroadcast local group, reports have been rampant of impending "strike" applications involving station renewals in metropolitan areas. Last week reports were current that group is about to file for San Francisco *Chronicle's* ch. 4 KRON-TV and that another application may be filed on top of second VHF in Boston.

End in sight?

What is regarded hopefully as next-to-last step in seven years of trying to set terms for new TV-station licenses for use of music of American Society of Composers, Authors and Publishers was taken last week. Since they shook hands on basic terms last fall, negotiators for ASCAP and All-Industry TV Stations Music License Committee have been trying to get it all down in writing. In process they uncovered dozen or so new areas of disagreement—said to be relatively minor—but have gradually resolved most of them. At meeting Tuesday night (Feb. 18) they decided they had settled all they could and would submit rest for decision by Federal Judge Sylvester J. Ryan, who presides over seven-year-old lawsuit that these

negotiations would terminate.

Issues to be decided by Judge Ryan are said to involve five or six legalities and other essentially non-economic points. Hope is that they can be cleared up in time to report this "last step" to TV operators at National Association of Broadcasters convention next month. When basic terms were disclosed last summer, all-industry group, which is headed by Charles Tower of Corinthian Broadcasting, estimated they could shave TV stations' ASCAP payments as much as \$53 million over 10-year term (BROADCASTING, Aug. 26, 1968).

Bigger budget

In spite of congressional outbursts against FCC, chances are considered pretty good that agency will get most, if not all, of Budget Bureau recommendation for appropriation of \$23 million for fiscal 1970, which begins next July 1. FCC had what was described as "good hearing" in executive session before House Independent Offices Appropriation Subcommittee last Tuesday, and favorable report (increase from current year's \$19.7-million appropriation) is seen likely.

Collector's urge

Obscured by merger moves made by such entertainment activists as National General Corp. and Metromedia Inc. has been significantly aggressive acquisition policy of Filmways Inc. Unpretentiously, Filmways, which started as TV-commercial producer, has made total of 15 acquisitions since fiscal 1966. In 1968 alone, company acquired 11 different firms. Not included in this breakdown is proposed acquisition of Cascade Broadcasting Co., owner and operator of three TV stations in Pacific Northwest. Company insiders say Filmways is not out to become conglomerate, instead is aiming to expand exclusively in leisure-time area.

If . . .

If FCC Chairman Rosel Hyde should perchance be asked by President Nixon to continue in chairmanship beyond his present term, which expires June 30, he would be only chairman in FCC history to be appointed by three presidents. At this writing there's no indication that Mr. Hyde will serve beyond June 30, completing 23 years as commissioner—four of them as chairman. His previous chairmanship appointments were by President Eisenhower (1953) and by President Johnson (1966).

Rescue mission

Man of hour in Hollywood now that NBC-TV and CBS-TV have set prime-time schedules for next season (see page 64), is Herbert F. Solow, production VP for MGM-TV. When Mr. Solow went to MGM from Paramount TV little more than year ago, studio's television slate had just been wiped out. In one disastrous season (1967-68), MGM lost *Man from U.N.C.L.E.*, *Off to See the Wizard*, *Maya* and *Hondo*. Mr. Solow, under whose leadership Paramount TV got into network swim with *Mission: Impossible* and *Star Trek*, made three pilots for MGM-TV aimed at 1969-70 season. All have sold. Studio sold *Then Came Bronson*, hour series, to NBC-TV and *University Medical Center*, another hour program to CBS-TV. Previously announced was sale of *Courtship of Eddie's Father*, half-hour situation comedy, to ABC-TV.

Party lines

Public Broadcasting Laboratory, involved in that *other* televised pot party that FCC is investigating ("Closed Circuit," Dec. 9, 1968), appears likely to escape heat being placed on CBS and its WBBM-TV Chicago. WBBM-TV reporter was accused of requesting that party be held so that station could film it, but participants in Boston are said to have told investigators they volunteered to light up for PBL after hearing of its interest in featuring that kind of event in program. They are said to have told investigators, however, that discussions between participants and PBL were held over period of weeks preceding party.

Commission has shown no indication of disposing of matter in near future. In any event, officials note that even if they found evidence of wrongdoing, there is little they could do about non-licensee PBL.

Language barrier

New U.S.-Mexican treaty governing two nations' use of standard radio band, which dropped out of news after it was signed in Mexico City in December (BROADCASTING, Dec. 16, 1968), has surfaced again—in manner of speaking. It is at White House, shipped there from State Department. And it will probably be sent soon to Senate for ratification. Long hiatus between signing and ratification of treaty was said to have been filled by checking of English, Spanish versions for correspondence.

That's Entertainment.

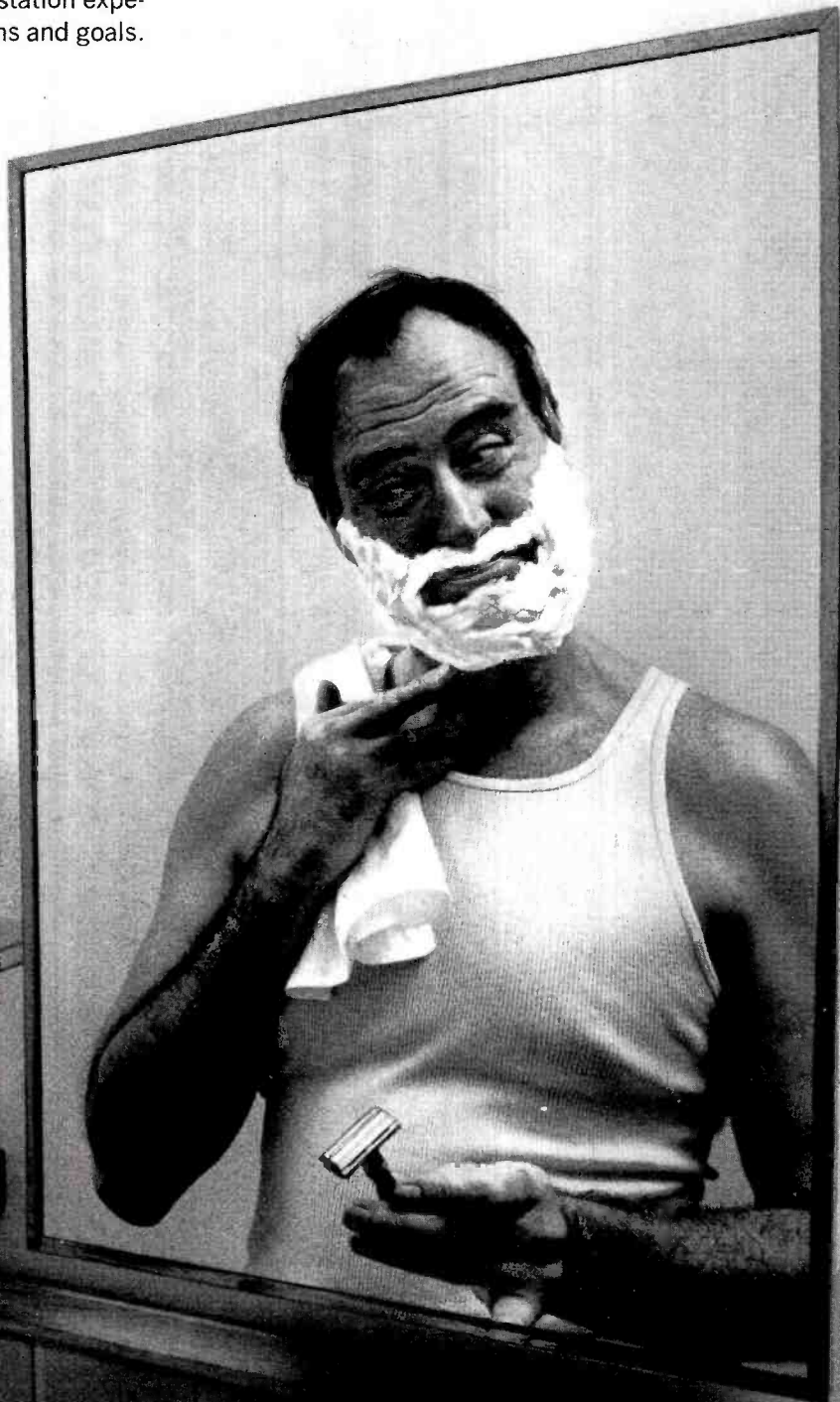
When Paul Harvey says "Hello Americans!" he's entertaining as well as informative. When Joseph C. Harsch analyzes the news thousands of listeners find his comments entertaining. When Keith Jackson covers sports he does it in an entertaining way. Where does all this happen? On the American Entertainment Radio Network. Here is low program inventory that blends with your local sound. No accident, this kind of programming. Because station people operate this network. Station people with station experience who understand a station's problems and goals.

Stations like yours—in market after market—have joined the American Entertainment Network for these reasons. We grow bigger every day. So if you are entertaining the idea of joining us why not do it **NOW!**



AMERICAN
ENTERTAINMENT
RADIO NETWORK

A division of the ABC Radio Network



Advertisers and their agencies intensify efforts to participate more fully and directly in syndicated programing, by developing or acquiring rights to programs for sponsorship on national or regional basis. See . . .

Advertisers get into programing . . . 25

AAF government-affairs conference features appearances by FCC's Cox, FTC's Elman, Senator Philip Hart (D-Mich.) and others in sessions marked by nonviolent confrontations between regulators and regulated. See . . .

Give and take at ad colloquy . . . 30

RAB spot-radio report for first nine months of 1968 provides more details on record year. Total sales are listed at \$247.6 million as Sears, Ward's crack list of top-100 spot-radio advertisers for first time. See . . .

Spot radio keeps skyrocketing . . . 32

Broadcasters, cigarette manufacturers ask Supreme Court to overturn FCC ruling requiring broadcasters to air anti-smoking ads. Case is most "far-reaching" broadcast matter ever to come before court, NBC says. See . . .

Cigarettes reach Supreme Court . . . 35

TVB report shows network television attracted record 439 advertisers, including 66 newcomers, in 1968. New entries include Kentucky Fried Chicken Corp., Keebler Co., Foundation for Full Service Banks. See . . .

Network TV's clientele grows . . . 38

Special Report describes efforts of agency copywriters and art directors to acclimate themselves to the 30-second spot, as short form promises to replace 60-second spot as basic unit of television advertising. See . . .

The tricky art of making 30's . . . 44

Boston channel 5 case acquires additional twists and turns. WHDH Inc., denied renewal, asks commission to reconsider; BBI, winner of the channel-5 facility, asks commission to "supplement" its decision. See . . .

WHDH-TV debate lingers on . . . 51

Two of three television networks have firmed their fall programing line-ups. CBS, NBC together will have 12 series new to night-time schedules—including switch of 'Get Smart' to CBS's Friday schedule. See . . .

'Get Smart' switches networks . . . 64

CBS tells FCC some prearrangement is necessary in airing program such as WBBM-TV pot-party film, but denies impropriety and urges commission to absolve it of wrongdoing in connection with controversial broadcast. See . . .

CBS marshalls pot-party defense . . . 67

General Electric Co., late entry in FCC inquiry on domestic satellites, suggests establishment of new entity, as alternative to existing common carriers, to provide new and specialized services. See . . .

GE's \$321-million satellite baby . . . 69

Departments

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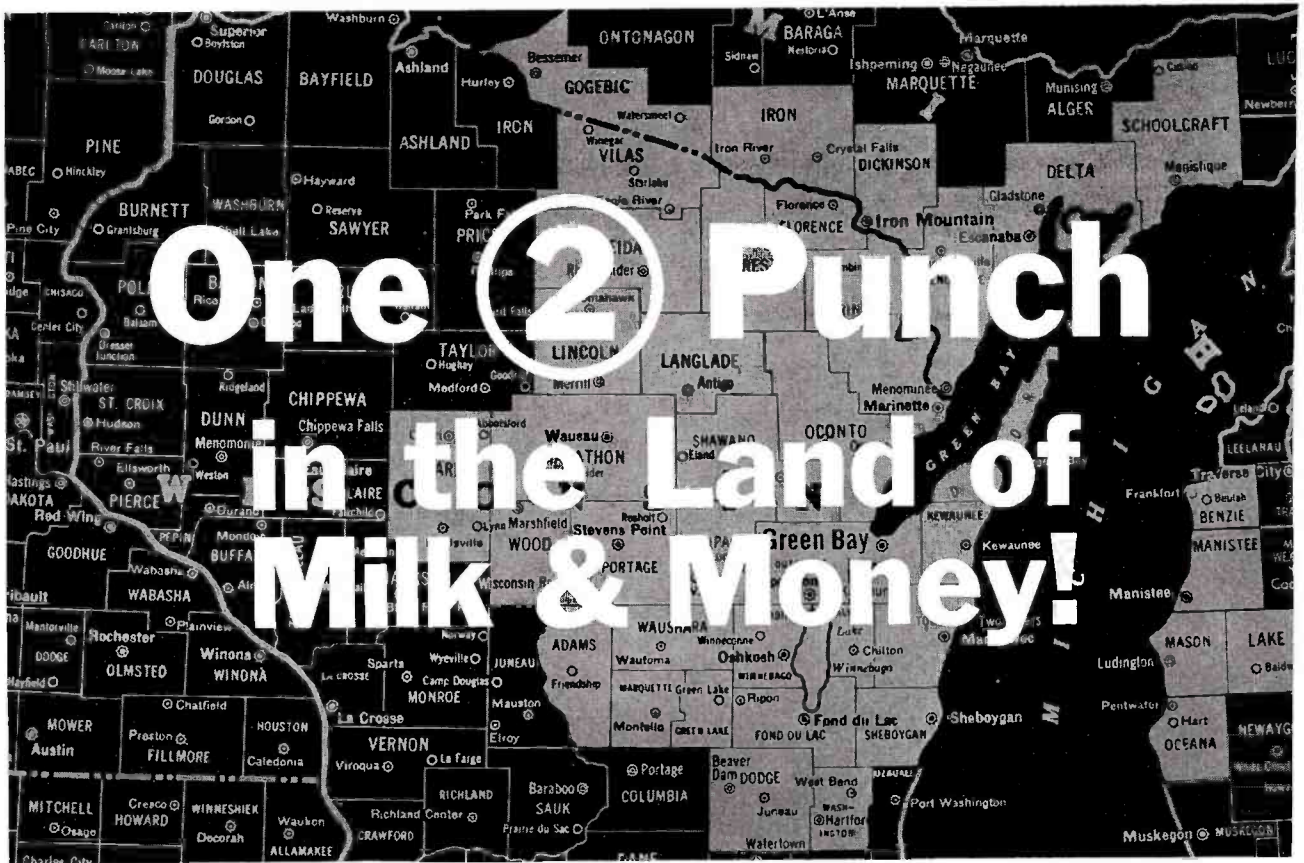


Broadcasting

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Nighttime Dominance

18 out of 24 Top-rated Programs on Green Bay Television

STATION	PROGRAMS	TOTAL HOMES	STATION	PROGRAMS	TOTAL HOMES
WBAY	Green Bay Packer / NFL Football	131,600	WBAY	Beverly Hillbillies	73,900
"Y"	Dean Martin	118,900	WBAY	Second Game / NFL Football	73,700
WBAY	Family Affair	91,200	"Y"	Laugh In	72,900
WBAY	Mayberry RFD	87,600	WBAY	Gunsmoke	72,700
"Y"	Dragnet	83,700	WBAY	Red Skelton	72,600
WBAY	Gomer Pyle	82,900	"Z"	Bewitched	72,300
WBAY	My Three Sons	82,500	WBAY	Green Acres	71,700
WBAY	Smothers Brothers	78,800	WBAY	CBS Friday Night Movie	69,100
WBAY	Carol Burnett	78,200	"Z"	That Girl	69,000
WBAY	Gilligan's Island	76,900	WBAY	News/Weather/Sports (6:00 - 6:30 PM) Tuesday	67,400
"Y"	Julia	75,400	WBAY	News/Weather/Sports (6:00 - 6:30 PM) Monday	66,900
WBAY	Lucy Show	74,700	WBAY	Good Guys	66,200

NOVEMBER, 1968 A. R. B.*

WBAY 18 Station "Y" 4 Station "Z" 2

Weather/News Sports Dominance

The Resultstation

Total TV Homes Weekly . . . 6:00 & 10:00 PM

WBAY-TV	739,900
Station Y	523,000
Station Z	000,000*

* No Weather, News, Sports Programming.

* Subject to limitations of survey



WBAY/GREEN BAY

Hoving committee runs out of money

Without windfall in month, it's through

National Citizens Committee for Broadcasting may go out of business if it does not receive financial support within next month.

Committee's executive director, Ben Kubasik, revealed Friday (Feb. 21) that he had notified board of trustees by letter Wednesday (Feb. 19) that lack of funds may force organization to disband "toward the end of March." Of total working staff of seven, several members have been released, including consultant Robert Squier in Washington and associate director Eugene Gardner in New York.

Since its founding in May 1967 as National Citizens Committee for Public Television, with two-year grants from Carnegie, Ford, Danforth, Kellogg, 20th Century and Sloan Foundations, committee has been operating on \$225,000 annual budget. Initial grant of \$300,000 from Carnegie is depleted and Ford decided not to continue its \$50,000 support unless committee received funds from other foundations. Committee's board chairman, Thomas P. F. Hoving, incurred repudiations from various sectors in industry, including some of his own committeemen, with his charge of collusion between AT&T and networks to keep public uninformed (BROADCASTING, Oct. 7, 1968). Later that month committee officially enlarged scope to include criticism of commercial as well as noncommercial broadcasting (BROADCASTING, Oct. 28, 1968).

Committee last month announced plans to "improve" broadcasting policies and practices through challenges to license renewals, public reports, studies and debates (BROADCASTING, Jan. 13). It has since been supporting license actions against WFMT(FM) Chicago and KNBC-TV Los Angeles, and planning other actions in New York, Washington and Maryland-Virginia.

Mr. Hoving called on individuals to contribute to five-year \$5-million goal, and committee set up plan for associate memberships from \$10 to \$100 annually. Plan was to have been discussed at Washington board meeting March 11-12 which Mr. Kubasik said may have to be canceled. Trustees were also to meet with FCC at that time.

Though none of six supporting foundations have renewed grants yet, Mr. Kubasik is still hopeful. "Budget proposals will be going out to a number of foundations at the end of this month,"

he told trustees. "The downhill trend, at a time when our opportunities are so great, is not irreversible—yet."

Committee consists of 165 members in fields of arts, business, religion, law and education. Twenty-five of these constitute board of trustees.

Cole to CPB board

Albert L. Cole, 74, chairman of Reader's Digest Association Inc., (*Reader's Digest*) was nominated Friday (Feb. 21) by President Nixon to board of Corp. for Public Broadcasting. He will succeed Dr. Milton S. Eisenhower, president emeritus of Johns Hopkins University, who has resigned ("Closed Circuit," Dec. 30, 1968). Eisenhower term expires in 1974. CPB board has 15 members.

Nixon by satellite

Miniature news network, using satellite-fed newsfilm, is being set up this week by two groups of independent TV stations, Metromedia and Kaiser, for same-day service of UPI film of President Nixon's European trip. Newsfilm, augmented by feature material from John Goldsmith of Metromedia's WTTG(TV) Washington, will be used in late-evening newscasts on nine of 11 stations in those groups.

On five Kaiser UHF stations taking feed, reports are being bought as special segments within newscasts by Colgate-Palmolive through Ted Bates & Co. Buy is believed to be Colgate's first entry into news specials sponsorship.

Over-all cost of coverage and feeds is estimated by Metromedia at about \$30,000. Kaiser will pick up about \$7,000 of total. Daily newsfilm which will be sent via satellite will be picked up at Metromedia's WNEW-TV New York where it will be edited and packaged for air shipment to other markets for showing that night. Some of Mr. Goldsmith's reports will go by satellite and others by air for next-day showing.

Taking feeds will be WNEW-TV, WTTG, KTTV(TV) Los Angeles and KMBC-TV Kansas City (ABC affiliate), all Metromedia; KBHK-TV San Francisco, WKBG-TV Boston, WKBS-TV Philadelphia, WKBF-TV Cleveland and WKBD-TV Detroit, all Kaiser Stations. Kaiser's KBCS-TV Corona-Los Angeles and MM's

KNEW-TV San Francisco will not take feeds.

Also getting same-day service with UPI handling airmail delivery will be WGN-TV Chicago.

FCC gains support

Eleven religious, labor and public service organizations have filed "friend of court" brief with U. S. Supreme court in support of FCC's "fairness doctrine" in cases involving Radio Television News Directors Association and others, and Red Lion Broadcasting Co.

Brief supporting FCC's position claimed First Amendment not only permits but requires commission to act to assure fair use of public airways; license renewal proceedings have not proved effective in obtaining compliance with "fairness doctrine" and public interest requires "direct and summary procedure"; and personal attack and political editorial rules are "modest first step toward balanced programing on controversial issues."

Brief was filed by Office of Communication of United Church of Christ; United Church Board for Homeland Ministries; Board of National Missions of United Presbyterian Church in U.S.A.; National Division of Methodist Board of Missions; General Board of Christian Social Concerns of National Council of Churches; Broadcasting and Film Commission; National Catholic Conference for Interracial Justice; National Board of Young Women's Christian Association of U.S.A.; American Jewish Committee; National Citizens for Broadcasting, and American Federation of Labor-Congress of Industrial Organizations.

RCA looking at Grundig

RCA was reported Friday (Feb. 21) to be in "preliminary discussions" with Grundig-Werke GMBH, West German manufacturer of radios, phonographs and tape recorders. RCA said talks were exploratory and officials did not indicate if discussions could lead to merger agreement. RCA offices were closed Friday in observance of Washington's Birthday.

Time-Life revenues rise

Time-Life Broadcast, multiple-station owner and subsidiary of Time Inc., increased its revenues in 1968, with new highs reported by stations. Also noted in Time's annual report was TLB's expansion in CATV with number of sub-

Week's Headliners



Mr. Bennett



Mr. Fraiberg



Mr. Maney



Mr. Sloan



Mr. Thrope



Mr. Ackerman

Robert M. Bennett, VP and general manager of Metromedia's WTTG(TV) Washington, named VP and general manager of group's WNEW-TV New York, replacing **Lawrence P. Fraiberg**, who becomes independent producer. Succeeding Mr. Bennett is **Thomas G. Maney**, VP and general sales manager of WTTG. Mr. Bennett joined WTTG in February 1966 after having been VP and general sales manager of Metromedia's KTTV(TV) Los Angeles. He joined KTTV in 1952 as assistant sales service manager, became local sales manager in 1959, VP-local sales in 1963. Mr. Maney went to WTTG in 1966 after having been local sales manager at KTTV. Prior to that he had been with Blair TV and KHJ-TV, both Los Angeles. Mr. Fraiberg is forming Parallel Productions, which plans to do "Lime Green"/"Khaki Blue" off-Broadway one-act plays. New firm will also be engaged in feature film and television production. Mr. Fraiberg had been with WNEW-TV since 1965 having moved up from WTTG. He joined Metromedia in 1959 after serving 10 years with KPIX(TV) San Francisco, where he was general sales manager.

Alan P. Sloan appointed VP and general vision Stations division, and general manager, WCBS-TV New York. He succeeds **Ralph Daniels**, who in management realignment was named to stations division presidency (BROADCASTING, Feb. 17). Mr. Sloan has been VP, station services with division for 14 months, and also served in 1967 with John A. Schneider (then CBS/Broadcast Group president) as executive assistant. He started in sales in 1960 (WCBS-TV and CBS-TV Stations National Sales), took academic sabbatical in 1963, served briefly with Representative Al Ullman (D-Ore.) as legislative assistant, and was also in sales with Harrington, Righter & Parsons and media buyer with Ted Bates & Co.

Chet Collier named president of Westinghouse Broadcasting Co.'s Group W Productions and Program Sales—post he held in mid-1967-68—in addition to present assignment as programing VP of WBC station group. **J. R. Reeves**, whom he succeeds, returns to WBC as staff VP with creative responsibilities, reporting directly to president and chairman Donald H. McGannon, **David Henderson**, general manager of WBC's

WJZ-TV Baltimore, moves into new post of executive VP and chief operating officer of Group W Productions and Program Sales, and is succeeded at WJZ-TV by **John Rohrback Jr.**, now WBC national TV sales manager. Changes, effective March 1, are part of plan to intensify and expand program development. Mr. Collier's credits include development of WBC's *Mike Douglas Show* (now in 180 markets) and *Merv Griffin Show* (142). In separate move, **John M. Burns**, specialist in urban affairs, named to new post of WBC VP and special assistant to Mr. McGannon, to work fulltime—in cooperation with WBC stations and George Norford, WBC VP and general executive responsible for company's minority recruitment—on U. S. urban problems and use of broadcasting in attacking them. Mr. Burns, former New York state legislator, was with NBC-TV and Young & Rubicam.

Joel M. Thrope, VP and director, Lin Broadcasting Corp., Nashville, elected president and chief executive officer, succeeding **Martin S. Ackerman** (see page 59).

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

scribers served by systems in which company has interest doubling over prior year. With revenues and net income up, per share earnings of Time Inc. rose 10 cents:

	1968	1967
Earned per share	\$4.46	\$4.36
Revenues	567,811,000	519,630,000
Net income	32,100,000	31,161,000
Average shares outstanding	7,205,000	7,143,000

Annenberg to London

President Nixon has appointed Walter Annenberg Ambassador to Britain. Mr. Annenberg, long time friend of Presi-

dent's, is president of Triangle Publications Inc., group publisher and station owner.

Really long distance

WMYW New York, international commercial shortwave station, has invited its listeners in Europe, Africa and Latin America to call station collect on Wednesday (Feb. 26) between 3 and 4 p.m. EST. WMYW decided on "phone-in" after overseas listeners, at their own expense, began to call their favorite air personalities at station.

Rules should be followed

Antismoking spots should be held to same standards as product advertising, John T. Landry, Philip Morris marketing vice president said Friday (Feb. 21). "Tobacco people have remained silent a little too long" in face of anticigarette messages that often include false and misleading information, he said.

While not suggesting counter-commercials be prohibited, Mr. Landry said they should conform to "same kind of government supervision" regulating sales messages.



Oh beautiful for spacious skies"

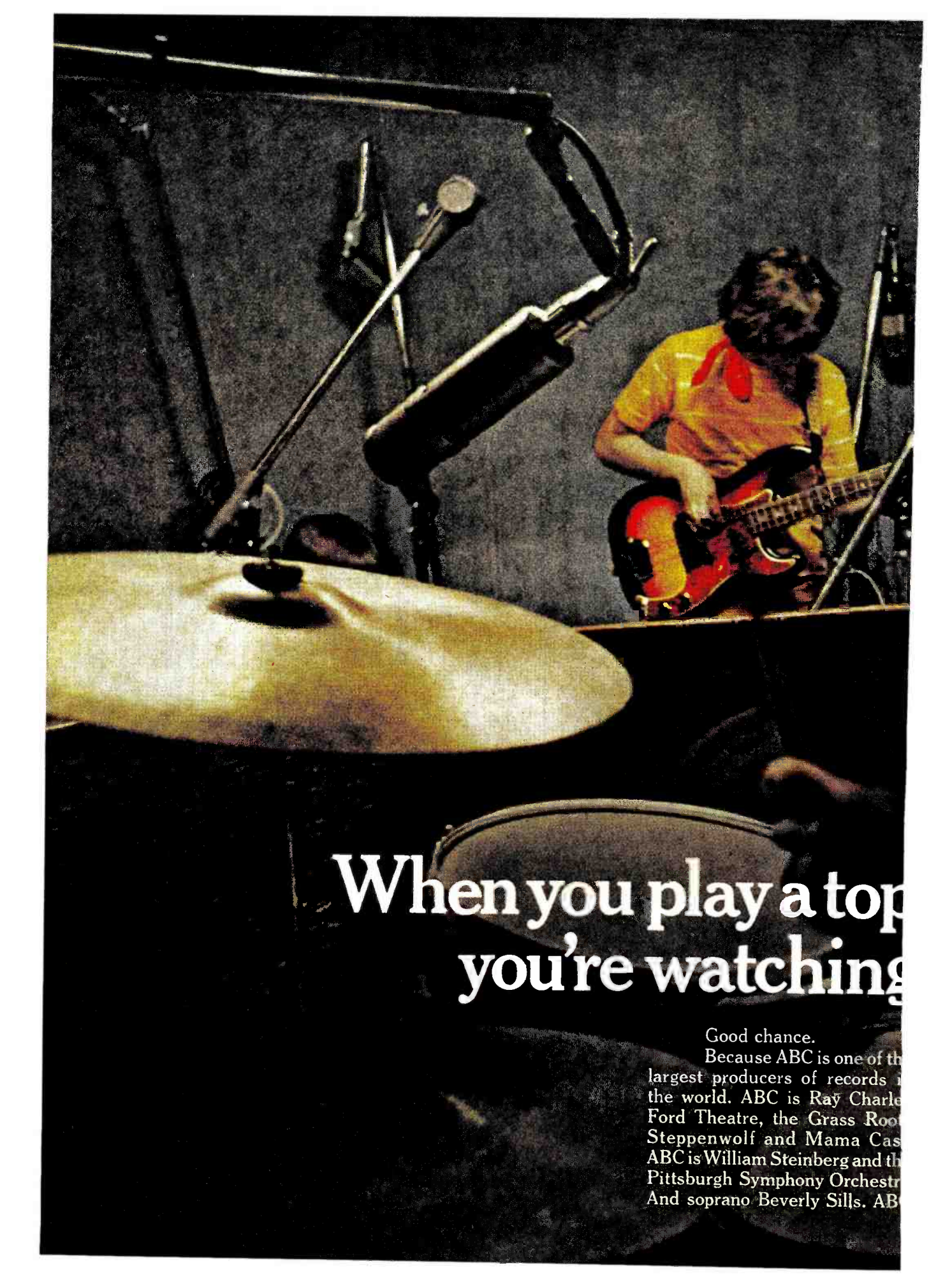
No holds are barred when Storer stations speak out against air pollution. In New York, radio station WHN scheduled prime time programming devoted to the hazards of air pollution and an unprecedented announcement schedule urging participation in the City's "Clean Air Week". In a major documentary, "Our Dirty, Dirty Air", Detroit's WIBK-TV reported violations by both large and small industrial firms — commended their subsequent

solutions. KGBS radio aired interviews by experts detailing not only the discomfort of Los Angeles smog but actual dangers to public health and safety. In Cleveland, Atlanta, Toledo, Milwaukee — the battle against the despoilers of "America, the Beautiful" goes on wherever Storer serves. Storer's continuing barrage of documentaries, editorials and in-depth news features takes a lot of doing. But, in this, as in every phase

of their broadcast operations, Storer stations do as a matter of routine things that civic leaders in our communities consider rather special. That's why Storer stations stand out — and another reason why it's good business to do business with Storer.



MIAMI WGBS	NEW YORK WHN	ATLANTA WAGA-TV	CLEVELAND WJW-TV	DETROIT WJBK-TV	TOLEDO WSPD-TV	MILWAUKEE WITI-TV
BOSTON WSBK-TV	PHILADELPHIA WIBC	LOS ANGELES KGBS	CLEVELAND WUW	DETROIT WDRK	TOLEDO WODD	CLEVELAND WCIV (EM)



When you play a top
you're watching

Good chance.

Because ABC is one of the largest producers of records in the world. ABC is Ray Charles, Ford Theatre, the Grass Roots, Steppenwolf and Mama Cass. ABC is William Steinberg and the Pittsburgh Symphony Orchestra. And soprano Beverly Sills. ABC



ten record, ABC.

Richard Harris, B. B. King, Tommy Roe, Doc Severinsen and Jim Webb. ABC is every kind of good music on records and tape that people listen to. And dance to. And want to own.

When you listen to a Sunhill record, or Command or Impulse or Westminster, you're watching ABC. When you go to

see "Hell in the Pacific" or "For Love of Ivy," you're watching ABC. When you talk to the porpoises at Marine World or read Prairie Farmer, you're watching ABC.

We're many companies,

doing all kinds of entertaining things you probably didn't know we did. There's a lot more to the American Broadcasting Companies than broadcasting. Watch us. We're not quite as simple as ABC.



American Broadcasting Companies, Inc.

The Picture has Changed

KWWL-TV

delivers

59% More

Prime Time Homes*

in the Cedar Rapids-Waterloo Market Area

With KWWL-TV's new 2,000 foot tower, the picture in TV viewing audience in the Cedar Rapids-Waterloo rich market area has changed drastically. Latest rating show KWWL-TV has gained 59 per cent more prime time homes. They also show a gain of 55 per cent for the 10:00 to 10:30 p.m. news listenership and 189 per cent gain for 10:30 p.m. to sign-off. This fantastic increase completely changes the picture in TV viewing for the Cedar Rapids - Waterloo area. Let the tremendous power of the new tower work for you.



KWWL-TV Cedar Rapids
Waterloo
KAUS-TV Austin
Rochester
Mason City

Black Hawk Broadcasting Co., Waterloo, Iowa

*Nov. '68 ARB vs. Nov. '67 ARB

Please send

Broadcasting

THE BUSINESSWEEKLY OF TELEVISION AND RADIO

Name _____ Position _____

Company _____

Business Address
 Home Address

City _____ State _____ Zip _____

BROADCASTING, 1735 DeSales Street, N.W., Washington, D. C. 20036.

SUBSCRIBER SERVICE

- 1 year \$10
 2 years \$17
 3 years \$25
 Canada Add \$2 Per Year
 Foreign Add \$4 Per Year
 1969 Yearbook \$11.50
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Broadcasting

THE BUSINESSWEEKLY OF TELEVISION AND RADIO

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*Reg. U.S. Patent Office.
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Datebook

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

■ Indicates first or revised listing.

February

Feb. 24—Benefit dinner for Broadcasters Foundation Inc., *Broadcast Pioneers*. WGAL Lancaster, Pa. receives ninth annual Golden Mike Award. Hotel Pierre, New York.

Feb. 24—*Radio Advertising Bureau* regional sales clinic. Sheraton-Tampa Motor Inn, Tampa, Fla.

Feb. 25—Meeting of *Inland Daily Press Association*. Speaker: Grover Cobb, chairman, National Association of Broadcasters, Drake hotel, Chicago.

Feb. 25 — Annual stockholders meeting, *Doyle Dane Bernbach*. Museum of Modern Art, New York.

Feb. 25—*Radio Advertising Bureau* regional sales clinic. Sheraton-Biltmore hotel, Atlanta.

Feb. 25-28—1969 conference, *Western Radio and Television Association and West Coast Instructional Television*. Speakers include FCC Commissioner H. Rex Lee; Dr. Harold Wigren, educational television consultant, and Alfred Cowles, news secretary to Senator Charles E. Goodell (R-N.Y.). Olympic hotel, Seattle.

Feb. 26—West Coast membership meeting of *American Society of Composers, Authors and Publishers*. Beverly Hilton hotel, Beverly Hills, Calif.

Feb. 26—Stockholders meeting of *Scantlin Electronics Inc.* to act on proposal to increase number of authorized shares of common stock from three to five million. Los Angeles.

Feb. 27—*Radio Advertising Bureau* regional sales clinic. Sheraton-Motor Inn, Greensboro, N.C.

■Feb. 27—Lecture series on mass communications by *The Christophers*. Speaker: Harvey Jacobs, manager of public relations, advertising and sales promotion, ABC International Television, on "Global implications of the communications explosion." Christopher Center, New York.

Feb. 27—Deadline for reply comments on FCC's proposed rulemaking that would clarify notification requirements for CATV systems. Proposed amendment specifies that CATV's must notify stations in their market of plans to carry local as well as distant signals, and that they must give similar notice for deletion as well as addition of signals.

Feb. 28 — Special stockholders meeting, *Metromedia*, to vote upon proposed merger of *Metromedia* and *Transamerica Corp.* *Metromedia Television's Telecenter*, New York.

■Feb. 28—Meeting of Chicago Executives Club. Speaker: Otto Preminger, on subscription TV. Pick Congress hotel, Chicago.

Feb. 28—New deadline for reply comments on FCC's proposal to limit station acquisitions to one full-time outlet per market. Previous deadline was Jan. 28.

Feb. 28—*Radio Advertising Bureau* regional sales clinic. Sheraton-Gibson hotel, Cincinnati.

March

March 2-5—Convention of *Advertising & Marketing International Network*. Royal Orleans hotel, New Orleans.

March 3—Deadline for comments in FCC's

inquiry and proposed rulemaking concerning CATV rules and policies.

March 3—New deadline for comments on FCC's proposal to provide for carriage of subscription-television signals by CATV systems. Previous deadline was Jan. 24.

■March 6—Annual shareholders meeting, *MPO Videonics Inc.* New York.

■March 6—Lecture series on mass communications by *The Christophers*. Speaker: George Heinemann, public affairs director, NBC News, on "The demand for creativity and content in mass media." Christopher Center, New York.

March 7 — Special stockholders meeting, *Wometco Enterprises Inc.* Stockholders will vote on increase in authorized common stock for 3-for-2 stock split. Miami Beach, Fla.

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 stations. 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—Lecture series on mass communications by *The Christophers*. Speaker: The Reverend Anthony Schillaci, O.P., Fordham University, on "Mass communications and the development of human values." Christopher Center, New York.

■March 13-14—Meeting of *Arkansas Broadcasters Association*. Little Rock.

March 13-18 — Meeting of *National Federation 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—*Radio Advertising Bureau* regional sales clinic. Sheraton-Fontenelle hotel, Omaha.

March 17-18—Annual meeting, *Illinois-Indiana CATV Association*. Indianapolis.

March 18—*Radio Advertising Bureau* regional sales clinic. Sheraton-Malibu Airport Inn, Denver.

March 19-22—Institute on principles of supervisory management, *National Association of Educational Broadcasters*. Holiday Inn, Cambridge, Mass.

March 20—Convention of *Catholic Broadcasters Association of America*. Annual Gabriel Awards will be made. Gateway hotel, St. Louis.

March 20—*Radio Advertising Bureau* regional sales clinic. Sheraton-West hotel, Los Angeles.

March 21—*International Radio and Television Society* luncheon for international broadcasting awards winners. Waldorf-Astoria ho-

M&H

Researches Your Personality

Every television and radio station has a personality which, like that of a person, its audience can define and articulate with amazing and sometimes startling candor.

This personality (or image) is the result of the effect of everything that happens on the station. Each individual on the air is part of the call letters or channel personality.

We have completed over 130 market studies, encompassing more than 60,000 depth interviews, studying the images of TV and radio stations from coast to coast in the United States as well as in Canada.

Our company uses the unique skills of the social scientist to examine in detail, program-by-program and personality-by-personality, the strengths and weaknesses of your station and the competing stations in your market.

Our clients know where they stand, and more importantly, they know reasons why their ratings tabulate the way they do, particularly for the programs under their control—news, weather, sports, documentaries, women's programs, movies, children's programs, etc.

One of the principal reasons for our contract renewals year after year is that we do more than just supervise a research project. We stay with the station for a whole year to make sure you understand the study and that it works for you.

Our contribution has helped the aggressive management effort of some of our clients to move from third to first place in several of the country's most competitive markets. As a matter of fact, over one-half of our current clients are number one in their markets. Why do they use us? They want to know why they are in first place and be sure they stay there.

If you are concerned about ratings and would like a sound objective look at your station and its relationship to the market, give us a call for a presentation with absolutely no obligation on your part.

M&H

McHUGH & HOFFMAN, INC.
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Birmingham, Mich. 48011
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100% transmitter redundancy... 100% transmitter standby...

Off-air time—even just when switching from main transmitter to standby—is one budget-spoiler that parallel operation can take care of once and for all. Our parallel VHF-TV's have been logged at 150,000 hours of combined operation—with less than 60 minutes off-air!

But that's only one of the budget advantages of parallel operation.

Consider initial cost. If you bought a 25KW main and a 25KW standby, you would invest about \$279,000. Reduce the standby power to 12.5KW and you would still spend about \$245,000. But a pair of RCA transmitters—parallel mains for 25KW—cost only about \$237,000.

Consider day-to-day costs. In many areas, operating costs, maintenance costs, power costs, tube costs all drop markedly. (See new brochure for substantiating data)

Consider performance. Parallel operation assures 100% redundancy for full-time dependability. By diplexing two transmitters you gain a standby "hot" exciter that is ready to go when needed. And, of course, with RCA transmitters you deliver superior monochrome and color pictures all the time.

We've worked out a number of standard packages that meet most of the standard requirements. For low-band systems, we offer parallel 6KW, 12.5KW, or 15KW's. For high band, channels 7-13, we offer parallel 5KW, 12.5KW or 25KW systems.

As soon as you're ready for "paralleling" call your RCA Broadcast Representative. Or write for our new brochure to RCA Broadcast Equipment, Bldg. 15-5, Camden, N. J. 08102.

RCA

Broadcast Equipment



ON AIR

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ON AIR

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If you don't have the time nor the writers to produce your commercials . . . we may be the answer . . .

Commercial Continuity Service will write/produce your local spots for a monthly fee of \$140 with no limit on number of commercials per month.

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Please send FREE 1969 Heathkit Catalog.

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tel, New York.

March 21—Annual stockholders meeting, *Cox Broadcasting Corp.* Atlanta.

March 21—*Radio Advertising Bureau* regional sales clinic. Sheraton Motor Inn, Portland, Ore.

March 21-23—National convention, *Intercollegiate Broadcasting System*. Washington Hilton, Washington.

March 21-23—Annual convention of *National Association of FM Broadcasters*. Washington Hilton, Washington.

March 23 — *Association on Broadcasting Standards* board of directors, membership and technical committee meetings. Sheraton-Park hotel, Washington.

March 23—Technical committee and board of directors meetings of *Association of Maximum Service Telecasters*. Shoreham hotel, Washington.

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

March 24-27—Annual convention and exhibition of *Institute of Electrical and Electronics Engineers Inc.* New York Hilton and Coliseum.

March 24—Eighth annual programing and sales seminar breakfast, *Mark Century Corp.* Speakers: Harold Krelstein, president, Plough Broadcasting Corp.; FCC Commissioner Kenneth A. Cox, and Robert Dreyer of *Metromedia Inc.* Shoreham hotel, Washington.

March 25—Board of directors and annual membership meetings of *Association of Maximum Service Telecasters*. Shoreham hotel, Washington.

March 25—Annual stockholders meeting, *Gross Telecasting Inc.* Stockholders will vote on increase in authorized common stock for 2-for-1 stock split and application for ASE listing. Lansing, Mich.

March 27—*Visual Electronics Corp.* annual post-NAB-convention seminar. Sheraton-Park hotel, Washington.

March 28—Deadline for comments on FCC's proposed rulemaking that would authorize remote-control operation of VHF stations.

March 30-April 2—*Southern CATV Association* meeting. Monteleone hotel, New Orleans.

March 30-April 3—Annual meeting of *Toilet Goods Association*. Boca Raton hotel, Boca Raton, Fla.

March 31-April 4—Market planning seminar, *American Marketing Association*. AMA management center, Chicago.

April

April 3—Deadline for filing reply comments in FCC's third further notice of proposed rulemaking for carriage of subscription-television signals by CATV systems. Previous deadline was Feb. 14.

April 7-9 — Annual cablecasting seminar sponsored by *National Cable TV Association*. Hotel Utah, Salt Lake City.

April 11—Deadline for reply comments on FCC's proposed rulemaking that would authorize remote-control operation of VHF stations.

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

April 11-12—Meeting of *Louisiana Association of Broadcasters*. Lafayette.

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

April 13-16—Institute on principles of supervisory management, *National Association of Educational Broadcasters*. Sheraton-Chicago hotel, Chicago.

April 14—*Radio Advertising Bureau* regional sales clinic. Sheraton-Cadillac hotel, Detroit.

April 15—*Radio Advertising Bureau* regional sales clinic. Sheraton hotel, Philadelphia.

April 16—Congressional reception and dinner and gold medal presentation of *Pennsylvania Association of Broadcasters*. Sheraton-Park hotel, Washington.

April 16-18—Meeting of *Texas CATV Association*. Marriott hotel, Dallas.

April 16-25—Nineteenth annual meeting of the *International Film, TV Film and Documentary Market*. MIFED is an international center where feature, TV, documentary films are traded by participants on a worldwide scale. Milan, Italy.

April 17—New deadline for comments on FCC's proposed rulemaking concerning establishment of FM translator and FM booster services. Previous deadline was Feb. 17.

April 17—*Radio Advertising Bureau* regional sales clinic. Somerset hotel, Boston.

April 17-19—Annual spring meeting of *Oregon Association of Broadcasters*. Dunes motel, Lincoln City.

April 17-19—*International Radio & Television Society* college faculty conference. Hotel Commodore, New York.

April 18—*Radio Advertising Bureau* regional sales clinic. Sheraton Motor Inn, Buffalo, N. Y.

OpenMike

Says Tarzian has answer

EDITOR: With all the hue and cry for detent UHF-TV tuners giving comparable tuning ease with VHF tuners I cannot understand why someone hasn't checked with the largest television tuner manufacturer to see what is available.

Anticipating the need, Sarks Tarzian Inc. has developed a six-detent tuner which operates and feels like conventional VHF detent tuners.

Each detent position will tune the entire UHF spectrum and each position can be preset on any single UHF-TV station. Because of the high accuracy of resetability the user can preset his own set to the particular channels in his area.

We expect several major set manu-

facturers to use this tuner in third-quarter 1969 set production.—*Biagio Presti, division manager, Broadcast Equipment Division, Sarks Tarzian Inc., Bloomington, Ind.*

The welcome mat's out

EDITOR: With regard to the programing and sales seminar of Mark Century Corp. in Washington, March 24 (BROADCASTING, Feb. 10), there is no charge for attending the seminar and invitations may be obtained by writing to us. The invitations are to assure that there will be space enough to accommodate those attending.—*Milton Herson, Mark Century Corp., New York.*

(This is to clarify any impression that attendance at the seminar would be restricted to a preselected group that would receive Mark Century invitations.)

A bit of inconsistency

EDITOR: Note the attached cartoon from the front page of *The Milwaukee Journal* of Feb. 8. Thought you might appreciate it.—*George Comte, general manager of radio and television, WTMJ-AM-FM-TV Milwaukee.*

Television, Radio Industry: Since cigarettes are a menace to public health, I hereby propose to ban their advertising through your media.



Tobacco Industry: In keeping with our subsidy programs, the following is the money you will receive this year... in round millions, of course.



San Diego radio profits

EDITOR: In your Feb. 10 issue you published the 1967 radio revenue figures showing the San Diego standard metropolitan statistical area with a total broadcast income of \$83,810 for the nine

stations each reporting at least \$25,000 in time sales.

However, in the table showing revenues for selected communities within SMSA's, San Diego's six stations are shown with a total loss of \$121,287.

If we interpret these figures correctly, there are three stations outside the metro whose 1967 figures make the difference between \$121,287 loss and \$83,810 profit, and we do not understand how this could happen.—*George V. Whitney, vice president and general manager, KFMB San Diego.*

(Mr. Whitney's concern is well taken. The FCC has corrected itself and now reports that the \$121,287 figure for the six stations in San Diego proper should be profit, not loss.)

Dissent

EDITOR: Your Feb. 2 editorial concerning the FCC proposal to prohibit cigarette advertising also flunks the test of logic.

To say that "the purpose of cigarette advertising is to persuade persons who are already smokers to switch brands" is not a totally honest answer. An economic objective also necessary to the tobacco industry is to make converts of those who are not smokers, along with the objective of proselytizing.—*Chuck Cossin, Jr. program director, Wmuz(FM) Detroit.*

Salt in the wounds

EDITOR: I have just finished making application for license renewal and I have been forced, as have so many other station operators, by FCC ruling to patronize our strongest competitor, the newspaper (*Nashua Telegraph*) in the community. It is not that I resent the \$76.50 that I had to pay. It is the outmoded ruling that I must support my competitor in order to sustain myself.

I would be happy to air a license-renewal notice every hour for a month, but I cannot see the wisdom in paying my competitor to do the same thing.

Our station, like many others, cannot even get its program listing in this newspaper. We do not get coverage on any event or public-service community activity we carry out. Even when we have brought figures of national prominence to the community at our expense, as a community service, this is ignored by the print medium. Our personnel, who donate countless hours to civic projects, are purposely left out of stories in the print medium. . . .

I wonder how many other broadcasters think this way when they are forced to advertise their license renewal application in the area newspaper?—*David Rock, general manager, WSMN Nashua, N. H.*

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T C M

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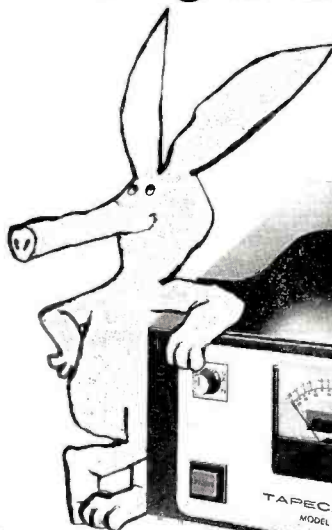
Aardvark Audio Productions, a new and sophisticated sound recording studio recently made the scene in Silver Spring, Maryland . . . and they naturally chose TAPECASTER to faithfully record and reproduce their distinctive sound effects.

Fred Gale, President of Aardvark said, "We were searching for a unit of the highest quality available. We found this outstanding quality in TAPECASTER."



"Why Aardvark?"

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* T C M

**Dustin Hoffman did it.
So did Angie
Cliff Robertson. Edward
Shirley Jones. Vikki Carr.
Helen Gurley Brown. Ed
Paul Anka. Willie Mays.
Now it's your**

“Sign in” with the new “What’s My Line?”—
now in its *second year* of first-run production. And
building audiences at an explosive rate.

Homes reached: BOSTON up 87 percent over last
year; DETROIT up 95 percent; GREEN BAY up 73
percent; HARRISBURG up 54 percent; PHILADELPHIA
up 58 percent; ROCKFORD up 50 percent; SPOKANE
up 38 percent. Women reached: BUFFALO up 40
percent over last year; DENVER up 76 percent;
FLINT up 78 percent; KALAMAZOO up 50 percent;
LOS ANGELES up 59 percent; MIAMI up 60 percent;
TOLEDO up 94 percent.

SOURCE: NSI, NOV. '68 AND NOV. '67. "WHAT'S MY LINE?" VS PREVIOUS PROGRAMMING
IN TIME PERIOD. ESTIMATES SUBJECT TO QUALIFICATIONS AVAILABLE ON REQUEST.

**Dickinson. Joan Rivers.
Albee. Claire Bloom.
Jack Jones. Robert Morse.
Ames. Hugh O'Brian.**

turn!

From Goodson-Todman, the new "What's My Line?" is beautiful for attracting young adults. With "now" panelists like Alan Alda, Soupy Sales, Meredith MacRae, Godfrey Cambridge, Joel Grey, Phyllis Newman, Nipsey Russell. Big-name mystery guests like those listed above. And many more besides. Not to mention permanent stars: host Wally Bruner and panelist Arlene Francis.

Sign in, please (and sign in quick), for five color half hours weekly.

©CBS Enterprises Inc.

New York, Chicago, San Francisco, Dallas, Atlanta





San Francisco's Brightest New Night Spots

What do they do in San Francisco after dark?

Well—a good share of them watch Channel Two.

Especially now, with our great “strip” lineup...

which now boasts four of the brightest new
nightspots you'll find anywhere.

Why not make reservations right now? While
there's room right up front.

No waiting... no tipping.

2's company!
KTVU San Francisco-Oakland
Represented by Metro TV Sales

NEW!

8 PM WEEKNIGHTS

PASSWORD

NEW!

8:30 PM WEEKNIGHTS

What's My Line?

NEW TIME!

9 PM WEEKNIGHTS

I SPY

NEW!

11 PM MON-THURS

THE UNTOUCHABLES



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

The ingredients of a good beer commercial

Having spent all of my adult life in the beer business, I have a strong personal relationship with it. I retired from it twice and in each case was unable to endure retirement. I have been in it since its rebirth in 1933 and I believe in certain basic principles which were taught to me then and which I believe are valid now. I have been privileged to observe the evolution of beer advertising from signs on Milwaukee delivery-truck panels to back-bar and other point-of-purchase pieces, print, outdoor, radio and finally to the most potent ad medium ever, television.

I have watched the beer industry set any number of trends in broadcast sponsorship, going back to the old Ben Bernie network-radio shows, the highly articulate and delightful *Halls of Ivy* radio series that starred the late Ronald Colman, television's *Wednesday Night Fights*, plus practically every sport extant and all sorts of general-entertainment specials.

Of late, I have observed another trend—in beer TV commercials. Research tells us that beer is a “fun” thing. Actually most people are very solemn and thoughtful while they drink beer. Check this out the next time you visit your favorite bar or tavern and watch the faces of the people as they discuss such weighty matters as whether Ron Swoboda of the Mets would do better playing left field or right field or the umpteenth verbal replay of the Jets win over the Colts.

So, if beer is supposed to be a “fun thing,” why not have fun in the advertising? And, what better place than in the TV commercials?

So, it's away with dignity and care. Make jokes. Laugh it up.

The commercials are the talk of the town. Ratings go up because people want to tune in your commercials. The commercials win trade awards, luncheons, trophies and framed parchment certificates of merit.

But the beer sits friendless on the shelf—ignored and forgotten.

Let's take a closer look at this.

Pretesting of television commercials is based upon a one-time reaction to a gag, verbal or sight, either on the storyboard or in the rough cut in the agency viewing room.

The greatly amused advertiser, bas-

ing his opinion on this one-time testing procedure, does not see the reaction to the commercial when it is viewed five, 10 or even 20 times—as is dictated by the economics of the high cost of mechanical preparation.

It becomes entirely possible that this repetition of the same jokes could have a negative effect on viewers.

Kids used to go to Saturday-morning picture shows and stay all day, seeing the feature or cartoons two and sometimes three times. The kids always enjoyed themselves but today's TV audience is not composed of all kids, and certainly not those who watch beer commercials.

A sight gag or a breezy one-liner as exemplified by Bob Hope's “stand-up material” is a one-thing. It is never repeated. It loses all the spontaneity and other comedic elements that made it funny the first time, when attempts at repetition are made.

Every professional comedian, of course, does repeat—but he repeats only the trade-marks—either sight or audio—that have become automatically associated with him over the years.

People still kid about the Fibber McGee and Molly closet that was a running gag on their radio shows for years. Jack Benny's expressive use of his hands or his drawn out “well,” following a lengthy silent pause are two of his best known trade-marks. Bob Hope's friendly leer at glamorous ladies is known around the world.

Comedians are able to get away with this repetition for several reasons. One of the more important is that humor styles have changed. At one time humor used to be based on making fun of peo-

ple, developing broad ethnic or regional caricatures. Today, that's out. Comedians find they get bigger laughs by making fun of themselves. This is exemplified by Hope's roles as the bumptious lover or Benny's well-known frugality.

The second reason is simple: the comedian has earned the right to this repetition through the public's acceptance of him as a performer. His basic product is humor and the public knows from past experience they can expect top-flight performance.

Now, take the beer advertiser. He wants fun. But he can't make fun of anyone. Nor can he make fun of himself. He certainly cannot be the fall guy, as the comedian so easily can. The advertiser is selling beer. He is not selling humor. Nor, is he selling advertisement.

Spending money is a serious thing. At least, it is serious to the people that you are trying to persuade to spend it. But the important thing to the beer advertiser is the beer, not the commercial.

The single most important factor in the sale of beer today is the same as it has always been—consistency of the product as it reaches the consumer. It's as simple as that.

So the formula for beer sales success becomes: Make the best and most uniform product that you possibly can. Advertise it modestly, consistently, and pleasantly but emphasize quality, quality ingredients, tradition and brewing skills. Price it reasonably. Deliver it with great frequency to the retailer so that he is never over-stocked . . . and pray for a long, hot summer.



Theodore Rosenak is president and chief executive officer, Rheingold Breweries Inc., Brooklyn, N. Y., and is a director of the parent Rheingold Corp. The diversified parent company's breweries and soft-drink subsidiaries activities include the brewing and marketing of Rheingold, Knickerbocker and Gablinger beer in a 12-state, northeast U. S. market, and soft-drink bottling and distributing in Los Angeles, Mexico City and Puerto Rico. Mr. Rosenak has been active in the brewing industry since 1933.

BIG CLICK!

What a day to be remembered. TV sets were turned on to watch the very first television program. News, Weather and Sports. Followed by the test pattern so everyone could tune in their sets. There wasn't much available in the way of programming at the beginning of television, but the people loved it.

This was 20 years ago. July 15, 1949 and WBTV in Charlotte, North Carolina, was the very first station in the Carolinas to bring the

miracle of the moving pictures into the living room. Of course, WBTV had all the homes in the market at that time.

Today, ARB ranks WBTV first in the nation's Top 50 markets in share of total homes, 9 A.M. - midnight, Sun.-Sat.* And even with several other stations in the market, Nielsen gives us 61% share of homes, and ARB 60%.

It was great to be first in the market. And we're giving it everything we've got to stay there.

*Top 50 markets ranked by ADI households. The audience figures are based on November, 1968 ARB/NSI. They are subject to the qualifications set forth in the survey report.

WBTV CHARLOTTE

Jefferson Standard
Broadcasting Company
WBTV/WBT-FM/WBTV/WWBT
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Advertisers get with, and into, programs

Growing demand for money-saving syndicated series and specials tailored to the sponsor's blueprint

Advertisers and their agencies are intensifying their efforts to participate more fully and directly in syndicated programing.

They are moving more closely toward "doing their own thing" through developing or acquiring rights to series or specials for sponsorship on a national or regional basis. They view this program-involvement approach as one that can meet their coverage and demographic needs with precision and can often effect economies in cost.

The practice of sponsors acquiring program rights fully or in part in a selected number of markets is no new phenomenon. It flourished on a wide scale in the early and mid-1950's, the heyday of syndication, and has continued up to the present on a limited and sporadic basis.

What is new, according to a canvass last week of leading advertising agencies and producers-distributors, is the heightening interest in the advertiser-identified vehicle. This comes after more than a decade of relative inactivity, and seems to have been hastened by the emergence of the participation method of buying into off-network and other locally carried product.

Attention was drawn in recent weeks to the thrust toward advertiser-involved programing with the announcement that Kellogg, through Leo Burnett Co., Chicago, had bought rights to an Australian-exported series, *Skippy, The Bush Kangaroo*, in more than 150 markets, and that Young & Rubicam, on behalf of Hunt-Wesson Foods, American Can Co. and John H. Breck Inc., had obtained U. S. rights to the *Galloping Gourmet* series and had placed it initially in six major markets.

Among other advertisers that have bought or are in negotiation for syndicated series or specials in 1969 are Colgate-Palmolive, Ford cars, American Home Products, Rayette-Faberge, E. I. DuPont, Fram Corp., Levi Strauss, S. C. Johnson & Co., Shell Oil, and Penn-Zoil.

Equally significant were the large number of agencies that reported they

were actively seeking programing on behalf of clients and the number of syndicator producers, who said they were developing packages for specific advertisers but declined to provide details because of competitive considerations.

Among the reasons cited for the growth in advertiser-identified programing were these:

- Greater opportunity to sponsor programing that fits the demographic needs of advertisers in contrast with spot buys on a number of syndicated programs.
- Opportunity to select the precise markets they need with the extra weight a programing buy provides.
- The opportunity to effect savings with a flat buy to rights to the programs in a specific number of markets.
- The opportunity for the advertisers and their agencies to play a role in shaping the programing and to promote and merchandise their sponsorship.

This type of programing may be bought in a variety of ways. In some

instances, the advertiser or the agency secures rights directly from the producer. In others, a license from the distributor for a specified number of markets may be obtained. On occasion, the agency or advertiser may develop a program and assign the production to an independent producer.

The placement of these series or specials also varies. Markets may be cleared by the advertiser, by its agency or by the distributor.

Payment for these advertiser-controlled vehicles may also take different routes. There have been examples of half-hour series in which the station is provided with the programing free of charge with the provision that the advertiser is given as many as three spots and as few as one, with the station permitted to sell the remaining announcements. In other instances, depending on the market and the cost of programing, the station may elect to buy the program and contract with the advertiser for a schedule within the

Ford's 'Going Thing' special on 200 stations

In an unusual and ambitious undertaking, the Ford division, Ford Motor Co., Dearborn, Mich., and its dealer associations have placed a one-hour entertainment special, *The Going Thing*, on more than 200 TV stations for presentation during February.

The special had its genesis in the formation by Ford in the spring of 1968 of a musical group of 12 talented youngsters. The company named the ensemble *The Going Thing*, keyed to an advertising concept Ford had developed for its 1969 cars. Since that time, the group has appeared on more than 90% of the Ford division's TV commercials during the 1968-69 season, has performed before live audiences and has cut records.

The group's popularity on the commercials and in personal appearances prompted the Ford division to produce

the special. The program was produced in California by Bob Henry Productions, Hollywood.

A Ford division spokesman in Dearborn last week credited the J. Walter Thompson Co., New York and Detroit, with playing an important part in creating *The Going Thing* group, helping to produce the special and placing it on TV stations throughout the country. He declined to give the cost of producing and showing the special, but he said he understood that it is "one of the biggest local television program projects in many years."

The Ford spokesman said that the company is considering subsequent productions featuring *The Going Thing* ensemble. He noted that the group appears on the TV commercials in the special and added: "The group's wholesome, clean-cut appearance appeals to people of all ages. They are young and talented, but they have universal appeal."

television program.

At this juncture, most advertisers and agencies regard advertiser-associated programing primarily as a supplement to their network and spot buys and they envision no road-blocks, except one, that can hamper their efforts.

"We must admit it is no easy task to find the right program," one top agency executive confided. "This takes a lot of time and effort and experimentation, but I wouldn't say it's an insurmountable problem."

Most producer-syndicators were inclined to go along with this approach, but there was a minority that questioned the propriety of agencies becoming involved in syndicated programing. They reasoned that agencies should devote themselves to the sectors in which they are experts—in media selection and in creating commercials—and leave the distribution of programing to syndicators. They also felt, in some instances, that advertisers could attain their demographic and coverage objectives by buying into programs that have been sold to stations.

Lee Rich, vice president for media and TV programing for Burnett, which handled the placement for *Skippy, the Bush Kangaroo* on behalf of Kellogg, warned that there are a number of factors in delivering a series such as *Skippy*.

He pointed out that the most important consideration is locating the appropriate program—one that has quality, has never been seen before and "has the right price." He stressed that placement of the show becomes "much more elaborate" than a normal media buy and involves "lots of work and lots of money."

"It takes a combination of things," Mr. Rich explained. "We became the programmer and the syndicator as well as the agency. We cut the program ourselves to adjust it for an American market and we eliminated any violence. We made our own prints and bicycled them to the individual stations. We put together the promotion kits to go to stations. We put salesmen on the road in the top 80 markets."

He was more frank than agency men usually are in discussing prices, pointing out there was "no standard policy" for the sale of *Skippy*. He acknowledged that in some markets Kellogg has offered to give the series to stations free, provided the advertiser is given two commercial minutes, with the outlet selling off the remainder of the time. He said some stations have accepted the offer, but others have declined it firmly.

"We think we've found the right formula for Kellogg," Mr. Rich stated, "and we'll do more of this if we can find the right program."

Warren Bahr, executive vice president for media at Young & Rubicam,

which holds U. S. rights to the *Gallop-ing Gourmet*, noted that there are plans to extend the market distribution of the series beyond the current six. In addition, Mr. Bahr said, Y&R actively is searching for other programs in areas that will "extend ideas," including those with health, legal, travel and fashion formats.

"We feel that advertisers and agencies can compete effectively in those areas," Mr. Bahr said. "We hope to come up with programs of individuality and make our own contributions to productions, as agencies once did in the earlier days of television."

According to William C. Patterson, vice president of Dancer-Fitzgerald-Sample, there is "interest among a considerable number of advertisers" in individual market placement of special program buys. Even national advertisers, he said, recognize the value of local purchases to augment their network commitments.

D-F-S was active last year in the placement of the King Family entertainment specials for individual sponsors in about 18 markets, Mr. Patterson said, and "it worked, it was a good effort."

Paul Roth, vice president for media at Kenyon & Eckhardt, said his agency had been discussing with producers the feasibility of creating entertainment specials for a number of advertisers. He indicated that fashioning the appropriate programing is a problem, but said some national advertisers are interested in supplementing network buys with the type of local purchases that would afford dealer tie-ins and the opportunity for merchandising and promotion.

American Home Products Corp., New York, is reported to be creating a series with a well-known TV personality, but a company spokesman declined to provide any details at this

time.

The Ford division of the Ford Motor Co., Dearborn, Mich., is placing (through its dealer associations) a one-hour entertainment special, *The Going Thing*, on more than 200 stations during February. Ford, which formed a musical group called The Going Thing last year to advance its 1969 advertising theme, is considering the production of two other specials this year (see page 25).

Frank Kemp, senior vice president in charge of media and programing for Compton Advertising, New York, agreed there is renewed interest by advertisers in securing rights to their own syndicated programing. He said one of Compton's clients, Quaker Oats, is hopeful of finding an appropriate children's vehicle. Mr. Kemp agreed that this approach can be economical and more efficient for a client.

Colgate-Palmolive Co. has been active for several years in the programing sector and currently sponsors *Your All-American College Show*, a variety competition in the top 50 markets. Richard Moore, manager of TV-radio operations for Colgate, acknowledged that the company is definitely considering other programs of this type, but he would not discuss details. This series has already run for 39 weeks and been renewed for 13 additional weeks.

The college program is placed through Norman, Craig & Kummel, New York. In the past other Colgate-sponsored shows have been *Stump the Stars* and *Dance Party*. Mr. Moore noted that these directly placed shows are supplementary to the company's effort in network and spot television.

Robert Wolf, media manager of Carl Ally Inc., New York, said the agency is "just getting its feet wet" in this activity and is considering direct program placement for a non-national advertiser that wants to introduce a new

Hamm's new agency to keep emphasis on TV

Television will continue to head the media list for Hamm's beer, officials at J. Walter Thompson Co., Chicago, indicated last week upon announcement of move of the \$7-million account there, effective May 15, after 23 years at Campbell-Mithun, Minneapolis.

JWT also said that Patrick E. O'Brien, vice president, will be management supervisor on the Hamm's account. The three account men will be Dick Clark, Jim Smith and Bill Keogh, all presently associated with the agency.

JWT was one of several agencies that made presentations for the account and was runner-up with Camp-

bell-Mithun, which sought to retain the business. JWT won out, Hamm's sources said, because it had more national offices and could help the beer expand its marketing area, now confined largely to the western half of the country.

Hamm's has been Campbell-Mithun's largest single account. C-M will "phase out" some two dozen people over the next couple of months, the agency said, but others who have been on the account already are being absorbed in growing work for other clients.

C-M noted its problems with the account began three years ago when the brewing firm was acquired by Heublein Inc. It observed that Hamm has had four presidents and a new executive vice president in that period.

product. Mr. Wolfe believes there's a need for this type of program placement because "it can be of value to both the client and the program producer or distributor."

William Murphy, vice president and director of media and TV programs for Papert, Koenig, Lois, New York, pointed out that PKL now has *Celebrity Billiards* in 14 major markets for Piel's beer. He said PKL is "working on another account" similar to Piel's for program placement. He said the growing interest in this form of sponsorship is resulting from a general trend toward "sponsorship patterns becoming a little more versatile."

Dan Goodman, vice president in charge of syndicated sales for Screen Gems, pointed out that the company's *Playboy After Dark* series, which began recently, was "given a strong push" by Rayette-Faberge Inc., New York, maker of cosmetics and hair products, which obtained rights in New York, Chicago and Dallas and is now considering placing the series in 30 other markets.

He added that Screen Gems has other projects under consideration by advertisers, centering around a group of entertainment specials. Mr. Goodman believes that advertiser-identified programing can be of value to the sophisticated advertiser who may require less than a network buy and who is able to pinpoint the specific markets he needs.

Triangle Program Sales is one syndication firm that has been active in selling directly to sponsors for about four years. Bill Mulvey, syndication sales manager, said that this area has been "a consistently growing one," and in 1969 about 20 national advertisers will be represented in its programing, mainly sports and entertainment specials.

Under the Triangle formula, a sponsor is given the right to series in markets that have been averaging in number from 170 up to more than 200. Advertisers give the stations a half-hour program free of charge in return for one commercial, and a one-hour program for two commercials.

Among the advertisers that have obtained rights to Triangle Program Sales' properties in 1969 are the Fram Corp. (four half-hour auto specials); E. I. DuPont (one-hour *Heavyweight Inc.*, special on boxer Joe Frazier); Levi Strauss (*Miss Rodeo America* half-hour special); S. C. Johnson & Son (one-hour *Can-Am Cup* special) and Penn-Zoil (*The Sky Below Me* special on airplane stunt flying).

Edward Bleier, who resigned last year as vice president in charge of public relations and planning for ABC-TV to form Edward Bleier Associates, New York, has developed two half-hour special-interest series for local placement by sponsors as well as a



Burnett's Rich



D-F-S's Patterson



Compton's Kemp



PKL's Murphy



Y&R's Bahr



K&E's Roth

group of one-hour entertainment specials for sale to local retailers. Mr. Bleier believes this avenue of program placement will gather momentum in the next year or two.

"We are now talking to financial-type advertisers for a weekly half-hour business-finance series and to pharmaceutical companies about a family-health series and we have considerable interest," Mr. Bleier stated. "In addition, we're developing one-hour entertainment specials for sponsorship by local retailers."

Mr. Bleier is convinced that the sophisticated advertiser is beginning to think more and more beyond the cost-per-thousand that can be achieved through network and conventional syndicated program buys. Advertisers are becoming more concerned, he said, with reaching targeted audiences.

Larry Spangler, president of Spangler Television Sales, said he is in the process of developing two groups of specials, one in the sports area and the second appealing to teen-age audiences. He said he is currently involved in negotiations with a soft-drink company and a brewery regarding sponsorship. He indicated that the advertiser-involved program is a part of the syndication business that will continue to grow over the next several years.

Plymouth holds master's keys

Northwestern University graduate students in advertising are working with Chrysler Corp. this spring on a four-month project to create advertising campaigns for Plymouth and are being supplied sample cars for study on campus. Young & Rubicam, the Plymouth agency, is assisting. Student teams are making the project part of their master's degree program.

Mary Wells tosses some darts of her own

"We would like to make nothing but outstanding advertising, and we would like to make a lot of money," Mary Wells Lawrence, president of Wells, Rich, Greene, told a luncheon meeting of the Sales Executives Club of New York last week.

Mrs. Lawrence's presentation was the main attraction of Inside Advertising/Marketing Week, sponsored by the Advertising Club of New York. More than 100 students majoring in marketing and advertising in colleges throughout the nation were guests.

Mrs. Lawrence's speech outlined the aims of Wells, Rich, Greene, but she took time at the outset to chide *The Wall Street Journal* for its chilling report of Monday (Feb. 10) on WRG's finances. The newspaper, she charged, pointed out that agency income was down without making it clear that billings were up and that income for last year reflected a temporary adjustment, not a trend.

Mrs. Lawrence went on to say that the agency intended to make a lot of money and that all too often agencies have operated on the premise that clients make money, not agencies. The average agency, Mrs. Lawrence continued, nets only 1% of billings, a shamefully low profit.

Mrs. Lawrence promised that the long-awaited Trans World Airlines campaign, due to break early this spring, would be spectacular: "It's going to happen in a very, very strong way." The new campaign will be the first major advertising created for the airline since the account was acquired last Nov. 15.

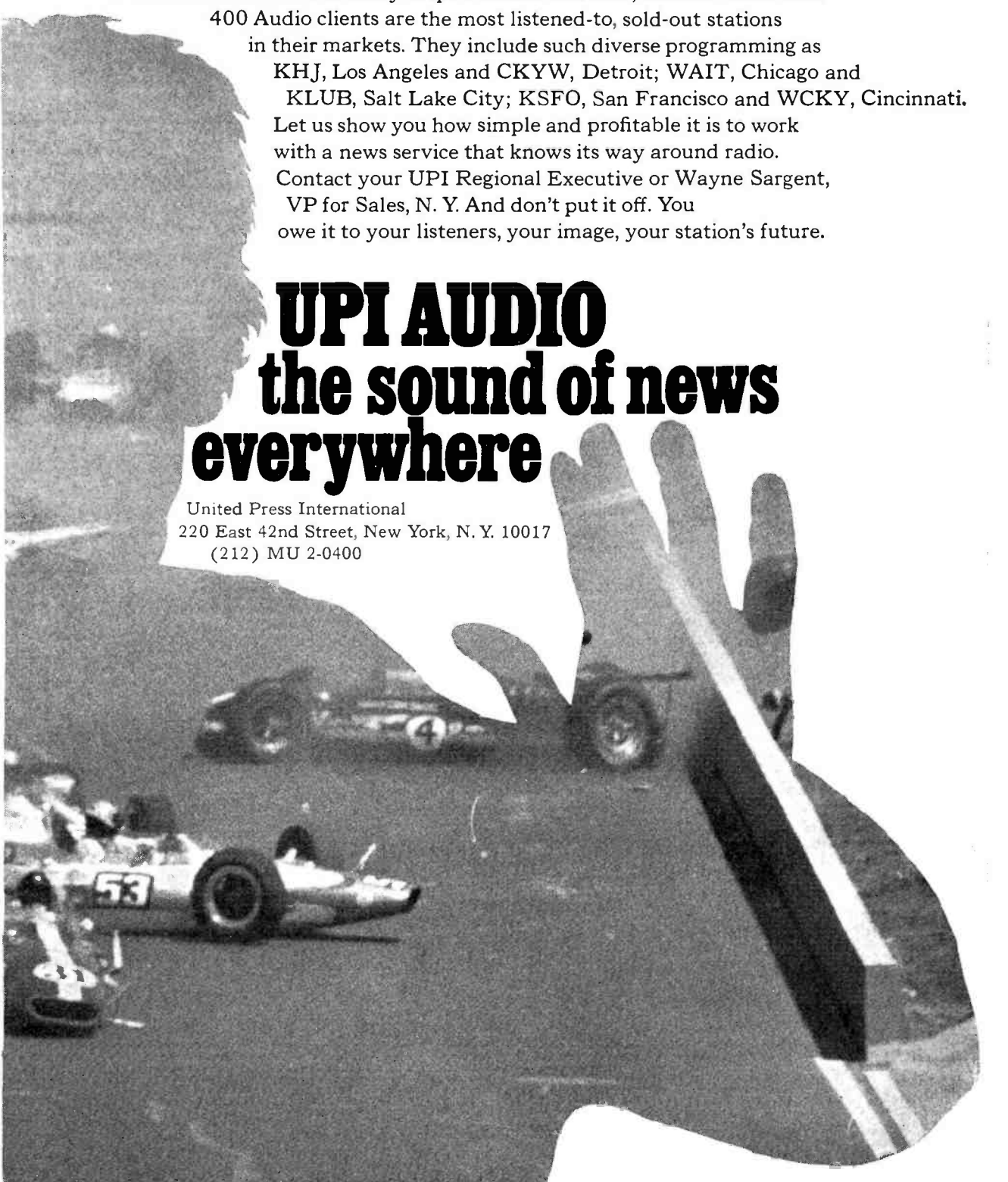
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Give and take at ad colloquy

All the earmarks for red-hot debate were there, but AAF panelists seemed intent on listening too

Advertising-industry representatives got three days of evidence last week in Washington that if you give a damn, things can get better. "Give a damn," a slogan widely used last summer in numerous public-service advertising messages and repeated over and over again in reviews of those campaigns during the annual government-affairs conference of the American Advertising Federation, keyed sessions marked by unusually nonviolent confrontations between the regulators and the regulated.

Coming during a season of marked unsettlement in the relationships between government and business, especially at the federal level (stemming in part from the change of administrations), the AAF conference brought together congressman and senators, Federal Trade and FCC commissioners, and representative practitioners of the advertising arts. And session after session brought evidence — sometimes faint, and often subtle—that what the advertising fraternity had set out to accomplish when it instituted the conferences 11 years ago was finally beginning to prove workable.

A panel on Wednesday, the conference's last day (Feb. 10), summed it all up. On the surface, it seemed to be loaded for fireworks. On the platform were an FCC commissioner, Kenneth Cox, an FTC commissioner, Philip Elman, an outspoken member of the House Commerce Committee, Representative Paul Rogers (D-Fla.), and three industry attorneys, all regarded as experts in their fields: Gilbert Weil, Weil & Lee, New York; Fred Rowe, Kirkland, Ellis, Hodson, Chaffetz and

Masters, Washington, and Ira Millstein, Weil, Gotshall & Manges, New York. The panel was moderated by John Reilly, Pierson, Ball & Dowd, Washington, a former FTC commissioner and presently AAF counsel.

Number-one subject for the panel was the FCC's proposal to eliminate broadcast advertising of cigarettes. No punches were pulled and all sides aired their viewpoints. In a discussion marked by an unusual degree of give and take, it was apparent that the panelists weren't only talking. They, like their audience, as one observer noted, were also listening. A combination of advocates that only recently would have automatically produced a debate produced instead a conversation.

Whether that conversation produced any conversions remained problematical. What it portended, one AAF official noted after the conference ended, was that sharing of government-industry problems and concerns by both sides, especially during the present uncertainties surrounding a shift of presidential power, looked to be a very promising approach.

The theme ran through all the AAF sessions. FTC Chairman Paul Rand Dixon called for business cooperation against unfair competition and misleading advertising through wider use of applications of complaint and applications for advisory opinions, while giving the bulk of the credit for the general improvement in advertising standards in the last 50 years to advertisers, agencies and the media.

FTC Commissioner Mary Gardner Jones sought to enlist the cooperation

of local and state advertising clubs in setting up fast-response communications networks to alert consumers of "gyp artist" operations moving into an area.

Herbert Klein, President Nixon's director of communications, noted that voluntarism—stressed throughout the conference in presentations of public-service campaigns—was to be a hallmark of the Nixon administration. Especially, he noted, the control over advertising should come from the industry itself. He invited advertisers "to do what you can to build a better belief in American government today." Interspersed in his talk at the Monday luncheon (Feb. 17) was a concomitant need of the new administration for the communications skills the industry could bring to bear.

Even Senator Philip A. Hart's (D-Mich.) speech on Tuesday failed to dent the feeling of cooperative good fellowship that was developing. Although reasonable in tone, one of his proposals, it was noted, if followed to its logical conclusions could render much advertising unnecessary.

Senator Hart's idea, not new, was that a computerized data bank should be constructed to provide consumers with factual comparative product data, in part developed through government testing programs, at coin-in-the-slot terminals.

In addition, he proposed that all media discounts should be eliminated to give small advertisers a more equal chance in the marketplace against competitors. The data bank, he said, which would specifically include product information already accumulated by government buying agencies, could further equalize competition between small and large businesses.

But Senator Hart found some time to listen, as well. While at the Tuesday session he heard part of a community-action presentation prepared by Thomas B. Adams, chairman of the board, Campbell-Ewald, Detroit. That the slide and film-clip sequences, using hometown talent to further police recruitment, summer jobs for youth, and antipollution activities, had not escaped the senator's attention was evident in comments he later ad libbed into his prepared text.

The Adams presentation was one of several that were given throughout the three-day sessions. On Monday a presentation by Robert Keim, president, the Advertising Council, reviewed public-service advertising themes of the previous year. It was followed by a special film presentation by Norman (Pete) Cash, president of the Television Bureau of Advertising.

Mr Cash's theme, tying directly to the Advertising Council's campaigns,



Walter E. Terry (l), senior vice president, D'Arcy Advertising, San Francisco, and AAF chairman, greets conference

guests Paul Rand Dixon (c), chairman, Federal Trade Commission, and FCC Chairman Rosel H. Hyde.

was that "sponsorship makes it better." He gave examples of commercial accounts picking up public-service themes—some of them created by the council—and giving them wider exposure. In some cases, themes were adopted for explicit commercial identification. In others, sponsors picked up the tab without credit.

A presentation featuring consumer appeals of another sort drew a rapt audience on Capitol Hill Tuesday morning. Devoted to the uses of advertising in political contests, the session drew a goodly number of practicing politicians. Tuesday morning and lunch were spent in congressional liaison activities with congressmen and senators.

Other presentations dealt with the consumer-oriented activities of the Better Business Bureaus International, consumer-education programs of the Advertising Women of New York, a "marketour" operation by Chicago Advertising Women for opinion leaders who visited product-developing and testing laboratories, and an American Association of Advertising Agencies/J. Walter Thompson film review of public-service "Summer '68" campaigns.

The panel on "advertising and the law" was not the only point where the FCC proposal on cigarette advertising was raised. On the opening day, Representative Bob Wilson (R-Calif.), former advertising man, scored the FCC proposal. The commission's cigarette decision, he said, "is as bad as it could be." He said the commission's logic had "completely shortcuted Congress," and if it was allowed to stand it would put advertising of many other products in jeopardy. Congressman Rogers, during the later panel discussion, said he expected the House Investigations Subcommittee to probe the whole area of relationships between the regulatory agencies and the Congress. At the same session, Mr. Millstein said he hoped Congress would take the issue away from both the FCC and the courts. The controversy should be labeled, he suggested: "This issue is dangerous to the development of the law."

A panel of newsmen, led by CBS Vice President Theodore Koop, briefed the delegates on the developing trends of the Nixon administration. One comment, which produced a consensus among the newsmen, was that Mr. Nixon might lean over backwards to show voters he was not favoring business.

Rounding out the thematic sessions of the conference on Wednesday was Jean Rindlaub, former AAF advertising woman of the year, who spoke on "advertising and the consumer."

AAF Chairman Walter E. Terry, senior vice president, D'Arcy Advertising, San Francisco, laid out an action program for delegates at the confer-

ence's opening session. Key points included developing a strong legislative-alertment program and an ethics program in each advertising club, maintaining a continuing effort to inform the public and officials about advertising's positive values as well as seeking all-industry support for advertising's particular problems, and constructing programs to meet social and community needs using advertising and marketing tools.

In official actions, AAF delegates reportedly approved a reduction in the size of the AAF board of directors, and laid plans for dealing with the threat to cigarette advertising. Detailed announcements of actions taken are to be made this week, a spokesman said.

The AAF's Robert M. Feenster Memorial Awards went to the Fourth District (Florida) for its state-legislature alertment plan. The club award went to the Advertising Club of Cincinnati for "an outstanding program of informing legislators about advertising."

Rep appointments:

- Wixx McKeesport, Pa. (Pittsburgh): RKO Radio Representatives, New York.
- WMMM Westport, Conn.: Adam Young-VTM, New York.
- KDAC Fort Bragg, Calif.: Advertising Sales West, San Francisco.
- WGAW Gardner, and WSRO Marlboro, both Massachusetts: Harold H. Segal and Co., Boston.

Agency appointments:

- Colgate-Palmolive has assigned Lustre-Creme and Cashmere Bouquet lines to Norman, Craig & Kummel, New York, moving them from Lennen & Newell, New York. Products bill estimated \$2.5 million, with over half in radio-TV. NC&K already handles Ajax line, Cold Power, Hyperphase and other new and test products for Colgate.
- The General Electric Consumer Elec-

tronics Division, Syracuse, N. Y., has named N. W. Ayer Public Relations, New York, to handle public relations and product publicity.

Bernard Howard rep firm acquired by Sonderling

Sonderling Broadcasting Corp., New York, television and radio station owner and distributor of television commercials, has contracted with Bernard Howard & Co. to acquire the radio station representative in exchange for Sonderling common stock.

Shareholders of the representative firm—Bernard Howard, president, and Jack Davis, executive vice president, and their families—will receive 22,000 shares of Sonderling, with provisions for up to 11,000 additional shares based on performance during 1969 and 1970, and up to 5,000 shares on performance in 1971-1973.

The rep firm will remain under its present management as a Sonderling affiliate. Bernard Howard serves four of Sonderling's stations: WDIA Memphis, KDIA Oakland-San Francisco, WOL Washington, and WWRL New York, all Negro-oriented. Sonderling's other stations are WMOD(FM) Washington; WOPA-AM-FM Oak Park, Ill.; KFOX-AM-FM Long Beach, Calif.; WAST(TV) Albany, N. Y., and WLKY-TV Louisville, Ky. The company also procures and distributes television commercials and feature films through its subsidiary, Modern Teleservice.

Bernard Howard, as a national representative, has a varied station list. Its headquarters are in New York. Alan Henry, vice president of Sonderling, reported the company was not at all interested in diversifying further into television representation.

Sonderling stock is traded on the American Stock Exchange. The closing price on Thursday (Feb. 20) was 36 $\frac{3}{4}$.



Conference speakers compare notes. Senator Philip A. Hart (D-Mich.) (l) checked in with constituent Thomas

B. Adams, board chairman, Campbell-Ewald, Detroit, between their turns at the lectern.

Spot radio keeps skyrocketing

RAB report on first nine-months of '68 puts sales at \$247.6 million; Sears, Ward's crack top list

More details on what made 1968 a record sales year for radio are provided in a nine-month spot-radio report being released today (Feb. 24) by the Radio Advertising Bureau.

It shows, among other things, that in the third quarter of 1968 national and regional spot sales boomed almost 20% ahead of those in the same period of 1967. RAB put the new total at \$90.3 million, up 19.6%.

For the first nine months, spot spending was put at \$247.6 million, a gain of 11.6%.

The top-100 spot spenders for the nine months were said to have invested \$208,081,000 for a 19.2% gain over the top 100 in the same period of 1967. Over half—56—spent \$1 million or more, and 33 of these increased their spot spending by 15% or more.

The report includes Sears, Roebuck and Montgomery-Ward for the first time, putting Sears in fourth place with a nine-month spot-radio investment of \$7.1 million and Montgomery-Ward in 42nd with \$1.47 million.

RAB's figures are compiled by Radio Expenditure Reports, Larchmont, N.Y., from confidential reports submitted by a cross-section of stations and station reps. The estimates for Sears and Montgomery-Ward were based on a special survey made by Radio Expenditures Reports as part of an RAB study of retail spending (BROADCASTING, Jan. 13). RAB said the research firm has amended its questionnaires so that estimates of spot spending by major national or regional retail chains will be included in future reports.

RAB said its nine-month report provides "solid documentation" for its estimate last month that national and regional spot business in 1968 rose some 12% over 1967 as part of a record year in which total radio sales reached \$1 billion for the first time, totaling \$1.074 billion or 12% more than the 1967 total (BROADCASTING, Jan. 13).

Top 100 national-regional spot radio advertisers

(By brands)

First 9 months 1968

Est. Expenditures

	Est. Expenditures
1. General Motors	\$20,337,000
Buick Div. cars	2,694,000
Cadillac Div. cars	915,000
Chevrolet Div. cars	6,453,000
Delco-Remy Div.—United Motors Service	109,000
Fisher Body Div.	2,000
Frigidaire Div.	101,000
G.M.A.C.	824,000
G.M.C. Trucks	1,000
Guardian Maintenance	1,324,000
Harrison Radiator Div.	473,000
Oldsmobile Div. cars	1,850,000
Opel cars	31,000
Pontiac Div. cars	3,735,000
Institutional	1,825,000
2. Ford Motor	15,818,000
Ford Div. cars	12,104,000
Ford Div. trucks	3,000
Ford Div. tractors	1,000
Lincoln/Mercury Div. cars	2,673,000
Rent-A-Car	99,000
Autolite Div.	123,000
Philco/Ford Div. TV sets	8,000
Institutional	807,000
3. Chrysler Corp.	11,048,000
Chrysler Div. cars	2,492,000
Dodge Div. cars	5,138,000
Dodge Div. trucks	323,000
Plymouth Div. cars	2,932,000
Simca cars	62,000
Airtemp Div.	15,000
Institutional	86,000
4. *Sears, Roebuck & Co.	7,100,000
Retail Stores	7,100,000
5. Coca-Cola Co./bottlers	6,910,000
Coca-Cola	4,954,000
Fresca	946,000
Simba	2,000
Sprite	429,000
Tab	237,000
Teen-age campaign (Coca-Cola Co. Foods Div.)	186,000
Duncan Foods—Butternut coffee	1,000
Minute Maid—Snow Crop	155,000
6. Pepsico, Inc./bottlers	6,819,000
Diet Pepsi	1,148,000
Mountain Dew	548,000
Pepsi-Cola	4,959,000
Teem	68,000
Tropic Surf (Frito-Lay Div.)	66,000
Crispys	14,000
Fritos	9,000
Lay's potato chips	3,000
Rold Gold pretzels	4,000
7. R. J. Reynolds	6,724,000
Camel cigarettes	152,000

Day's Work chewing tobacco	81,000
Prince Albert pipe tobacco	75,000
Sallem cigarettes	3,146,000
Winston cigarettes (R. J. Reynolds Foods Co. Div.)	3,170,000
Chun King foods	64,000
My-T-Fine puddings	36,000

8. Bristol-Myers	5,421,000
Ban	721,000
Bufferin	24,000
Come Back	19,000
Excedrin	1,215,000
Mum Mist	435,000
No-Doz	271,000
Pazo	10,000
Score	104,000
Vitalis	9,000
Vote (Clairol Div.)	788,000
Born Blonde	17,000
California Girl	277,000
Hi-Lightening	16,000
Le Mans	5,000
Midnight Sun	106,000
Numero Uno	83,000
Pssst	229,000
Summer Blonde	133,000
That Look	16,000
Uncurl (Dracckett Div.)	58,000
Behold	1,000
Whistle (Mead-Johnson Div.)	14,000
Metrecal	137,000
Nutrament	733,000

9. American Home Products	5,046,000
Aero Shave	87,000
Anacin	1,295,000
Bisodol	6,000
Denalan	6,000
Dristan	93,000
Freezone	9,000
Griffin polish	3,000
Neet	61,000
Preparation "H"	3,428,000
Quiet World	6,000
Snarol	8,000
Sudden Beauty	9,000
Summer Action	12,000
The System (American Home Foods Div.)	13,000
Chef Boy-Ar-Dee chili	10,000
10. Jos. Schlitz Brewing	3,968,000
Burgermeister beer	808,000
Old Milwaukee beer	248,000
Primo beer	15,000
Schlitz beer	2,807,000
Schlitz malt liquor	90,000

11. Colgate-Palmolive	3,921,000
AD detergent	27,000
Ajax cleanser	199,000
Ajax 2 detergent	7,000
Axion	886,000
Cold Power	379,000
Colgate 100	12,000
Cue	25,000
Fab	552,000
Handi-Wipes	52,000
Hour after Hour	193,000
Hyperphase	84,000
Palmolive liquid	20,000
Petal soap	72,000
Product C detergent	59,000
Pruf starch	10,000
Punch detergent	87,000
Skin Mist	50,000
Tackle	133,000
Ultra-Brite	886,000
Wash 'n Dri	188,000

12. Anheuser-Busch	3,667,000
Budweiser beer	1,872,000
Busch Bavarian beer	892,000
Michelob beer	903,000

13. AT&T	3,600,000
Combined Bell System Co.'s	3,600,000

14. Royal Crown Cola Co./bottlers	3,481,000
Diet Rite	1,056,000
Quench	4,000
Royal Crown Cola	2,421,000

Major increases in spot billings

	Nine mos.		
	'67	'68	% Increase
Bristol-Myers	\$ 2,112,000	\$ 5,421,000	156.6%
Colgate-Palmolive	2,217,000	3,921,000	76.8%
Ford Motor	9,352,000	15,818,000	69.7%
TWA	1,584,000	2,855,000	80.0%
Texaco	585,000	1,947,000	232.8%
Nestle	812,000	1,351,000	66.4%
Sun Oil	1,765,000	2,552,000	44.6%
Wrigley	1,655,000	2,600,000	57.0%
General Motors	16,860,000	20,337,000	20.6%
Sterling Drug	672,000	1,890,000	181.0%

How to grow prize zinnias with a greasy thumb.

He didn't plan it that way, but Humble dealer Walter Johnson in West Trenton, New Jersey, ended up a prize gardener.

Humble's landscaping program gave him the idea. He invested in some flower seeds and a little spade and trowel work between waiting on customers.

Next thing he knew, the ladies from the West Trenton Garden Club were handing him an award.

Naturally, we don't expect all our dealers to win awards, but lots of them are participating in our beautification program. Many are helping new stations to fit gracefully into the local scene.

Others are giving older stations a facelift by the addition of trees and borders of greenery and flowers.

We're glad Humble can help keep America green.

Because we've learned, as we go about our business of making good products and a fair profit, that there's added satisfaction in doing something more for our neighbors.

Humble is doing something extra.

HUMBLE

Oil & Refining Company...Where you get all the extras.

	<i>Est. Expenditures</i>
15. Lorillard Corp.	3,202,000
Beech-nut chewing tobacco	1,000
Erik cigars	2,000
Kent cigarettes	776,000
Newport cigarettes	369,000
Old Gold cigarettes	363,000
Spring cigarettes	3,000
True cigarettes	1,582,000
Gift Star coupons	106,000
16. American Oil	3,048,000
Amoco gas & oil	1,626,000
Amoco heating fuel	28,000
Amoco tires, batteries & accessories	235,000
Standard gas & oil	926,000
Standard heating fuel	29,000
Standard tires, batteries & accessories	67,000
Farm chemicals	137,000
17. Humble Oil & Refining	2,879,000
Enco gas & oil	812,000
Enco heating fuel	45,000
Esso gas & oil	1,804,000
Esso heating fuel	218,000
18. Trans World Airlines	2,855,000
Air travel	2,855,000
19. Seven-Up Co./bottlers	2,853,000
Like	1,032,000
Seven-Up	1,821,000
20. Studebaker Corp. (S.T.P. Div.)	2,667,000
S.T.P. additive	2,667,000
21. Wm. Wrigley Jr.	2,601,000
Wrigley gum	2,601,000
22. Sun Oil Co.	2,552,000
Sunoco gas & oil	2,537,000
Sunoco heating fuel	15,000
23. Pan American World Airways	2,528,000
Air travel	2,528,000
24. Liggett & Myers	2,463,000
Chesterfield cigarettes	228,000
L & M cigarettes	1,419,000
Lark cigarettes	742,000
Redman chewing tobacco (National Oats Div.)	70,000
Cream of Oats	4,000
25. American Airlines	2,142,000
Air travel	2,142,000
26. Mobil Oil	2,112,000
Mobil gas & oil	2,051,000
(V-C Chemical Co. Div.)	
Agricultural chemicals	61,000
27. Eastern Air Lines	2,092,000
Air travel	2,092,000
28. Beneficial Finance	2,075,000
Loans & financing	2,075,000
29. Texaco	1,947,000
Texaco gas & oil	1,947,000
30. Sterling Drug	1,890,000
Bayer aspirin	113,000
Campho-Phenique	154,000
Cope	826,000
D-Con	384,000
Fizrin	132,000
Ironized Yeast	1,000
Midol	75,000
Vanquish (Lehn & Fink Div.)	50,000
Down the Drain	46,000
Jato	16,000
Lysol	49,000
Medi-Quick	35,000
Tussy cosmetics	9,000
31. Pearl Brewing	1,857,000
Country Club malt liquor	1,105,000
Pearl beer	752,000
32. General Foods	1,751,000
Good Morning	29,000
Jell-o	58,000
Kool-Aid	88,000
Maxim coffee	390,000
Maxwell House coffee	500,000
Orange Plus	106,000
Pizza Sticks	6,000
Post cereals	6,000

	<i>Est. Expenditures</i>
Sanka coffee	556,000
Tasty Fry	12,000
33. Shell Oil	1,751,000
Shell gas & oil	1,571,000
Shell heating fuel	102,000
Agricultural chemicals	78,000
34. Falstaff Brewing	1,742,000
Falstaff beer	1,389,000
Krueger beer	66,000
Narragansett beer	287,000
35. American Express	1,728,000
Credit cards	695,000
Money orders	10,000
Traveler's Cheques	876,000
Unicard Div.	147,000
36. F & M Schaefer Brewing	1,687,000
Schaefer beer	1,687,000
37. Heublein	1,611,000
Byrrh wine	93,000
Hamm's beer	1,495,000
Harvey's Bristol Cream	17,000
Velvet Gold	6,000
38. Equitable Life Assurance Society	1,584,000
Insurance	1,584,000
39. Household Finance Corp.	1,538,000
Loans & financing	1,538,000
40. Standard Oil of California	1,505,000
Chevron gas & oil	1,343,000
Chevron heating fuel	4,000
Agricultural chemicals	158,000
41. Midas Inc.	1,492,000
Midas mufflers	1,492,000
42. *Montgomery Ward & Co.	1,470,000
Retail stores	1,470,000
43. Delta Air Lines	1,464,000
Air travel	1,464,000
44. Northwest Orient Airlines	1,418,000
Air travel	1,418,000
45. Campbell Soup	1,383,000
Bounty beef stew	15,000
Bounty cooking sauce	74,000
Campbell beans	3,000
Campbell soups	766,000
Franco-American gravy	29,000
Pepperidge Farm bakery products	302,000
Pepperidge Farm soups	111,000
Quick Sandy	9,000
Swanson's pouch tray	74,000
46. The Nestle Co.	1,351,000
Crosse & Blackwell coffee	6,000
Crosse & Blackwell tea	1,000
Decaf	1,174,000
Nescafe	138,000
Nestle candy bars	5,000
Nestle cocoa	16,000
Nestle instant tea	8,000
Taster's Choice coffee	3,000
47. Canada Dry	1,323,000
Canada Dry beverages	696,000
Sport Cola	96,000
Wink	531,000
48. Firestone Tire & Rubber	1,263,000
Firestone tires & tubes	1,263,000
49. Stroh Brewing	1,223,000
Goebel beer	19,000
Stroh's beer	1,204,000
50. United Air Lines	1,216,000
Air travel	1,216,000
51. Lever Bros.	1,177,000
Cold Water All	9,000
Dove liquid	2,000
Glamorene rug shampoo	191,000
Imperial margarine	58,000
Lifeboy	121,000
Lucky Whip	8,000
Lux liquid	36,000
Pepsodent	6,000
Rinso	14,000
(Thos. J. Lipton Co. Div.)	
Lipton tea	719,000

	<i>Est. Expenditures</i>
Pa. Dutch brand noodles	13,000
52. American Tobacco	1,172,000
Bull Durham tobacco	58,000
Carlton cigarettes	15,000
Double 8 filter cigarettes	33,000
Lucky Strike cigarettes	78,000
Pall Mall cigarettes	463,000
Silva Thin cigarettes	180,000
Tareyton cigarettes (Sunshine Biscuit Div.)	335,000
Crackers & cookies	10,000
53. Squibb, Beech-Nut	1,150,000
Beech-Nut chewing gum	788,000
Life Savers	172,000
Martinson's coffee	83,000
Table Talk pies	3,000
Tetley Tea (Lander Div.)	91,000
Dixie Peach cosmetics	13,000
54. Plough	1,124,000
Coppertone	318,000
Di-Gel	142,000
Mexsana	41,000
Moroline	2,000
Musterole	2,000
Nix	2,000
Q.T. Lotion	189,000
Ril-Sweet	4,000
St. Joseph Aspirin	291,000
St. Joseph Cough Syrup	43,000
Solarcaine	89,000
Zemo Cream	1,000
55. Smith, Kline & French	1,017,000
Animal health products (Menley & James Labs. Div.)	26,000
Contact	991,000
56. Noxell Corp.	1,007,000
Cover Girl	432,000
Noxzema cream	349,000
Noxzema lotion	11,000
Therablom	215,000
57. Florida Citrus Commission	911,000
Florida citrus fruits	911,000
58. Johnson & Johnson	897,000
Baby oil	834,000
Band-Aids	45,000
Medicated powder	4,000
Suntan oil	14,000
59. Standard Brands	894,000
Blue Bonnet margarine	174,000
Chase & Sanborn coffee	4,000
Fleischmann's margarine	309,000
Fleischmann's yeast	70,000
Peanut Crisp	105,000
Royal gelatin	115,000
Institutional	117,000
60. Chas. Pfizer & Co.	888,000
Hai Karate	61,000
Pacquins cream	525,000
Pacquins lotion	31,000
Un-Burn	137,000
Agricultural products	134,000
61. Northeast Airlines	851,000
Air travel	851,000
62. Cities Service	825,000
Citgo gas & oil	825,000
63. Blue Cross/Blue Shield	817,000
Hospital & medical insurance	817,000
64. Atlantic-Richfield	812,000
Atlantic gas & oil	675,000
Richfield gas & oil	137,000
65. Union Oil of California	797,000
Pure Firebrand gas & Purelube oil	695,000
"76" gas & Royal Triton oil	102,000
66. Miller Brewing	745,000
Gettleman beer	25,000
Miller High Life beer	720,000
67. Pabst Brewing	723,000
Blatz beer	317,000
Pabst Blue Ribbon beer	406,000

	Est. Expenditures
68. National Brewing	716,000
Aites Golden Lager	50,000
Coit 45 malt liquor	316,000
National Bohemian beer	194,000
National Premium beer	141,000
Regal beer	15,000
69. General Electric	680,000
Construction & Industrial Div.	87,000
Home electronics	31,000
Lamps	424,000
Major appliances	55,000
Institutional	83,000
70. Eli Lilly & Co.	664,000
Agricultural chemicals	212,000
Greenfield lawn products	452,000
71. Beatrice Foods	658,000
Aunt Nellie's foods	9,000
Bond pickles	30,000
Burny Bros. Div.	4,000
Clark candy	5,000
Dannon yogurt	224,000
La Choy foods	19,000
Lambrecht pizza	10,000
Ma Brown's pickles	1,000
Meadow Gold dairies	1,000
Miracle White	247,000
Rosarita foods	108,000
72. P. R. Mallory & Co.	618,000
Duracell batteries	618,000
73. Associates Investment Co.	611,000
Loans & financing	611,000
74. National Airlines	611,000
Air travel	611,000
75. Monarch Wine	605,000
Manischewitz wine	605,000
76. John Morrell & Co.	576,000
Broadcast Brand meat products	99,000
Hunter meat products	9,000
Maurer-Neuer meat products	3,000
Morrell meats	297,000
Red Heart dog food	168,000
77. Carter-Wallace	575,000
Arrid Extra Dry	575,000
78. Phillip Morris	575,000
Marlboro cigarettes	558,000
Phillip Morris cigarettes	4,000
Virginia Slims cigarettes	13,000
79. General Mills	568,000
Betty Crocker mixes	2,000
Cereals	426,000
Chip-O's	64,000
Drifted Snow flour	3,000
La Pina flour	33,000
Morton's snacks	40,000
80. Dr. Pepper Co./bottlers	563,000
Dr. Pepper	524,000
Pommac	38,000
Sun Drop	1,000
81. C. Schmidt & Sons	556,000
Schmidt's beer	556,000
82. Rheingold Breweries	551,000
Gablinger's beer	1,000
Rheingold beer	550,000
83. McCormick & Co.	547,000
Spices	547,000
84. Melville Shoe	541,000
Miles shoes	39,000
Regal shoes	6,000
Thom McAn shoes	496,000
85. Getty Oil Co.	536,000
Flying A gas & Veedol oil	536,000
86. Olympia Brewing	531,000
Olympia beer	531,000
87. Stouffer's Foods	527,000
Stouffer's frozen foods	527,000
88. Western Air Lines	507,000
Air travel	507,000

	Est. Expenditures
89. Chesebrough-Pond's	495,000
Fresh Start	205,000
Vaseline hair tonic	290,000
90. Warner-Lambert	486,000
Cornhuskers lotion	302,000
Mentho-Lyptus	3,000
Reef mouthwash	92,000
3 Flowers brilliantine (American Chiclé Div.)	7,000
Certs & Dentyne	82,000
91. Pillsbury	483,000
Cake mixes	8,000
Gorilla milk	470,000
Sour cream potatoes	4,000
Tart 'n Tangy	1,000
92. DuPont	475,000
Cantrece hosiery	295,000
Lorox	1,000
Rally car wax	156,000
Right fabric softener	10,000
Zerex	11,000
Remington Arms Div.	2,000
93. B. F. Goodrich	474,000
Goodrich tires & tubes	459,000
Rayco Div. accessories	15,000
94. Allegheny Airlines	473,000
Air travel	473,000
95. Carling Brewing	472,000
Black Label beer	358,000
Heidelberg beer	44,000
Stag beer	70,000
96. General Cigar	463,000
Wm. Penn cigars	50,000
Tiparillo cigars	413,000
97. Phillips Petroleum	461,000

	Est. Expenditures
'Phillips 66' gas & oil	441,000
Agricultural products	20,000
98. National Biscuit	459,000
Cookies	306,000
Cream of Wheat	15,000
Milbrook bread	26,000
Shredded Wheat	112,000
99. CBS Inc.	456,000
Columbia records	456,000
100. Block Drug	448,000
B.C. headache & neuralgia remedies	418,000
Mini-Mist shampoo	30,000

Source: Radio Advertising Bureau

All figures shown are gross before deduction of any discounts or agency commission. This makes them comparable to data for other media including network Radio, spot TV and network TV.

Brand expenditures are, in most cases, based on break-outs as reported. In the few instances where exact figures were not available due to product scheduling on a rotating basis, RAB has projected estimates of brand expenditures.

The RAB report is compiled from confidential reports of a cross-section of stations and station representative firms by Radio Expenditure Reports, a Larchmont, N.Y., research firm.

*The estimated expenditures by Sears, Roebuck & Co., and Montgomery Ward & Co. in this report are based on a special survey by Radio Expenditure Reports during 1968. Heretofore Radio Expenditure Reports had not specified Sears, Montgomery Ward and other major retail chains that operate nationally or regionally in their expenditure questionnaires. This has been corrected and future reports will enable RAB to provide estimates of total expenditures by advertisers in this category.

Another test of First Amendment

Broadcasters ask Supreme Court to declare cigarette-fairness ruling unconstitutional

Representatives of the broadcasting industry last week joined the cigarette manufacturers in appealing to the Supreme Court for relief from the FCC ruling requiring broadcasters to carry anticigarette announcements.

As the tobacco interests argued two weeks ago, the broadcasters asserted that the commission ruling violates the First Amendment guarantee of freedom of the press, exceeds the commission's statutory authority and conflicts with the Cigarette Labeling Act of 1965.

At issue is the commission action in June 1967 applying the fairness doctrine to cigarette commercials, and the decision of the U.S. Court of Appeals for the District of Columbia sustaining that ruling last year in a 2-to-1 decision (BROADCASTING, Nov. 25, 1968).

In urging the Supreme Court to review the lower court's decision, the broadcast petitioners—the National Association of Broadcasters and WTRF-TV Wheeling, W. Va., in one filing, NBC and ABC—said the case presents a new dimension to the two fairness-doctrine cases already before the high court.

In one, the circuit court for the District of Columbia upheld the constitutionality of the fairness doctrine it-

self. In the other, the Seventh Circuit Court of Appeals, in Chicago, held that rules designed to implement aspects of the doctrine dealing with personal attack and political editorializing violated the First Amendment.

"The resolution of these problems"—including the application of the doctrine to cigarette advertising—"is the most challenging, significant, and far-reaching task this court has ever been asked to undertake with respect to broadcast communication," NBC said. It added that the court's decisions would create the "framework for the future development of broadcasting, its relationship with the government, and its place in our rapidly changing society."

The petitioners bore down on the lower court's contention that the commission's ruling could be supported under the general "public-interest" standard applicable to commission licensing of broadcasters because of the public-health issue involved. The commission had treated the matter as another application of the general fairness doctrine, under which broadcasters were required to present both sides of a controversial issue of public importance.

NAB and WTRF-TV said that the rele-

vance of the lower court's rationale to the First Amendment is that the lack of a standard, governing commission action as to broadcast content, "coupled with the FCC's life-or-death power over a broadcaster's enterprise," leads to government-imposed self-censorship which "this court has held to be a vice of governmental intrusion into the sensitive First Amendment area." They said the question of whether the commission may regulate broadcast content under a "public-interest" standard should be determined by the Supreme Court.

The petitioners leaned heavily on the Seventh Circuit's opinion which rejected the view—expressed by the District of Columbia circuit court—that a distinction can be drawn between the First Amendment protection afforded the printed press and that given broadcasters. NBC said the distinction "gives the FCC an undefined and undefinable power to compel expression on controversial questions which is contrary to the traditions of a free press in a democratic society."

NAB and WTRF-TV, furthermore, attacked the lower court's holding that the First Amendment provides less protection to commercial advertising than to other forms of expression. They urged the Supreme Court to "reexamine" precedents on which the lower court based that view. They noted that Justice William O. Douglas, in an opinion in 1959, asserted that "the profit motive should make no difference" for First Amendment purposes.

Another constitutional question that NAB and WTRF-TV and ABC see in the commission's ruling is whether it violates the Fifth Amendment, which holds that no person shall "be deprived of life, liberty or property, without due process of law." ABC, asserting that neither the lower court nor the commission "adequately explained" why the controversial ruling could not be applied to other products that have been linked with health hazards, said that to single out cigarettes for unique treatment "is a clear abuse of agency power, in derogation of the Fifth Amendment."

NAB and WTRF-TV, furthermore, said the consequences of the public-interest rationale used by the lower court "are startling." They noted that the commission three weeks ago proposed banning all cigarette advertising from radio and television "on the ground that this would be a public-health measure" (BROADCASTING, Feb. 10).

The petitioners' argument that the commission lacks statutory authority to require anticigarette announcements is based on the contention that no statute specifically provides the commission with that authority. They said specificity is particularly necessary in matters

affecting First Amendment rights.

And as the tobacco interests pointed out in their petition, the broadcast representatives last week noted that their appeal involves the the first test of the meaning of the pre-emption provisions of the Cigarette Labeling Act of 1965.

That act, which requires a health-hazard warning on all cigarette packages, prohibits federal and state agencies from regulating or barring cigarette advertising before June 30, 1969. The lower court, in holding that the commission's action did not conflict with the provisions of the act, said Congress did not intend to impede the flow of information regarding cigarette smoking.

But, NBC said, "the real question, which the court did not reach, is whether the FCC's ruling imposes a burden on cigarette advertising of a kind which Congress intended to preclude during the moratorium period." It is evident that such a burden is imposed, NBC added.

ABC said that a Supreme Court ruling on this question is needed even though the act is scheduled to expire in four months. It noted that "numerous" complaints against stations stemming from the ruling are pending before the commission, and "thousands" of broadcasters have yet to submit license-renewal applications justifying their over-all operations or a portion of the 1966-69 period.

Mixed Hill reaction on cigarette ad issue

House members continue to take sides on the FCC's proposed move to ban cigarette advertising on radio and television. And now, one state has gotten into the act with a bill being introduced in the California legislature that would ban all cigarette advertising in the state.

All 11 members of North Carolina's delegation in the House joined in sponsoring legislation to extend the present Cigarette Labeling Act of 1965 which will expire on June 30.

The bill (H.R. 7177) would continue the present health-hazard labeling requirement on cigarette packages, but would not restrict advertising. It also would make the labeling requirement permanent.

Representative L. H. Fountain (D-N.C.), speaking for the North Carolina delegation, said: "There is no reason why a legally manufactured and marketed product cannot be advertised in a like manner. To single out cigarettes for special, prohibitive treatment would only be the beginning of selective discrimination against any product which might not be popular with some individual or agency in the federal govern-

ment."

On the other side of the ledger 18 members of the House including 15 Democrats and three Republicans sent a letter to FCC Chairman Rosel H. Hyde expressing their support for the commission's move. The bipartisan group congratulated the commission for "its courage in acting in an area of critical need and yet one of considerable controversy. "Voluntary limitations by the tobacco and broadcasting industries have not proved successful" they said. "It is time that our government act in the public's behalf."

The bill, introduced in the California legislature last week, would make it a misdemeanor to advertise cigarettes, cigars or related tobacco products by any means, including television and radio, newspapers, magazines and billboards.

The legislation was introduced by State Senator Anthony C. Beilenson of Los Angeles. After introducing the bill, Mr. Beilenson said that he had a legislative counsel's opinion that the legislation would be constitutional and that it would probably not conflict with federal law.

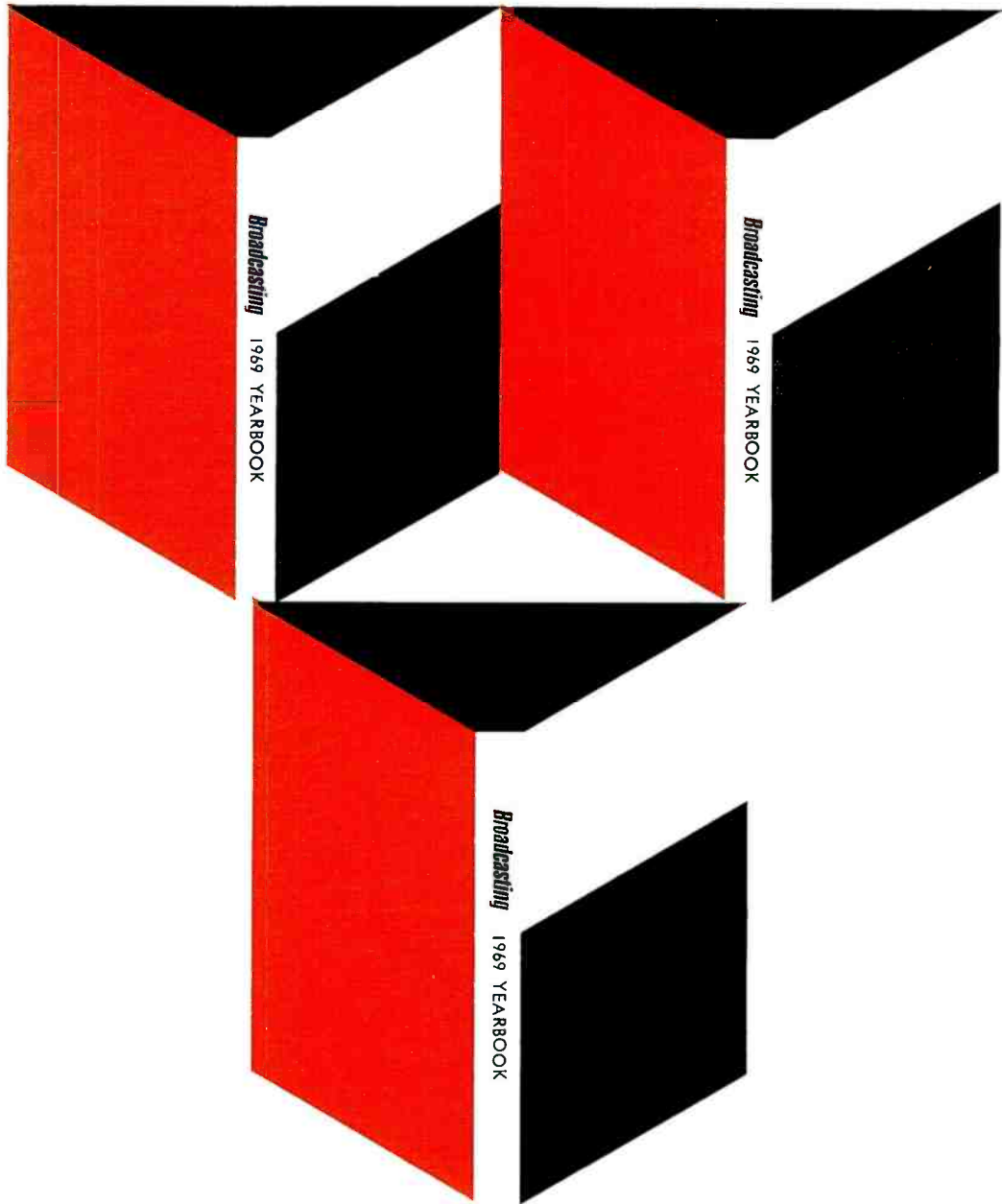
White House branch of J. Walter Thompson?

The leader of the five advertising "boys" in the White House last week tried to lay to rest fears that President Richard Nixon "was sold" and is still being sold to the country just like any other Madison Avenue account.

H. R. (Bob) Haldeman, chief of staff to the President and until May of last year vice president in charge of the Los Angeles office of J. Walter Thompson Co., assured a luncheon meeting of the Western States Advertising Agencies Association in Los Angeles that there need not be concern that there are a lot of ad men in the White House. "We're not related remotely to advertising in the campaign or in the White House," he said.

Accepting the WSAAA's 14th annual "man of the year" award, Mr. Haldeman made it clear from the outset of his 20 minutes of mostly extemporaneous remarks, that he was anxious to "clear up premises" about the "ad man in the White House syndrome."

"There are a lot of ad men in the White House comparatively speaking," he conceded. There are five such people, he pointed out, and all come from one agency, J. Walter Thompson. Citing his associates individually, Mr. Haldeman, who is 42, mentioned Ron Ziegler, 29, a press aide during the campaign and now White House special assistant and news secretary; Dwight Chapin, 28, Mr. Nixon's personal aide during the campaign and now also a special



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Title/Position

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

assistant and appointments secretary; Ken Cole, 32 (the only one of the five to come from the New York office instead of the Los Angeles office of J. Walter Thompson), handling telephone liaison with advance men during the campaign and now staff secretary handling paperwork flow in and out of the White House; and Laurence Higby, 23, personal assistant to Mr. Haldeman

during the campaign and now staff assistant handling logistical details.

"There's a real danger in typesetting" these men and "limiting them to that mold," Mr. Haldeman said. "They aren't ad men per se." The advertising background of the five White House staffers instead of posing a threat, is likely to be helpful to the work they are doing for their country, Mr. Haldeman indicated.

Network TV's clientele grows

TVB reports 439 companies, including 66 newcomers, pushed network-television billings up 3.2% in '68

Network television in 1968 attracted both a record number of advertisers and a record number of companies new to the medium, according a compilation being issued today (Feb. 24) by the Television Bureau of Advertising.

In releasing the annual Leading National Advertisers/Television Bureau of Advertising survey of company expenditures in network TV, Norman E. Cash, TVB president, noted that 66 companies bought network TV in 1968 for the first time and a total of 439 companies invested in the medium. This compares with 36 new companies and 379 advertisers represented in network TV in 1967.

Among the network-TV newcomers, who contributed to a 3.2% increase in billings over 1967 to \$1,547,860,400 (previously reported), were Kentucky Fried Chicken Corp., \$1,835,900; The Keebler Co., \$1,718,900; The Foundation for Full Service Banks, \$1,482,600; the Association of American Railroads, \$1,276,400, and National Lead Co., \$744,000.

Rank	Company	Spending
*424.	APL Corp.	\$ 25,900
207.	Abbott Labs.	882,500
185.	Adolphs Ltd.	1,101,100
293.	Aetna Life Insurance	288,000
*437.	Air West	9,500
419.	Aladdin Industries	32,600
43.	Alberto Culver	8,963,600
311.	Allegheny Ludlum Steel	232,400
218.	Allied Van Lines	796,400
212.	Aluminum Co. of America	848,900
101.	American Airlines	3,136,900
275.	ABC Inc.	370,500
433.	American Can	11,900
49.	American Cyanamid	8,040,000
202.	American Dairy Assn.	906,600
93.	American Gas Assn.	3,444,600
432.	American Heritage Publ.	12,800
6.	American Home Products	43,810,800
280.	American Iron & Steel Inst.	354,000
282.	American Mach. & Foundry	342,100
62.	American Motors	5,740,000
396.	American Photocopy Equip.	59,000
34.	AT&T	11,170,900
11.	American Tobacco	29,911,400
*427.	American Trucking Assn.	22,000
288.	Amity Leather Products	322,800
133.	Anderson Clayton & Co.	2,004,800
99.	Anheuser-Busch	3,274,700

Rank	Company	Spending
*387.	Argus Inc.	70,000
38.	Armour & Co.	9,426,500
77.	Armstrong Cork	4,188,200
335.	Arnold Schwinn & Co.	178,100
340.	Associated Brewing	166,200
228.	Associated Products	642,600
*167.	Assn. of Amer. Railroads	1,276,400
231.	Aurora Plastics	609,000
*355.	Ball Brothers Co.	134,400
312.	Bank of America Natl. Trust & Sav. Assn.	228,000
291.	Bankers Life Co.	301,800
51.	Beatrice Foods	7,077,200
48.	Beecham Group	8,150,300
242.	Bell & Howell	534,200
367.	Beltone Electronics	101,600
*384.	Bendix Corp.	77,500
284.	Binney & Smith	339,000
155.	Black & Decker	1,463,500
26.	Block Drug	14,444,800
96.	Borden Inc.	3,420,400
126.	Milton Bradley	2,151,000
2.	Bristol-Myers	49,660,300
16.	British-American Tobacco	25,723,900
375.	British Leyland Motor Corp.	92,000
141.	Brown Shoe	1,853,900
165.	Bulova Watch	1,285,000
105.	Burlington Industries	3,022,000
257.	Bush Universal	465,000
431.	CNA Financial Corp.	16,100
248.	Calif. Canners & Growers	503,600
299.	State of California	276,000
32.	Campbell Soup	11,253,800
386.	Canadian Breweries	70,600
*426.	Carbisulphoi Co.	24,000
23.	Carnation Co.	16,413,100
53.	Carter-Wallace	6,872,600
219.	Castle & Cooke	788,600
199.	Celanese Corp.	926,400
*334.	Cessna Aircraft	180,000
122.	Champion Spark Plug	2,267,600
168.	Chanel	1,269,800
*271.	Chattem Drug & Chemical	383,000
351.	Chemway	139,400
84.	Chesebrough-Pond's	3,815,900
279.	Chicago Musical Instrument	354,700
18.	Chrysler Corp.	23,436,000
109.	Citizens for Humphrey	2,826,800
350.	Citizens for McCarthy	141,000
409.	Citizens for Reagan	45,000
227.	Citizens for Wallace	701,600
421.	Arnold Clark Inc.	31,000
192.	Cluett Peabody	1,010,800
46.	Coca-Cola	8,327,000
*428.	Cole National	21,200
4.	Colgate-Palmolive	46,266,400
401.	Columbia Pictures	52,000
186.	Combe Chemical	1,069,800
*238.	Commercial Carpet	576,000
179.	Connecticut General Ins.	1,122,300
156.	Consolidated Foods	1,461,400
374.	Consumers Union of U.S.	92,200

Rank	Company	Spending
158.	Continental Insurance	1,394,600
*258.	Control Data	463,300
303.	Coopers Inc.	259,500
91.	Corn Products	3,473,200
329.	Crush International	194,000
418.	Cummins Engine	33,000
223.	Dairy Queen	717,800
308.	Dale Carnegie	246,700
*417.	Damon Creations	34,500
*403.	Deere & Co.	51,000
*263.	Deering Milliken	436,400
176.	Del Monte	1,186,700
159.	De Luxe Topper	1,381,500
132.	Walt Disney Productions	2,053,000
162.	Dr. Pepper	1,305,100
106.	Dow Chemical	2,996,600
332.	Dow Jones & Co.	187,100
*325.	Dreyfus Corp.	200,000
68.	DuPont	5,053,100
410.	Dymo Industries	44,800
189.	Dynamics Corp. of America	1,044,200
187.	Eastern Air Lines	1,057,500
31.	Eastman Kodak	11,483,300
298.	Economics Lab.	277,800
265.	Eldon Industries	428,300
221.	Encyclopaedia Britannica	753,100
*420.	Estee Candy	31,500
226.	Eversharp	702,000
175.	Ex-Lax	1,189,900
*319.	FMC Corp.	208,800
215.	Max Factor & Co.	823,300
438.	Falls City Brewing	8,400
373.	Falstaff Brewing	92,300
368.	Father Johns Medicine Co.	101,400
295.	Fedders	282,600
241.	Field Enterprises	558,700
90.	Firestone Tire & Rubber	3,541,600
*330.	Flexnit Co.	192,800
152.	Florida Citrus Commission	1,517,200
317.	State of Florida	211,000
134.	Florists Transworld Delivery	1,994,400
15.	Ford Motor Co.	27,783,500
151.	Foremost-McKesson	1,522,000
163.	Foster-Milburn	1,301,700
*154.	Found. for Full Serv. Banks	1,482,600
95.	R. T. French	3,421,100
170.	Fund American	1,244,700
*411.	Funtastic	43,600
140.	GAF	1,867,200
*389.	E & J Gallo	67,800
*400.	Gates Rubber	55,100
112.	General Cigar	2,736,200
58.	General Electric	5,917,300
5.	General Foods	43,884,300
13.	General Mills	28,476,500
7.	General Motors	39,504,700
94.	General Telephone	3,427,200
233.	General Tire & Rubber	591,500
177.	Georgia-Pacific	1,137,000
9.	Gillette	32,056,900
119.	Gold Seal	2,319,200
*315.	Gold Seal Vineyards	216,000
188.	Golden Grain	1,048,300
72.	B. F. Goodrich	4,829,200
55.	Goodyear Tire & Rubber	6,665,600
70.	W. R. Grace	4,982,900
118.	Green Giant Co.	2,331,100
349.	Grolier	143,000
28.	Gulf Oil	13,560,300
102.	Gulf & Western Industries	3,076,000
439.	W. J. Hagerty & Sons	5,500
266.	Haggar Co.	424,000
117.	Hallmark Cards	2,343,600
*251.	Hammond Corp.	487,500
182.	Hanes	1,109,900
*289.	Hardware Mutual Casualty	310,500
*429.	Harrett-Gilmar	21,000
166.	Harrell International	1,284,800
314.	Hart, Schaffner & Marx	221,100
139.	Hartford Insurance Group	1,875,500
277.	Hasbro Industries	365,000
81.	H. J. Heinz	3,902,600
246.	Helene Curtis	513,900
103.	Heublein	3,064,700
*414.	Highlander Sportswear	38,500

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THE FCC AND THE BROADCASTER- REGULATION VS. MODERATION

(A meaningful dialogue)



Kenneth A. Cox
Commissioner, FCC



Harold R. Krelstein, President
Plough Broadcasting Company



Robert A. Dreyer, Vice President
Secretary and General Counsel,
Metromedia

Mark Century's Breakfast Seminars have become a very important part of the Convention each year. This year's may set the tone for FCC/ Broadcaster relationships for the next twelve months. If your business is broadcasting—you should be with us:

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A Division of THE MUSIC MAKERS GROUP, INC. 

Rank	Company	Spending	Rank	Company	Spending	Rank	Company	Spending
114.	Hoffmann-La Roche	2,536,000	247.	Moore, Benjamin	505,200	129.	Royal Crown Cola	2,101,100
201.	Holiday Inns	908,500	239.	Morton International	571,900	235.	Rubbermaid	581,900
191.	Honda Motor Co.	1,020,000	240.	Motorola	561,800	196.	SCM Corp.	948,000
290.	Hoover Co.	307,500	*383.	Munsingwear	78,000	338.	SW Industries	170,000
360.	Household Finance Corp.	118,000	193.	Murine	998,900	184.	Savings & Loan Foundation	1,106,700
149.	INA Corp.	1,620,000	395.	Arthur Murray	61,600	365.	F & M Schaefer	105,400
316.	State of Idaho	213,900	148.	Mutual of Omaha	1,632,800	178.	Schering Corp.	1,135,000
209.	Ideal Toy	875,600	306.	National Airlines	253,100	204.	Schick Electric	899,900
*366.	Illinois Sesquicentennial Co.	102,000	224.	National Assn. of Insurance Agents	711,000	78.	Jos. Schlitz Brewing	4,185,600
164.	Institute of Life Insurance	1,297,800	47.	National Biscuit	8,205,600	300.	C. Schmidt & Sons	274,500
388.	Interco	69,700	203.	National Brewing	902,500	283.	Scholl Manufacturing	340,300
143.	International Business Machines	1,771,900	27.	National Dairy Products	13,810,300	372.	O. M. Scott & Sons	95,800
153.	International Coffee Organization	1,496,000	269.	National Federation of Coffee Growers of Columbia	397,200	190.	Scott Paper	1,022,500
*407.	International Industries	47,000	144.	National Grape Co-op Assn.	1,757,600	345.	Scripto	151,200
232.	International Minerals & Chemical	597,600	*222.	National Lead	744,000	*357.	Seaboard Finance	126,300
259.	IT&T	449,900	172.	National Union Electric	1,211,400	208.	Sealy	876,100
270.	Interstate Bakeries	394,100	210.	Nelson Rockefeller for President Committee	852,800	71.	Sears, Roebuck	4,948,700
174.	Investor-Owned Electric Light & Power Co's.	1,205,400	66.	Nestle	5,140,900	127.	Seven-Up	2,150,400
255.	Jackson Brewing	473,400	220.	New York Life Insurance	756,200	*393.	Shelco Inc.	63,900
244.	Jeno's	525,700	79.	United Citizens for Nixon-Agnew	3,922,600	54.	Shell Oil	6,848,000
88.	Andrew Jergens	3,629,000	336.	Nixon for President Comm.	175,700	147.	Sherwin-Williams	1,650,800
406.	Jiffee Chemical	48,900	110.	North American Philips	2,753,600	423.	A. & H. Shillman Co.	26,800
116.	John Hancock	2,462,400	*287.	North American Rockwell	324,000	82.	Shulton	3,891,900
75.	Johnson & Johnson	4,294,000	*390.	Northrup King & Co.	67,200	305.	Henry I. Siegel Co.	255,000
17.	S. C. Johnson & Son	25,481,200	363.	Northwest Bancorporation	114,000	160.	Simmons Co.	1,379,100
322.	Kayser-Roth	202,000	339.	Northwest Industries	169,000	337.	Simplicity Pattern	171,300
*145.	Keebler	1,718,900	61.	Norton Simon Inc.	5,742,300	64.	Singer Co.	5,408,700
22.	Kellogg	17,912,800	36.	Norwich Pharmacal	10,718,200	243.	Skil Corp.	530,100
183.	Kendall	1,108,500	50.	Noxell	7,340,700	52.	Smith, Kline & French Labs.	6,995,000
*142.	Kentucky Fried Chicken	1,835,900	*376.	O'Brien Corp.	91,200	302.	J. M. Smucker	266,100
211.	Kimberly-Clark	852,200	113.	Ocean Spray Cranberries	2,639,800	292.	Sperry & Hutchinson	288,400
415.	Kingsford	36,000	323.	Olympia Brewing	201,200	107.	Sperry Rand	2,980,800
359.	Kirsch	120,100	276.	Outboard Marine	369,000	180.	Squibb Beech-Nut	1,117,600
*343.	Kohler	156,200	348.	Owens-Corning Fiberglas	143,200	333.	Squirt Co.	183,400
430.	Koracorp Industries	19,500	225.	Ozite	707,100	234.	A. E. Staley	585,400
310.	Lane Co.	236,500	150.	PPG Industries	1,559,700	60.	Standard Brands	5,856,400
392.	Larus & Brother	64,000	138.	Pabst Brewing	1,886,300	*398.	Standard Milling	56,900
391.	Lawrys Foods	65,000	97.	Pan American World Airways	3,372,100	378.	Standard Oil of California	87,900
250.	H. D. Lee	488,300	200.	Parker Pen	917,000	98.	Standard Oil of Indiana	3,303,800
12.	Lever Bros.	29,242,900	*370.	Commonwealth of Pennsylvania	100,800	108.	Standard Oil of New Jersey	2,899,700
123.	Lewis-Howe	2,224,700	29.	Pepsico	12,162,200	397.	Standard Oil of Ohio	57,000
124.	Libby McNeill & Libby	2,187,600	267.	Pet Inc.	406,300	*274.	Standard Romper Co.	371,100
24.	Liggett & Myers	16,378,900	128.	Peter Paul Inc.	2,114,800	*385.	Standard Screw Co.	73,500
435.	LIN Broadcasting Corp.	10,000	30.	Chas. Pfizer & Co.	11,538,700	111.	State Farm Insurance	2,749,200
307.	Lincoln National Life Insurance	250,000	14.	Philip Morris	27,959,100	*371.	Stella D'oro	100,000
268.	Ling-Temco-Vought	400,800	59.	Phillips Petroleum	5,859,000	8.	Sterling Drug	34,226,200
206.	Litton Industries	886,500	272.	Phillips-Van Heusen	377,600	352.	J. P. Stevens	136,600
20.	Loew's Theaters	21,848,900	45.	Pillsbury	8,774,300	313.	Stewart-Warner	223,000
436.	Lone Star Brewing	9,600	*344.	Piper Aircraft	153,800	213.	Strauss, Levi	844,400
369.	MCA	101,000	33.	Plough	11,189,100	296.	Stroh Brewery	280,200
324.	Magnavox	200,800	40.	Polaroid	9,286,300	120.	Studebaker-Worthington	2,312,000
364.	Marathon Oil	110,800	1.	Procter & Gamble	100,979,300	422.	Sucrest Corp.	28,000
65.	Mars Inc.	5,401,700	125.	Prudential Insurance Co.	2,179,100	309.	Sun-Maid Raisin Growers	241,500
171.	Louis Marx & Co.	1,227,700	236.	Purex Corp.	580,500	131.	Sun Oil	2,061,100
320.	Masco Corp.	206,900	*264.	Qantas Empire Airways	429,500	146.	Sunbeam	1,697,200
245.	Masonite	520,400	358.	Quaker City Chocolate & Confectionery	122,700	195.	Sunkist Growers	988,500
331.	Master Lock	187,800	37.	Quaker Oats	9,998,300	197.	Sunsweet Growers	945,800
35.	Mattel	10,907,600	*377.	Quality Courts Motels	88,400	382.	Swank Inc.	81,600
89.	Oscar Mayer & Co.	3,588,100	273.	Qwestor Corp.	374,600	86.	Swift & Co.	3,639,800
181.	Maytag	1,115,100	39.	Radio Corp. of America	9,321,200	*399.	Tastee Freez Industries	56,700
194.	E. J. McAlleer & Co.	998,600	*361.	Ragu Packing Co.	115,600	*353.	Teledyne	136,400
83.	McDonalds Corp.	3,822,500	44.	Raiston Purina	8,805,300	*413.	Tenex Corp.	41,500
356.	McGraw-Edison	133,000	*412.	Ramada Inns	41,700	69.	Texaco	5,022,200
394.	McGregor-Doniger	62,100	25.	Rapid-American	15,872,500	85.	Textron	3,686,100
*404.	Meister Brau	51,000	327.	Rath Packing	195,000	260.	Time Inc.	449,300
*252.	Mem Co.	477,000	217.	Rayette-Faberge	796,500	254.	Tootsie Roll Industries	473,900
135.	Mennen	1,986,700	294.	Readers Digest	283,500	*321.	Toro Manufacturing	203,900
173.	Mentholatium	1,209,900	229.	Remco Industries	626,100	*434.	Trans-Texas Airways	10,400
74.	Merck & Co.	4,770,900	416.	Revere Copper and Brass	34,800	115.	Trans World Airlines	2,502,600
87.	Metropolitan Life Ins.	3,637,900	130.	Revlon	2,100,800	*301.	Transogram	270,700
19.	Miles Labs.	23,347,200	214.	Rexall Drug & Chemical	835,400	137.	Travelers Corp.	1,920,500
76.	Minnesota Mining & Mfg.	4,200,900	67.	Reynolds Metals	5,084,400	*402.	Tribune Co.	51,000
318.	Mirro Aluminum	210,600	3.	R. J. Reynolds	46,288,400	328.	Tubular Textile Machinery	194,900
*261.	Mrs. Smith's Pie	446,900	408.	Rheingold	45,600	*425.	Twinpak Ltd.	24,100
*380.	John E. Mitchell	86,200	*237.	Rich Products	580,000	157.	William Underwood Co.	1,416,400
205.	Mobil Oil	897,600	42.	Richardson-Merrell	8,993,100	41.	Union Carbide	9,283,800
252.	Mogen David	486,600	256.	A. H. Robins Co.	466,900	342.	Union Oil of California	156,300
304.	Mohasco Industries	256,900	285.	Rockwell Manufacturing	336,800	216.	Uniroyal	801,700
*381.	Mohawk Rubber	84,000				57.	United Air Lines	6,417,400
249.	Monroe Auto Equipment	494,400				278.	United Fruit	362,300
80.	Monsanto	3,904,000				297.	U. S. Borax & Chemical	279,800
						286.	U. S. Shoe	334,300
						63.	U. S. Time	5,490,200

Rank		Spending
341.	V-M Corp.	161,500
73.	Volkswagen of America	4,773,900
136.	Wallace & Tiernan	1,975,900
10.	Warner-Lambert Pharmaceutical	30,108,500
362.	Washington Post Co.	115,100
92.	Waterman-Bic	3,448,700
346.	Wembley	150,000
405.	Western Bancorporation	49,200
262.	Western Publishing Co.	442,700
326.	Western States Bankcard	197,100
56.	Westinghouse Electric	6,621,900
*281.	Weyerhaeuser	350,800
230.	Wham-O Manufacturing	616,300
121.	Whirlpool	2,306,800
379.	White Consolidated Indust.	86,800
161.	Wilkinson Sword	1,349,200
21.	J. B. Williams	20,638,500
347.	Williamson-Dickie	148,000
169.	Wolverine World Wide	1,269,600
100.	Xerox	3,213,600
198.	W. F. Young	932,800
354.	Zale Corp.	134,400
104.	Zenith Radio	3,053,000

Calif. towers spell ad trouble for Arizona TV's

Can one state go into another state to control advertising on television? This key point is at issue in a tricky legal battle that has simmered since early last year along the border of Arizona and California.

The issue came to a boil last week when an El Centro, Calif., superior court handed down a decision that paves the way for an injunction against KBLU-TV Yuma, Ariz., broadcasting the prices of eyeglasses and optometric services.

It's illegal under the California business and professional code to advertise the price of eyeglasses. Reportedly under pressure from local optometrists, the district attorney in El Centro, across the border from Yuma, is using this statute to move against KBLU-TV.

He can't touch optometrists in Arizona who advertise. They are out of his jurisdiction. KBLU-TV is advertising only Arizona optometrists. In Arizona this is legal and includes the right to advertise the price of eyeglasses. But the station's signal goes into California. And even though licensed to Yuma, incorporated in Arizona and having its principal business location in that state, KBLU-TV, a few years ago, moved its transmitter several miles into California. The optometric services advertised on the station do draw some Californians the some 60 miles across the desert to Yuma to get lower-priced eyeglasses.

Last April, District Attorney James E. Hamilton of El Centro moved for and was awarded a temporary restraining order against the TV station. The temporary injunction was subsequently lifted but a decision by superior court Judge Victor A. Gillespie last week will permit District Attorney Hamilton to move for a permanent injunction judg-

Think Young (Adults) WLBW-TV does...



THE RICK SHAW SHOW, area's only Mon. thru Fri. live entertainment program for, by and featuring young adults...



SATURDAY HOP, the area's only teenage bandstand show...



Hosted by **RICK SHAW**, South Florida's No. 1 disc jockey.

Shaw Show Teen Caravans:

Raised \$7000 for Key West Teen Center
 • Raised \$2200 for West Palm Beach's John I. Leonard High School Band Uniforms
 • Raised \$2100 for Broward County Heart Association
 • Cleared \$1700 for City of Pompano Beach Youth Athletic and Recreation Fund
 • Cleared \$1100 for Dania Chamber of Commerce Youth Fund
 • Attracted 5,000 teenagers to Miami Museum of Science and Natural History "Around the World" fund raising fair
 • Entertained servicemen aboard USS BUSHNELL at Port Everglades, Fla....
 915th Wing at Homestead Air Force Base.

WLBW-TV 
 MIAMI, FLORIDA AFFILIATED WITH WCHV
 50 W. CONGRESS AVE. MIAMI, FL. 

ment. A similar action reportedly was taken previously against KIVA(TV) Yuma, which has always had its transmitter tower in California. KIVA does not carry any optometric services advertising.

According to Robert W. Crites, president and general manager of KBLU-TV, only two local firms are now advertising eyeglasses on his station. Their expenditures contribute "only a small fraction" of the station's total business. Still, enough revenues are involved, Mr. Crites says, to make the case one worth fighting for. "We're very seriously considering appealing," he points out. "If this decision holds California will be denying the Arizona optometrists the right to advertise on television to Arizona residents."

Rorabaugh cuts back spot-TV data

Net figures to be replaced by BAR gross compilations in TVB quarterly reports

The dollars in the Television Bureau of Advertising's quarterly spot-TV reports are going to look smaller in the future.

N. C. Rorabaugh Co., which compiled the quarterly figures for TVB, is announcing today (Feb. 24) that it will no longer do so for "monitored" markets, and TVB says that it will now begin issuing figures compiled by Broadcast Advertisers Reports, based on monitoring in the 75 top markets.

The reason the dollar figures will be smaller is that Rorabaugh's represented gross time sales while BAR's are net.

There will be other differences. Rorabaugh's service, based on confidential reports from stations, in its prime had 400 or more stations reporting. BAR's monitoring—one week a month, projected to represent the full month—covers 262 stations in the 75 markets. Whether this difference will have any real effect apparently is open to question, however.

BAR officials claim the FCC financial reports indicate the BAR markets represent close to 90% of all spot-TV expenditures. The 400 or so stations that formerly reported to Rorabaugh represent about 60% of all commercial TV stations, but were believed to include most major to medium-sized markets, and TVB published the combined billing reported in any given quarter as the "total" for that period without attempting to project a figure covering all other stations as well.

(To determine the percentage of gain or loss in billings, TVB used the totals of only those stations that filed re-

ports in both of the periods being compared.)

In any event, independent comparisons are said to have led a number of agencies and advertisers to the conclusions that BAR's estimates are more accurate. One comparison study that reportedly favored the BAR service was done by Advertising Information Services, an independently operated research and reporting company owned by 10 agencies.

BAR's service, called BARcume, monitors each market one week a month, applies a net rate to each commercial recorded and projects the total to cover the full month. It does not project the 75-market findings to an industrywide total.

TVB, which has not made projections of Rorabaugh figures, may—and says it probably will—do so in the case of total billings figures supplied by BAR. If it does, it would use FCC's annual financial report to determine the percentage of the total represented by BAR markets and on that basis project a figure for all markets. It would not, however, attempt to project individual advertiser investments beyond the 75 markets in which they are measured.

Rorabaugh reports is a subsidiary of Leading National Advertisers, which also provides TVB's estimates of network TV billings and in addition, turns out estimates of magazine billings.

BAR also provides TV-network billing estimates, and TVB subscribes to these, too, although it has not yet exercised its right to publish them. If it should elect to do so, now or ever, there apparently would be no serious problem of comparability such as the one between the BAR and Rorabaugh spot reports, because the network figures of both companies are on a net basis and are virtually identical. Their three-network estimates for January, for example, were less than 0.3% apart.

The Rorabaugh and BAR spot-TV services have been on a collision course almost from the time BAR announced last fall that it would offer quarterly spot reports—as part of its basic service, at no extra cost—beginning with the first quarter of 1969 (BROADCASTING, Oct. 21, 1968). Within little more than a month a substantial number of agencies were saying they would use BAR's and drop Rorabaugh's. It was at that time that the 10-agency Advertising Information Services' comparison study of the two services came to light ("Closed Circuit," Nov. 25, 1968).

The Rorabaugh spot service—which LNA officials said in the future will concentrate on "non-monitored markets," presumably meaning other than the 75 covered by BAR—has also had another, older problem. It has been dependent on reports submitted voluntarily by stations, and the number of

cooperating stations has tailed off despite pleas by LNA and TVB for more cooperation.

For several years through 1967, an average of about 400 stations submitted quarterly reports. In the first quarter of last year, however, the number dropped to 344; absentees included 66 stations in the top-100 markets. On a "same-station" basis spot business for the quarter was up almost 8%, but because of the drop-outs the "total" for all reporting stations was down more than 10% (BROADCASTING, June 3, 1968 et seq.).

An LNA official speculated at the time that the upturn in first-quarter business, after a slow 1967, had left station personnel too busy to file reports.

Today's LNA/Rorabaugh announcement says the decision to get out of monitored markets "came as a result of decreased station cooperation in major markets and a lessening of agency demand for station-reported data." The new Rorabaugh report, concentrating on non-monitored markets, "will contain spot-television data that is unavailable from standard sources and will begin publication with the first quarter 1969," according to the announcement.

English Leather opts for year-round TV

The Mem Co., Northvale, N. J., manufacturer of English Leather men's toiletries, is changing its national advertising approach concentration in television prior to specific holidays, Mem will advertise all year long on the networks.

The company's use of pre-Christmas advertising in 1968 satisfied officials that TV advertising could sell men's toiletries, and they expect to maintain strong sales throughout the year under the new plan. TV schedules have not been finalized, but advertising director Sie Elbling said English Leather would be advertised on "top-rated programs."

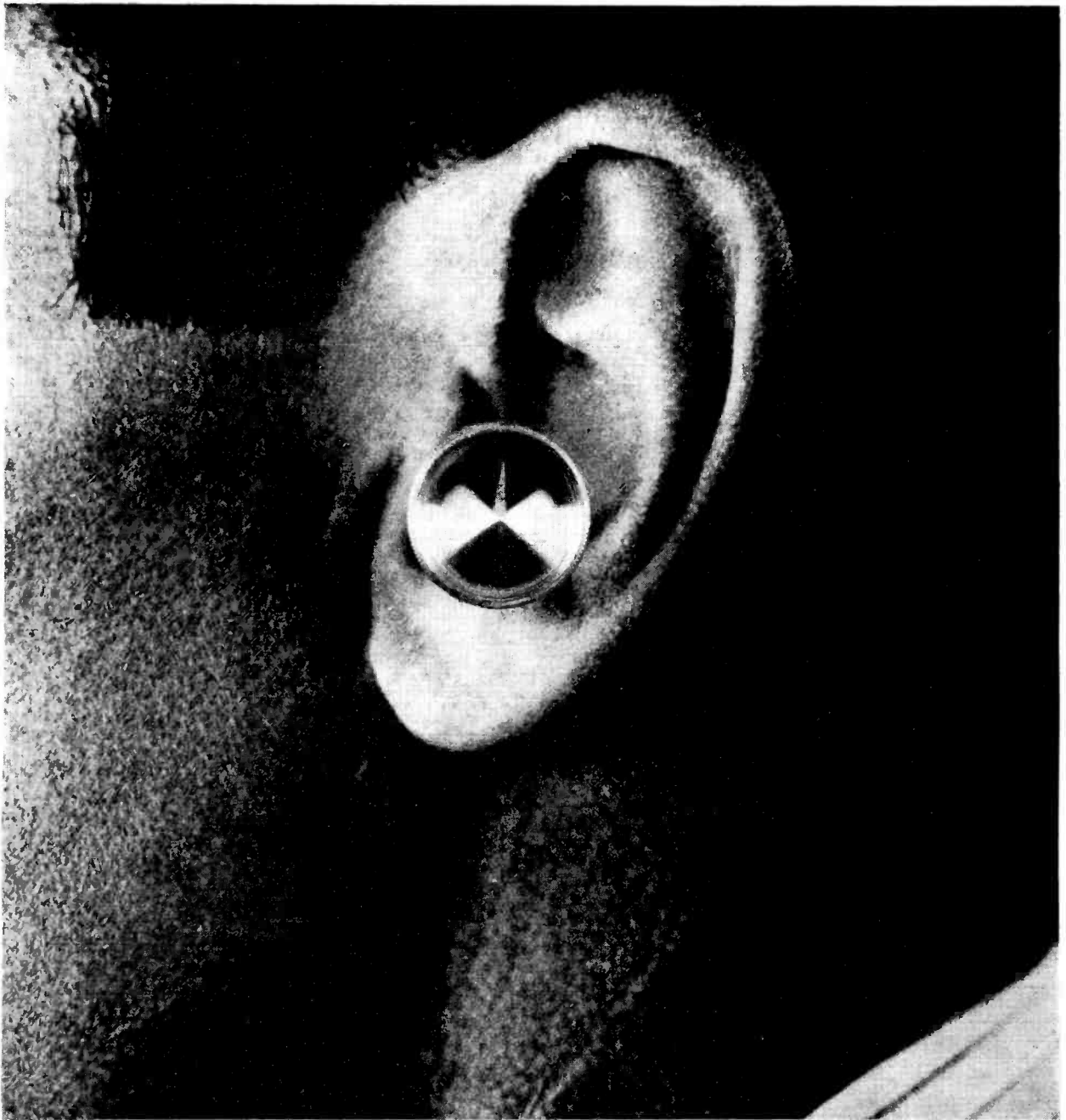
Mem's agency is Cunningham & Walsh, New York.

Also in advertising:

Moving in March ■ Elektra Films, New York, is moving to larger quarters at 501 Madison Avenue, New York, in March.

Communications group ■ Sidney Galanty, former television commercial producer for Dancer-Fitzgerald-Sample Inc. on the West Coast, has formed Communications Group West Inc., Hollywood, a development and production firm. Mr. Galanty most recently was Hubert Humphrey's producer-director for television during the 1968 presidential campaign. Offices of Communications Group West Inc. are at 6532 Sunset Boulevard.

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The tricky art of making 30's

They may be half as long as minute messages, but to some creators they're twice as hard to do

With the 30-second spot promising to replace the 60-second spot as the basic unit of television advertising, agency copywriters and art directors are acclimating themselves to the short form and redirecting their creative energies to "think 30." For, while the 30-second commercial is not new to these people, the 30 produced independently of a 60 is new and yet, a rarity.

If the classic 60-second spot is likened to a novel, the 30-second spot historically has been the *Reader's Digest* condensed version. The spot contained all the vital information of the original, unedited minute, but compressed into a thrifty 30 seconds. The new 30-second spot now challenging the creative man is neither novel nor condensed book, but a short story, and like a short story, it must be a polished and disciplined product. Creative people must apply to 30 seconds at least as much skill and inventiveness as they put into a minute.

Creative people, especially those concerned with packaged goods, see an increasing amount of work in 30's coming across their desks—and they have generally succumbed to the men with the numbers, though not always without a struggle.

Over the last few years, a lot of research activity has been devoted to comparing 30-second and 60-second spot efficiencies. Much of the recent interest in 30-second spots can be traced back to one such study released by Corinthian Broadcasting in the fall of 1967. One finding of Corinthian's re-

search was that there is no statistically significant difference in the communications values of a 60-second commercial and a 30-second commercial. The 30's proved the equal of 60's in every respect, except in evoking brand recall. But 60's have only a slight edge; 30's were found to be 92% as effective as 60's in terms of recall. Other studies, including those conducted by BBDO, Needham, Harper & Steers, and Schwerin Research Corp., also demonstrated high performance levels for 30's relative to 60's.

A recent report issued by the Television Bureau of Advertising suggests that advertisers are not taking the research lightly. A survey of 75 markets, one week per month, from January 1967 through 1968 by Broadcast Advertisers Reports was TVB's source for a study of nonnetwork activity. While the report indicates no great change in patterns of usage of 10- and 20-second commercials, 30's registered a cumulative increase over the 22-month period of 676.4%. While 30's constituted 0.9% of all commercials back in January 1967, they added up to nearly one-fifth (19.8%) of all commercials monitored in October 1968.

Only recently has the trend to 30's started to show up in network figures, the networks being slower to accept the form. The TVB report, derived from Leading National Advertisers' figures, shows a 101.8% increase in the use of 30's in December 1968 over December 1967. In December of last year, 30's represented 11.8% of all network

commercials, compared to 6.4% of all network commercials for the year 1967.

The time may come, some ad men feel, when the 60 will be wiped off the schedule entirely. The 30's will take hold, and even if 60's are available, advertisers conditioned to the economy of 30's will prove an obstacle. TV does not offer the flexibility of other media, one creative director complains, and he fears he may not always have the 30-60 option. "In print, you can buy a small space or a six-page spread," he says, "in television we've never had that luxury."

Whether this lugubrious ad executive's predictions prove true or whether 30's will simply enjoy increased popularity in the future, the people who design commercials, the writers and artists, admit they are not prepared for the job.

Charles Moss, vice president and creative director at Wells, Rich, Greene, says of WRG's work on the American Motors account, that "we could never have done what we did with 30's." Of their original Braniff campaign, Mr. Moss says, with 30's "it would have been completely disastrous. They would have been a big joke—the colored planes." And of the Benson & Hedges campaign that won Wells, Rich, Greene fame and clients: "It was series of little jokes. You needed a certain number of them to make a point."

Yet Mr. Moss is not against 30's in principle. He believes 30's can serve an advertiser well in certain marketing situations as soon as creative people

How use of 30's has grown on TV

Network activity 30-second commercials

	No. of commercials (weekly)		% change		% of all commercials	
	1967	1968	Month	Cume	1967	1968
January	136	118	- 13.2	—	7.2	7.2
February	148	119	- 19.6	-16.5	7.4	6.3
March	137	130	- 5.1	-12.8	6.9	6.8
April	125	133	+ 6.4	- 8.4	6.4	6.8
May	140	117	- 16.4	-10.1	7.2	5.9
June	121	120	- 0.8	- 8.7	6.3	6.4
July	117	148	+ 26.5	- 4.2	6.5	8.8
August	117	134	+ 14.5	- 2.1	6.6	7.8
September	110	119	+ 8.2	- 1.1	6.2	6.8
October	104	187	+ 79.8	+ 5.6	5.3	9.3
November	117	213	+ 82.1	+12.1	5.6	10.8
December	110	222	+101.8	+18.8	5.6	11.8
Total	1,482	1,760	—	+18.8	6.4	7.9

Source: TVB from LNA—one week each month.

Nonnetwork activity 30-second commercials

	No. of commercials (weekly)		% change		% of all commercials	
	1967	1968	Month	Cume	1967	1968
January	1,142	12,696	+1011.7	—	0.9	9.1
February	1,152	18,749	+1527.5	+1270.7	0.8	10.8
March	1,426	21,781	+1427.4	+1330.8	0.9	11.7
April	1,622	23,327	+1338.2	+1333.0	1.0	12.3
May	2,832	27,921	+ 885.9	+1178.1	1.6	14.1
June	2,602	27,925	+ 973.2	+1128.6	1.7	15.5
July	4,028	27,995	+ 595.0	+ 983.5	2.9	17.3
August	4,619	29,313	+ 534.6	+ 876.7	3.3	17.7
September	6,458	36,961	+ 472.3	+ 775.8	4.3	19.1
October	8,998	44,128	+ 390.4	+ 676.4	4.9	19.8
November*	11,875	—	—	—	6.3	—
December*	10,441	—	—	—	6.4	—
Total	57,195	—	—	—	3.0	—

Source: TVB from BAR 75 markets—one per month.
* Data for November and December 1968 unavailable.



How a 30 worked better

Benton & Bowles put together a 30-second spot for Procter & Gamble's Prell Concentrate using slice-of-life technique, a creative approach seldom attempted in less than a minute.

Another version of the spot, of 50 seconds duration, was made and tested against the shorter 30. On the basis of a telephone-recall test the 30 scored highest. According to a B&B spokesman, the Prell 30 is a good example of

how all the elements of a good slice-of-life commercial can be telescoped to accommodate the shorter form.

P&G and its agencies are notoriously reluctant to release storyboards and scripts, but here is how the 30 looks to the viewer:

A young boy stands at the door, rings the bell. A girl answers (left), wearing a bathrobe and a headful of lather. He is early; she is embarrassed. "You look great in lather," says the boy. "You should always wear a whole

bottle of shampoo."

She indicates on the tube how much shampoo she used (center). It doesn't come in a bottle—it comes in a tube, she says, and playfully throws the tube at him. "Go away for an hour," she adds. Dissolve to house interior.

Now gorgeous, hair beautiful, she welcomes him, "You're late." His head is now full of lather (right), and he is holding the Prell. He says: "You're beautiful." She laughs, "You're out of your head."

become comfortable with the shorter form: "The 30 is an art that has to be developed. I think people have to learn to do them."

"It certainly is a new world for the creative people, and we're still learning to adjust creative approach to the shorter length," confesses Gordon Webber, vice president and director of broadcast commercial production at Benton & Bowles. The advertiser and the agency must learn to get along on one or two copy points per commercial, rather than the three or four they could indulge in when planning a 60. "Retraining begins at the strategic level. You have to start thinking simply," says Mr. Webber.

While creative people are expected to balk at added restrictions, and while most consider a 30-second limitation a nuisance, many believe that the 30 will impose a discipline that may produce good advertising. "Simplicity should be one of the goals of advertising. You can't get people to listen to too many ideas at one time," Mr. Webber points out.

George Lois, most recently of Lois Holland Callaway, finds 30's a more comfortable length to work in than the 60's, because "most 60's just drag; there's no muscle in them." The ad man, who not long ago won acclaim for himself and for stockbrokers Edwards & Hanly with a series of 10-second ID's, says he does not think there is enough information in most messages to justify buying a full minute.

Len Sirowitz, vice president and creative-management supervisor at Doyle Dane Bernbach, figures 30's will eliminate some of those "cutesy little film-minutes" that are more ego than

advertising. "What will happen is less mini-movie, and more of a focusing on selling points," says Mr. Sirowitz. Creative people will be forced to narrow down the message and give it more impact, he asserts. No longer will the 30 be poor relation to a 60; it will have independent status. "Our own Gillette Spoiler campaign has been all 30's," says Mr. Sirowitz, "they were designed as 30's—that's the basic difference."

Carl Ally, of Carl Ally Advertising, offers a pragmatic view: "A lot of information is not what somebody wants anyway. How about just information enough to make a decision?" A creative type who is concentrating on being a professional advertising communicator, and not a film-maker, does not throw up his hands at a 30, says Mr. Ally.

The term "mini-movie" has been bandied about freely at advertising workshops and award luncheons in recent months. As a rule, it refers to a commercial with a dramatic construction, one with a beginning, middle and end. The mini-movie is just the kind of commercial creative people enjoy doing most, and, ironically, it is just the kind of commercial most severely curtailed by a 30-second time limit.

"In general, I think that less obvious advertising, which is so often the best, suffers the most by the dominance of 30's because the kind of less obvious, involving, very person-to-person advertising that has been some of the best around suffers," mourns Hanno Fuchs, vice president and creative-management representative at Young and Rubicam. "The phrase is used—when

you do advertising executions that people seem to like—that you've 'sugar-coated the pill.' And when you cut down to 30, the pill can't give way, so the sugar-coating must give way. It's much harder to surround the message.

"The mini-movie is almost impossible in 30's," Mr. Fuchs continues, "in fact that's why one of the necessary steps that creative people are taking with brands that rely heavily on 30-second commercials is to create the 30 as an entity, rather than hoping you can cut the mini-movie down."

As one might expect, the creative folk seldom concur on what ought to be done with the 30's.

"In my opinion, there are two kinds of commercials. There is the one that gives you a reason why the product is unique. The other tells you about the product in a way that makes you buy the product," says Mr. Moss. It is in the second case, in the situation where style is most important, that Mr. Moss feels he needs the added time. "If you are going to do a commercial that has a hard reason why and doesn't lean as heavily on execution, you might use a 30," he concludes.

Carl Ally sees a problem in 30's for "commercials that rely on establishing a mood before introducing the product." He also anticipates problems for spots that must communicate a lot of information: "If you have an over-elaborate proposition, one which needs extensive explanation or illumination, you're going to have trouble in a 30-second commercial. You may have trouble with any commercial, for that matter."

New product introductions and establishing brand differences are often cited



When a 30 wasn't enough

In contrast to the Prell Concentrate commercial that could be compressed into an effective 30-second spot (see page 45), Carl Ally Inc. offers an example of a spoof-commercial that can't be told with brevity. It's for Pharmacrast Co.'s Vademecum toothpaste that



has a roller key at the bottom of the tube to facilitate non-messy squeezing.

The story line, written in the familiar dramatic style used to tell of great men and great deeds of history, recounts the frustrations and experiments of "Sven Vademecum III" as he labors in his laboratory "to get the most out of Vademecum toothpaste." His worried



assistant implores the professor to eat a tray of food. The plea falls on deaf ears until the weary scientist is about to concede failure in his experiments. Then he notices the fish can with the key curled around the lid. The solution comes in a flash.

The effectiveness of the punch-line scene necessitated a longer build-up.

by creative people as problem-situations. Explains one creative director: "For example, a hair coloring, a woman's hair coloring: 30 seconds is about enough time to tell women they are going to look glamorous, but it's not enough time to say it's applied differently, or that it's safer."

Another agency man disagrees: "If a product is so complicated it needs 60's to explain it, it doesn't sound like it's ready for the market."

Y&R's Fuchs takes no sides: "I think 30's are the most difficult to handle when the creative people feel the product advertised has a big persuasion job to do. Conversely, they are the easiest when the brand is well-known and can get by with either a reminder or with something less than persuasion, an impression."

Mr. Fuchs suggests that pleasure products, such as desserts, snacks, beer, soft drinks, cigarettes, do well in 30's, because they call for this "something less than persuasion." The campaign created by Y&R for Lay's potato chips he offers as an example. But commercials for what Mr. Fuchs calls problem-solving products, such as Y&R's spots for Excedrin, have a different, sometimes more difficult, kind of selling job to do and often require the full minute to do it.

Barry Ballister, senior vice president and cocreative director at Ted Bates, says experience has taught him that graphic techniques work best in 30's. The familiar slice-of-life approach to advertising, he feels, is particularly difficult in the short form. "We do slice-of-life for Kools. We have found that we cannot take that slice-of-life technique with the current and successful Kool strategy and make it work in 30 seconds. We tried. We cut 60's down

to 30's and all the elements would be there, but they just didn't work," says Mr. Ballister.

The agency decided on a new and different approach for the 30's rather than to present an inadequate version of the 60. "Good slice-of-life requires subtle camouflaging of what you're doing, and it seems the first thing to go when you cut it down to 30 is the camouflage. There you have it down to bare bones—two ladies in a kitchen talking about the product," adds Mr. Ballister.

Jack Tinker & Partners likes to place itself on the opposite end of the creative spectrum from Bates. The opinion of Gene Case, one of the partners, differs from Mr. Ballister's: "Slice-of-life looks raw in 60-seconds, too. I'd just as soon have the phony fantasy take place in 30 seconds. Nobody believes in those things. It's a convention of the theater."

He adds, in all seriousness, that a 30 would work for slice-of-life because it is a format with which people are familiar: "People don't have much trouble getting located since they have seen that commercial 5,000 times before."

Gordon Webber is particularly proud of the 30's that B&B has done for Prell Concentrate and Post Cereals: "They have to be lean and relevant and tight on the nose all the time." One slice-of-life spot for Prell Concentrate was made in a 30-second and a 50-second version (see page 45). Mr. Webber claims that the shorter spot scored higher in a telephone-recall test.

While Gene Case would assign the abbreviated form to techniques he considers tedious, many of his successes, he asserts, would never have been possible in 30's. "I've done a lot of political

advertising. I couldn't imagine doing it in 30 seconds. The problem is simplifying very complicated pieces of information. Sometimes in a political commercial you have to say in one minute what a guy said in a 30-minute speech."

Mr. Case also holds that the more money you are asking the consumer to fork over for a product, the less appropriate 30 seconds are. "For chewing gum, it's great," he says. Tinker is creating 30's for Carling Brewing "because beer is not a major decision."

Mr. Case, like many creative men, is concerned lest, with all the emphasis on efficiency, advertisers overlook the less obvious advantages of 60's. Mr. Case, like others, is also concerned over the clutter problem. The question arises whether a predominance of 30's and the resulting increase of clutter will serve to negate any efficiency the 30 has ever offered.

"We work on the theory that the commercial on the air is surrounded by a lot of conflicting noise and racket, and that you need a buffer zone at the end or beginning of a commercial. That sometimes takes 10 seconds," says Mr. Case. "The 10-second buffer is, needless to say, an impossible extravagance in 30 seconds."

"With a 30 you are always next to somebody, or damn near it," says Mr. Case, but he adds that in the screening room, the need for a buffer zone is not always apparent. There has been some talk at Tinker of taking actual programming off-the-air and inserting spots for private screening purposes.

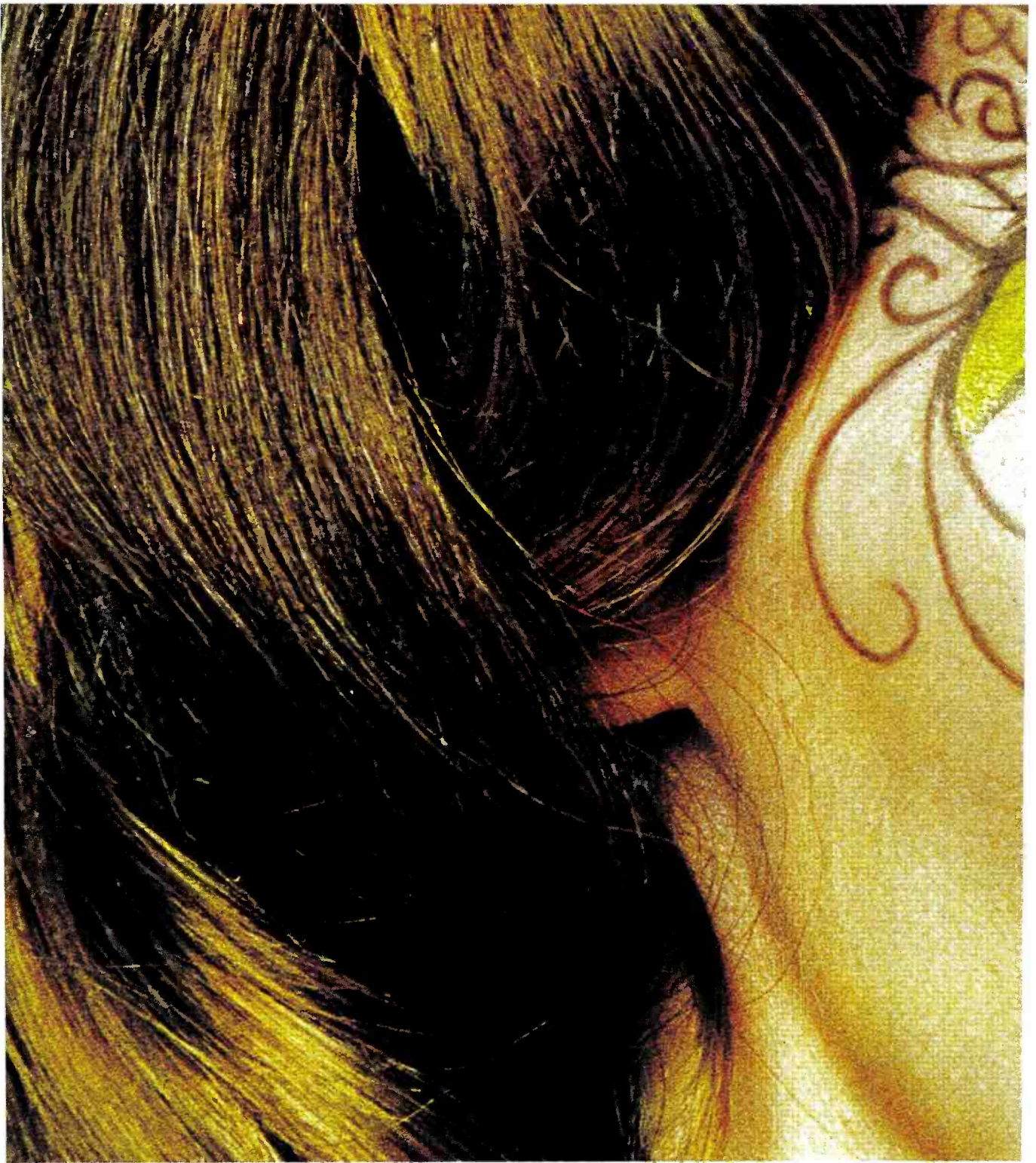
"What I am afraid of," says Y&R's Fuchs, "is that the 30-second commercial will become the black-and-white half-page of television—meaning, if someone approaches magazines strictly

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- **Chicago:** WGN Radio, WGN Television, WFMT Radio, WGN Continental Productions Company
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- **Michigan and California:** WGN Televents, community antenna television
- **New York, Chicago, Los Angeles and San Francisco:** WGN Continental Sales Company



The plainest women in the

This is how a Memorex manufacturing technician looks at a Beaux Arts Ball.

On the job, you'd have to look twice to recognize her. And maybe not even then.

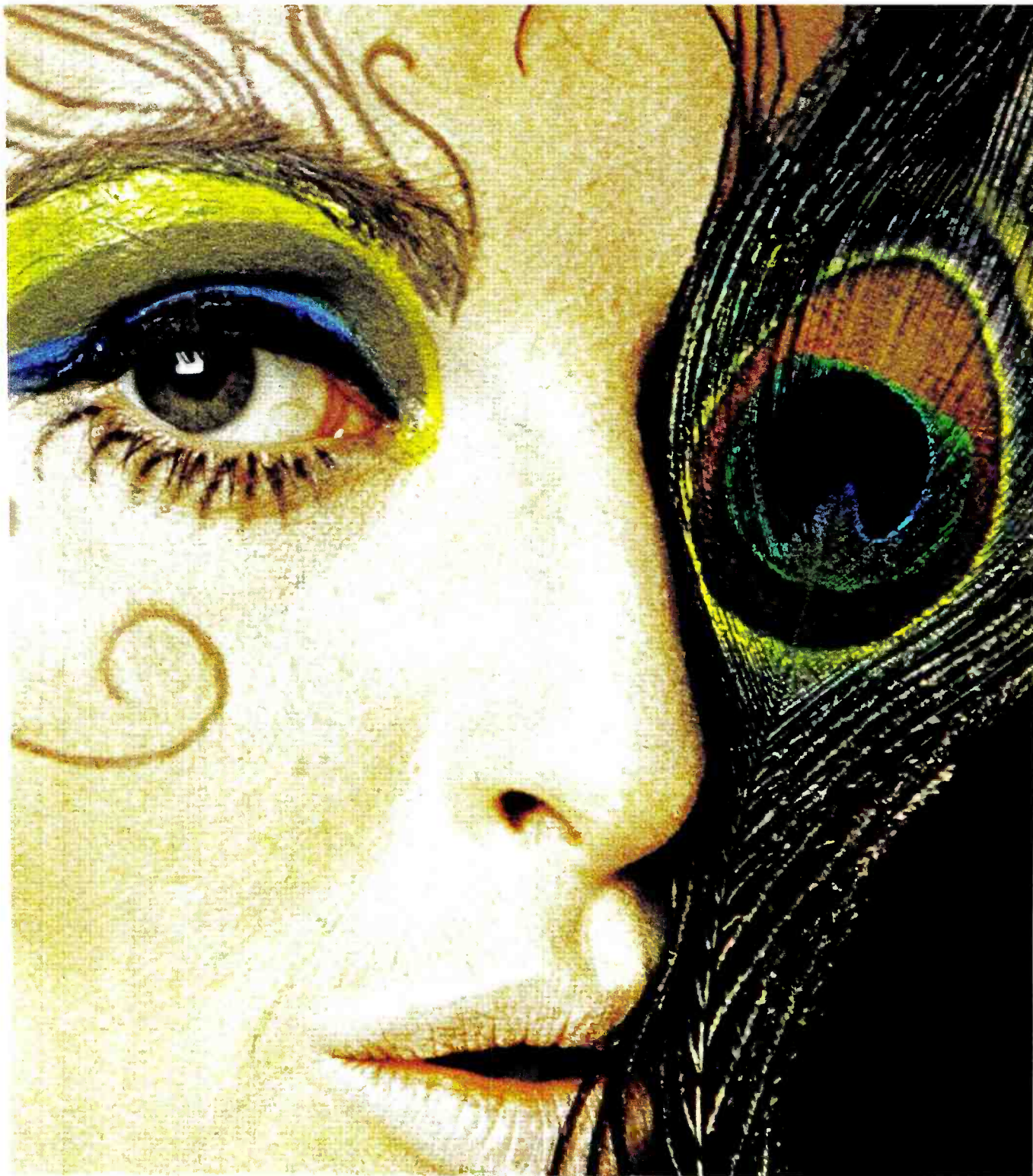
She wears a lint-free, plain-Jane, clean-room uniform. And no powder,

face cream, eye makeup, or nail polish. She even tucks her hair into a nice, plain, commonsense cap.

On the way to her video tape analyzer, she has to pass through air showers. They'll blow away even the

minutest speck of powder that might remain. She spends her day in a powerful air-conditioning system. She works right alongside a particle counter that keeps track of contaminants down to ½ micron.

Because of our obsessive cleanliness,



world work at Memorex.

you don't find foreign particles, chips, nodules, scratches, dirt indents or holes on Memorex video tapes.

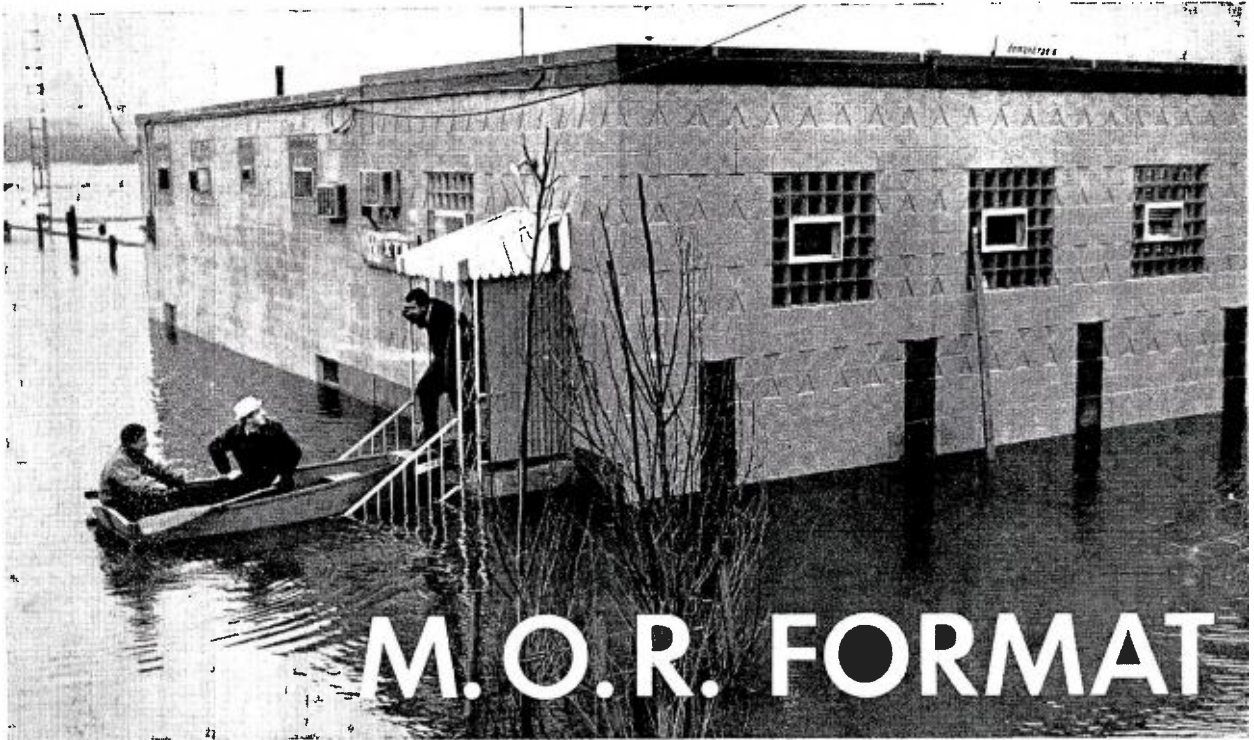
Of course, other things do their part, too: our proprietary coating formulations, our proprietary binders, our

special backing, the 37 different quality control tests a tape has to pass.

This is the kind of beauty a recorder really appreciates.

Memorex Corporation, Memorex Park, Santa Clara, California 95050.

MEMOREX



M. O. R. . . . Middle of the river!

How many stories have you heard about this kind of operation? Probably plenty, because broadcasters are a vital disaster communications link. So—they find ways of staying on the air, period! This picture shows three guys doing just that—at WXTR in Rhode Island.

We of Red Cross have seen it often, because disasters are our business, too. We provide food, shelter, first aid, medical services, and money for recovery.

We cross paths—sometimes in a rowboat—with broadcasters going to work as usual, under unusual conditions. And they never fail to help us do our job, by airing information on our services and emergency unit locations.

When the job is done, they continue this support by providing information about other Red Cross programs and services. And they help us raise funds for our work, through Red Cross appeals and United Fund campaigns.

In short, without the support of the broadcast industry, Red Cross would be hard pressed to do its job the right way, the way we like to do it.

For all the help you gave us this past year, you have the thanks of over two million Red Cross volunteers. And they all know broadcasters well enough to know you'll be there again this year—when the going gets rough!

THE AMERICAN NATIONAL RED CROSS



by numbers, they would just have to buy half-pages." The 60's do offer advantages that 30's don't, says Mr. Fuchs, such as "deeper sell, more involvement, greater impact, a longer life span in people's memory, a deeper change in people's attitudes." Whatever the 60 offers, he adds regretfully, cannot be measured except over "the long, long pull." For that reason, it is difficult to dissuade advertisers stuck on 30's.

Carl Ally is not waiting for 30's to destroy their own efficiencies: "It's already happened. That's why there is such a premium on creativity in advertising. You've got to get through that clutter."

Al Goldman, executive vice president and creative director of Benton & Bowles, is equally unhappy with the proliferation of 30-second spots, and he compares it to the overstocked shelves of a supermarket. Mr. Goldman wonders if the 30-second spot of tomorrow might not be 15 seconds. If so, he speculates, television advertising in the future might resemble billboard advertising today.

If the advertiser of the future has a complicated story to tell, and if the broadcaster of the future demands a premium for 60's rather than 30's, Mr. Goldman believes many advertisers will rely on other media: "The more you are dealing in the world of 30's, the

more you may find the need of print to supplement." Another possible alternative is the use of two 30-second commercials for one sales pitch, with each spot giving half the story, suggests Mr. Goldman.

Hanno Fuchs does not discount the possibility of many advertisers turning to print, Sunday supplements and even radio, but he is hopeful that "the 30's may lead more advertisers to have a diversified pool of commercials." As he sees it, the advertiser would have a number of commercials all concerned with one brand, with each commercial limiting itself to a small aspect of the total sale. "That could be quite refreshing," he concludes.

Carl Ally sees no threat to the prosperity of the broadcasting business by all this talk of turning to print. He offers, unequivocally, that "in any case, where you have a tremendous volume of purchase propositions in a major market and you depend on advertising, you are going to go into television no matter what the arbitrary restrictions."

DDB's Len Sirowitz also speculates that "television will be treated as posters," and he doesn't necessarily consider that bad news. "I think because of the efficiency in cost, you are going to end up with a lot of 20's, and the 30 is going to become the big one. Someone in the agency the other day was com-

plaining because he had to do a 15."

Carried to one extreme, and an extreme that worked well for George Lois and Edwards & Hanly, commercials could be some day reduced to public notices only a few seconds in length. "15's are the most dynamic idea to work with," testifies B & B's Barry Ballister; "they are the most fun and the biggest challenge."

However, Gene Case argues, "10 seconds is fine for publicity. That's what chewing gum is, publicity; it's good for some products that everybody knows about."

Carried to another extreme, short commercials may come to resemble the novelty films of Charles Braverman, recently made famous by CBS's Smothers Brothers. Gordon Webber uses the Braverman films, such as "The American Time Capsule," the complete history of the U. S. flashed onto the screen in two-and-a-half minutes, to illustrate how much material can be compressed into a short period of time. Contemporary film techniques, says Mr. Webber, have conditioned the viewer to accept certain shortcuts—the use of symbols, jump cuts: "You can be quite abstract, quite condensed, quite telescopic, because of this sophisticated film generation."

(The foregoing special report was researched and written by Caroline H. Meyer, staff writer, New York.)

TheMedia

The WHDH-TV debate lingers on

WHDH Inc. wants FCC to reverse its ruling; winner asks commission to clarify the decision

The Boston channel-5 case, already the oldest comparative hearing case in FCC history and one whose record has more twists and turns than a rat's maze, is acquiring additional avenues of conflict and legal controversy. Not only is the big loser in the case that was decided last month (BROADCASTING, Jan. 27) unhappy with the decision, the big winner is not entirely satisfied with it either.

WHDH Inc., which was denied renewal of its license to operate on the frequency that WHDH-TV has occupied since 1957, was scheduled to ask the commission today (Feb. 24) to reconsider its decision and renew the station's license.

WHDH Inc., in its petition, contends the commission denied it due process by applying criteria on which it was

given no chance to present evidence. WHDH Inc. was particularly incensed at the commission's excluding from consideration the station's programming record on the ground that it was only "average."

Boston Broadcasters Inc., which won out over WHDH Inc. and two other applicants for the channel-5 facility, also found some fault with the unprecedented decision. Although it is confident the decision is "legally sustainable" and "fully supported by the record," BBI, in a petition it acknowledged was unusual ("It is hardly routine for a prevailing broadcast applicant to quarrel about the precise terms in which its victory is couched"), last week asked the commission to "supplement" its decision in order to eliminate what BBI

feels is the confusion surrounding it.

BBI argues that court and commission decisions over the long and tortuous history of the case make clear that WHDH Inc. was not a regular renewal applicant but simply an applicant seeking an initial grant. WHDH Inc.'s 1957 grant, which had been challenged in court because of charges a WHDH Inc. official had tried improperly to influence the commission chairman, was not reaffirmed, BBI said. It urges the commission to make "explicit its implicit" conclusion that WHDH Inc. had no initial award and to adopt a number of conclusions providing grounds for disqualifying WHDH Inc., and according it comparative demerits.

"The commission's apparent desire to give WHDH Inc. every benefit of

KTBC holdings revert to Lady Bird Johnson

In a routine action by the Broadcast Bureau last week (Feb. 20) the former First Lady regained control of Texas Broadcasting Co., group-station owner.

Mrs. Claudia T. (Lady Bird) Johnson's 52.9% of Texas Broadcasting was placed in an irrevocable trust on Nov. 29, 1963, shortly after her husband took office. The trustees were A. W. Moursund and J. W. Bullion—friends of the Johnson family.

Most of the remainder of the stock, about 31%, is owned in equal amounts by the Johnson daughters, Mrs. Lynda Robb and Mrs. Luci Nugent. These in-

every conceivable doubt has provided the industry and the public at large with a less than clear picture of the record on which the decision is based," BBI said.

The commission's decision, on a 3-to-1 vote, attracted national attention as the first one in which the agency denied renewal of a television license and awarded the contested facility to a competing applicant. As such, it sent shock waves through the industry.

Commissioner Nicholas Johnson, in a concurring statement, appeared to lend substance to the prevailing opinion. He said the decision opens the door to "local citizens to challenge media grants in their local community at renewal time with some hope for success before the licensing agency where previously the only response had been a blind re-affirmation of the present license holder."

BBI, in a second pleading, asked the commission to specify Aug. 1 as the date on which WHDH Inc. must cease operating; it notes that the rules require a successful applicant to put a new facility in operation within eight months.

The commission had specified no termination date, since the U.S. Court of Appeals for the District of Columbia has retained jurisdiction over portions of the case. But BBI says the commission's decision leaves the court with "nothing of substance to determine."

BBI has already offered to purchase WHDH-TV's physical facilities at replacement cost, to assume its studio leases and contracts, and to engage its non-executive personnel. It has given WHDH Inc. until March 3 to respond. After that date, BBI said, it will proceed "with alternative plans" to acquire facilities and equipment.

WHDH, Inc., in seeking reconsideration, focused much of its attack on the commission's application of the Policy Statement on Comparative Broadcast Hearings, which was adopted in 1965, after the record in the hearing was

terests have been held in two trusts for them by Messrs. Moursund and Bullion. One of the trusts has terminated, causing 7.1% interest to revert back to each of the Johnson daughters. The remaining 8.4% each still remains in trust.

Others holding shares in Texas Broadcasting are J. C. Kellam, 5.95%; Paul Bolton, 2.9%, and O. P. Bobbitt, 1.1%.

Texas Broadcasting is licensee of KTBC-AM-FM-TV Austin, and has 23% interest in KLFY-TV Lafayette, La., and KXII-TV Ardmore, Okla. It also owns 29% of KWTX-AM-TV Waco, 50% of KTBX-TV Bryan, and 75% of KNAL Victoria, all Texas. In addition, the company has 50% interest in Capital Cable Corp., an Austin CATV system.

closed.

The policy is designed to foster diversification of ownership of media and integration of ownership and management. And since WHDH Inc. is the licensee of WHDH-AM-FM Boston and is owned by the Boston Herald-Traveler Corp., which publishes a daily and Sunday newspaper in Boston, the commission ranked it "a poor third" in the matter of diversification behind Charles River Civic Television Inc.

The commission also ranked BBI ahead of both WHDH Inc. and Charles River on the integration factor. The fourth applicant, Greater Boston TV Inc., was disqualified because of failure to meet the qualifying issues.

The policy statement specifies that past performance is not to be considered unless it is unusually good or unusually bad. And, holding that WHDH-TV's performance was "within the bounds of average," the commission excluded it from consideration.

WHDH Inc., calling the commission's application of the policy statement "a precedent-shattering ruling" said it was denied due process in that it was given no notice that the statement "would be controlling" and no opportunity to challenge the legality of the manner in which the policy statement was applied.

WHDH Inc. also said it was given "no opportunity to demonstrate by evidence that past and proposed program service of WHDH-TV cannot be fobbed off as 'being within the bounds of average performance. . . .'"

WHDH Inc., which noted that the commission in previous cases involving renewal applicants had placed considerable weight on their over-all operating record, ridiculed the commission's argument that an operating record would give a renewal applicant a "built-in advantage" over a new applicant in a comparative hearing. "The only analogy we have been able to find to this reasoning, is in the field of sports where handicapping is officially recognized."

WHDH Inc. said it should be heard

on the due process question. It also said it should be given a hearing to prove WHDH-TV's operating record is above average and entitles it to a renewal.

The commission's action in giving WHDH Inc. a demerit on the charge of unauthorized transfer of control was also attacked by the losing applicant.

WHDH Inc. said to hold that applications for transfer of control should have been filed in connection with two changes in the presidency of Herald-Traveler as the commission did, "does violence to the language" of the commission rule barring unauthorized transfers.

BBI's assertion that WHDH Inc. is not a regular renewal applicant based on reading of court actions involving the late Robert D. Choate, who had been president of both WHDH Inc. and Herald-Traveler. His contacts with the late George C. McConaughy, then commission chairman, before the original grant, led to a court remand of the case in 1958.

Four years later, the commission affirmed its earlier grant, but awarded WHDH Inc. only a four-month license. WHDH Inc. and Greater Boston Television Corp., a losing applicant, appealed that decision. But before the court could act, Mr. Choate died.

This led in 1964 to a second remand, in which the court directed the commission to determine the effect of Mr. Choate's death on the earlier decisions. By this time, new applicants, in response to a commission invitation, had filed on top of WHDH Inc.'s renewal application, and the commission consolidated the reopened proceeding with the one in which WHDH Inc. was seeking renewal.

BBI said last week that the commission in its decision last month did not reaffirm its earlier grant to WHDH Inc. or evaluate the record in terms of Mr. Choate's death. BBI noted that the commission simply adopted the examiner's view that "reevaluation of the original record made by Greater Boston and WHDH Inc. (with Mr. Choate dead". . .) would not advance the interests of either applicant."

"Thus," BBI said, "the commission has effectively mooted the earlier proceeding and this is as it should be."

BBI also referred to a court order, handed down on Dec. 26, 1963, which referred to "the comparative consideration now in hearing stage [being] conducted as a comparative hearing upon the initial issuance of a license rather than as a renewal proceeding." And BBI cited a 1963 review-board opinion that "WHDH Inc. cannot be treated as an ordinary renewal applicant. The situation is more closely analogous to a hearing with all new applicants.

BBI would not be content with the

commission making "explicit its implicit" conclusion that WHDH Inc. had no initial award. It also urged the commission to strengthen the case against WHDH Inc. by adopting several other conclusions.

It would have the commission conclude that WHDH Inc. is "disqualified" to receive an award because of "knowingly false testimony" by George Akerson, president of WHDH Inc., and the company's largest beneficial stockholder, Henry Garfinkle, regarding transfer of de facto control of the Herald-Traveler. And it would have the commission assess comparative demerits against WHDH Inc. because of that testimony as well as "the expressed willingness of Mr. Akerson to repeat the ex parte conduct" of Mr. Choate.

BBI, like WHDH Inc., was dissatisfied with the commission ignoring its programming proposals. It said, "the record requires a holding that the BBI proposal demonstrates unusual attention to the public's needs and interests."

WQAD-TV renewal upheld by Examiner Kraushaar

FCC Hearing Examiner David I. Kraushaar last week recommended license renewal for WQAD-TV Moline, Ill., on the basis of a comparative hearing in which Community Telecasting Corp. unsuccessfully challenged the renewal application of present licensee Moline Television Corp.

The Moline case was, in part, an outgrowth of the original comparative hearing which culminated in the commission's grant of channel 8 to Moline Television in 1962. Community, which numbers among its stockholders some who owned stock in one of the losing applicants in that hearing, charged that Moline has failed to live up to its programming and management proposals.

What ultimately triggered the decision to designate WQAD-TV's renewal application for hearing last year, however, was a protest by Community against a proposed \$6.5-million sale of WQAD-TV from Moline to the Evening News Association of Detroit (WWJ-AM-FM-TV Detroit). The sale was called off, but the issues of financing and trafficking raised by the proposed transfer remained part of the hearing.

In his initial decision last week, Examiner Kraushaar favored WQAD-TV on all counts. On the programming issue, he said, "Moline has substantially met

its programming commitments and . . . the programming changes it did make were a legitimate and justified exercise of licensee responsibility and judgment." On the financial issue, the examiner found that "the evidence is abundant and unimpeached," that Moline did require additional financing for the operation of WQAD-TV. The reason, he said, was apparently Moline's "ambitious undertaking in 1962 to get the station on the air by 1963.

The examiner also tackled the larger issue of the comparative process itself. "This proceeding," he said, "points up glaringly the major defect in the comparative hearing process, namely the seemingly endless (and expensive) litigations over essentially "paper" proposals that lead often as not to rather bizarre results, primarily due to the time lag between the date when applicants formulate their promises and the date when they are able to begin effectuating them." The record, he said, reveals "no persuasive public interest basis" for disqualifying Moline, but rather, "that Moline deserves to have its license renewed in the comparison with CTC."

Moline is headed by Francis J. Coyle, president-chairman (11.3%). There are 23 other stockholders, none with more than 9.9%. CTC is headed by Sterling C. (Red) Quinlan (69%), former ABC vice president and former president of Field Communications Corp.

House approves bill on Comsat directors

The House of Representatives last Wednesday (Feb. 19) passed a bill (H.R.4214) which will change the method of selecting the directors of the Communications Satellite Corp. and returned it to the Senate with a minor amendment.

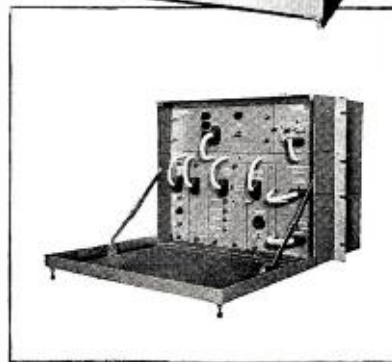
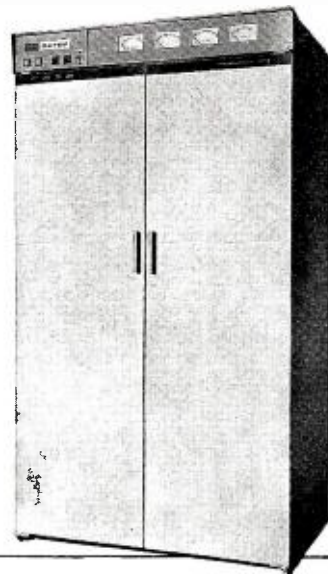
The legislation, introduced by Representative Harley O. Staggers, (D-W. Va.), chairman of the House Commerce Committee, provides for the apportionment of directors according to the percentages of stock held by the public and by communications corporations.

In the original legislation each group elected six directors and the President appointed three members.

The current legislation would give the public stockholders eight directors and the industry stockholders four to reflect the shift in holdings, and would provide for similar proportional changes when future shifts occur.

The House made minor changes in a provision of the Senate bill that would allow Comsat to act quickly in cases of national emergency. Senate concurrence in the change will be necessary before the bill can go to the President for his signature.

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See page 19

Multimedia issue taken to court

Objectors to KSL renewal seek court reversal of FCC decision that could touch current inquiries

Two Salt Lake City residents have gone to court in their effort to strip Bonneville International Corp. (the Mormon Church) of its license for KSL Salt Lake City. And their appeal could provide the basis for judicial review of FCC policy covering two currently controversial issues—concentration of control of mass media and conglomerate control of broadcast properties.

Paul Wharton, a cab driver, and Ethel C. Hale last week filed a notice of appeal in the U.S. Court of Appeals for the District of Columbia from the 3-to-3 decision by which the FCC last month affirmed an earlier grant of the station's renewal application.

Mr. Wharton and Miss Hale originally filed a protest against the KSL renewal in July. Then, after the commission granted the application on a 3-to-1 vote in October, they filed a petition for reconsideration.

With all of the commissioners present, but with the newest member, H. Rex Lee, not voting, the commission deadlocked (BROADCASTING, Jan. 27). Since the petition for reconsideration did not command a majority, it failed.

In opposing renewal of KSL, Mr. Wharton and Miss Hale said a concentration of control of mass media existed in Salt Lake City. They also said that KSL served the interests of its owner, the Mormon Church, which has considerable nonchurch and nonbroadcast holdings, rather than those of the public. And Commissioner Nicholas Johnson, who voted to reconsider the renewal grant, cited Bonneville's role as a conglomerate as well as the concentration-of-control question, in expressing the reasons for his position.

The commission is currently considering the concentration issue in a rule-making aimed at barring the owner of a full-time station from acquiring another full-time outlet in the same market. And on Feb. 8 it announced an inquiry into the ownership patterns in the broadcasting industry, with special attention to conglomerates. (BROADCASTING, Feb. 10 et seq.).

The concentration-of-control-of-media issue in the KSL case involves an interlocking ownership of broadcasting and newspaper interests. Besides KSL, the Mormon church owns KSL-FM-TV, and the *Deseret News*, one of two daily newspapers in Salt Lake City. The *News* and the *Salt Lake City Tribune* have a joint operating agreement for combined publishing and business operations.

And the *Tribune*, in turn, owns 35%

of KUTV-TV), one of the two other VHF stations in Salt Lake City. Other owners of the station, the A. L. Glas-mann family, control KALL Salt Lake City and the *Ogden* (Utah) *Standard Examiner*. Some members of the family control KLO Ogden.

The church, in addition, owns or controls KIRO AM-FM-TV Seattle; KID-AM-FM-TV Idaho Falls, Idaho; KMBZ and KMBR(FM) Kansas City, Mo.; WRFM(FM) New York and an international short wave station, WNYW New York.

Commissioner Johnson, who referred to the church as a "significant industrial conglomerate corporation," noted that it owns hotels, real estate and insurance companies, ranches, mills, a department store and sugar and pineapple plantations, as well as holding a 5% interest in the *Los Angeles Times*. He accused the three commissioners favoring renewal of ignoring "the question of the economic power of the Mormon Church industrial conglomerate" and of brushing off the concentration question.

Chairman Rosel H. Hyde and Commissioners Robert E. Lee and James J. Wadsworth, who voted for the grant, said the petition for reconsideration provided no basis for the complainants' opinions regarding the "alleged evils engendered by the Mormon Church's control of broadcast and other properties." They added that they could not find that the licensee had violated any commission rule or policy.

In dealing with the other key issue, they said no finding could be made that renewal would result in a concentration of control of media that would be "inconsistent with the public interest." They noted there were a number of other newspaper and broadcast voices in Salt Lake City.

Trafficking issue raised on WHUT sale

The FCC has ordered a hearing on the proposed assignment of license of WHUT Anderson, Ind., from WHUT Broadcasting Co. to Eastern Broadcasting Corp. The commission said a hearing is necessary to determine whether Eastern has engaged in trafficking and whether the public interest would be served by permitting Eastern to acquire additional stations while it remains a short-term licensee of wcvf Springfield, Ill.

Wcvf received a one-year renewal last year because of allegedly misleading promotion in connection with a

"Luck Bucks" contest (BROADCASTING, July 29, 1968). In addition, a \$10,000 fine was imposed as a result of allegedly misleading practices in connection with a "Christmas Daddy" contest over WALT Tampa, Fla., formerly licensed to Eastern.

The commission noted that Eastern has obtained authorizations for six stations since 1968, and since 1960 has disposed of authorizations for four stations (WALT, WILA Danville, Va., and WCHV and WCCV-FM, both Charlottesville, Va.). In addition to wcvf, Eastern still owns WHAP Hopewell, Va., and is seeking FCC approval to acquire WBOW-AM-FM Terre Haute, Ind.

Staggers overhauls investigations group

John Dingell becomes a missing member in subcommittee changes

House Commerce Committee member John D. Dingell (D-Mich.) was the broadcasting critic out in the cold last week after Committee Chairman Harley O. Staggers (D-W. Va.) passed out subcommittee assignments. In an unexpected move, Chairman Staggers completely revamped the broadcast-oriented Investigations Subcommittee, eliminating all but top-seniority committee members and displacing Mr. Dingell from the parent committee's most active forum for broadcasting issues.

Also removed from the Investigations Subcommittee was Representative Paul G. Rogers (D-Fla.), who only the previous day had cited the Investigations Subcommittee as a possible forum for probing the relations between Congress and the regulatory agencies, especially in the light of the FCC's moves toward banning cigarette advertising from the airways (see page 35). Others evicted from the panel were Democrats Lionel Van Deerlin (Calif.), J. J. (Jake) Pickle (Texas) and Brock Adams (Wash.). Republicans scratched from the subcommittee included James Harvey (Mich.), Donald G. Brotzman (Colo.) and Clarence J. Brown Jr. (Ohio).

Among the Democrats remaining are the present chairmen of the other subcommittees including Torbert H. Macdonald (Mass.), who heads the Communications Subcommittee, and who had been known in the past, when not an Investigations Subcommittee member, to boycott that panel's meetings—even when he had been invited—when it was considering matters he felt crossed his subcommittee's jurisdiction.

Other Democrats on the Investigations Subcommittee include John Jarman (Okla.), who is chairman of the

Public Health and Welfare Subcommittee, and John E. Moss (Calif.), chairman of the Commerce and Welfare Subcommittee.

Three new Republicans were named by Mr. Staggers to the Investigations Subcommittee. They are William L. Springer (Ill.), ranking Republican on the House Commerce Committee, and Samuel L. Devine (Ohio). Holdover members of the subcommittee are Hastings Keith (Mass.) and Glenn Cunningham (Neb.) a former newsman.

The Communications and Power Subcommittee remains virtually intact with but one exception. Democratic members include Mr. Van Deerlin, Fred B. Rooney (Pa.), Richard L. Ottinger (N.Y.), and the new member of the subcommittee—Richardson Preyer (N.C.). The Republican line-up consists of James T. Broyhill (N.C.), Mr. Harvey, Mr. Botzman and Mr. Brown. Representative Brown is president of WCOM-FM Urbana, Ohio.

Another former broadcaster, Representative James F. Hastings (R-N.Y.), and Robert O. Tiernan (D-R.I.) are the new members of the Public Health and Welfare Subcommittee.

Speculation is that if Mr. Staggers decides to assign consideration of a Cigarette Labeling Act extension bill to a subcommittee, it could be given to the Public Health and Welfare Subcommittee and not to the Commerce and Finance Subcommittee as was earlier anticipated.

Normally, labeling legislation would fall under the jurisdiction of the Finance Subcommittee, under Congressman Moss, an arch-foe of cigarettes. But the extension legislation is cast as a public-health measure and could probably be considered by the health subcommittee.

KACO(FM) transfer creates mini-furor

The proposed transfer of KACO(FM) St. Louis was challenged last week in a petition filed with the FCC, over the signature of Vincent E. Garufi, sales manager of a neighboring AM.

The filing charged Apollo Radio Co., present licensee of KACO, with trafficking, renegeing on its program proposals, and other misrepresentations to the commission. It called upon the commission to hold a hearing on the proposed transfer of KACO from Apollo to Entertainment Communications Inc.; to deny the transfer, and to revoke Apollo's license.

Mr. Garufi, who did not specify his occupation or why he should have standing in the case, is sales manager of KIRL St. Charles, Mo., a suburb of St. Louis. The station is affiliated with the ABC Contemporary Radio Network.

According to Mr. Garufi, Apollo

acquired the KACO construction permit in 1965 and, after a series of delays, went on the air in October 1968. However, he charged, the station's programming bore no resemblance to the proposals Apollo had submitted.

In place of its proposal to offer primarily classical music, Mr. Garufi said, KACO "has simply signed on at 10 a.m., and played popular standard music continuously until 4 p.m. sign-off except for station identification every half-hour." The station has broadcast none of the public service, news, talk, educational and religious programming it had proposed, he said.

Mr. Garufi also claimed that the station has operated with less than one-fifth of the staff it had proposed, and has been on the air 36 hours a week rather than 126 as it had promised.

The sale agreement, according to Mr. Garufi, is a \$1-million package transfer in which Entertainment will acquire Apollo stations KLEF(FM) Houston and KBRG(FM) San Francisco in addition to KACO. He said it does not appear that Apollo can acquire a large profit from the sale of KACO alone, but that the actual deal is concealed in a package and should be investigated.

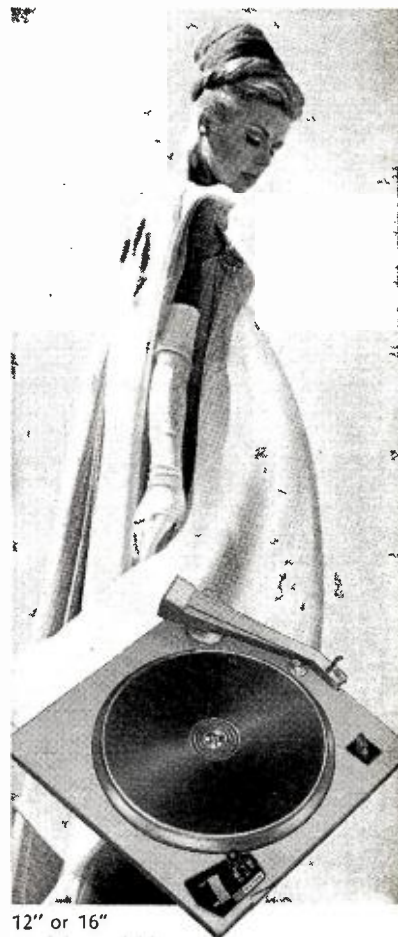
The two firms may also effect an early and unauthorized transfer, Mr. Garufi said. He charged that under the agreement, if the sale is still pending by mid-May, Entertainment will assume all operating costs.

Nation Wide extends California CATV's

Nation Wide Cablevision Inc., a wholly owned subsidiary of Kaufman and Broad Inc., Los Angeles, has been awarded an additional four community antenna television franchises to add to the 36 it already owns in California, Washington and Oregon. The new franchises are for the Southern California communities of Pomona and Monterey Park and for the Northern California communities of Saratoga and Morgan Hill. The four California communities have a combined population of 165,000. Nation Wide expects to begin CATV service to the two communities in Northern California by the end of this year.

The CATV subsidiary was formed by Kaufman and Broad, the nation's largest publicly held home construction firm, late last year. In December, 1968, Nation Wide purchased Seattle-based Total Telecable Inc. and its subsidiaries, which serve 14 communities in Washington and Oregon. All of Nation Wide's franchises are located on the West Coast, with 10 of them in the Greater Los Angeles suburban area.

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Crisis conferences set by NAB

Key broadcasters, network chiefs to study how to counter growing problems in Washington

A series of top-level meetings with broadcast groups, stations and network leadership has been initiated by the National Association of Broadcasters and NAB President Vincent T. Wasilewski.

Three meetings are to take place before the NAB annual convention, which starts March 23. The purpose of the meetings, which are to involve all three radio-TV network presidents, is to explore ways to more effectively counter antibroadcasting pressures in government.

The meetings, which are to be closed to the public and the news media, will be held in Los Angeles, Atlanta and Chicago to specifically discuss the growing threats to freedom of press on the broadcast media. Other meetings after the convention are likely, it was reported, their number and scheduling depending on determinations made on the basis of the first meetings regarding the effectiveness and the necessity for reaching larger numbers of broadcasting leaders.

Approximately 20 to 25 broadcasters have been invited by telegram to attend each of the three meetings. The first, a dinner in Los Angeles this Thursday (Feb. 27), will be attended by CBS Inc. President Frank Stanton, Mr. Wasilewski and Paul Comstock, NAB vice president for government affairs. NBC

President Julian Goodman is to attend a luncheon meeting in Atlanta on March 6, and Leonard Goldenson, ABC president, will attend a similar luncheon meeting to be held in Chicago on March 11.

Those invited to attend are said to be representative of broadcast management at all levels. Some, for example, will represent all-radio operations.

Almost all of the NAB board members are expected to attend the meetings, but all are not expected to attend each meeting.

One function of the gatherings, it was noted, is to inculcate concern among those broadcasters who have thus far shown limited interest in the extent and immediacy of the threats in Congress and in the government regulatory agencies.

Another purpose will be to encourage those attending the meetings to spread a sense of concern among other broadcasters.

The meetings will stress a review of the current regulatory situation and seek methods of countering current antibroadcasting trends. No action program as such, it was indicated, is to be presented for ratification by those attending the meetings, but it is hoped that a number of concrete proposals for dealing effectively with the threats can be evolved.

House to look into conglomerate firms

An investigation of five representative conglomerate corporations has been initiated by the House Antitrust Subcommittee, it was announced last week by Representative Emanuel Celler (D-N.Y.), chairman of the Committee on the Judiciary and of its Antitrust Subcommittee.

The committee met privately and approved procedures in its investigation of the legal and economic significance of mergers and acquisitions by conglomerate corporations.

The five companies selected for study are Ling-Temco-Vought Inc., Dallas; International Telephone and Telegraph Corp., New York; Gulf & Western Industries Inc., New York; National General Corp., Los Angeles, and Litton Industries Inc., Beverly Hills, Calif.

The corporations were selected as a representative sample of major conglomerate corporate organizations.

The subcommittee seeks information on merger and acquisition transactions to show (1) motivation, (2) decision-making process, (3) profitability before and after the transaction, (4) costs, (5) management efficiency, and (6) market values.

Representative Celler said that ques-

Nick Johnson extends an invitation

It's a familiar plug as commissioner suggests Washingtonians file for occupied facilities

Courtesy of WRC-TV Washington, Commissioner Nicholas Johnson reminded members of that station's viewing audience last week that they might begin considering complaints to the commission about broadcast service in the area, or even start thinking about filing competing applications for presently occupied channels and frequencies. Licenses in Washington, Virginia and Maryland expire Oct. 1, he noted.

He also accused broadcasters of a "public-be-damned" attitude in carrying advertisements for products considered harmful to health.

The commissioner was appearing as a guest last Monday (Feb. 17) on WRC-TV's *Capital Tieline*, a phone-in program, to discuss his article in the current *Harper's*, which recommends ways

members of the public interested in improving broadcast service can bring pressure to bear on stations through the FCC (BROADCASTING, Feb. 1).

Broadcasters, who earn profits "on the order of 100% return on tangible investment every year," he said, have an obligation to their audience. He said the public has a right "to control to some extent" the programing of broadcasters as well as how they operate.

Broadcasters "are as much of an elected official" as members of Congress, he went on. And Washington area broadcasters' elections, he noted, are coming up in October. They have no property right to the frequency they occupy, he said.

Any individual or group with a complaint about any activity of a local sta-

tion, he said, can make it to the commission. "You can suggest they [broadcasters] ought not to get their license renewed," he said, "or you can apply for a license yourself."

It was in discussing the influence that members of the public can wield with the commission in effecting reforms in broadcasting that he gave his opinion of broadcasters' feelings about the potentially harmful products advertised on their stations. He noted that, in the wake of John Banzhaf III's successful effort to have the fairness doctrine applied to cigarette advertising, cigarette consumption dropped last year. Then, he said that "broadcasters don't want to tell people these kinds of facts"—that cigarette smoking is associated with lung cancer and heart disease—"for obvious reasons."

"They would prefer, simply, to sell commercials and merchandise the products and the public be damned, and when they are forced to tell the people the facts, we see that it has an impact on the sale of products."

tionnaires were sent to the business concerns and that no deadline had been set as to when the questionnaires must be returned.

Mr. Celler said the investigation was being undertaken "with a view to finding out something about what the results of these mergers are, what they do to the companies, to the stockholders, what the public can expect."

CATV championed on PBL program

Broadcasters, FCC lambasted for hampering cable's potential growth

The *Public Broadcast Laboratory* last week presented its version of the current controversy over CATV, portraying the cable TV industry as the hero, and the FCC and broadcasters as the villains.

The Ford Foundation-supported *PBL* noted the advantages of CATV and at the same time identified the FCC and broadcasters as selfishly placing hindrances in the way of cable TV's growth.

The 90-minute program, broadcast 8-9:30 p.m. EST Feb. 16, was carried on 148 ETW stations.

Edward P. Morgan, *PBL*'s regular moderator, set the tone of the broadcast when he commented that networks do not compete against one another; he said they appeal to the same audience.

CATV, Mr. Morgan observed, can supply the program diversity that commercial television lacks. He also urged that President Nixon seriously consider the recommendations in the report of the President's Task Force on Telecommunications Policy, especially its suggestions that the FCC lessen its restrictions on CATV (*BROADCASTING*, Dec. 16, Sept. 9, 1968).

Perhaps, he added, this might result in the establishment of a new federal department of communications to handle broadcast policy matters.

The CATV position was exemplified by the comment of Edgar Smith of Time-Life Broadcast, group broadcaster and multiple CATV owner: "CATV is one of those things whose time has come." Morton E. David, chairman of Bell Television Inc., New York, whose CATV subsidiary, Comtel Inc., serves over 2,500 subscribers including a number of mid-town New York hotels, with off-air television programs as well as special programs, claimed that many broadcasters have invested in CATV as a "hedge." Comtel leases lines from New York Telephone Co. and

about a year ago won a court suit affirming its independence of New York Board of Estimate control (*BROADCASTING*, April 22, 1968).

Bill Daniels, CATV entrepreneur and broker, charged that delay in the commencement of the cable system in Colorado Springs, Colo., is due to the litigation instituted by KRDO-TV there and KOAA-TV Pueblo. KRDO-TV had been, along with Time-Life Broadcast and local businessmen, the unsuccessful applicant for the Colorado Springs CATV franchise.

Later, it, with the Pueblo station, asked the FCC to block CATV in Colorado Springs because of cable's potential economic impact on their own operations. When the FCC denied this request, without a hearing, the stations appealed to the U. S. Court of Appeals in Washington. The court has not yet issued a decision. Mr. Daniels is one-third owner of the Colorado Springs CATV franchise; RKO General is the controlling stockholder.

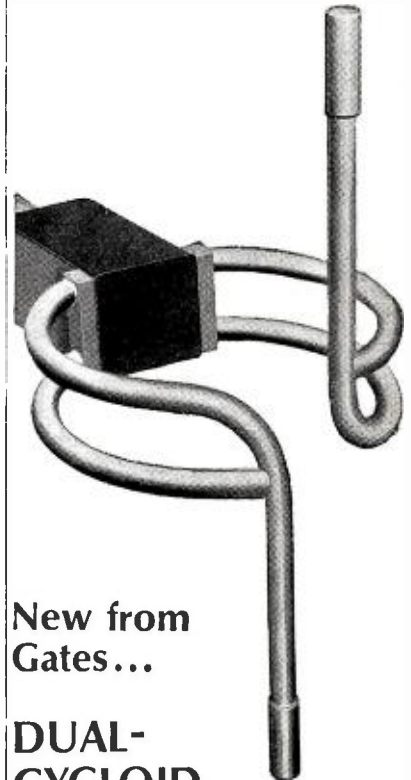
FCC Commissioner Nicholas Johnson was perhaps most severe on his colleagues. He said that the commission majority's attitude seems to be to limit CATV now until broadcasters can gain control of the cable TV industry, "then let it go all out."

Irving Kahn, president of multiple CATV owner Teleprompter Corp., said that the biggest problem facing CATV in the future is its relationship with AT&T and independent telephone companies. H. I. Rommnes, AT&T board chairman, said that the Bell System should be permitted to compete in the "private line" service category.

The pro-broadcasting side of the picture was pretty pro-forma. Shown were film clips of Vincent T. Wasilewski, president of the National Association of Broadcasters, addressing an NAB regional meeting; Douglas A. Anello, NAB general counsel, arguing before the FCC earlier this month; FCC Chairman Rosel H. Hyde stating that the commission needs guidelines on CATV from Congress; FCC Commissioner Kenneth A. Cox calling on broadcasters to turn back CATV by increasing their local programming; Raymond T. Plank, WKLA Ludington, Mich., a member of the NAB radio board and chairman of the future of radio committee, telling broadcasters how vital it is to help their congressmen.

In the last segment of the program, Albert Kihn, one-time cameraman for KRON-TV San Francisco, accused the station of manipulating the news. He claimed, among other things, that he and KRON-TV newsmen had been ordered to suppress or qualify news about the 1965 joint operating agreement between the *San Francisco Chronicle*, parent of KRON-TV, and the *San Francisco Examiner*; about the 1968 news-

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paper strike in that city, and that KRON-TV had failed to substantially increase news programs during that strike although it had promoted an increase in news.

He also said that he and newsmen had been ordered to cover what he termed "pseudo" events in South San Francisco, San Carlo and Vallejo in order to bolster the *Chronicle's* applications for CATV in those communities.

Mr. Kihn's comments repeated accusations he made to the FCC in two letters late last year. All were disputed by KRON-TV in a detailed, point-by-point refutation last December. No one representing the *Chronicle* appeared on PBL, although Mr. Morgan said an invitation was offered.

Harold P. See, president of KRON-TV, told the commission that the charges were a matter of editorial and news judgment and that Mr. Kihn was substituting his values for those of the licensee.

Citing dates and times, Mr. See noted *Chronicle* news stories and KRON-TV newscasts reporting the agreement between the *Chronicle* and the *Examiner*, and during the newspaper strike. He also cited specific increases in news programs during the newspaper blackout.

Rebutting the implications of im-

propriety regarding the *Chronicle's* CATV applications, Mr. See stated that the South San Francisco coverage was a follow-up to an earlier story on that city's new library, covered at the specific request of the director of the library; that the San Carlo variety show, put on by the local Parent-Teacher Association, had been traditionally covered by KRON-TV since 1962, and that the Vallejo story was part of the station's regular coverage of the Bay Area.

Mr. See also noted that the *Chronicle* had withdrawn its San Carlo CATV application, and had dropped the idea of applying for a Vallejo cable TV franchise. The *Chronicle* received a CATV franchise for South San Francisco last year.

The KRON-TV license-renewal application is pending before the FCC.

ABC still dickering to buy UHF in Ohio

Negotiations are continuing between ABC and Kittyhawk Television Corp. for ABC's purchase of WKTR-TV Kettering (Dayton), Ohio (BROADCASTING, Feb. 3).

John E. Campbell, president of the ABC Owned Television Stations Division, last week said that ABC and Kittyhawk "will attempt to finalize a mutually agreeable contract" covering ABC's

acquisition of the channel 16 independent. The deal is reportedly worth between \$1.5 million and \$2 million.

Last fall, WLWD(TV) (ch. 2), which had been a primary ABC affiliate, switched to become an NBC primary. However, the station still has first refusal rights on ABC programs in that market. Most of ABC's programming in Dayton is now carried by WKEF(TV) (ch. 22).

No snag yet in merger of Westinghouse-MCA

Westinghouse Electric Corp. officials last week said their \$360-million merger deal with MCA Inc. is still on, unchanged, despite a published rumor that North American Philips also is attempting to negotiate for the entertainment complex.

One Westinghouse official said its original offer to buy MCA (BROADCASTING, Aug. 5, 1968) still has "several months to run before any upset dates are reached." MCA officials also have categorically denied the report that Philips has been dickering for MCA.

Although there is no official word on status of Westinghouse-MCA agreement, observers say companies apparently are awaiting government approval to avoid any antitrust charges. No closing date has been set.

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Changing Hands

The following stations sales were reported last week, subject to FCC approval (for other FCC activities see "For the Record," page 80):

- WSSB Durham, N. C.: Sold by J. S. and Betty Beattie and Charles Eckles to John Woods and others for \$600,000. Mr. Woods is former production director for WHEC Rochester, N. Y. WSSB is full time on 1490 kc with 1 kw day and 250 w night.
- KMSC(FM) Clear Lake City (Houston), Tex.: Sold by I. J. Saccomanno and others to L. Raymond Dawson and others for \$230,000. Buyers own KMOD (FM) Tulsa, Okla.; KXXK(FM) Dallas, and KXLS(FM) Midwest City (Oklahoma City). KMSC(FM) is on 102.1 mc with 100 kw and an antenna height of 255 feet.
- KTOD-AM-FM Sinton, Tex.: Sold by Edwin M. Singer to George R. Ramsower, Vincent J. Schmitt, Jerry Fullerton and James W. Bixler for about \$210,000. Mr. Ramsower owns a ranch and Mr. Schmitt owns a real estate and insurance firm. Messrs. Fullerton and Bixler are employees of KTOD-AM-FM. KTOD is full time on 1590 kc with 1 kw day and 500 w night. KTOD-FM is on 101.3 mc with 92 kw and an antenna height of 283 feet.

■ **WMPL-AM-FM** Hancock, Mich.: Sold by Francis Locatelli and others to Joe Blake and Robert Olson for \$150,000. Mr. Olson is former manager of WJMS Ironwood, Mich., and Mr. Blake is former sales manager for that station. WMPL is a daytimer on 920 kc with 1 kw. WMPL-FM is on 93.5 mc with 3 kw and an antenna height of 250 feet. Broker: Blackburn & Co.

New TV station

■ **WTIU(TV)** Bloomington, Ind., Indiana University's educational station, will go on the air March 3. The station will operate on channel 30 with 200 kw visual and an antenna height of 710 feet above average terrain. Indiana University also operates **WFIU(FM)**.

Ackerman ousted as LIN president

Furor surrounding 'Post' brings firing, canceling of acquisition of WJRZ

"I feel like a pair of dice on a crap table at Las Vegas, the way we are being rattled around."

That was the reaction of the new president of LIN Broadcasting, Joel M. Thrope, as the diversified group broadcaster was buffeted last week under a series of new developments in part tied to the controversy swirling around financier Martin S. Ackerman.

Mr. Thrope, formerly vice president and a director of the Nashville-based firm, took over as acting president of LIN upon the firing of Mr. Ackerman at a special board of directors meeting in New York last Monday (Feb. 17).

The same day Mr. Ackerman was fired, the management of **WJRZ** Hackensack, N.J., announced it was terminating its contract to sell the AM radio station to LIN. Both Mr. Thrope and Lazar Emanuel, executive vice president of Communications Industries Corp., which owns **WJRZ**, said there was no direct connection between cancellation of the station sale and Mr. Ackerman's relations with LIN.

The contract for sale to LIN had been pending for 11 months, awaiting FCC approval, and had the provision that either party could terminate it after mid-February if FCC approval had not been granted by then. Mr. Emanuel

told **BROADCASTING**: "The contract simply had been in effect for so long that we decided to terminate it. The station has shown a good upturn and we decided we'd just as soon operate it on our own accord."

Mr. Thrope said: "We are sorry we didn't get **WJRZ** and we plan to continue seeking another station to bring us up to our full complement of seven." Mr. Thrope declined to comment on the firing of Mr. Ackerman, who had been president for only five weeks, but Mr. Ackerman said, "all the adverse publicity convinced them that I was more of a detriment to LIN than a help."

Mr. Ackerman became president when the Saturday Evening Post Co., of which he also is president, bought the 80,000-share, 4% interest in LIN held by former president Frederic Gregg Jr. The purchase came at the same time Mr. Ackerman announced the suspension of *The Saturday Evening Post*—a move that has resulted in a wave of controversy and a series of lawsuits, none of which involve LIN, although another group broadcaster, Downe Communications, is entangled in the courts through other actions of *The Saturday Evening Post* owners (**BROADCASTING**, Feb. 17).

The Saturday Evening Post Co. continues to hold the LIN stock, and Mr.

Ackerman remains on its board, as does Milton S. Gould, another Post director who joined the LIN board with Mr. Ackerman. They both voted against Mr. Ackerman's removal, but Mr. Ackerman resigned without a fight.

Meanwhile, LIN says it has received no word on the resignation of a third Post director who joined its board with Mr. Ackerman and Mr. Gould. He is Alfred E. Driscoll, former president of Warner-Lambert Pharmaceutical Co. and ex-governor of New Jersey. Mr. Thrope said that as of last Thursday (Feb. 20) no one at LIN had received any notice from Mr. Driscoll, although the latter's office had confirmed his resignation. Mr. Thrope said no action has yet been taken to replace him.

Coupled with the Ackerman and **WJRZ** developments, Mr. Thrope also confirmed reports that he expects LIN's profits for 1968 to be "substantially lower" than those tentatively forecast by Mr. Gregg when he was president. Mr. Thrope said it is impossible to accurately estimate earnings at this time because the balance sheets of some recently acquired nonbroadcast subsidiaries are still being audited. He said that LIN had an "excellent year" in broadcasting, and indicated that any earnings slump was caused by subsidiaries.

He noted LIN's sale of Medallion

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Films and said that the company is in the process of selling its Miss Teenage America Pageant subsidiary. He said the pageant, while "doing well . . . was not our cup of tea."

Mr. Thrope expressed particular concern over the effect of Mr. Ackerman's publicity on LIN personnel, and said he has written a letter of reassurance to each of the 1,600 employees. "I hope the publicity Mr. Ackerman is getting doesn't drag us in," he said.

Pastore's name added to NAB convention list

Senate Communications Subcommittee Chairman John O. Pastore (D-R.I.) has been scheduled as the Monday (March 24) luncheon speaker at the National Association of Broadcasters annual convention in Washington March 23-26, the NAB reported last week. Also on March 24, Whitney Young, executive director of the Urban League, will address the afternoon session.

To accommodate Mr. Young, it was reported, the Television Bureau of Advertising and the Radio Advertising Bureau presentations will be presented an hour later than earlier planned.

Senator Pastore will share the broadcasters' limelight with another well-known member of the opposite party—Senator Barry Goldwater (R-Ariz.), who will deliver a luncheon address before the Broadcast Engineering Conference, held in conjunction with the NAB convention.

The NAB also announced the panel for the annual labor clinic, set for Sunday (March 23), 2:30 to 4:30 p.m.

The panel, which will focus on fu-

ture trends in labor relations, will be moderated by William L. Walker, NAB's director of broadcast management. Panelists will be Joseph O. Schertler, industrial relations manager, Westinghouse, New York; Norman Lehr, personnel director, Triangle Stations, Philadelphia; Albert O. Hardy, director of radio-TV recording division of the International Brotherhood of Electrical Workers, Washington; Clifford Gorsuch, National Association of Broadcast Employes and Technicians legislative representative, Washington, and Ronald W. Irion, assistant to Mr. Walker.

NCTA draws fine negotiation line

This much and no more is attitude of directors as it asks Hill for help

Rambunctious students may present nonnegotiable demands to their college administrators, but cable TV operators are ready to give a little on any of their prime positions. The forum in which they want to negotiate, however, is the Congress, not the FCC.

This is the word from Frederick W. Ford, president of the National Cable TV Association, who discussed cable TV's copyright positions announced last week after they were adopted by the NCTA board the week before.

The board called on Congress to limit the FCC's regulatory proscriptions on CATV to local carriage, nonduplication and the formulation of technical and reporting standards, and to take action to overhaul present communications policy that would lead to "a new and more appropriate status for communications in the governmental structure."

NCTA's third position expressed support for the enactment of copyright legislation by Congress this year, stating that it will "continue to do all in its power to reach a copyright accommodation." NCTA's copyright position was set forth in 1966 when it told Congress it was ready to accept a four-point program that would give cable TV access to all broadcast programs, reasonable copyright fees and a single collection agency, no restrictions on local-interest and public service programming, and protection against confiscation, meaning no "confiscatory" damages for past copyright liability.

In discussing these principles, the NCTA board expressed the belief that the U.S. is operating "without benefit of a forward-looking national telecommunications policy." It continued: "Time

and development of new technology have so altered the potential of our communications system that only Congress can compel a change of sufficient magnitude to evolve a system capable of serving the needs of a dynamic and changing society."

As for the FCC, the NCTA board commented: "Confronted with the FCC's preoccupation with existing concepts, and its extreme reluctance to allow development of productive competitive alternatives to the existing broadcasting structure and the resulting free flow of diverse programing to the public, CATV must turn to Congress."

In explaining this position, Mr. Ford declared: "We've always said that we're ready to negotiate on particular issues. We'll give a little, if they [meaning broadcasters and copyright owners] will give a little. But," he added, "I'll be damned if we're going to make all the concessions."

Meanwhile, it was understood that full-scale hearings into cable television and the proposed FCC regulations regarding CATV by the House Commerce Committee would be postponed until after the congressional Easter recess in April. Earlier speculation was that the committee would act promptly on a resolution submitted by Representative Lionel Van Deerlin (D-Calif.) urging the panel to study the cable situation.

The delay was understood to have been welcomed by both the NCTA and the National Association of Broadcasters. NCTA has been seeking the Commerce Committee's probe, but the delay is seen both there and at the NAB as providing more time for preparation and lessening the possibility of schedule conflicts with upcoming conventions and FCC filings.

Major lawsuit faces CBS and Filmways TV

Albert Petker, a Beverly Hills, Calif.-based merchandiser of radio time and promoter of radio shows and talent, last week sued actor Eddie Albert, CBS Inc., Filmways TV Productions Inc., a wine manufacturer and others for a total of \$22,416,000 in treble compensatory and punitive damages. The 14-count suit, filed in Los Angeles Superior Court charges breach of contract, misrepresentation and fraud.

The suit alleges that on May 1, 1967, Mr. Albert, the star of the Filmways TV-CBS-TV *Green Acres* series, entered into a three-year agreement with Mr. Petker to create, market and produce a daily 10-minute radio show, entitled the *Eddie Albert Show*, and to "formulate and implement" a sales program involving radio, newspapers and other advertising media, using Mr. Albert to promote the sale of Loomis Wines, a Cali-



Senator Pastore

ifornia product. Mr. Petker and Mr. Albert were to divide equally all the profits resulting from their agreement.

According to the suit, Mr. Petker contracted with some 900 radio stations to broadcast the show, in return for which he and Mr. Albert were to "receive a time inventory consisting of two minutes of advertising from each radio station for each broadcast," said to be worth more than \$15,000 per week.

In addition, the suit alleges that Ian T. Allison, Lumbermans Acceptance Co. and its affiliates, doing business as Loomis Wine Cellars, Santa Rosa, were contracted for the sale of a portion of the radio advertising time. Mr. Albert was to promote the sale of Loomis Wines, in exchange for stock options in Lumberman's said to be worth more than \$500,000 per year.

The suit claims that last summer, after the final contracts had been executed, Mr. Albert "breached" the agreement in that he refused to participate in the radio show and refused to allow his name and image to be used in the sales promotion campaign for the wine company. In the suit, Mr. Petker also charges that Filmways TV and CBS "induced, aided and caused" Mr. Albert "to breach his agreement" and that subsequently, those parties began to promote Loomis Wines using the same promotional ideas and advertising materials Mr. Petker had planned to use.

Mr. Petker is asking for \$3,568,000 compensatory damages and \$4 million punitive damages from Mr. Albert, and also from a group of defendants that include Filmways TV and CBS; against Lumbermans \$3,280,000 compensatory damages and \$4 million punitive damages are being asked.

Pay raises not yet in FCC's pockets

FCC commissioners and other federal officials got a Valentine from former President Lyndon Johnson but it still hasn't been delivered. A hefty pay raise ordered by Mr. Johnson became official on Valentine's Day (Feb. 14) but as of last week the commission was still unsure when the bigger pay checks would be coming.

The matter remained in the hands of Civil Service officials pending a ruling on the specifics of the pay raise. It

looked likely that top-echelon staff members would get their raises—which were made automatically possible by the commissioners' increases, eliminating a ceiling on staff raises—before the top brass get theirs.

The Civil Service officials were expected to rule that the commissioners' raises become effective for the pay period starting March 1. Higher levels for the staff were set to have begun last Sunday (Feb. 23).

Under the new pay schedules, FCC commissioners are to be raised from \$28,750 a year to \$38,000, and FCC Chairman Rosel H. Hyde's annual compensation will be increased from \$29,500 to \$40,000.

Similar schedules will take effect in other regulatory agencies such as the Federal Trade Commission. Senators and members of the House of Representatives had their pay raised from \$30,000 a year to \$42,500.

Set for an automatic increase as a result of the commissioners' raises are the salaries of 17 high-level FCC aides. Increases were scheduled under a federal policy to equate salary levels with comparable jobs in private industry but stymied by the fact that staffers would have been entitled to a higher pay scale than their commissioner bosses. The increase for commissioners cleared the way for other raises in top grades.

Among the top 17 are four who are

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PLAN THREE: This is for stations who wish their own staff to announce the commercials. The service sends via airmail written copy with all of what Plan One has but with no Teletype sending. Copy/produced spot sent within one day.

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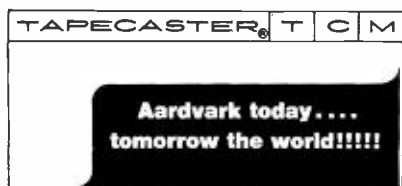
The monthly rate is \$140.00 with no limit to the station on the amount of commercials sent by the customer.

If you want this service, your next step is simple—just send your check for the first month and what type of plan you want. It takes three days to start our service (book work, etc.). The station can start sending your dead copy with the order.

Dead Copy is the raw outline of what you want in the commercial, i.e.: name of place/account, what type of product, when/where/how.

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in the highest grade—18. They are General Counsel Henry Geller, Chief Engineer William Watkins, Broadcast Bureau Chief George Smith and Common Carrier Chief Bernard Strassburg. They will be boosted in pay to \$30,239.

The House cleared the decks for all the increases on Feb. 5 when the Rules Committee tabled legislation that would have vetoed the raises. The Senate defeated an economy-bloc move to stop the raises the day earlier. Under the law, either house could have blocked the raises.

CATV discovers friend in Novak

Task force director sees no need for strong broadcast regulation with cable

Alan R. Novak, who was executive director of the President's Task Force on Telecommunications Policy, thinks broadcasters should promote CATV, not oppose it.

His reasoning is that CATV holds out the promise of more TV channels in many communities. If there are more channels, filled with a diversity of programs, a principal reason for the regulation of broadcasting—scarcity of spectrum space—becomes invalid. There would then, no longer be necessity for strong regulation of broadcasting.

Mr. Novak made his remarks, which he stressed were his own views and not those of the task force, in a talk last week in Washington to the communications law committee of the Federal Bar Association.

The task force report, submitted to former President Johnson last December, recommended that the FCC loosen some of its restrictions on cable TV in order to promote the diversity of channels of which CATV is capable. It also proposed a federal telecommunications authority, separate from the FCC, with broad powers to allocate the electromagnetic spectrum to both government and private users (BROADCASTING, Dec. 16, Sept. 9, 1968). Former Under Secretary of State Eugene V. Rostow was chairman of the task force; Mr. Novak was one of Mr. Rostow's assistants in the State Department. He is now in business in Washington.

The FCC's action in proposing new rules for CATV could be "a constructive step," Mr. Novak commented, since it encourages a wide discussion of cable TV's role and future. He warned, however, that CATV must not be permitted to supplant over-the-air broadcasting. There will always be some people, he observed, who live outside wired areas, who can't afford to pay for

TV reception or who don't want it. This means, he continued, that consideration must be given to the impact of CATV on broadcast TV.

Commenting on frequency management, he paid tribute to the "extraordinary" job the FCC is doing with limited staff and funds, but suggested that the management of the radio spectrum be placed in the executive branch of the federal government.

Along these lines, he said there's "an inherent waste of spectrum space in the apportionment of government and non-government allocations." In some communities, he noted, private bands are jammed with users while in the same localities government frequencies go unused.

He also expressed the opinion that today's regulation of telecommunications may be outmoded; the technological explosion in communications, he observed, makes many of the concepts for regulation formed in the 1930's obsolete.

He also said that he thought the FCC should move ahead to approve the inauguration of a domestic satellite system to provide TV and other services on a pilot basis, leaving the choice of particular ownership and allied decisions for a later date.

Tedesco brothers get their wishes

The FCC has renewed the license of KWKY Des Moines, Iowa, subject to conditions that will leave Nicholas and Victor J. Tedesco, brothers who formerly controlled the station, as passive investors in Norseman Broadcasting Corp., the KWKY licensee.

The conditions were proposed by the Tedesco brothers themselves, as "self-inflictions" designed to allow them to clean the slate of past transgressions—by shrinking their involvement with broadcasting to a shadow of its former scope (BROADCASTING, Dec. 11, 1967).

The conditions stipulate that the Tedescos will terminate operation of KFNF Shenandoah, Iowa, within 60 days; withdraw their application for a new station at De Pere, Wis.; place their Norseman stock (38.5%) in a nonvoting trust; forfeit all positions in the firm, including their directorships, and terminate a consulting agreement between Norseman and the Tedesco brothers. After the conditions are fulfilled, KWKY will be the only station owned by Norseman Broadcasting.

The commission's KWKY decision referred to a previous case involving Norseman (then Tedesco Inc.), in which it was determined that the firm had prematurely assumed control of KBLO Hot Springs, Ark. (the sale was later cancelled by a referee in bankrupt-

cy), and that it had trafficked in broadcast authorizations.

The ruling, in turn, tied up subsequent proceedings involving the Tedescos, including an application to move KFNF to Council Bluffs, Iowa, which was eventually denied. The licensee, KFNF Broadcasting Corp., is equally owned by the Tedesco brothers.

In a petition for discretionary relief filed in December 1967, Norseman and the Tedescos said that if the commission would permit them to retain a connection with the broadcast industry, they would take any necessary steps to insure that control of Norseman did not rest with the two brothers.

WISH-TV disputes antitrust charges

The licensee of WISH-TV Indianapolis has fired back at the antitrust charges levied by UHF operator Anthony R. Martin-Trigona against two networks and two group owners.

Indiana Broadcasting Co., a subsidiary of Corinthian Broadcasting Corp., told the FCC that Mr. Martin-Trigona's charge that CBS, ABC, Corinthian and Avco Broadcasting Corp. have conspired to deny network affiliation to WTAF (TV) Marion, Ind., is contradicted both by the facts of the case and by the UHF operator's own previous statements. "The commission should not take his unsupported charges seriously," Indiana said.

The FCC's role in the case is limited to consideration of an application by WISH-TV for permission to relocate its transmitter. Mr. Martin-Trigona opposed the proposed move on the ground that it would "aggravate an existing restraint of trade" by allowing WISH-TV, a CBS affiliate, to bring its network programming closer to the WTAF service area. According to Mr. Martin-Trigona, the move would "foreclose completely the possibility of WTAF ever obtaining network programming from CBS, without at the same time showing any corresponding gain in public service over-all, or in public service motives to necessitate the relocation" (BROADCASTING, Feb. 10).

The larger context of the case is a \$3-million antitrust suit in which Mr. Martin-Trigona charged that CBS and its affiliates WANE-TV Fort Wayne, and WISH-TV, and ABC and its affiliate WLWI (TV) Indianapolis, an Avco station, have conspired to deny affiliation to WTAF, of which he is 81% owner (BROADCASTING, Feb. 3).

In its reply to the commission, Indiana argued that Mr. Martin-Trigona's petition was both untimely filed and without merit. The firm said that its proposed move would have "little or no effect" on WTAF, since the move would be to the northwest of Indianapolis,

while Marion is northeast of that city. It was also noted that the center of Marion is already about five miles inside the grade B contour of WISH-TV.

Indiana also contended that Mr. Martin-Trigona took a somewhat different view of WTAF's problems when he applied to acquire control of the station last year. At that time, Indiana contended, he defined the difficulty not in terms of a conspiracy, but in terms of the proximity of WTAF to the larger cities of Indianapolis and Fort Wayne, combined with the station's limited service area. The Indiana petition quoted Mr. Martin-Trigona as stating: "It is believed that the station has the most limited coverage of any commercial television station in the U.S." Mr. Martin-Trigona also was said to have commented in his transfer application that network affiliation will be sought, "but there is no reason to believe that it will be available."

Chicago paper to adjust to radio-TV

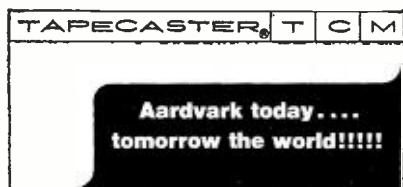
Chicago's *American*, the evening paper of The Tribune Co., Chicago, plans major format changes in the near future to meet the growing competition of other media, especially television. The paper is expected to go to tabloid format in late April although the exact date is not set.

Lloyd Wendt, president and publisher, explained Thursday: "I've always regarded television and radio as allies of the newspaper." He said each does a better job in some phase than the other and the newspaper can handle some types of stories the broadcast media lack sufficient time to present.

Those publishing afternoon papers, Mr. Wendt explained, have come to recognize that people want to go home, have dinner and then watch television. So, he said, "we intend to help them. We are going to tell them all we can about how to get the most out of television. At the same time we are going to give them a crisp, sharply edited and succinctly written newspaper."

Although precise format details are not yet settled, Mr. Wendt said, "we will have more critical reviews and analysis of TV," he said.

The Tribune Co. is the parent of



See page 19

the *Chicago Tribune*, morning paper, and WGN Continental Broadcasting Co., group-station operation which includes WGN-AM-TV and WFMT(FM) Chicago.

Media divorce sought by Kankakee Journal

The Kankakee Daily Journal Co., Kankakee, Ill., will reorganize its broadcasting and newspaper interests into separate operations. Under the plan, subject to FCC approval, the Mid America stations, now subsidiaries of the Kankakee Daily Journal Co., would be separated from that company.

When the plan is completed, the ownership of Burrell L. Small, president of Mid America Media, will be solely of the broadcasting operations, and the ownership of Len H. Small, president of the Kankakee Daily Journal Co., would be solely of the *Kankakee Daily Journal*.

The Mid America properties are WKAN Kankakee, WJRL-AM-TV Peoria, WRRR Rockford, WQUA Moline, all Illinois; WIRE Indianapolis; KIOA Des Moines, Iowa, and Kankakee TV Cable Co.

The Kankakee Daily Journal newspapers are the *Kankakee* (Ill.) *Daily Journal*, the *Ottawa* (Ill.) *Daily Times* and the *LaPorte* (Ind.) *Herald-Argus*.

Needed: replacement for Willie Mae Rogers

President Richard Nixon is looking for a new adviser in the field of consumer affairs—one he presumably hopes will remain longer than did his first choice.

The appointment of Willie Mae Rogers, director of the Good Housekeeping Institute, as a part-time consultant on consumer matters, was announced by the White House on Feb. 11 (BROADCASTING, Feb. 17). But four days later, after trade papers and Sunday feature supplements had stories on her in print, she withdrew.

Her appointment was criticized in Congress and the press because she planned to remain on the payroll of *Good Housekeeping*, where she helps administer the *Good Housekeeping* seal program.

In obvious reactions to these conflict-of-interest charges, President Nixon asked Miss Rogers to take a leave of absence from her *Good Housekeeping* post, and remain with the administration as a paid consultant. She had originally agreed to serve the President on a non-compensation basis.

She declined the new offer.

The White House insisted there would have been no conflict of interest, since Miss Rogers would not have evaluated products.

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'Get Smart' switches networks, nights

CBS schedules five new series for fall; NBC line-up shows seven new entries

Two of the three television networks have firmed their new-season line-ups. Between them, CBS-TV and NBC-TV will have 12 series new to the night-time schedules next fall.

The CBS schedule, though not formally announced, is expected to show five new series, one representing an extraordinary switch: the move of the half-hour *Get Smart*, which NBC figured had run its course as a Saturday staple, to CBS's Friday line-up at 7:30 p.m.

NBC's night-time schedule, which has announced Thursday (Feb. 20), has seven new series, with only a few time-period changes. CBS, with fewer new shows, is shuffling six carryover series into new time periods.

ABC-TV, with more hours to fill than either of the other two networks, is reported to be at least two weeks away from firming a new schedule (BROADCASTING, Feb. 17).

The CBS programing lockup, reported Thursday, contains these four series—the fifth new show is *Get Smart*:

- *The Governor and J. J.*, comedy starring Dan Dailey and Julie Sommars, Tuesday, 9:30-10. Produced by Leonard Stern with Talent Associates.

- *Medical Center*, drama starring James Daly, Wednesday, 9-10. Produced by MGM-TV.

- *Jim Nabors Variety Hour*, comedy-variety with Jim Nabors, Thursday, 8-9. CBS production taped in Hollywood.

- *When in Rome*, comedy with John Forsythe, Sunday, 7:30-8. Series concerns a widower with three teen-agers. Don Fedderson Productions.

Under this schedule, here's how CBS would juggle the line-up:

Doris Day would move from Wednesday, 9:30-10, to Monday at that time. *A Family Affair* would move from the Monday spot to Thursday, 7:30-8. *Good Guys* would move out of its Wednesday 8-8:30 slot and *Hogan's Heroes* from its Saturday 9-9:30 period to 8-9 Friday following *Get Smart*, *Green Acres*, now on Wednesday, 9-9:30, would go into *Hogan's* spot on Saturday. *Beverly Hillbillies* would move back a half-hour from 9 to 8:30 on Wednesday.

The Glen Campbell Show (Wednes-

day, 7:30-8:30), a midseason replacement, would continue in the fall in the same time period.

The new CBS programing would displace *Jonathan Winters*, *Wild Wild West*, *Gomer Pyle*, *Gentle Ben* and *Queen and I*, the latter a midseason replacement.

In disclosing its new fall schedule last week NBC-TV stressed the development of its new series as having "contemporary" or "realistic" themes.

As presented to the TV affiliates board of delegates in New York, the schedule contains seven new program series.

The new series are:

- *The Bill Cosby Show* . . . replaces *Mothers-In-Law* on Sunday, 8:30-9 p.m. . . . a Campebell/Silver/Cosby Production in association with NBC-TV. Mr. Cosby is a gym teacher, moonlighting as a private detective.

- *The Now People* . . . replaces *My Friend Tony* on Sunday, 10-11 p.m. . . . consists of eight or nine episodes of each of three series initially conceived as individual series by Universal TV. They are:

A courtroom drama series, which will be seen as a *World Premiere* entry on NBC in March as "The Adversaries." The spinoff is produced by Universal TV and Public Arts Productions in association with NBC-TV. Burl Ives, James Farention and Joseph Campanella are in the roles of law partners.

A police drama series, also a *World*

Premiere spinoff, initially called "The Men in the Middle" and retitled "Deadlock" with Hari Rhodes as a politically ambitious black district attorney and Leslie Nielsen as a white police chief. Universal TV with NBC-TV.

A medical series starring Joseph Cotten, John Saxon and David Hartman as three-man team of surgeons and physicians. Produced by Universal/NBC.

- *My World and Welcome To It* on Monday, 7:30-8 p.m. . . . Sheldon Leonard Productions with NBC-TV, William Windom, Joan Hotchkis and Lisa Gerritsen star in the show that enters the fantasy world of James Thurber using live-animation techniques.

- Debbie Reynolds on Tuesday, 8-8:30 p.m., as a "go-go suburban housewife". Harmon Productions and Filmways with NBC-TV. *My World* and Debbie Reynolds will replace the *Jerry Lewis Show* in the Tuesday, 7:30-8:30 period.

- *And Then Came Bronson* . . . replaces *The Outsider* on Wednesday, 10-11 p.m. MGM-TV in association with NBC-TV. A man on a motorcycle stops at big cities and small towns fighting crime, reminiscent of *Route 66*.

- *Bracken's World* . . . replaces *Star Trek* on Friday, 10-11 p.m. Produced by 20th Century-Fox with NBC-TV. Principals are Eleanor Parker, Dennis Cole, Elizabeth Allen and Peter Haskell and setting is the glamour of a major Hollywood studio.

- *The Andy Williams Show* replaces *Get Smart* and *The Ghost and Mrs. Muir*, Saturday, 7:30-8:30 p.m. with *Adam 12* moved back to 8:30-9. Barnaby Productions in association with NBC-TV.

The NBC affiliates board of delegates meeting also was highlighted by a discussion of new children's programing for Saturday morning and of an expansion in news fed by line (News Program Service) to affiliates. Requests by a majority of the 104 stations for an expansion of NPS from its current, Monday-through-Saturday, 5-5:15 p.m. NYT feed have been met with a half-hour feed daily on a Sunday-through-Friday basis.

Disclosure of the new schedule and other programing moves drew praise

King Sisters in ABC line-up

The King Sisters will sing again on a weekly basis on ABC-TV March 12. The network announced last week that *The King Family* will return to the night-time schedule as a replacement show, Wednesdays, 8:30-9 p.m. EST ("Closed Circuit," Feb. 17). It will be produced in Hollywood by North American Television Inc., with William Burch, producer of the series. Choice of the *The King Family* brought to a close an uncomfortable period at midseason on ABC when *Turn-On* was dropped after one showing (BROADCASTING, Feb. 20, 13).

of the board of delegates, whose resolution stressed "the quality and creativity" of the new schedule and the "stability and success of the current NBC schedule."

ABC has yet to surface with the bulk of its new-season plans. A new show announced for the fall last week was *The Courtship of Eddie's Father*, a half-hour situation comedy, starring Bill Bixby, Brandon Cruz and Miyoshi Umeki. This MGM-TV production is about a young widower, his six-year-old son and a Japanese housekeeper. ABC did not give a time period for the show.

ABC is also committed to *Survivors*, *Movie of the Week*, and *Jimmy Durante Presents the Lennon Sisters*.

Still under question for renewal, depending on current ratings strength, are three midseason replacements: *What's It All about World?*, *Generation Gap* and *This is Tom Jones*.

KLAC parts company with talk-master Pyne

Metromedia's all-telephone talk station, KLAC Los Angeles, on the verge of converting largely to music, last week terminated its association with talk specialist Joe Pyne. It was Mr. Pyne's highly successful early-morning talk show, started three years ago, which determined KLAC's full conversion to the two-way telephone talk format.

It was said to be a friendly, mutual parting between the station and the performer. In all, Mr. Pyne had been with KLAC for nearly five years. He has indicated no plans to do another radio talk program. But he will continue with his weekly show on Metromedia's KTTV(TV) Los Angeles.

In concurrent moves, KLAC expanded its regularly scheduled newscasts to nearly 20 hours a week and increased its sports coverage with 30 minutes a day of drive-time reports. In addition, the station has appointed L. David Moorhead as operations director. Mr. Moorhead was most recently program director of KFI Los Angeles.

TVSI sets meeting date

TV Stations Inc. will hold its 14th annual membership breakfast meeting on March 24 in the Shoreham hotel, Washington, during the National Association of Broadcasters convention.

TVSI has invited members of Congress, the FCC, advertisers, agencies and station executives to the meeting, which will be highlighted by an animated slide presentation of TVSI's forecast of the 1969-70 network prime-time schedule. Herb Jacobs, TVSI president, will assess present and future syndicated programming trends.

Busy news week ahead for networks

Apollo 9 flight with TV firsts, scheduled European trip by President Nixon are on tap

Broadcast newsmen are braced for another burst of blanket coverage this week with the overlapping double header events of President Nixon's European trip and the scheduled Apollo 9 space flight.

If the 10-day flight of Apollo 9 goes off as planned with its launch at 11 a.m. Friday (Feb. 28), network personnel can once again expect to find themselves juggling coverage priorities during the crucial first three days of the pre-lunar flight and the final three days of the President's nine-day junket.

NBC, which had previously announced heavy personnel assignments for the presidential trip (BROADCASTING, Feb. 10), has scheduled extra blocks of air time for television coverage.

The *Huntley-Brinkley Report* will be expanded to one hour today through Friday (Feb. 24-28). One half-hour of each day's *Today* show will also be devoted to the trip, with correspondent Paul Cunningham serving as a special *Today* reporter.

NBC-TV has also scheduled a special program summarizing Mr. Nixon's tour at 6:30-7:30 p.m. (EST) Sunday, March 2, the day of his return.

All three networks anticipate special satellite reports throughout the presidential journey. At one point, CBS-TV already has scheduled back-to-back Nixon-Apollo coverage, with a Thursday (Feb. 27) special report, *The President in Europe* from 8-8:45 p.m. followed by *The Flight of Apollo 9* preview from 8:45 to 9 p.m.

CBS-TV coverage of the President's journey will be anchored by Harry Reasoner, with CBS News White House correspondents Dan Rather and Robert Pierpoint traveling with Mr. Nixon. They will be assisted by Marvin Kalb and various European bureau personnel.

For the CBS Radio coverage of the trip, Richard C. Hottelet will join Messrs. Rather, Pierpoint and Kalb.

ABC-TV plans a daily satellite report on the trip at 10:45-11 p.m. today through Saturday (Feb. 24-March 1), in addition to the special reports and inserts in regularly scheduled news broadcasts. It also will carry a wrap-up of the trip from 12:30-1 p.m. March 2.

Frank Reynolds is to serve as anchorman for the satellite broadcasts. ABC State Department correspondent John Scali and White House correspondent Tom Jarriel will travel with the President throughout the trip. They are to be supplemented by London, Paris, Bonn and Rome bureau personnel.

Radio coverage of the President's trip also will be extensive.

MBS White House correspondent Forrest Boyd will travel with the President and his reports will be supplemented by Mutual's Bonn, Paris and Rome correspondents.

Metromedia's White House correspondent Bob Moore is to make the trip for that group's new national news service, with supplementary reports from Paris, London and Berlin correspondents. In addition to daily newscast inserts on the trip, Metromedia has tentatively scheduled a half-hour news closeup at the conclusion of the tour.

For UPI Audio, Mr. Nixon will be accompanied by White House correspondent Don Fulsom, who will provide daily reports.

All the television and radio networks plan to carry the Apollo 9 lift-off and key moments of the flight which will test various docking, separation and redocking operations between lunar and command modules in preparation for manned flight to the moon's surface.

For television the flight is to carry more dramatic viewing firsts. Scheduled are three never-before-attempted types of live transmissions from space.

On Sunday, March 2, at about 9:25 a.m. astronauts James McDivitt, David Scott and Russell Schweickart are to broadcast the first live pictures from an orbiting lunar module. They are to rendezvous their command module with the orbiting lunar module and dock with it about three hours into the flight on Friday.

On Monday, March 3, at about 2 p.m. astronaut Schweickart is to take a walk in space, and mount a 7½-pound television camera outside the lunar module. It is to beam back to earth live pictures of his space stroll. The camera—about the size of a cigarette carton—is of the same type that will be used on moon landing missions.

On Tuesday, March 4, following separations of the command and lunar modules, a second rendezvous between the two crafts is to be made, about 2 p.m. with a live television broadcast of the redocking.

For this maneuver, astronauts McDivitt and Schweickart will be aboard the lunar module and astronaut Scott in the command module. Their televised redocking is a practice maneuver for the recovery of a lunar module after leaving the moon for a return trip to earth.

Following the redocking, astronauts McDivitt and Schweickart will re-join Mr. Scott in the command module, jettison the lunar module and prepare

to return to earth.

All radio and television networks also plan to cover the splashdown, scheduled for 9:25 a.m. Monday, March 10, in the Atlantic ocean off Bermuda.

In all, CBS-TV plans 17 special reports and progress reports on Apollo 9. NBC plans 12 such reports. ABC plans an unspecified number of progress reports.

ABC-TV coverage of the Apollo shot will be anchored by science editor Jules Bergman and evening news anchorman Frank Reynolds. CBS-TV coverage will be anchored by Walter Cronkite, with Steve Rowan, Bill Stout, Nelson Benton, David Schoumacher and meteorologist Gordon Barnes. NBC-TV coverage will be anchored by Frank McGee and David Brinkley, with Peter Hackes, Roy Neal and meteorologist Dr. Frank Field.

NBC-TV will broadcast a special wrap-up program on the 10-day mission from 11:30 p.m.-midnight Monday (March 10).

Radio network assignments for the Apollo 9 flight: ABC anchormen, Merrill Mueller and Mort Crim; CBS, various aspects of the flight to be handled by correspondents Reid Collins, Morton Dean, Murray Fromson and reporter Gary Shepard; NBC, Dean Mell and Jay Barbree.

Metromedia coverage of the flight will be anchored by George Engle, assisted by John Pollock, with live inserts on all major events throughout the flight. Mutual coverage will be by Philip Clarke, Steven J. McCormick, Charles King and Jay Russell, also with live reports on all major flight developments. UPI Audio coverage will be by Bill Greenwood, Scott Peters and Art Thompson, with live coverage supplemented by daily special 10-minute reports before the hour.

New radio doctors hang out shingle

The expanding field of radio programming consultants (BROADCASTING, Feb. 3) has a new entry. Disk jockey and station owner George Lorenz and veteran program executive Dick Lawrence have formed The Programmers Corp. in Buffalo, N. Y. The new firm will offer a consulting service to AM and FM broadcasters.

Among the services to be provided are individual market and station analyses, including specific recommendations; the setting up and supervision of programming formats; selection and training of personnel; supplying of weekly music play lists and play formula; production aids; promotions; monthly management newsletter; instructions on how to handle traffic and logging systems and license-renewal applications. The new company, saying that it sees "great potential" in medium

and small market AM stations and in FM stations, is geared to provide such stations with a weekly mailing of important new single records and albums.

Mr. Lorenz is professionally known as "Hounddog" when working as a disk jockey. He is currently owner-manager of WBLK-FM Buffalo, an all-rhythm-and-blues station. Dick Lawrence, out of broadcasting for the last two years, formerly was a radio doctor who worked for such stations as WABY Albany, N. Y.; WFLA Tampa; WMCK McKeesport, Pa.; WCOP Boston; WJJD Chicago; WNVY Pensacola and WIRK West Palm Beach, both Florida, and WROV Roanoke, Va.

Another court date for WLBT

Jackson, Miss., TV confronts challengers over old issues in appellate oral argument

Another chapter in the ongoing saga of the efforts of the United Church of Christ to pry WLBT(TV) Jackson, Miss., loose from its license was played out in oral arguments in the U. S. Court of Appeals for the District of Columbia last week.

At issue, principally, is whether the station's record of meeting the needs of the large Negro audience in its service area—some 40% of the population served is Negro—and meeting its fairness-doctrine obligations in dealing with civil-rights matters justifies renewal of the station's license.

Earl K. Moore, of New York, counsel for the church and two Jackson area Negro leaders, the Rev. L. T. Smith and Dr. Aaron Henry, argued that the record does not, and that the commission abused its discretion last June when it renewed the station's license (BROADCASTING, July 1, 1968).

Counsel for the station and the commission however, argued that the full evidentiary hearing held on the license-renewal application provided a reasonable basis for the commission's decision. Considering the record and the latitude given broadcasters in programming matters, they said, denial is not warranted.

The court was hearing arguments in the case for the second time. Four years ago, the church and its co-complainants asked the court to overturn a commission decision granting the station a one-year license renewal without a hearing. In a landmark decision, the court in March 1966 not only ordered the commission to hold a hearing on the license-renewal application but to grant the church and Messrs. Smith and Henry standing as parties in the proceeding (BROADCASTING, March 28,

1966). The court retained jurisdiction in the case.

Following the court-ordered hearing, the examiner, Jay Kyle, found the bulk of the complainants' charges against the station to be unproven. The commission in a 5-to-2 decision, concurred.

In urging the court to reverse the commission a second time, Mr. Moore argued that the station erred in avoiding discussions of civil-rights issues. He said the the court should rule that the commission's fairness-doctrine policy not only requires stations to air both sides of a controversial issue if it airs one, but imposes on broadcasters an affirmative duty to discuss such matters.

Stuart Feldstein, representing the commission, agreed that commission policy calls on stations to deal with controversial issues. But he also said it gives them discretion over their programming.

The three-judge court expressed considerable interest throughout the argument on the question of where the burden of proof lay in connection with the issues to be considered.

The three-judge panel was the same as that which heard the arguments in the first round in the case—Circuit Judges Warren E. Burger, Carl McGowan and Edward Allen Tamm.

Hyde states FCC view on copyright changes

FCC Chairman Rosel Hyde, in a reply letter to Senate Copyright Subcommittee chairman John L. McClellan (D-Ark.), said last week that the commission will "conform" its future CATV policy with any change in copyright law—"provided, of course, that the [copyright] revision represented congressional action taking into account also the communications aspect of the CATV problem."

The letter represented the commission's answer to a deceptively low-key message from Senator McClellan last month, in which he quietly but definitely threatened a public hearing on the commission's proposed CATV rules unless "a clarification is submitted to the subcommittee within a reasonable period of time."

What disturbed the senator was the commission's proposal to allow some cable systems to import distant signals if they obtained retransmission rights from the originating stations. With the Copyright Subcommittee struggling to effect the first new copyright law in 60 years, Senator McClellan expressed his concern "that there is a serious question concerning the jurisdiction of the commission to impose what amounts to a requirement of copyright clearance. . . ." (BROADCASTING, Feb. 3).

Chairman Hyde's reply was deliber-

ately tentative in tone because, he said, if the FCC were to "express a firm opinion at this time with respect to our ultimate course, we would be acting inconsistently with the Administrative Procedure Act. . . ."

There were specifics, however—chief among which were the commission's feelings concerning "large-scale" CATV in major markets. According to Chairman Hyde, the commission feels that these systems "should obtain their program product in a manner fairly comparable to that followed by the broadcasters"—in other words, by dealing with copyright owners. The chairman argued that present copyright law inhibits the commission's policy of fostering UHF development, because "it is anomalous for the UHF stations to bid in the competitive TV programming market for their product, while the CATV system stands wholly outside that market."

Mr. Hyde added that the commission presently contemplates no change in its carriage and nonduplication requirements.

While the chairman found it necessary to be somewhat vague in delineating some aspects of future commission CATV policy, he emphasized in varying ways throughout the letter that the commission wants to stake out its own claim to reasonable influence upon whatever copyright legislation may emerge. He urged the subcommittee "to enact a law which will be a meld of copyright and communication policies," and warned that if Congress, "in enacting the copyright law, asserted in the legislation or in legislative reports that it had approached the problem solely from the viewpoint of copyright considerations and had not taken into account the communications-policy aspects," the matter would "still be appropriate for commission consideration."

12-unit 'Showtime' package sold by ITC

Independent Television Corp. last week announced syndication of *Showtime*, package of 12 one-hour musical-variety programs.

Hosts of the shows are Steve Allen, Terry-Thomas, Juliet Prowse, Liberace, Phyllis Diller, George Gobel, Shelley Berman, Eddy Arnold, Godfrey Cambridge, Frank Fontaine, Don Knotts and Dave Allen. They were produced by ITC in association with Van Bernard Productions, Inc.

ITC also announced the series has been pre-sold to RKO General's WOR-TV New York, KHJ-TV Los Angeles, CKLW-TV Windsor, Ont.-Detroit, WNAC-TV Boston, WHBQ-TV Memphis and WHCT(TV) Hartford, Conn.

CBS marshals pot-party defense

Network disputes examiner's finding, admits some 'prearrangement' but cites nature of TV interviews

CBS, accused of "prearranging" a pot party filmed and broadcast by its WBBM-TV Chicago, does not deny some prearrangement was involved—it says some prearrangement could not be avoided in the kind of program WBBM-TV aired. But it denies any impropriety was committed by station or company officials in the filming of *Pot Party at a University*.

CBS, citing its version of the case, policy statements by FCC Chairman Rosel H. Hyde, and the traditions of investigative reporting, urged the commission to absolve it of any wrongdoing in connection with the program. The news special was broadcast in two segments, on Nov. 1 and 2, 1967.

The commission's chief hearing examiner, James D. Cunningham, in his report to the commission on the inquiry over which he had presided, said the pot party had been "prearranged for the benefit of CBS" and would not have occurred but for the request of a WBBM-TV reporter (BROADCASTING, Jan. 13).

The examiner made no recommendations. But he found that the conduct of CBS officials, up to and including President Frank Stanton, and WBBM-TV personnel had fallen short of the standards he feels the commission had a right to expect.

CBS was critical of Mr. Cunningham's handling of the case, which it considered unfair. "When an investigative fact-finding body makes no effort whatever to reconcile testimony, prevents reasonable cross-examination, and ignores evidence that witnesses are unreliable and biased," CBS said, "its procedures and conclusions must be carefully examined."

As part of its effort to blunt the thrust of the examiner's report that CBS and employes had acted improperly, CBS sought to establish that a marijuana party of the kind that was filmed at the Evanston, Ill., apartment was an inevitability. It said testimony at the inquiry revealed that 25 such parties had occurred in the apartment in the past year.

CBS also noted that a few days before the inquiry began last October, its representative found marijuana growing in a window box outside the apartment. CBS observed that the examiner did not refer to those matters in his findings.

However, CBS, which has steadfastly denied the charges it "staged" the party, does not challenge the examiner's

finding that the party would not have occurred but for the request of the reporter involved, 23-year-old John Victor Missett, a June 1967 graduate of Northwestern.

But it says that "if this were the test of 'prearrangement,'"—a term that CBS notes is not defined by the examiner—"then almost every television interview is equally 'prearranged.'" CBS added: "The precise time of the party was not for CBS to determine. CBS did not control the date, the place, the participants, or their conduct."

"It is impossible, given the nature of the medium, to conduct interviews without some prior arrangement between the broadcaster and the interviewee. Interviews do not just happen—there must be a conjunction of lights, camera, audio equipment, the broadcasters and the person being interviewed."

CBS said the examiner confused the question of "prearrangement" with the fact that a crime was filmed. It added that this confusion misdirects the "focus of the inquiry" and that the real question is whether the broadcast deceived anyone.

CBS said no deception occurred, that "the viewer understood exactly what was being shown. He saw marijuana users before television cameras manned by journalists who obviously had prior knowledge of the event."

CBS also found it significant that the examiner did not make a finding on the issue presented by the commission—"whether officials or employes of the licensee [CBS] participated in the planning or arranging of the marijuana-party question, or encouraged or induced others to do so. . . ."

The commission inquiry grew out of a charge by Northwestern University, that the affair was staged. The House Investigations Subcommittee made an investigation of its own and, in a report still subject to revision, is said to have asserted the party was staged. CBS maintains that *Pot Party at a University* was filmed for the purpose of revealing a serious social problem and putting it into perspective.

The commission inquiry raised the question—given particular emphasis in the House investigation—as to whether WBBM-TV should have informed police of a marijuana party that was to be held, since possession of the drug is illegal. Examiner Cunningham, in his report, criticized CBS for not having a

policy requiring that police be notified when the network's representatives know a crime is about to occur.

CBS, however, said it has a policy covering such a matter, and it "is precisely the same as that stated by Chairman Hyde" in testimony before the House Investigations Subcommittee. Chairman Hyde advocated a case-by-case approach to the matter, and opposed "a general rule" that would require a reporter to notify police and perhaps prevent a violation rather than "expose the crime" (BROADCASTING, June 24, 1968).

CBS said any other policy, and particularly the one required by the examiner, "would deprive the public of the well-recognized benefits of investigative reporting." CBS, noting that broadcasters and print reporters had scored some notable achievements with investigative reporting, said the examiner's requirement would draw "an unjustified distinction between print and broadcast journalism."

And Chairman Hyde, CBS added, told the House subcommittee that broadcasters should have "the same latitude" given print media in the matter of investigative reporting.

Another of the examiner's findings attacked by CBS held that the company failed to make an adequate investigation of the staging charge before broadcasting a denial, after the first pot-party segment was aired. CBS said station officials had questioned Mr. Missett and the camera crew closely before the broadcast and were satisfied as to the authenticity of the program.

CBS also disputed the examiner's findings that top CBS officials failed to take a significant role in the investigation that the company's law department conducted of the staging charge. CBS said that "a fair reading of the record" shows that top network executives, including Dr. Stanton, viewed the matter as serious, were actively and responsibly involved in the investigation and had a broad knowledge of its progress.

Rex Lee urges wider use of broadcasting

Broadcasting's potential will never be realized "unless we now begin to apply the tools of communication to the tasks of eliminating poverty and improving education," FCC Commissioner H. Rex Lee said last week.

Speaking to the Philadelphia chapter of American Women in Radio and Television, the newest commissioner drew from his experience as governor of American Samoa—where he presided over the installation of an elaborate educational television system — and noted some similarities between the Samoan situation and that of the poor in

America.

"Though the extent of poverty in America is not as great as in the underdeveloped world," Mr. Lee noted, "the psychological and physical effects of poverty are the same everywhere. They are the same because basic human dignity is involved."

Radio and television open new vistas to the children of poverty because they bring other life-styles and ways of thinking into every man's living room, Mr. Lee said—and because children "accept, adapt to, and rely on the media." However, he added, American formal education has been slow to grasp the possible role of the broadcast media in bringing about change.

The commissioner said that his experience in Samoa impressed upon him that broadcasting can and should accept this role. "You know very well that programming is the key to action," he said. "Therefore, it must be your responsibility to see to it that quality informational and entertainment programming are provided in order to create a climate for change . . . not only for the revitalization of our educational system and the eradication of poverty, but also for the improvement of our total environment.

"Intolerance, ignorance and poverty have no place in American life," Mr. Lee stressed. "Neither does poor programming."

'Getting to know you' at Nixon news sessions

The new administration so far is "highly pleased" with the reactions to the news conferences held by President Nixon and members of his cabinet. That was the word last Tuesday from the chief communicator of the executive branch, Herbert G. Klein.

The director of communications for the executive branch—Mr. Klein's official title—told a dinner meeting of the Washington chapter of Sigma Delta Chi, professional journalism society, that the response to the President's two full-dress televised news conferences had been most impressive. Many young people were among those who responded favorably, he said. Whether these conferences were "effective," he added, was up to professional journalists to judge.

The effort of the Nixon administration, as evidenced by the many appearances of members of the cabinet at news conferences and on news programs, is to become "people-oriented." He predicted: "We'll hear more about that."

Mr. Klein said he was not aware of any plan under consideration for creation of a Department of Communications that would absorb the FCC, the U.S. Information Agency and possibly

other government entities, following the pattern of the new Department of Transportation.

He knew of nothing imminent regarding consideration or implementation of the report of the President's Task Force on Telecommunications Policy instituted under the Johnson administration. (Efforts have been made by various groups, particularly in CATV, to have the report released presumably because it encourages large-scale development of cable distribution.)

During the question-answer session following his off-the-cuff remarks, Mr. Klein, former editor of the *San Diego Union*, said the major function of his office is to coordinate and expedite a free flow of information on activities of government. He said the government had no right to lie, but that it did have the right not to comment in situations involving national security.

KREM-TV viewers hated to 'Turn-On'

Viewers of KREM-TV Spokane, Wash., have agreed with the decision of Eugene W. Wilkin, station manager, concerning the airing of ABC-TV's *Turn On*. The program first appeared on Feb. 5, and immediately afterward came a rash of complaints and a number of cancellations by stations. ABC scrapped the show (BROADCASTING, Feb. 17).

On the day of *Turn-On's* debut, Mr. Wilkin appeared several times on his station with the video-taped statement that the station disliked the program, which had been previewed by closed circuit, but would carry it that night to give viewers a chance to comment. He said it became apparent within a few days that his audience agreed, and the station notified the network it would no longer clear the program.

As of last week, Mr. Wilkin reported, more than 4,000 viewer communications had come in—99% disapproving *Turn On*.

Closed-circuit conference set on upgrading cities

A national closed-circuit color telecast March 26 will be used to permit top figures in the Nixon administration and local business and community leaders to initiate discussions on pressing urban problems.

The U.S. Chamber of Commerce is underwriting the unprecedented telecast with the cooperation of chambers of commerce in 26 major cities.

In giving details on the telecast, "Challenge from the Nixon Administration," Arch N. Booth, the USCC's executive vice president, said it is the business community's response to President Nixon's inaugural call "to enlist the legions of the concerned and committed"

to help solve social problems.

Cities already to be included in the telecast: Atlanta; Baltimore; Buffalo, N.Y.; Charlotte, N.C.; Chicago; Cincinnati; Cleveland; Denver; Detroit; Fort Worth; Hartford, Conn.; Houston; Indianapolis; Jacksonville, Fla., and Minneapolis-St. Paul.

Others include Newark, N.J.; New Orleans; New York; Oklahoma City; Omaha; Philadelphia; Pittsburgh; Richmond, Va.; Washington, and Worcester, Mass.

Businessmen and other community leaders in the participating metropolitan centers will assemble in meeting rooms to view the full-color presentation from Washington and to put questions to program principals through a two-way telephone hookup.

George Romney, secretary of the Department of Housing and Urban Development; Robert Finch, secretary of health, education and welfare, and other members of the Nixon cabinet and Urban Affairs Council will partici-

pate in the telecast.

The general format will be a keynote presentation at each city receiving the program and an opening telecast from Washington followed by local discussion to formulate the most important questions; and then, a second telecast from Washington during which questions will be put to Nixon administration officials. The program is scheduled to last about four hours.

Subjects to be covered at the meeting include crime in the streets, welfare problems, manpower training, housing, and health care.

New Avco package

Avco Embassy Pictures Corp. will put a new package of first-run off-network feature films into syndication next month. Among the titles to be offered are the current theatrical releases "The Producers" and "Grazia Zia," as well as Jean-Luc Godard's "Contempt," "Empty Canvas" with Bette Davis and "The Tiger and the Pussy-cat" with Ann-Margret and Vittorio Gassman.

Equipment & Engineering

GE's \$321-million satellite baby

That's cost of proposed 'record' communications service as an alternative to Comsat or Ford plans

A late entry in the FCC inquiry into the question of whether a domestic communications satellite system should be established was received last week from General Electric Co. GE suggested the establishment of a new entity, as an alternative to existing common carriers, that would provide new kinds of record communication service as well as meet such specialized needs as those of the broadcasting and airline industries.

The third and final deadline for comments in the inquiry passed April 3, 1967. But the commission has not yet reached a policy decision on the kind of domestic satellite system it will approve or on what kind of entity would be permitted to own and operate it.

GE, which earlier in the proceeding

filed comments pointing to the use of satellites in systems requiring simultaneous multipoint communication and as a means of providing services not now available, based its new suggestion on a detailed study of those possibilities.

GE does not say it would develop and operate the system it is advocating if it were approved by the commission; the uncertainty clouding the structure of a future system is too great to permit it to make such a commitment, GE said.

The company does, however, strongly recommend that the entity ultimately authorized by the commission be one that could provide "an effective alternative record carrier service." GE believes this would be in line with national policy which, it said, favors the establishment of "viable competitors" in the common-carrier field to assure "the best, most diversified, lowest cost opportunity to the largest number of users to reap the benefits of current communications technology."

GE's recommendation is grounded, also, in the fact that its proposal en-

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See page 19

visages a system that would not rely on terrestrial switching systems. A message could go, say from Los Angeles to the satellite and then to New York with only one switching level required at each end. AT&T, in proposing a multipurpose domestic satellite system, offered a plan that would include much of its terrestrial system.

The commission is currently considering the question of whether to authorize a pilot program, as suggested by Communications Satellite Corp., which has proposed that it operate the system, and by the Ford Foundation, which says a test program should be conducted by the National Aeronautics and Space Administration. Comsat favors a multipurpose system; Ford favors one dedicated to broadcasting, whose profits would be turned over to

educational television.

GE, in its filing, opposed the establishment of a pilot system. It said such a system, by its nature, would be temporary, and would thus be hampered in opening up new markets. Potential users, GE said, would want a reasonable assurance the system would be permanent.

GE, which sees its system as providing for the development of "a balanced national communications system," said it would provide new communications services as well as permit "major enlargements of the scope and flexibility of existing services."

The new services mentioned include Telemail, providing instantaneous business-to-business communications; Remote Access Computer Service (RACS) between terminals throughout the

country to serve the communication needs of the computer industry, and Multiple Access Video Service which could hook up various locations for varying time periods for business meetings or other purposes.

But once these services have been provided, GE said, satellite capacity would remain and additional transponders (repeaters) would be available. These units could be used by private network users, such as broadcast networks and common carriers on any "mutually agreeable basis" that would be consistent with commission policy, GE said.

GE estimates full implementation of its proposed system would cost \$321 million, and would not be completed before 1980. Such a system would include five satellites and boosters. The largest cost—\$140 million—would be for earth facilities and would include the investment in 175 earth stations, a routing center and other administrative facilities.

BEVR finds another marketer

Cohu Electronics joins General Electric as manufacturer-distributor of CBS camera

The CBS broadcast electronic video recording (BEVR) camera will be manufactured and marketed by Cohu Electronics, San Diego, as well as by General Electric Co.

The licensing agreement is being announced today (Feb. 24) by Felix A. Kalinski, president of the CBS/Comtec Group, and William S. Ivans, president of Cohu. The announcement follows by one week a similar one of GE's license to manufacture and market the camera (BROADCASTING, Feb. 17).

BEVR authorities said GE had been aware of the negotiations with Cohu before the GE-BEVR agreement was signed. They indicated that no other manufacturing/marketing licenses were contemplated.

The announcement revealed that Cohu had produced prototype BEVR cameras during the early development of the BEVR system by CBS Laboratories. It said these prototypes have been used extensively in BEVR development work to date.

The BEVR system encodes color information electronically on black-and-white film, alongside images recorded photographically. When the film is played through the BEVR camera, pictures emerge in color.

Cohu's Mr. Ivans said his company's distribution plans will be announced "shortly." He did not mention pricing. GE officials had said their BEVR cameras were expected to be in the \$33,000 to \$35,000 range.

IVC displays recorders and EMI color cameras

International Video Corp., Sunnyvale, Calif., last week demonstrated in New York a new series of its own portable helical-scan video-tape recorders for closed-circuit use, and two studio-type broadcast color-television cameras manufactured by Electrical and Musical Industries Ltd. (EMI), Great Britain, and distributed by IVC.

The IVC 600 series of video-tape recorders includes a monochrome unit for \$1,800 and a color unit for \$2,300 featuring a 4.2-mc bandwidth, one-hour playing time on one-inch tape, a forward and rewind time under four minutes, and tape interchangeability between color and monochrome. They are expected to be available in mid-summer. The machines are marketed through RCA, Bell and Howell Co., and GPL division of the Singer Co., in addition to IVC.

IVC will market the EMI cameras in North America under an agreement completed in January. A three-Plumbicon-tube model, selling for \$72,000, was designed specifically for the North American market. A four-Plumbicon model, selling for \$76,000, is currently in use in Great Britain and Europe. Both produce television signals on 525-line and 625-line standards.

IVC includes a kit of spare parts with the camera, and offers "immediate service" through its field-service organization in repairs are needed.

IVC also manufactures another series of video-tape recorders that will edit electronically in color, a low-cost color camera for industrial and educational applications, and a broadcast camera to be available next month.



Mr. Ivans (l), Mr. Kalinski sign on dotted line.

FCC alters satellite-television plan

It still puts future bird-to-home service in UHF space but says its for foreign use

The FCC has modified its proposal for making spectrum space now assigned to UHF available worldwide for direct communications satellite-to-home television service. It also added a new qualification that might ease fears the proposal originally aroused among broadcasters.

The commission in November, in a third notice of inquiry in preparation for a World Administrative Radio Conference, proposed that the nations of the world be permitted to use frequencies between 470 and 806 mc—channels 14 through 70—for direct satellite broadcasting, subject to coordination among nations (BROADCASTING, Dec. 2, 1968).

Last week, in a fourth notice of inquiry, the commission changed that proposal to include the frequencies between 614 and 890 mc—channels 38 to 83. The commission, noting it has pending a proposed rule to reallocate frequencies between 806 and 809 mc to shared land mobile and television use in this country, said of its international satellite broadcasting proposal:

"This does not say that all or any part of the band will ever be used by the U.S. for that purpose, but it provides for that eventuality in the event the public interest indicates that the option should be exercised."

The commission also noted that its proposal would permit countries such as India, with the concurrence of her

neighbors, to begin television broadcasting from satellites. India is understood to be considering use of a band around 850 mc for that purpose.

Commission officials said that the new language reflects nothing new in the policy considerations involved. It is simply designed to make more explicit the commission's thinking regarding the use of frequencies for direct satellite-to-home broadcasting.

Following issuance of the third notice, broadcasters expressed some alarm about the possible loss of spectrum. The National Association of Broadcasters said the proposal to set aside UHF-assigned spectrum space for space broadcasting was "precipitate and premature."

The commission's inquiry is part of an effort on the part of several government agencies to develop the position the U.S. will take at the World Administrative Radio Conference to be held by the International Telecommunications Union late next year or early in 1971, probably in Geneva. The conference will deal with space radio and radio astronomy.

Two weeks ago, another proposal for the use of UHF channels in direct communications satellite-to-home broadcasting was made, this one by a panel that was part of a study project on the future of the U.S. Space program that was conducted under the auspices of the National Research Council. The

panel recommended that channels 67, 68 and 69 be set aside as clear channels for direct-to-home TV broadcasting from space (BROADCASTING, Feb. 17).

The commission has asked that comments in response to the fourth notice be submitted by March 19. The notice was adopted on a 5-to-1 vote, with Commissioner Nicholas Johnson dissenting and Commissioner Robert T. Bartley abstaining.

RCA, Systems Capital set up lease financing

RCA Commercial Electronic Systems Division, Camden, N.J., and Systems Capital Corp., Philadelphia, announced last week that they have completed an agreement to provide RCA radio and television broadcast equipment on long-term leases.

The plan was described as leading to "the broadcast industry's first comprehensive and flexible lease financing program." Under the agreement, RCA will sell any necessary broadcast equipment to SCC, which in turn will offer it under individual leasing arrangements for up to 10 years, with no down payments.

To reduce heavy initial cash outlays for equipment, a station owner may arrange low initial lease payments which increase over the years, a Systems Capital spokesman said. At the expiration of a lease, the station operator may buy the equipment at current market prices.

The first lease under the new plan is to U.S. Communications Corp., Philadelphia, for about \$9 million worth of television equipment and facilities.

International

Satellite price slashes continue

Comsat, common carriers file rate reductions for Pacific TV service

Virtually on the heels of a substantial reduction in trans-Atlantic communications satellite rates for TV, the Communications Satellite Corp. and the common carriers last week filed applications with the FCC to also reduce TV rates for the Pacific.

Following the same pattern they had followed for the Atlantic satellites (BROADCASTING, Feb. 10), the commu-

nications firms proposed a single rate for both color and black-and-white television. They asked the commission to make the new rates effective today (Feb. 24). Reductions run between 40% and 60% of the present charges. The tariff relates only to half circuits between the U.S. and the satellite, receiving telecommunications organizations establish the charges from the satellite to their terminals.

Proposed new rates by Comsat are, from the U.S. mainland to Australia, Japan, Philippines and Thailand, \$725 for the first 10 minutes and \$20.50 for each additional minute; U.S. mainland to Hawaii, \$440 and \$12.50; Hawaii to Australia, Japan, Philippines and Thailand, \$650 and \$17.

The carriers, each of which provide

the satellite service to customers on a weekly rotating basis, submitted a joint new tariff to the commission. Proposed new rates, by AT&T, ITT Worldcom, RCA Communications and Western Union International are, from San Francisco to the Far East countries, \$890 for the first 10 minutes plus \$25 for each additional minute, plus \$20 for a regular audio channel, or \$40 for a higher quality audio channel for the first 10 minutes, and \$2 or \$4 for each additional minute; from New York, \$1,300 for the first 10 minutes, and \$65 for each additional minute, plus \$60 or \$100 for voice circuits for the initial period, and \$6 or \$10 for additional minutes.

Rates to Hawaii would be, from San Francisco, \$550 for the first 10 minutes,

plus \$16 for each additional minute, with audio charges for the initial period of \$12.50 or \$25 depending on channel grade, and \$1.25 or \$2.50 for additional audio minutes; from New York, \$960 plus \$57 for video, and \$55 or \$90 plus \$5.50 or \$9.00 for audio.

Intelsat control issue at Washington meeting

The pre-eminence of the U.S. in the field of international satellite communications is at stake this week as the international conference on the future of the International Satellite Communications Consortium begins in Washington.

The principal issue is the continuance of the U. S. Communications Satellite

Corp. as manager of the worldwide communications consortium. Comsat has been manager of the satellite communications system since 1964.

The conference, to establish a permanent policy on the international satellite system, is a meeting of 65 nations that are members of Intelsat. It is expected to run for a month. Joining the conference as observers are non-members USSR, and Soviet-bloc satellite nations, as well as other countries not now members.

Changes in the present voting strength of Intelsat require a two-thirds vote of Intelsat members.

European members have proposed that an international secretariat be established to conduct the affairs of Intelsat. This is opposed by the U. S.,

according to Leonard H. Marks, chief of the American delegation. Mr. Marks, a communications lawyer, is former director of the United States Information Agency.

A second major proposal is for the establishment of an assembly wherein all Intelsat members would have a voice. This, Mr. Marks said last week, the U. S. proposed and favors.

At the present time, Intelsat is governed by an 18-nation board of governors whose decisions require a U. S. assent plus 12.5% vote of other members. The U. S. holds a 53% interest in Intelsat, based on investment and proportion of use of the communications satellites. Total investment by all parties is estimated at over \$100 million, Mr. Marks said.

Promotion

Freedom honors heaped on radio-TV

Lo, Lawrence Welk leads all the rest of 1,800 winners

Radio and television received substantial recognition in the 20th annual awards competition of the Freedoms Foundation of Valley Forge. Presentation ceremonies were to be held last Saturday (Feb. 22) at Valley Forge, Pa.

Four stations alone—WQXI-TV Atlanta, KTTV(TV) Los Angeles, KVI Seattle, and KYW-TV Philadelphia—figured in principal or special awards.

The Freedoms Foundation cited more than 1,800 organizations (including stations), schools or individuals (including broadcasters) for "outstanding achievement in bringing about a better understanding of the American way of life." In addition, ABC-TV personality and veteran showman Lawrence Welk was presented with a special award, a national service medal, "for his extensive, quiet, conscientious endeavors to emphasize fundamental ideals of the American credo through his life in television entertainment."

The principal radio award, an encased George Washington Honor Medal, went to KVI and to Bob Roberts for the program, *I've Had It*. Two of several national recognition awards, special citations, were presented to Luke Greene, public affairs director of WQXI-TV, for his editorials on the station, and to George Putnam for his news presentations on KTTV.

Encased George Washington Honor Medals were presented to KYW-TV, the University of Pennsylvania and the Young Great Society in Philadelphia in the economic education programs category for their adult leadership training program.

A similar principal award, an encased medal, in the TV programs category went to the special affairs division of Bonneville International Corp., Salt Lake City, for its *America, America* special featuring the Salt Lake City Mormon Tabernacle Choir.

Listed in the order given by the foundation were the following awards, for public addresses:

George Washington Honor Medal: Ward L. Quaal, president WGN Continental Broadcasting Co., for "Let's Go to Work, America."

For published articles: George Washington Honor Medals: Mark Evans, Metromedia, New York, for "What We Might Tell Our Grandchildren" in *Smaller Manufacturer*, and Paul Harvey, ABC commentator, for "Most Americans Yearn for Old Patriotism" in *San Diego Union*.

For governmental unit activities (in conjunction with broadcasters):

George Washington Honor Medals: Alabama ETV Network for TV special, *One Nation Under God*; American Forces Network, Europe: WCPA Clearfield, Pa., for *The Story of Our Country in Prose and Verse*; Detachment 3, 7122d Supt Sq. AFRTS, New York, for TV documentary, *Ballots and Presidents*; Detachment 6 of that unit, for radio special, *Ballot versus the Bullet*; Detachment 7 of that unit for radio editorials: Far East Network Tokyo, PACAF, for radio special, *The Last Full Measure*; KNBC-TV Los Angeles, for *Youth and the Police* series; Office of the Chief of Information, U. S. Army, for "Song of the Soldier," in *The Big Picture TV* series and the *Army Hour* radio series, and KYTV(TV) Springfield, Mo., for "The Meaning of Patriotism" from the *Teen Talk* series.

For the "General Americana" category:

George Washington Honor Medals: ABC, for an *Operation: Entertainment* TV program: KABC Los Angeles, for *Kooky Calls*; Maurice B. Mitchell, chancellor of the University of Colorado and former head of the Broadcast Advertising Bureau of the National Association of Broadcasters: Standard Oil

Co. of California, for *Standard School Broadcasts of Famous Men in Music and History*; WABC New York, for public service campaign: WBRC-TV Birmingham, Ala., for *Veterans Day* and other specials: WKY-AM-TV Oklahoma City, for *Fly Your American Flag*, and WSB-TV Atlanta, for *Salute to America TV* special, Honor Certificate Award: WSB Atlanta, for *Great American Awards* program.

For the "advertising" category:

George Washington Honor Medal and Honor Certificate Award: WGH Newport News, Va.

Awards in radio:

George Washington Honor Medals: Dixie Productions, Tallahassee, Fla., for *Starr and the News*; International Communications Center, Forth Worth, for *Independence Day*; Los Angeles, for *Remember the Pueblo*; KBST Big Spring, Tex., for *Dear Mr. Bristow*; KCBS San Francisco, for *The Right to Recruit*; KDBS Alexandria, La., for *Commentary on George Washington*; KHSJ Hemet, Calif., for *Sound Off for America*; KIRO Seattle, for *Get Out the Vote Campaign*.

Also: KRKD Los Angeles, for *I Am America*; KSFO San Francisco, for *Help! Police!*; KVOO Tulsa, Okla., for *The Gilcrease Story*; KXL Portland, Ore., for *My Country*; KYW Philadelphia, for *Some Thoughts at Christmas at Valley Forge*; MBS, for *The United States Needs a "Philip Nolan Law"*; Project Alert, Pensacola, Fla., for *Abraham Lincoln—Prophet of Freedom*; WBAL Baltimore, for patriotic programs: WET Charlotte, N. C., for *History's Warning*; WIBW Topeka, Kan., for *May First, Law Day*; WKMK Flint, Mich., for *Id Rather Be President*; WKTL(FM) Struther, Ohio, for *Our Heritage Is Our History*; WLIV Livingston, Tenn., for *The Spirit of '68*.

Also: WORK York, Pa., for *Doctrine of Destruction*; WPNX Phenix City, Ala.-Columbus, Ga., for spot announcements: WRFD and WNCI(FM) both Columbus-Worthington, Ohio, for *Congress and the Courts*; WSAR Fall River, Mass., for *Mini Messages*; WSB Atlanta, for *WSBe a Good American*; WBSA York, Pa., for *Freedom Flashback*; and WYZZ(FM) Wilkes-Barre, Pa., for "The Heritage Thought for the Day" spots.

Honor Certificate Awards: KGO San Francisco, for *For Whom the Bells Ring*; KGWA Enid, Okla., for *Abraham Lincoln* and others: KOAC Corvallis, Ore., for *Report to the People*; KRFM(FM) Phoenix, for a Veteran's Day program: WBRC Birmingham, Ala., for *American Indian Patriotism*; WBT Charlotte, N. C., for *Independence Day 1968*; WEJL Scranton, Pa., for *What Is a Good Citizen?*; WENZ Highland Springs, Va.: WFBM-AM-FM Indianapolis, for *Independence Day 1968*; WGHQ Kingston, N. Y., for a naturalization program: WPIT Pittsburgh, for *Memorial Day 1968*, and WSPD Toledo, Ohio, for *Free Enterprise Is*

not Perfect.

Awards in TV:

George Washington Honor Medals: Bulck Motor Division of General Motors Corp. and Procter & Gamble Co., for "The Big Prophet" episode from *Dragnet*; ABC, for *Everett Dirksen's Washington*; Eastman Kodak Co., Gulf Oil Corp., and RCA, for *Ten Who Dared*; Ford Motor Co. and the Mennen Co., for "The Homecoming" episode from *The FBI*; noncommercial KBYU-TV Provo, and KSL-TV Salt Lake City, both Utah, for *This Is My Country*; KIRO-TV Seattle, for *Seattle Salutes*; KRON-TV San Francisco, for *This Land*; KSL-TV Salt Lake City, for *Midday*; NBC, for *American Profile*, *Home Country*, USA.

Also: WSPD-TV Toledo, Ohio, for *Up With People-Sing Out Toledo*; WBZ-TV Boston, for *Do You Have a Minute for the Minutemen?*; WFBM-TV Indianapolis, for *Voice from the Ballot*; WFIL-TV Philadelphia, for *High School Mock Election*; WFLA-TV Tampa-St. Petersburg, Fla., for *Commentary on Our National Anthem*; WIBC-TV Pittsburgh, for *On My Honor*; WITN-TV Washington, N. C., for *Pilgrimage to Bath*; WKRC-TV Cincinnati, for *Destination Washington*; WKYC-TV Cleveland, for *The Great War-50 Years After*; WMAQ-TV Chicago, for *The Giants and the Common Men*; WQXI-TV Atlanta, for *Old Glory's Still There*; WRC-TV Washington, for *Encore Americana*; WSPD-TV Toledo, Ohio, for *Dear Congressman*; WTIC-TV Hartford, Conn., for *The Other Voices*; WTVM(TV) Columbus, Ga., for spots, and WWJ-TV Detroit, for *Michigan Story*.

For the "economic education on dynamic capitalism" category:

George Washington Honor Medal: KNBC-TV Los Angeles, for *Economics for All Ages*. Honor Certificate Awards: Delaware ETV Network, for *Wheel of Progress* and *Tell It Like It Is*, and NBC-TV New York, for *A Bank Called Freedom*.

Bruner's old bosses lend Capitol assistance

Wally Bruner's old friend, Vance Hartke, threw a little luncheon party last week on the Senate side of Capitol Hill. Mr. Bruner, a former newsman and co-manager of Senator Hartke's 1964 re-election campaign, was the guest of honor. Wally Bruner is now the host of the new syndicated version of *What's My Line* on television.

With the Democratic senator from Indiana, a member of the Communications Subcommittee, handling the invitations and CBS Enterprises, which



In Washington last week Wally Bruner (c), host of *What's My Line*, was with old friends. Senator Vance Hartke (D-Ind.) (l) had Mr. Bruner as co-manager in the 1964 senatorial election, and Senator Eugene McCarthy (D-Minn.) (r) had Mr. Bruner's aid during the 1968 presidential primaries.

syndicates the show, picking up the tab, 16 senators, from both sides of the aisle showed up. In addition Vice President Spiro Agnew made an appearance.

The Washington reception came during Mr. Bruner's stopover in the city to plug *What's My Line*, which recently began on WMAL-TV there.

Ohio State honors 39

NBC-TV, WKYC-TV each take two, one apiece go to ABC-TV, CBS News

Ohio State awards for "excellence in educational, informational, and public-affairs broadcasting" were presented to 25 television and 14 radio programs last week. For network TV programs, the Institute for Education by Radio-Television, a part of Ohio State University, gave two awards to NBC-TV, and one each to ABC-TV, CBS News, and the Canadian Broadcasting Corp.

NBC-TV received its awards for two programs on individual problems, one designed for children—*The Legacy of Anne Frank*—and the other on an adult problem, *The American Alcoholic*.

CBS News captured an award for its look into urban problems, *The Cities: To Build the Future*. ABC-TV received its award in the natural and physical sciences category for *Sharks*, one of a series of programs on the oceans.

CBC-TV, in cooperation with the Saskatchewan Department of Education, was cited for a formal instructional program, *Shakespeare in Your Class*. NBC-owned WKYC-TV Cleveland got two awards. IERT said it rarely cited a program series as such, but that the station's *Montage* series "should receive recognition for an outstanding series of program entries covering a variety of subject materials with a stunning display of technical and artistic awareness—all of them done excellently."

The IERT judges considered the Wolper Productions' program, *The Rise and Fall of The Third Reich*, to be the "finest documentary to have been produced in the 1967-68 season."

In the radio awards, CBC Radio captured four citations, two of which were in conjunction with the Ontario Department of Education. NBC Radio was recognized for its *Second Sunday* programs, which the judges called the network's "consistently best effort at radio education." CBS Radio was cited for a documentary, *Two Men in a Melting Pot*. Following is a complete list of the 39 awards:

Radio

(Local formal instruction)
Category — Social sciences: Community problems (for children and youth): WHA Madison, Wis., *How Now, Cow*.

(Network formal instruction)
Category — Social sciences: Community problems (for children): Canadian Broadcasting Corp., Toronto, in conjunction with the Ontario Department of Education, *Howard Carter and the Curse of Tutankhamen*.

(Local informal instruction)
Category—Performing arts and humanities (for adults): KUOM Minneapolis, *The Language That Saves: Some Uses of Poetry*.

Category — Social sciences: Community problems (for adults): WPOP Hartford, Conn., *Spotlight 68: The Law of the Gun*.

Category — Social sciences: Individual problems (for adults): WHA Madison, Wis., *Pride and Prejudice: An American Heritage*.

Category—Special award for experimental programming (for adults): Television, Radio and Film Commission (TRAFCO) The United Methodist Church, New York, presented in cooperation with National Council of Churches, American Jewish Committee, National Catholic Office for Radio and Television, and the Urban Coalition, *Night Call*.

(Metropolitan informal instruction)
Category — Social sciences: Community problems (for adults): WMCA New York, *Consumer Fraud Series: Call for Action*.

Category — Social sciences: Individual problems (for adults): WNEW New York, *A Child Again*.

(Network informal instruction)
Category—Performing arts and humanities (for children): Canadian Broadcasting Corp., in conjunction with the Ontario Department of Education, *What Next?*

Category—Performing arts and humanities (for adults): Canadian Broadcasting Corp., in conjunction with CBR Calgary, Alberta, *Between Ourselves: Sing the Rundelround*.

Category — Social sciences: Community problems (for children): Canadian Broadcasting Corp., Toronto, in conjunction with The Canadian Commission on School Broadcasting, *Power of Words: Righting Wrongs*.

Category — Social sciences: Community problems (for adults): Voice of America, Washington, U.S.A., '67.

Category—Social sciences: Individual problems (for adults): CBS News, New York, *Two Men in a Melting Pot*.

Category — Social sciences: Community problems (for adults): NBC, New York, *Second Sunday*.

Television

(Local formal instructions)
Category—Performing arts and humanities (for children): WPSX-TV Clearfield, Pa., *Do You Recognize?*

Category — Social sciences: Community problems (for children): KFME(TV) Fargo, N. D., and the North Central Council for School Television, *Red River Land—Little White Schoolhouse #14*.

(Metropolitan formal instruction)
Category—Natural and physical sciences (for adults): WNYE-TV New York, *Subtraction*.

(Network formal instruction)
Category—Performing arts and humanities (for children): Canadian Broadcasting Corp., Toronto, in cooperation with the Saskatchewan Department of Education, *Shakespeare In Your Class*.

Category—Natural and physical sciences (for children): Ontario Department of Education—educational TV branch, *Biology—Enzymes and Digestion*.

Category — Social sciences: Community problems (for children): Ontario Department of Education—educational TV branch, *Histoire au Canada—Vers La Conquête*.

(Local informal instruction)
Category—Performing arts and humanities (for adults): KTCATV St. Paul, *Things That Need Telling . . . That Poets, Tell*.

Category—Natural and physical sciences (for children): WCNY-TV Syracuse, N. Y., *Sounds*.

Category — Social sciences: Community problems (for adults): WDSU-TV New Orleans, *A Place Called Parish Prison*.

Category—Social sciences: Individual problems (for children): WTVJ(TV) Miami, *The Friendly Menace*.

Category—Social sciences: Individual problems (for adults) (two awards of equal merit): WCKT(TV) Miami, *Partners in Crime*; The Episcopal Radio-Television Foundation, Atlanta, *The Endless Thread*.

(Metropolitan informal instruction)
Category—Performing arts and humanities (for adults) (two awards of equal merit): WNDT(TV) Newark, N. J.—New York, *Harkness Ballet: Triple Exposure*; WCBS-TV New York, *Limbo*.

Category: Natural and physical sciences (for children): WNBC-TV New York, *The*

Great Swamp.

Category—Natural and physical sciences (for adults): WKYC-TV Cleveland, *Montage: The Shrouded Past*.

Category—Social sciences: Community problems (for children): KRON-TV San Francisco, *California*.

Category—Social sciences: Community problems (for adults): WFIL-TV Philadelphia, *Assignment: The Young Greats*.

Category—Social sciences: Individual problems (for adults): KCET(TV) Los Angeles, *Potpourri—Many Views of Marijuana*.

Category—Social sciences: Individual problems (for adults) (a special award): WKYC-TV Cleveland, *Montage* series.

(Network informal instruction)

Category—Performing arts and humanities (for adults): Wolper Productions Inc., Los Angeles, *The Rise and Fall of The Third Reich*.

Category—Natural and physical sciences (for adults): ABC, New York, *Sharks*.

Category—Social sciences: Community problems (for adults): CBS News, New York, *The Cities: To Build the Future*.

Category—Social sciences: Individual problems (for children): NBC, New York, *The Legacy of Anne Frank*.

Category—Social sciences: Individual problems (for adults): NBC, New York, *The American Alcoholic*.



Mr. Scott (l) and Delegate Mino O'Aurora.

Legislators hear from WSTV-TV newsmen

To gain added insight into air and water pollution bills introduced in the current session of the West Virginia House of Delegates, that body invited Stan Scott, news director of WSTV-TV Steu-

benville, Ohio, to make a presentation on the subject at the Capitol in Charle-

ton. Mr. Scott, who also is chairman of an area citizens' committee for clean air, showed a film that he wrote and produced. The film spelled out the problems in the Upper Ohio River Val-

ley, designated as one of the 12 most polluted districts in the U.S. The 30-minute film, first made in 1965, has already been commended by the Department of Health, Education and Welfare, which had copies of the documentary reproduced for national distribution.

Promotion tips:

Triangle sales award ■ David L. McCahey, a salesman with WFIL Philadelphia, was named last week as the first recipient of the new annual Sterling Bowl award that Triangle Stations has established in memory of Clyde R. Spitzner, who died last year. Mr. Spitzner was general sales manager of Triangle Stations, and general manager of WFIL-TV Philadelphia.

Free series ■ The seventh annual version of Storer Broadcasting's patriotic song series, *Voices of Freedom*, is being made available to radio stations. The 26 one-minute musical messages are performed by the Mormon Tabernacle Choir, the New Christy Minstrels and the Harry Simeone Chorale. The series is free from Storer Broadcasting, 1177 Kane Concourse, Miami Beach.

FocusOnFinance

ABC new glamour queen on Wall Street

Research reports, 'Fortune' note attractive '69 prospects, woovers waiting in the wings

Wall Street fascination with ABC is building a new wave of investment publicity for the network and its parent corporation.

Within recent weeks, at least three stock-market research services have issued investment recommendations for ABC stock purchase, and the March issue of *Fortune* magazine, out Tuesday (Feb. 25), carries a major article on "that long, lively pursuit of ABC."

Favorable research reports have been issued recently by Gould Letter, Shields & Co. and Dean Witter & Co. Both Shields and Witter research departments estimate ABC's 1968 earnings at \$2.60 a share, compared to 1967's \$2.50, and Shields tentatively estimates 1969 earnings "in the area of \$3.70 per share," while Witter says the company may realize "earning power in the \$3.50-plus area."

Shields says: "We believe the outlook of American Broadcasting Co.'s media operations for the current year could be particularly bright" and "at current levels, we believe American Broadcasting Co.'s stock represents an

attractive situation for investors wishing to participate in the intermediate and longer-term prospects of broadcasting, theaters, motion pictures, and music."

Witter says: "Shares at a moderate 19.4 times 1969's estimated earnings are regarded as attractive for near-to-intermediate-term capital appreciation, on the basis of expected favorable earnings comparisons as well as the speculative possibilities of a merger or acquisition."

The *Fortune* article recounts all of the recent merger talks involving the company, adding "if the rumors around Wall Street have any substance at all, the woods are at this moment full of ABC admirers all just waiting for the right kind of opening to move in."

In addition to detailing the history of the ITT-ABC merger attempt, the *Fortune* article touches on the merger efforts of Norton Simon and Howard Hughes and negotiations with General Electric, Litton Industries, Monogram Industries, Walter Kidde and C.I.T.

Among *Fortune's* contentions:

■ During the ITT merger wait in 1967, Ford Foundation directors, on the recommendation of Fred W. Friendly, considered buying a major interest in ABC but rejected network involvement as "inappropriate."

■ ABC Director John Coleman (listed as third most influential board member after President Leonard Goldenson and Executive Vice President Simon B. Siegel) "had a lot to do with stopping" merger talks with Monogram Industries.

■ During last summer's attempted take-over of ABC by Howard Hughes, Mr. Hughes's emissaries invited Mr. Goldenson to Las Vegas to talk personally with the elusive financier, but Mr. Goldenson declined.

■ Mr. Hughes's attorney, Greg Bautzer, told Mr. Goldenson: "You fellows had said that you needed \$90 million and Mr. Hughes is prepared to give it to you. You said you needed new facilities and he's prepared to build them for you" and that Mr. Hughes "would be a source of financing just by request and . . . had no great interest

in profits."

The *Fortune* article also says: "It is not clear at this point whether any merger in which control of ABC can get the necessary approval of the FCC. Nor is it clear that ABC can make any major acquisition itself without arousing at least some FCC commissioners to charge that a transfer of control is involved."

The article further states that since the Hughes offer, "it has been particularly unclear whether a tender offer . . . is a legitimate means of going after a broadcasting company. . . . Should this turn out to be an accurate interpretation, any company owning a television or radio station would in effect become insulated from a tender offer. The very thought is probably enough to send a lot of beleaguered managements out looking for stations to buy."

NGC first-quarter shows 72% income rise

National General Corp., Los Angeles-based diversified entertainment firm involved in a number of controversial transactions in the last year, last week held a surprisingly uneventful annual meeting of its stockholders. In the little more than a half-hour meeting, only slight allusion was made to the company's long drawn-out and unsuccessful attempt to acquire Warner Bros.-Seven Arts. (BROADCASTING, Aug. 19, 1968).

Asked a question about the conflict of interest that may be involved in National General's participation in both the production and distribution of motion pictures, Eugene V. Klein, company president and board chairman, said he was hopeful that the courts "will see it our way" and that there "is no conflict morally or legally."

During the question and answer period, too, a shareholder inquiring about plans for Banner Productions, a TV production and distribution company acquired by National General more than a year ago (BROADCASTING, Aug. 21, 1967), was told that plans are still being formulated to actively engage in TV production with several projects in the works. Included in Mr. Klein's prepared remarks was brief mention of the formation last year of a broadcast operation ("Closed Circuit," Oct. 14, 1968).

NGC outside the meeting, announced it has reached an agreement in principle to acquire Harbor Savings and Loan Association, Redono Beach, Calif. The acquired savings institution, which has more than \$53 million in assets, would be combined with Columbia Savings and Loan Association, Los Angeles, a 96% owned subsidiary of National General. The acquisition will be made for an undisclosed sum and is

subject to the approval of regulatory agencies.

In an unrelated but concurrent development, National General, which is expanding the scope of its financial service interests on a wide front, announced that as of Feb. 11 it owned or had tendered to it more than 5.8 million shares of Great American Holding Corp. stock, representing more than 93% of that New York-based company's outstanding shares. NGC has been working out merger arrangements with the \$600-million casualty insurance company since last summer.

After the meeting, the company reported record gross income, operating income and operating income per share, for the first quarter of the current fiscal year. Gross income increased 72%, operating income was up even more sharply, 375%, and operating income per share rose more than 400%.

For the 13 weeks ended Dec. 24, 1968:

	1969	1968
Earned per share	\$0.88	\$0.15
Revenues	36,587,730	21,248,770
Net income	3,769,118	561,755
Shares outstanding	4,266,684	3,723,581

Notes: Not included is extraordinary item of \$1,098,000 in fiscal 1969 which are gains from dispositions of capital assets. Average common shares outstanding include 240,819 shares issuable upon conversion of series A preferred stock. Grosset & Dunlap Inc. and Bantam Books Inc., its subsidiary, and Great American Holding Corp. and subsidiaries were purchased in March and September 1968, respectively, and are not included in the above results of operations.

Storer 1968 earnings show increase of 66%

Storer Broadcasting Co., Miami Beach, group station owner, reported a record 66.7% increase in net earnings for 1968.

Storer attributed the improvement to a significant (\$9 million) increase in broadcast revenues and a substantial improvement in the year's results of Northeast Airlines, an 86.1%-owned subsidiary. Northeast's 1968 loss of \$2.1 million was less than half the 1967 loss of \$4.8 million.

For 1968:

	1968	1967
Earned per share	\$2.75	\$1.65
Gross revenues from broadcast operations	65,182,787	56,519,107
Income before income taxes*	20,836,497	16,290,759
Pretax income	16,383,989	10,023,361
Income from operations	11,541,230	7,793,752
Net income	11,541,230	6,864,988

* Excludes nonbroadcast related subsidiaries.

Kinney National refures W7 offer

Kinney National Service Inc. announced last Thursday (Feb. 20) technical revisions in its Feb. 10 offer to

This announcement appears as a matter of record.

\$50,000,000



Twentieth Century-Fox Film Corporation

Promissory Notes due July 1, 1988

\$40,000,000 Series A

\$10,000,000 Series B

Under agreements negotiated by the undersigned, arrangements have been made for the issuance of the Notes, prior to June 30, 1970, to two institutional investors, together with warrants to purchase 333,000 shares of Common Stock of the Company, subject to stockholder approval.

LEHMAN BROTHERS
Established 1850

NEW YORK - CHICAGO

DENVER - HOUSTON

LOS ANGELES - PARIS

SAN FRANCISCO

February 18, 1969.

acquire Warner Bros.-Seven Arts Ltd. (BROADCASTING, Feb. 17). The revisions were made, a spokesman said, to adjust to the two-for-one split of Kinney common stock on Feb. 19, but do not affect the financial dimensions of the latest offer.

Kinney is vying with Commonwealth United Corp., Beverly Hills, Calif., for the purchase of W7, and in recent weeks each of the companies has raised its offer. The board of directors of W7 has formed a committee to evaluate all offers and to decide the course of action the company should take. A meeting of the company's board of directors is scheduled to be held in New York today (Feb. 24).

Company reports:

Metromedia Inc., New York, reported record gross revenues and net income for the year ended Dec. 28, 1968:

	1968	1967
Earned per share	\$1.75	\$1.68
Net income	9,158,495	7,918,881
Gross revenues	182,837,390	154,727,770

Warner Bros.-Seven Arts reported increased net earnings and sales for six-month period ended Dec. 28, 1968:

	1968	1967
Earned per share	\$1.51	\$0.14
Net earnings	5,856,000	536,000
Net sales	112,136,000	69,123,000

Gross Telecasting Inc., owner of WJIM-AM-FM-TV Lansing, Mich., reported an increase in gross revenues and net earnings for 1968:

	1968	1967
Earned per share	\$2.24	\$2.02
Gross revenues	3,509,405	3,060,086
Net earnings	895,017	806,244

John Blair & Co., New York, reported record net earnings and revenue for year ended Dec. 31, 1968:

	1968	1967
Earned per share	\$1.45	\$1.04
Net earnings	3,290,000	2,408,000
Revenues	31,935,000	27,107,000

Foote, Cone & Belding, New York reported an increase in operating results for the year ended Dec. 31, 1968:

	1968	1967
Earned per share	\$0.93	\$0.80*
Gross billings	261,213,693	258,548,182
Operating income	40,195,472	38,962,711
Net income	1,992,070	1,718,509*

* Does not reflect currency devaluations

abroad which reduced 1967 net income to \$1,529,486, or 71 cents per share.

Ampex Corp., Redwood City, Calif., broadcast equipment manufacturer, reported a record 21% increase in sales and a 22% rise in net earnings for the nine months ended Jan. 25:

	1969	1968
Earned per share	\$0.97	\$0.83
Revenues	207,554,000	171,015,000
Net earnings	9,620,000	7,915,000
Shares outstanding	9,952,043	9,590,478

Visual Electronics Corp., New York, reported a decline in sales and earnings for the nine months ended Dec. 31, 1968:

	1968	1967
Earned per share	\$0.47	\$0.07
Net income	634,000	905,000
Net sales	17,060,000	19,580,000

Westinghouse Electric Corp., parent of group-owner Westinghouse Broadcasting Co., reported an operating increase for the year ended Dec. 31, 1968:

	1968	1967
Earned per share	\$3.49	\$3.21
Sales	3,296,147,000	2,900,698,000
Cost and expenses	3,214,576,451	2,822,624,963
Net income	135,013,000	122,490,000

The Broadcasting stock index

A weekly summary of market activity in the shares of 79 companies associated with broadcasting, compiled by Roth Gerard & Co.

Broadcasting	Stock Symbol	Ex-change	Closing Feb. 20	Closing Feb. 13	Closing Feb. 6	1968-1969		Approx. Shares Out (000)	Total Market Capitalization (000)
						High	Low		
ABC	ABC	N	65	70 $\frac{1}{2}$	72 $\frac{1}{2}$	76 $\frac{1}{2}$	43 $\frac{1}{2}$	4,709	\$ 336,700
Atlantic States Industries		O	12 $\frac{1}{2}$	15	15 $\frac{1}{2}$	—	—	1,798	27,000
Capital Cities	CCB	N	72 $\frac{1}{2}$	73 $\frac{1}{2}$	75 $\frac{1}{2}$	89 $\frac{1}{2}$	42 $\frac{1}{2}$	2,811	218,900
CBS	CBS	N	49 $\frac{1}{2}$	50 $\frac{1}{2}$	50 $\frac{1}{2}$	60 $\frac{1}{2}$	43 $\frac{1}{2}$	24,150	1,204,500
Corinthian	CRB	N	32 $\frac{1}{2}$	34 $\frac{1}{2}$	33 $\frac{1}{2}$	40 $\frac{1}{2}$	22 $\frac{1}{2}$	3,384	122,200
Cox	COX	N	47 $\frac{1}{2}$	53 $\frac{1}{2}$	55	64 $\frac{1}{2}$	43 $\frac{1}{2}$	2,879	165,200
Gross Telecasting		O	36 $\frac{1}{2}$	38 $\frac{1}{2}$	38	39	28	400	15,200
Metromedia	MET	N	46 $\frac{1}{2}$	50	51	57 $\frac{1}{2}$	34 $\frac{1}{2}$	5,394	279,800
Pacific & Southern		O	23	23 $\frac{1}{2}$	21	25	9	1,614	33,100
Reeves Broadcasting	RBT	A	25 $\frac{1}{2}$	43	28 $\frac{1}{2}$	43 $\frac{1}{2}$	9 $\frac{1}{2}$	1,825	56,300
Scripps-Howard		O	30 $\frac{1}{2}$	31	31 $\frac{1}{2}$	34	24	2,589	80,300
Sonderling	SDB	A	36 $\frac{1}{2}$	38	35 $\frac{1}{2}$	47 $\frac{1}{2}$	23 $\frac{1}{2}$	930	33,500
Taft	TFB	N	36 $\frac{1}{2}$	37 $\frac{1}{2}$	38	45 $\frac{1}{2}$	30 $\frac{1}{2}$	3,432	124,800
							Total	55,915	\$2,697,500

Broadcasting with other major interests

Avco	AV	N	42 $\frac{1}{2}$	45 $\frac{1}{2}$	47 $\frac{1}{2}$	65	37	14,075	\$ 658,000
Bartell Media	BMC	A	17 $\frac{1}{2}$	20 $\frac{1}{2}$	20 $\frac{1}{2}$	23 $\frac{1}{2}$	9	2,106	42,900
Boston Herald-Traveler		O	40	44	38	71	38	574	23,500
Chris-Craft	CCN	N	48 $\frac{1}{2}$	54 $\frac{1}{2}$	53 $\frac{1}{2}$	58 $\frac{1}{2}$	26 $\frac{1}{2}$	1,153	56,100
Cowles Communications	CWL	N	14 $\frac{1}{2}$	15 $\frac{1}{2}$	15 $\frac{1}{2}$	18 $\frac{1}{2}$	12 $\frac{1}{2}$	3,625	55,700
Fuqua	FQA	N	41 $\frac{1}{2}$	44 $\frac{1}{2}$	45 $\frac{1}{2}$	47 $\frac{1}{2}$	32 $\frac{1}{2}$	4,700	226,200
Gannett		O	42 $\frac{1}{2}$	43 $\frac{1}{2}$	42	44	23	4,736	187,100
General Tire	GY	N	29 $\frac{1}{2}$	31 $\frac{1}{2}$	32 $\frac{1}{2}$	36 $\frac{1}{2}$	23 $\frac{1}{2}$	17,061	550,200
Gray Communications		O	11 $\frac{1}{2}$	11 $\frac{1}{2}$	12	15	9	475	5,800
Lamb Communications		O	7	7 $\frac{1}{2}$	8	10	5	2,468	22,200
Liberty Corp.		O	23 $\frac{1}{2}$	25	25 $\frac{1}{2}$	—	—	5,000	125,000
LIN		O	19 $\frac{1}{2}$	20 $\frac{1}{2}$	24 $\frac{1}{2}$	31	15	1,550	37,600
Meredith Publishing	MDP	N	49 $\frac{1}{2}$	56 $\frac{1}{2}$	57	59 $\frac{1}{2}$	23 $\frac{1}{2}$	2,732	149,900
The Outlet Co.	OTU	N	24 $\frac{1}{2}$	26 $\frac{1}{2}$	26 $\frac{1}{2}$	34	20 $\frac{1}{2}$	1,184	31,500
Plough Inc.	PLO	N	69 $\frac{1}{2}$	72 $\frac{1}{2}$	72	78 $\frac{1}{2}$	56 $\frac{1}{2}$	7,341	526,600
Rollins	ROL	N	33 $\frac{1}{2}$	34 $\frac{1}{2}$	34 $\frac{1}{2}$	38 $\frac{1}{2}$	32 $\frac{1}{2}$	7,946	298,005
Rust Craft	RUS	A	33	36	37	38 $\frac{1}{2}$	29 $\frac{1}{2}$	1,184	43,500
Storer	SBK	N	47 $\frac{1}{2}$	52	53 $\frac{1}{2}$	64 $\frac{1}{2}$	36	4,188	224,100
Time Inc.	TL	N	88 $\frac{1}{2}$	93 $\frac{1}{2}$	90 $\frac{1}{2}$	109 $\frac{1}{2}$	86 $\frac{1}{2}$	7,018	659,700
Wometco	WOM	N	32 $\frac{1}{2}$	33 $\frac{1}{2}$	34 $\frac{1}{2}$	38	17 $\frac{1}{2}$	3,815	131,100
							Total	92,931	\$4,054,700

CATV

Ameco	ACO	A	10 $\frac{1}{2}$	13 $\frac{1}{2}$	13 $\frac{1}{2}$	19 $\frac{1}{2}$	7 $\frac{1}{2}$	1,200	\$ 15,000
Cox Cable Communications		O	17 $\frac{1}{2}$	18 $\frac{1}{2}$	19	25	15	2,500	45,000
Cypress Communications		O	17	19	18 $\frac{1}{2}$	23	12	808	15,400
Entron		O	8 $\frac{1}{2}$	8 $\frac{1}{2}$	7 $\frac{1}{2}$	12	4	607	4,700
H & B American	HBA	A	16	17 $\frac{1}{2}$	16 $\frac{1}{2}$	28 $\frac{1}{2}$	9 $\frac{1}{2}$	4,973	83,900
Sterling Communications		O	8	9 $\frac{1}{2}$	9 $\frac{1}{2}$	—	—	500	5,000
Teleprompter	TP	A	48 $\frac{1}{2}$	53 $\frac{1}{2}$	56	83	23 $\frac{1}{2}$	994	58,100
Television Communications		O	15 $\frac{1}{2}$	16 $\frac{1}{2}$	16 $\frac{1}{2}$	20	15	2,426	41,200
Vikoa	VIK	A	27 $\frac{1}{2}$	32 $\frac{1}{2}$	32 $\frac{1}{2}$	39 $\frac{1}{2}$	12 $\frac{1}{2}$	1,587	51,200
							Total	15,595	\$ 319,500

Chris-Craft Industries Inc., New York, boat manufacturer and group broadcaster, reported a 47% jump in net income and an 11% increase in sales in its statement for the first quarter ended Nov. 30, 1968:

	1968	1967
Earned per share	\$0.73	\$0.51
Sales	23,232,000	20,914,000
Income before income taxes	2,768,000	1,636,000
Net income	1,349,000	917,000

Technicolor Inc., Hollywood, film processor, reported a sharp decline in net earnings for the year ended Dec. 31, 1968:

	1968	1967
Earned per share	\$1.00	\$1.87
Revenues	116,163,000	101,189,230
Net earnings	3,548,000	6,429,028

Notes: For 1968 the company had an extraordinary charge of \$500,000 or 14 cents per share; for 1967 it had an extraordinary credit of \$1,382,178 or 48 cents per share.

Financial notes:

▪ Fuqua Industries, Atlanta-based diversified firm with multiple broadcast holdings, will acquire Thunderbird Products Co. for an undisclosed amount of cash. Thunderbird is a major manu-

facturer of motorboats and houseboats and the company had 1968 sales of \$19 million.

▪ Wometco Enterprises Inc., Miami, has agreed in principle to acquire the remaining interest in Roanoke Coca-Cola Bottling Works Inc., Roanoke, Va., for Wometco class A common stock and cash. Wometco acquired 37% of the company in April 1968 for about \$1 million. Wometco, through its Outdoor Media subsidiary will acquire Electro Outdoor Advertising, Miami, for an undisclosed sum, according to a company announcement.

▪ Shareholders of Consolidated Electronic Industries Corp., at a special meeting in Wilmington, Del., have approved a previously announced statutory merger with North American Philips Co. U. S. Philips Trust, which owns all the stock of North American Philips, had owned about 35% of Conelco common stock and will now own about 66% under terms of the transaction, which involved issuance of 4.1 million

shares of Conelco common stock in exchange for substantially all operating assets of North American Philips. The merged company will retain the North American Philips name.

▪ The Telegraph Press, owner of WHP-AM-FM-TV Harrisburg, Pa., and its subsidiaries have formed a new holding company— Commonwealth Communications Services Inc. The Telegraph Press publishes books and prints magazines.

▪ Scantlin Electronics Inc., Los Angeles, manufacturer of data processing machines for brokerage houses and creator and distributor of "The Stock Market Observer," a business news package for TV stations, will hold a special stockholders meeting Feb. 26 to vote on increasing its common stock from three million to five million shares. Purpose of the increase is to underwrite a proposed public offering of \$6 million of convertible subordinated debentures.

	Stock Symbol	Ex-change	Closing Feb. 20	Closing Feb. 13	Closing Feb. 6	1968-1969		Approx. Shares Out (000)	Total Market Capitalization (000)
						High	Low		
Programming									
Columbia Pictures	CPS	N	36½	40½	38½	45½	23½	5,390	\$ 202,100
Commonwealth United	CUC	A	12½	21	21½	24½	6½	6,087	140,800
Disney	DIS	N	76	81	83½	93½	41½	4,368	365,800
Filmways	FWY	A	32½	36½	36½	42	16½	1,100	39,200
Four Star International		O	6½	7½	6½	10	5	666	4,700
Gulf & Western	GW	N	40½	44½	45½	66½	38½	11,680	556,300
MCA	MCA	N	40½	43	40½	53½	38½	7,764	302,800
MGM	MGM	N	42	41½	38½	55	35½	5,759	228,900
Transamerica	TA	N	69½	74½	75	87½	43½	28,859	2,160,800
Trans-Lux	TLX	A	46½	49	45	83½	21½	979	46,700
20th Century-Fox	TF	N	40½	37½	32½	41½	24½	7,035	225,100
Walter Reade Organization		O	13½	15½	15½	17	7	2,079	41,200
Warner-Seven Arts	WBS	A	57	63	62½	64½	26½	3,810	238,100
Wrather Corp.		O	19	22½	22	22½	10	1,710	34,600
						Total		87,286	\$ 4,545,900
Service									
John Blair		O	29½	25½	27½	29½	23	2,160	\$ 61,600
Comsat	CQ	N	42	46½	48½	64½	41½	10,000	512,500
Doyle Dane Bernbach		O	30½	31½	30½	41	27	2,104	62,100
Foote, Cone & Beiding	FCB	N	15	14½	14½	20½	13	2,157	32,600
General Artists		O	17½	18	18	27	10	610	11,300
Grey Advertising		O	15	15	14½	20	12	1,201	17,100
MovieLab	MOV	A	11½	12½	12	17½	11½	1,404	17,200
MPO Videotronics	MPO	A	14½	17½	19½	22½	10½	517	10,000
Nielsen		O	35½	35½	9	43	27	5,130	174,400
Ogilvy & Mather		O	25½	25½	25½	28	14	1,090	27,800
Papert, Koenig, Lois	PKL	A	23½	25½	23½	30½	4½	791	23,100
Wells, Rich, Greene		O	15½	14½	15	22	12	1,501	19,500
						Total		28,665	\$ 969,200
Manufacturing									
Admiral	ADL	N	17	18½	18½	25½	16½	5,110	\$ 97,100
Ampex	APX	N	33½	37½	37½	42½	26½	9,629	362,300
General Electric	GE	N	88½	92½	90½	100½	80½	91,068	8,446,600
Magnavox	MAG	N	49½	51½	52½	62½	36½	15,442	820,400
3M	MMM	N	96	101½	99½	119½	81	53,793	5,332,200
Motorola	MOT	N	109	115½	114	153½	97	6,122	728,500
National Video	NVD	A	12½	13	13½	24½	11½	2,782	38,300
RCA	RCA	N	43	43½	44	55	43	62,606	2,762,500
Reeves Industries	RSC	A	8½	10½	9½	10½	4½	3,240	31,200
Westinghouse	WX	N	68½	69½	67½	78½	59½	38,064	2,540,800
Zenith Radio	ZE	N	52½	54½	55	65½	50½	18,860	1,037,300
						Total		306,716	\$22,197,200
						Grand total		587,108	\$34,784,000
Standard & Poor Industrial Average			108.32	112.66	112.35	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 Jan. 31

Broadcast advertising



Mr. Monroe

C. Milton Monroe Jr., account supervisor, Young & Rubicam, New York, named VP.

Lawrence J. Killian and **Donald A. Michelson**, art supervisors, Ted Bates & Co., New York, named VP's.

Richard T. O'Reilly, executive VP, Sullivan, Stauffer, Colwell & Bayles, New York, joins Wells, Rich, Greene Inc. there as senior VP and manager of account operations.

Dixie Lee Fortis, copywriter, Needham, Harper & Steers, New York, elected VP. **Thomas L. Harris**, PR director, North Advertising, Chicago, rejoins NH&S there as VP, account supervisor and PR director for Chicago office. **Toni Dewey**, account executive, succeeds Mr. Harris at North.

John J. McCarthy, account executive, Doremus & Co., New York, elected VP. **James J. Moore**, creative group, and **Elmer M. Shankland**, account executive in PR department, also elected VP's. **Don Sheldon**, VP and management supervisor, Duncan-Brooks Inc., Garden City, N. Y., joins Doremus as VP and account supervisor.

Darrell Anderson, account executive, ABC TV Spot Sales, New York, joins KGO-TV San Francisco, as sales manager. He succeeds **Ken Flower**, who joins ABC-TV, New York, as sports sales manager.



Mr. Boffey

David Boffey, formerly with J. Walter Thompson and McCann-Erickson, New York, joins Masius, Wynne-Williams, Street & Finney Inc. there in newly created position of senior VP/creative director.

Joseph McCarthy, associate media director, Sullivan, Stauffer, Colwell & Bayles, New York, joins J. M. Mathes Inc. there as VP and director of media.

Gerald H. Murphy, management supervisor, Compton Advertising, New York, elected VP.

John F. McManus, with Doyle Dane

Bernbach, New York, joins Smith Greenland Co. there as senior VP and management supervisor.

Ronald L. Gleason, director of sales research and sales promotion, KABC-TV Los Angeles, joins ABC-TV, New York, as director of sales promotion. **Jon R. Reed**, manager of sales planning, named director of sales proposals. Both are newly created positions.

Joe Hogan, eastern sales manager, Katz Television, Chicago, named sales manager, western sales staff, Chicago. He is succeeded by **Vic Ferrante**, east-south sales staff, Chicago.

Robert C. Burris, with KFRC San Francisco, joins KEMO-TV there as national sales manager. **Don C. Feil**, merchandising director, KRON-TV San Francisco, joins KEMO-TV as director of merchandising. **Cyrus Weiss** and **Dick Heckenkamp**, account executives for KEMO-TV, appointed retail sales manager and regional sales manager, respectively.



Mr. Hyer

William G. T. Hyer, broadcast supervisor, Foote, Cone & Belding, Chicago, named VP. **Jack Ditton** named VP and associate director of account service.

Ronald K. Olson, president, Colle & McVoy, Minneapolis, elected chairman and chief executive officer. **Clarence Thompson**, executive VP, elected president. Mr. Olson succeeds **Alfred Colle**, who retires from active management.

J. Jay Goshen, account executive, WJW-TV Cleveland, joins KBHK-TV San Francisco, as sales manager.

Dick Coulter, regional sales manager, WTOL-TV Toledo, Ohio, appointed na-

Jackson appointed to ICC

Donald L. Jackson, 59, at one time director of news and special events for KWHY-TV Los Angeles, has been named by President Nixon to join the 11-member Interstate Commerce Commission. Mr. Jackson completes the term of the late Grant E. Syphers, which expires Dec. 31, 1973, subject to Senate confirmation. A Republican congressman from California for 14 years until 1960, Mr. Jackson joined the Nixon for President Committee as a special assistant to the chairman in 1967.

tional/regional sales manager.

Richard Yancey, sales manager, WUBE Cincinnati, joins WIBC Indianapolis, as local sales manager.

Jim Richards, with KFMB-TV San Diego, appointed local sales director.

Media

Jack Rose, manager, program budgets, West Coast, NBC, Burbank, Calif., appointed manager, business affairs and program administration, West Coast. **Edward J. Hanessian**, who was deputy attorney general for California, Los Angeles, joins NBC as manager, compliance and practices, West Coast.

Aaron J. Katz, corporate VP, U. S. Communications Corp., Philadelphia, resigns to join Communications Financial Corp. there as president. CFC is holding company with entertainment and communications interests.



Mr. Richardson

Laurence E. Richardson, president, Post-Newsweek Stations, Washington, resigns to acquire ownership interest in broadcast properties. **Larry Israel** is chairman and chief executive officer of

Post-Newsweek, post he has held since August 1968. **Daniel E. Gold**, with Westinghouse Broadcasting Co., New York, joins Post-Newsweek as VP for business affairs. **James A. Hudgens**, VP, Post-Newsweek, joins Washington law firm of Fly, Shuebruk, Blume & Gaugine.

Tracy A. Westen, associate of Washington law firm of Covington and Burling, joins staff of FCC Commissioner Nicholas Johnson, as legal assistant.

Walter E. Duka, public affairs-press relations executive, Young & Rubicam, New York, joins Corp. for Public Broadcasting there as manager of national program information.

William J. Beaton, president and general manager, KIEV Glendale, Calif., elected chairman of Southern California Broadcasters Association.

Robert H. Temple, station manager, KUTV(TV) Salt Lake City, named VP and general manager.

Richard F. Schlinger, account executive, WHAM Rochester, N. Y., joins WPTR Albany, N. Y., as station manag-

er and general sales manager.

Mildred K. Roberts, chief of ownership section of FCC's Broadcast Bureau, retires Feb. 28 after 30 years of service with commission.

Lawrence R. Graham, promotion assistant for broadcast media, WMAL-TV Washington, named director of business services, WMAL-AM-FM-TV.

Robert C. Harnack, station manager, WSOM-AM-FM Salem, Ohio, named VP.

Bill Hudson, music director, wvcc Coral Gables, Fla., appointed operations manager.

John P. Gwin, president, Robinson TV Cable Co., Robinson, Ill., joins Cox Cablevision Corp., Atlanta, as Midwest regional manager.

Doug Cole, with WTRY Troy, N. Y., appointed operations manager.

Programing

Marvin Grieve, general sales manager, Krantz Films Inc., New York, named VP-sales.

Howard Karshan, director of administration, international, CBS News, London, joins CBS Enterprises Inc., New York, in newly created position of director, international marketing services.

Thomas L. Miller, assistant to executive VP-production, Paramount Television, New York, appointed director of program development.

Norman B. Katz, executive VP, Warner Bros.-Seven Arts International, New York, also named chief executive officer, effective April 1. He succeeds **Wolfe Cohen**, who retires that date.

Ian Harrower, WWJ-TV Detroit, elected president of National Association of Television Program Executives. Others elected: **Herb Victor**, WABC-TV New York, first VP, and **Sam Gifford**, WHAS-TV Louisville, Ky., second VP.

Ward Byron, account executive and writer-producer, Gotham Recording Studios, New York, joins Broadway Recording Studios there as VP and general manager.

David Kushler, program director, WWL New Orleans, joins WNOE-FM there as director of programing. Station is due to begin broadcasting in March.

James O'Brien, air personality, WOR-FM New York, joins CKLW Windsor, Ont.-Detroit, as program director. He succeeds **Ted Atkins**, who joins KFRC-AM-FM San Francisco as director of programing. All are RKO General stations.

John Fox, with WPLO-FM Atlanta, appointed program director.

Mike Mansfield, copy chief, WSUB Groton, Conn., appointed program director. He succeeds **Armand Bernard**, who becomes assistant station manager.

News

Dan Blackburn, assistant news bureau chief, Metromedia Radio, Washington, appointed bureau chief.

Daniel Perkes, chief, AP bureau, Des Moines, Iowa, appointed general editor, AP Newsfeatures, succeeding **M. J. Wing**, who retires. **Robert H. Johnson Jr.**, bureau chief, Dallas, named executive assistant to general news editor, New York; **James W. Mangan**, bureau chief, New Orleans, succeeds Mr. Johnson at Dallas; **Ed Tunstall**, bureau chief, Charleston, W. Va., succeeds Mr. Mangan at New Orleans; **James M. Ragsdale**, news editor, Seattle bureau, succeeds Mr. Tunstall at Charleston; and **Gavin Scott**, correspondent, Omaha, succeeds Mr. Perkes in Des Moines.

Dennis Mitchell, general manager, KFUN Las Vegas, N.M., elected chairman of New Mexico AP Broadcasters' Association. **Bill Winchell**, news director, WROK-AM-FM Rockford, Ill., appointed interim president of Illinois AP Broadcasters Association. **Alan Galer**, news director, WJLK Asbury Park, N. J., elected president of New Jersey AP Newscasters Association.

Bob Bowers, with WINZ Miami, joins WTOP Washington, as news editor. **Martin J. Clancy**, assistant to Fred W. Friendly, professor of journalism at Columbia University, New York, joins station as executive producer of news. **Frank Whiteis**, security specialist, Department of Defense, joins as member of news staff.

Cliff Wells, general manager, Metropolitan Burglar Alarm Co., Washington, joins WASH(FM) there as member of news staff.

Paul Reece, with WJAR-TV Providence, R. I., appointed reporter-announcer.

Flora Lewis, syndicated political columnist, joins Westinghouse Broadcasting Co., New York, as commentator.

Bill Applegate, editor-reporter, WKNR Dearborn, Mich., joins WJBK-TV Detroit, as overnight news editor.

Gene Wike, anchorman, KING-TV Seattle, appointed news editor. He succeeds **Ted Bryant**, who resigns.

Jim Reiman, assignment editor, KBTW-TV Denver, appointed managing news director. **Jim Petersen**, newsmen, KBTR Denver, appointed managing news director. Both are Mullins stations.

Linda Ann Posner, tape editor, KCBS San Francisco, appointed news editor.

Don Allen, newscaster, WTOP-TV Washington, joins WMAL-TV there as reporter-newscaster.

Rod Carr, news director, WTRY Troy, N. Y., becomes managing editor of WTRY and WDKC(FM) Albany, N. Y. Both are Kops-Monahan stations.

Phil Riesen, with KVOO Tulsa, Okla., joins Intermountain Network Inc., Salt Lake City, as news director.

Don C. Becker, with UPI, appointed manager of Caribbean division, San Juan, P.R. He succeeds **James R. Whelan**, who resigns. **Richard B. Leggitt**, Chattanooga bureau manager, appointed regional executive for Alabama and Mississippi, Birmingham. He succeeds **John F. Hussey**, who resigns to become news secretary to Senator Ernest F. Hollings, (D-S.C.). **Glen A. Stephens**, with Nashville bureau, succeeds Mr. Leggitt.

Charleye Wright, news director, KTRH Houston, joins KLAC Los Angeles, as member of news staff.

John L. Christian, air personality, WAMO Pittsburgh, joins WHIC-TV there as member of news staff.

Bob Cudmore, with WCAS Cambridge, Mass., joins WBEC Pittsfield, Mass., as member of news staff.

Promotion

Joseph R. Dawson, promotion manager, wis-tv Columbia, S. C., joins parent Cosmos Broadcasting Corp. there in same capacity.

Irv Lichtenstein, business development manager, WTOP Washington, appointed promotion director.

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John H. Lantry, promotion director, KREM-AM-FM-TV Spokane, Wash., joins KING-TV Seattle in same capacity. Both are King Broadcasting stations.

Equipment & engineering

Joseph P. Gill Jr., chief engineer, WIS-TV Columbia, S. C., joins parent Cosmos Broadcasting Corp. there as director of engineering.

Bill Buford, with KMID-TV Midland-Odessa, Tex., joins Gravo Sales Inc., Los Angeles, as regional sales manager of new Dallas office.

Armand Belmaris-Sarabia, project engineer, Rosner Television Systems Inc., New York, joins Teletronics International there as engineering supervisor.



Ronald Phillips, director of programming and production, Independent Television Corp., New York, joins Screen Gems there as director of technical services.

Joseph J. Ostuni, supervisor of test design, Craftsman Electronic Products Inc., Manlius, N. Y., appointed chief engineer.

Ron Brown, with Recording Studios

Inc., New York, appointed chief engineer.

Pieter C. Vink, president, North American Philips Co., New York, elected president and chief executive officer of North American Philips Corp., formed after merger with Consolidated Electronic Industries Corp. He succeeds **Pieter van den Berg**, who becomes chairman.

William L. North, engineering assistant to FCC Commissioner Kenneth A. Cox, retires Feb. 28 after 30 years of FCC service.

Allied fields

George H. Revercomb, Washington attorney and one-time FCC staff member, named associate deputy attorney general and chief aide to deputy attorney general Richard D. Kleindienst. Mr. Revercomb was legal assistant to then Commissioner Frederick W. Ford from January 1958 to September 1959.

William G. McFadden, VP, sales and marketing, McCurdy Radio Industries Inc., Danvers, Mass., establishes and assumes presidency of McFadden Associates there, communications consultants specializing in audio field. Address: 57 North Putnam Street, Danvers, Mass. 01923.

William Nudorf, field services, BBDO, New York, joins Grudin/Appel Re-

search Corp., that city, as director of field and sampling services.

International

Townsend Griffin, managing director, Benton & Bowles Ltd., London, named chairman.

Raymond G. Blomquist, sports producer, joins Montreal Expos baseball team as director of radio-TV operations.

Deaths

Donald D. Hoover, 65, retired chairman of Bozell & Jacobs, New York, and former newspaper editor, died Feb. 18 in Kent, Conn. Mr. Hoover was city editor of *Indianapolis News* when paper won 1931 Pulitzer Prize, and was later associate editor of *Indianapolis Times*. He is survived by his wife, Pauline and daughter.

Madge Blake, 69, TV-motion picture actress, died Feb. 19 in Pasadena, Calif., of heart attack. Miss Blake played role of aunt of Bruce Wayne on ABC-TV's *Batman* series and had numerous TV character roles. She is survived by two sons.

David Miller, 36, engineer and air personality, WTAQ LaGrange, Ill., died Feb. 16 in LaGrange from abdominal stab wounds. His wife, Barbara, has been charged with voluntary manslaughter.

ForTheRecord

As compiled by BROADCASTING, Feb. 12 through Feb. 19 and based on filings, authorizations and other FCC actions.

Abbreviations: Ann.—announced. ant.—antenna. aur.—aural. CATV community antenna television. CH—critical hours. CP—construction permit. D—day. DA—directional antenna. ERP—effective radiated power. kc—kilocycles. kw—kilowatts. LS—local sunset. mc—megacycles. mod.—modification. N—night. PSA—presunrise service authority.

SCA—subsidiary communications authorization. SH—specified hours. SSA—special service authorization. STA—special temporary authorization. trans.—transmitter. UHF—ultra high frequency. U—unlimited hours. VHF—very high frequency. vis.—visual. w—watts. *—educational.

New TV stations

Final actions

■ Kennewick, Wash.—Apple Valley Broad-

casting Inc. FCC granted UHF ch. 42 (538-644 mc); ERP 126 kw vis., 25.1 kw aur. Ant. height above average terrain 1,280 ft.; ant. height above ground 210 ft. P.O. address: West 500 Boone Avenue, Spokane, Wash. 99201. Estimated construction cost \$350,000; first-year operating cost \$96,000; revenue \$125,000. Geographic coordinates 46° 06' 11" north lat.; 119° 07' 54" west long. Type trans. RCA TTU-10A. Type ant. RCA TFU-24DM. Legal counsel Arthur Stambler; consulting engineer Jules Cohen & Associates, both Washington. Principals: Northern Television and Broadcasting, joint venture of Chinook Broadcasting Co. and Liberty Television Inc., and The Evening Telegram Co. of Superior, Wis. Inc. et al Morgan Murphy, president, Donald E. Tykeson, vice president, Walter Lewis, secretary and Wayne F. McNulty, treasurer et al., officers of Apple Valley Broadcasting Inc. Mr. Murphy owns 97.48% of Evening Telegram Co., controlling WISC-TV Madison, Wis., KXLY-AM-FM-TV Spokane, Wash., KTHI-TV Fargo, N.D., CATV systems in Pacifica and Half Moon Bay, both California, franchises in Linda Mar and Fremont, both California, and in Yakima, Wash., Evening Telegram, Superior, Wis., and other newspapers in northern Wisconsin and Minnesota. Mr. Tykeson is president and stock holder in Liberty Television Inc., licensee of KEZI-TV Eugene, Ore., and was granted a new TV at Medford, Ore., in an initial decision. He also has interests in CATV systems in Bend, Corvallis, Lebanon, Newport, Sweet Home and Toledo, all Oregon, and has franchise in Albany, Ore. Mr. McNulty is general manager of KXLY-TV. Apple Valley proposes to operate station as satellite of KAPP-TV Yakima, Wash., for


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which it holds CP. Action Feb. 12.

Other actions

- Review board in Orlando, Fla., TV proceeding. Docs. 11081, 11083, 17339-41-42 and 17344, granted joint request filed Feb. 13 by Orange Nine Inc. and Mid-Florida Television Corp., extended to March 5 time to file response to Broadcast Bureau's comments to joint request for approval of agreement of dismissal. Action Feb. 17.
- Review board in Nampa, Idaho, TV proceeding. Docs. 18379-80, denied petition to enlarge issues filed Dec. 16 by Snake River Valley Television Inc. Action Feb. 14.
- Review board in Minneapolis, TV proceeding. Docs. 18381-82, granted request filed Feb. 17 by Calvary Temple Evangelistic Association, extended to Feb. 28 time to file reply to oppositions and comments to its petition to enlarge and modify issues and to petition for deletion of issues. Action Feb. 19.
- Review board in San Angelo, Tex., TV proceeding. Docs. 17541-42, granted petition filed Feb. 14 by SRC Inc., extended to Feb. 27 time to file reply briefs to exceptions and briefs in support thereof. Action Feb. 18.

Action on motion

- Hearing Examiner David I. Kraushaar in Terre Haute, Ind. (Terre Haute Broadcasting Corp. and Alpha Broadcasting Corp.), TV proceeding, granted petitions by Alpha Broadcasting Corp. for leave to amend application to substitute new financial data and supplement financial information previously submitted concerning one of its stockholders, and by Terre Haute Broadcasting Corp. for leave to amend application to reflect amendment to its corporate by-laws to provide for assistant-secretary, the election of a 4.1% stock subscriber to new corporate office, and subscription to 50 shares (\$25,000) of stock by Mrs. Marilyn S. Allen who is thereby assuming obligation of her husband who died Dec. 27 leaving Mrs. Allen as his sole beneficiary (Docs. 18321-2). Action Feb. 18.

Rulemaking petitions

- FCC in notice of proposed rulemaking proposed to amend TV table of assignments to assign VHF ch. 13 to Mount Vernon, Ill. Action Feb. 12.
- Charles K. Irby and Sam H. Sanders, both Columbus, Miss.—Requests amendment of rules to assign ch. 27 to Columbus. Ann. Feb. 14.

Call letter application

- Midwestern Broadcasting Co., Toledo, Ohio. Requests WOHO-TV.

Call letter actions

- Christian Broadcasting Network, Atlanta. Granted WHAE-TV.
- Flint Television Corp., Flint, Mich. Granted WHAX-TV.

Existing TV stations

Final actions

- FCC denied application by Association of Maximum Service Telecasters Inc. for review of review board's decision in Minneapolis-St. Paul, TV proceeding. Action Feb. 12.
- *KXNE-TV Norfolk, Neb.—Broadcast Bureau granted license covering new station. Action Feb. 13.

Actions on motions

- Hearing Examiner Thomas H. Donahue in Panama City, Fla. (Bay Video Inc. [WBVI-TV]), TV proceeding, granted petition by Broadcast Bureau and extended to Feb. 28 time to file proposed findings (Doc. 18301). Action Feb. 11.
- Hearing Examiner Arthur A. Gladstone in Newark, N. J. (Atlantic Video Corp. [WRTV-TV]) and Vikcom Broadcasting Corp.), TV proceeding, granted petition by Atlantic Video Corp. for leave to file amendment reflecting organizational changes with respect to parent corporation of applicant (Docs. 18403-4). Action Feb. 13.
- Hearing Examiner David I. Kraushaar in Moline, Ill. (Moline Television Corp. [WQAD-TV] and Community Telecasting Corp.), TV proceeding, granted petition by Broadcast Bureau, and accepted its proposed findings (Docs. 17993-4). Action Feb. 10.

- Hearing Examiner Chester F. Naumowicz Jr. in Lynchburg, Va. (WLVA Inc. [WLVA-TV]), TV proceeding, granted petition by Reeves Broadcasting Corp. to intervene and made it party to proceeding (Doc. 18405). Action Feb. 14.

Rulemaking action

- WTVU(TV) New Haven, Conn.—FCC denied petition for rulemaking to substitute ch. 26 for ch. 59 at New Haven. Action Feb. 12.

New AM stations

Applications

- Calhoun, Ga.—Progressive Broadcasting Inc. Seeks 900 kc. 1 kw. P.O. address: c/o Eddie Duffey, Box 264, Calhoun 30701. Estimated construction cost \$24,091.86; first-year operating cost \$39,653; revenue \$48,000. Principals: Kenneth Sutherland, president, Jack R. Davis, vice president, and Edward W. Duffey, secretary-treasurer (each 33⅓%). Mr. Sutherland is employe of finance company. Mr. Davis is employe of aircraft manufacturing company. Mr. Duffey owns booking agency, warehouse, truck terminal and motel. Ann. Feb. 13.
- Las Vegas—Gilday Realty Inc. Seeks 1050 kc. 500 kw. P.O. address: c/o Donald S. Gilday, 917 East Sahara Avenue, Las Vegas 89105. Estimated construction cost \$28,369; first-year operating cost \$50,900; revenue \$53,000. Principals: Donald S. Gilday, sole owner. Mr. Gilday owns KRGV(FM) Las Vegas, 100% of real estate brokerage firm and is airline pilot. Ann. Feb. 18.

Starts authorized

- WKGX Lenoir, N. C.—Authorized program operation on 1080 kc. 1 kw-D. Action Feb. 11.
- WBKC Chardon, Ohio—Authorized program operation on 1560 kc. 1 kw DA-D. Action Feb. 12.

Initial decision

- Hearing Examiner Jay A. Kyle in initial decision denied mutually exclusive AM applications of KYSM-AM-FM Mankato, Minn., to change frequency and Waseca-Owatonna Broadcasting Co., Waseca, Minn., for new AM. (Docs. 18075 and 18078). Action Feb. 17.

Other actions

- Review board in St. Louis, AM proceeding. Docs. 17210-15, 17217 & 17219, granted request filed Feb. 12 by eight applicants, extended to Feb. 24 time to file reply to Broadcast Bureau's opposition filed Feb. 3. Action Feb. 13.
- Review board in Warwick, N. Y., AM proceeding. Docs. 18274-77, granted petition filed Feb. 11 by Warwick Broadcasting Corp., extended to Feb. 17 time to file reply to Broadcast Bureau's opposition to modified joint request for approval of agreement. Action Feb. 13.
- Review board in Lexington, N. C., AM proceeding. Docs. 18385-86, granted petition filed Feb. 7 by Harry D. Stephenson and Robert E. Stephenson, extended to Feb. 24 time to file responsive pleadings to petition to delete, modify and enlarge issues filed by China Grove Broadcasting Co. Action Feb. 11.
- Review board in Sunbury, Pa., AM proceeding. Docs. 18291-93, adopted revised memorandum opinion and order clarifying action of Dec. 20. Action Feb. 19.
- Office of Opinions and Review in Edna and Yoakum, both Texas (Cosmopolitan Enterprises Inc., H. H. Huntley), AM proceeding, granted request by H. H. Huntley and extended to Feb. 24 time to file response to oppositions and comments in response to Mr. Huntley's application for review (Docs. 16572-3). Action Feb. 13.
- Office of Opinions and Review in Clifton Forge, Va. (Image Radio Inc.), renewal of license of WCFV, granted motion by Broadcast Bureau and extended to Feb. 20 time to respond to petition to terminate proceeding filed by Image Radio Inc. (Doc. 17945). Action Feb. 11.

Actions on motions

- Chief Hearing Examiner James D. Cunningham in Sumiton and Cullman, both Alabama (Sumiton Broadcasting Co. and Cullman Music Broadcasting Co.), AM proceeding, on letter request of counsel for intervenors, ordered Hudson Millar Jr. and James Jerdan Bullard, intervenors shall

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See page 19

Summary of broadcasting

Compiled by BROADCASTING, Feb. 20, 1969

	Licensed	On Air CP's	Total On Air	Not On Air CP's	Total Authorized
Commercial AM	4,236 ¹	8	4,244 ¹	68	4,312 ¹
Commercial FM	1,934	32	1,966	176	2,142
Commercial TV-VHF	496 ²	10	506 ²	12	518 ²
Commercial TV-UHF	122 ²	52	172 ²	159	333 ²
Educational FM	361	6	367	37	404
Educational TV-VHF	71	4	75	1	77
Educational TV-UHF	70	2	98	13	111

Station boxscore

Compiled by FCC, Feb. 3, 1969

	Com'l AM	Com'l FM	Com'l TV	Educ FM	Educ TV
Licensed (all on air)	4,225 ¹	1,921	618 ¹	357	142
CP's on air (new stations)	15	36	61	6	32
Total on air	4,240 ¹	1,957	677 ¹	363	174
CP's not on air (new stations)	67	181	170	37	14
Total authorized stations	4,307 ¹	2,138	847 ¹	400	188
Licenses deleted	1	0	0	0	0
CP's deleted	0	1	2	0	0

¹ includes two AM's operating with Special Temporary Authorization, and 25 educational AM's.

² includes two VHF's operating with STA's, and two licensed UHF's that are not on the air.

have until Feb. 20 to seek authority to file petition for reconsideration of ruling by presiding officer, to file petition for reconsideration if authority to request same is granted by presiding officer, and to file appeal from presiding officer's ruling, should authority to file petition for reconsideration be denied; further ordered that presiding officer's ruling of Feb. 6 is hereby stayed until Feb. 20, to preserve intervenors' reconsideration and appellate rights herein (Docs. 18204-5). Action Feb. 13.

■ Chief Hearing Examiner James D. Cunningham in Graham, Asheboro, Rose Hill, Greensboro, all North Carolina, and Blacksburg, Va. (Broadcasting Service of Carolina Inc., RCR Ltd., Duplin County Broadcasters, WEAL Inc. and Blue Ridge Broadcasting), AM proceeding, designated Hearing Exam-

iner Basil P. Cooper to serve as presiding officer; scheduled prehearing conference for March 28 and hearing for April 28 (Docs. 18441-5). Action Feb. 12.

■ Hearing Examiner Thomas H. Donahue in Sumiton and Cullman, both Alabama (Sumiton Broadcasting Co. and Cullman Music Broadcasting Co.), AM proceeding, by notification of ruling, intervenors Hudson Millar Jr. and James Jerdan Bullard may file pleading addressed to examiner's own ruling on petition for discovery denied by him by order Feb. 6 (Docs. 18204-5). Action Feb. 18.

■ Hearing Examiner Millard F. French in Williamsburg, Suffolk and Norfolk, all Virginia (Virginia Broadcasters, Suffolk Broadcasters and James River Broadcasting Corp.), AM proceeding, certified to review board for such action as it deems proper, KFAB's petition to intervene and allied pleadings (Docs. 17605-6, 18375). Action Feb. 11.

■ Hearing Examiner Millard F. French in Williamsburg, Suffolk and Norfolk, all Virginia (Virginia Broadcasters, Suffolk Broadcasters and James River Broadcasting Corp.), AM proceeding, changed certain procedural dates; continued to April 22 hearing on qualification and engineering phase; scheduled further prehearing conference for March 19 (Docs. 17605-6, 18375). Action Feb. 14.

■ Hearing Examiner Chester F. Naumowicz Jr. in Kettering, Ohio (Kittyhawk Broadcasting Corp.), et al., AM proceeding, granted joint motion of Bloomington Broadcasting Co. and Gem City Broadcasting Co. and ordered record corrected accordingly (Docs. 17243-7, 17249-50). Action Feb. 10.

■ Hearing Examiner Chester F. Naumowicz Jr. in Corvallis, Central Point and Gold Beach, all Oregon (Radio Broadcasters Inc. and James L. Hutchens), AM and FM proceeding, on informal request of Broadcast Bureau continued to Feb. 25 date for filing proposed findings (Docs. 18079-84). Action Feb. 13.

Existing AM stations

Application

■ KCGO Cheyenne, Wyo.—FCC accepted for filing application for mod. of CP to change trans. site to 2.4 miles south of previously authorized site. Action Feb. 12.

Final actions

■ KNX Los Angeles—Broadcast Bureau granted CP to replace expired permit for changes; and mod. of CP to make changes in MEOV. Action Feb. 14.

■ KACE Riverside, Calif.—Broadcast Bureau granted mod. of CP to extend completion date to May 26. Action Feb. 14.

■ WWSD Monticello, Fla.—Broadcast Bureau granted license covering new station; specify type trans. Action Feb. 14.

■ KCKN Kansas City, Kans.—Broadcast Bureau granted remote control. Action Feb. 13.

■ KPLC Lake Charles, La.—Broadcast Bu-

reau granted mod. of CP to extend completion date to Aug. 10. Action Feb. 14.

■ WNEB Worcester, Mass.—Broadcast Bureau granted CP to replace expired permit for changes. Action Feb. 14.

■ WJML Petoskey, Mich.—Broadcast Bureau granted license covering permit for new station; specify type trans. Action Feb. 14.

■ WBIP Booneville, Miss.—Broadcast Bureau granted license covering presently licensed auxiliary trans. at main trans. location as an alternate-main night and auxiliary daytime trans. Action Feb. 14.

■ WCGM Gulfport, Miss.—Broadcast Bureau granted license covering use of present auxiliary trans. at main trans. location as an auxiliary daytime and alternate-main nighttime trans. Action Feb. 14.

■ KTTT Columbus, Neb.—Broadcast Bureau granted license covering changes. Action Feb. 14.

■ WHOM New York—Broadcast Bureau granted mod. of CP to extend completion date to Aug. 6. Action Feb. 14.

■ WVAM Altoona, Pa.—Broadcast Bureau granted license covering increase in daytime power; installation of new type trans. and change in daytime ant. system. Action Feb. 14.

■ KOLY Moberidge, S. D.—Broadcast Bureau granted second remote control point. Action Feb. 14.

■ KPRC Houston—Broadcast Bureau granted second remote control point. Action Feb. 17.

■ WISN Milwaukee — Broadcast Bureau granted mod. of CP to extend completion date to Aug. 18. Action Feb. 14.

■ KJRB Spokane, Wash.—Broadcast Bureau granted CP to replace expired permit for changes. Action Feb. 14.

Actions on motions

■ Hearing Examiner Millard F. French in Lexington, Ky. (Bluegrass Broadcasting Co.), renewal of license of WVLC, ordered on basis of petitions filed and oral argument, at a time, date and place mutually agreeable to both parties, or, in alternative, upon five days notice by Broadcast Bureau at WVLC Lexington, the following material shall be supplied: (1) program logs, sales contracts, and affidavits of performance of WVLC for months of June, 1965 and 1966 and (2) program logs, sales contracts, and affidavits of performance for month of October, 1967 for accounts of Akne-Med, Coca-Cola, Country Club, Elm Hill meats, J.F.G. coffee, Kroger, Nu-Maid, Stanback and Wrigley (Doc. 18285). Action Feb. 14.

■ Hearing Examiner David I. Kraushaar in Medford, Ore., and Alturas, Calif. (Medford Broadcasters Inc. [KDOV], W. H. Hansen, Radio Medford Inc. and R. W. Hansen [KCNQ]), AM-FM proceeding, granted request by Hansens and Medford Broadcasters Inc. and extended to March 10 date for submittal of admissions in accordance with arrangements made during prehearing conference (Docs. 18349-53). Action Feb. 12.

Fines

■ WMWM Wilmington, Ohio—FCC notified of apparent liability of \$600 for operating with improperly licensed operators on duty and below authorized power. Action Feb. 12.

■ WOO Carlisle, Pa.—FCC notified of apparent liability forfeiture of \$700 for rule violations including failure to have properly licensed operator on duty. Action Feb. 12.

■ WLWZ Bayamon, P.R.—FCC notified of apparent liability forfeiture of \$500 for rule violations in that fictitious values for common point current were entered in operating log. Action Feb. 12.

■ WVOZ Carolina, P.R.—FCC notified of apparent liability of \$7,500 for failure to reduce power at sunset, fictitious log entries, over-modulation and failure to log external frequency measurements. Action Feb. 12.

■ WAVA Arlington, Va.—FCC ordered to pay forfeiture of \$500 for consistently modulating in excess of 100% on negative peaks. Action Feb. 12.

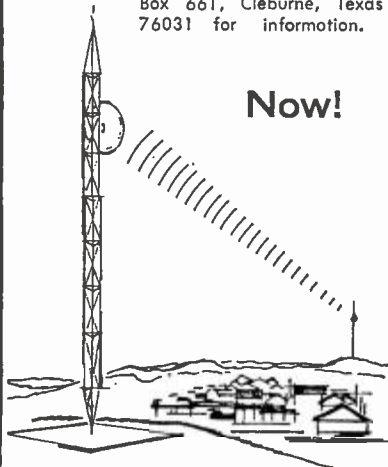
Call letter application

■ WKID, Stewart Electronics, Urbana, Ill. Requests WCCR.

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Designated for hearing

■ FCC designated for hearing request for consent to assignment of license of WHUT Anderson, Ind., from WHUT Broadcasting Co. to Eastern Broadcasting Corp. Action Feb. 12.

Presunrise service authority

■ Broadcast Bureau granted following AM's pre-sunrise service authority from 6:00 a.m. or sunrise at given station, whichever is later, to sunrise times specified in instrument of authorization, with daytime ant. system and with power as shown: KMCW Augusta, Ark. 60 w. Action Jan. 9; KCAW Fort Arthur, Tex. 500 w. Action Jan. 10; WDN Macon, Ga. 23.5 w. Action Jan. 15; WINW Canton, Ohio 250 w. Action Jan. 22; WJOC Jackson, Mich. 500 w. Action Jan. 24; KDRY Alamo Heights, Tex. 500 w. Action Jan. 27; WQIK Jacksonville, Fla. 16.2 w. Action Feb. 4; WBKC Chardon, Ohio 500 w. Action Feb. 12; WCLW Mansfield, Ohio 250 w. Action Feb. 14.

■ Broadcast Bureau granted following AM's pre-sunrise service authority for operation between 6:00 a.m. and sunrise times specified in basic instrument of authorization, with daytime ant. system and with power as shown: KBRC Abilene, Tex. 500 w. Action Jan. 21; WFCM Winston-Salem, N.C. 6.75 w., and WTOY Roanoke, Va. 500 w. Action Jan. 23; WWPE Palatka, Fla. 500 w. Action Jan. 24; WTYL Tylertown, Miss. 500 w. Action Feb. 6.

New FM stations

Applications

■ Goulds, Fla.—Fine Arts Broadcasting Co. Seeks 98.3 mc. ch. 252. 3 kw. Ant. height above average terrain 300 ft. P.O. address: 1751 Clavey Road, Highland Park, Ill. 60035. Estimated construction cost \$48,234; first-year operating cost \$21,600; revenue \$30,000. Principal: Allen R. Cohn, sole owner. Mr. Cohn owns 33 1/3% of electrical distribution company. Ann. Feb. 13.

■ Anderson, Ind.—WHUT Broadcasting Inc. Seeks 97.9 mc. ch. 250. 50 kw. Ant. height above average terrain 500 ft. P.O. address: c/o J. W. O'Connor, WCIU-TV, 141 West Jackson Boulevard, Chicago 60604. Estimated construction cost \$78,000; first-year operating cost \$24,000; revenue \$36,000. Principals: J. W. O'Connor, sole owner. Mr. O'Connor owns WBOW-AM-FM Terre Haute, Ind., 72% of WCIU-TV Chicago and 36% of WRAC Racine, Wis. Ann. Feb. 13.

■ Fulton, Mo.—KFAL Inc. Seeks 97.7 mc. ch. 249. 3 kw. Ant. height above average terrain 300 ft. P.O. address: c/o Kenneth E. Meyer, 3004 Cherry Street, Springfield, Mo. 65804. Estimated construction cost \$22,181; first-year operating cost \$24,000; revenue \$18,000. Principals: Inks Franklin, president (33%), Thomas A. Barneby, vice president, and Kenneth E. Meyer, secretary-treasurer (each 17%) and Stereo Broadcasting Inc. (33%). Mr. Franklin votes stock of Stereo Broadcasting. Principles own interests in KTXR-FM and KMTC-TV Both Springfield, Mo. Ann. Feb. 18.

■ Murfreesboro, N.C.—Murfreesboro Broadcasting Corp. Seeks 98.3 mc. ch. 252. 3 kw. Ant. height above average terrain 287 ft. P.O. address: Radio Building, Highway 158-258 West, Murfreesboro 27855. Estimated construction cost \$24,861.35; first-year operating cost \$10,000; revenue \$17,000. Principals: Donald A. Burnett, president (51.08%), and Wallace W. Page (48.92%). Principals have same interests in WWDR Murfreesboro. Ann. Feb. 13.

■ Urbana, Ohio—Urbana City Board of Education. Seeks 91.7 mc. ch. 219. 1.43 w. Ant. height above average terrain 95 ft. P.O. address: c/o John C. Richard, 500 Washington Avenue, Urbana. 43078. Estimated construction cost \$3,700; first-year operating cost \$1,000; revenue none. Principals: State Board of Education, State of Ohio. Ann. Feb. 13.

■ Collegeville, Pa.—Ursinus College. Seeks 89.3 mc. ch. 207. 1 w. Ant. height above average terrain 76 ft. P.O. address: c/o Dr. John Hellemann, Fahler Hall, Ursinus College, Collegeville 19426. Estimated construction cost \$1,130; first-year operating cost \$80; revenue none. Principals: Board of Directors of Ursinus College. Ann. Feb. 13.

■ Lehigh, Pa.—Valley Broadcasting Co. Seeks 103.1 mc. ch. 276. .478 kw. Ant. height above average terrain 660 ft. P.O. address: c/o Martin H. Philip, Box 115, Lehigh 18235. Estimated construction cost \$5,700; first-year operating cost \$12,000;

revenue \$12,000. Principals: Martin H. Philip, president (52%) and Frances J. Philip, secretary-treasurer, (48%). Ann. Feb. 13.

Starts authorized

■ WPAG-FM Ann Arbor, Mich.—Authorized program operation on 107.1 mc, ERP 3 kw, ant. height 260 ft. Action Feb. 10.

■ KLYQ-FM Hamilton, Mont.—Authorized program operation on 95.9 mc, ERP 2 kw, ant. height minus 920 ft. Action Feb. 10.

■ WDV-LFM Vineland, N. J.—Authorized program operation 92.1 mc, ERP 3 kw, ant. height 180 ft. Action Feb. 7.

■ WNHV-FM White River Junction, Vt.—Authorized program operation on 95.3 mc, ERP 3 kw, ant. height minus 17 ft. Action Feb. 12.

Final actions

■ Pompano Beach, Fla.—Almardon Inc. of Florida. Hearing Examiner Charles J. Frederick in initial decision granted ch. 272, 100 kw. Ant. height above average terrain 352 ft. P.O. address: Box 9447, Fort Lauderdale, Fla. 33310. Estimated construction cost \$65,800; first-year operating cost \$29,278. Principals: Albert J. Ovwier, chairman of board (72%), Donald J. Ovwier, president (9%) et al. Principals own WRBD Fort Lauderdale. Action Feb. 12.

■ Harrodsburg, Ky.—Fort Harrod Broadcasting Corp. Broadcast Bureau granted ch. 257, 3 kw. Ant. height above average terrain 265 ft. P.O. address: 400 Beaumont, Harrodsburg 40330. Estimated construction cost \$14,600; first-year operating cost \$7,640; revenue \$9,600. Principal: Robert L. Martin, president (100%). Mr. Martin owns WHBN Harrodsburg. Action Feb. 14.

■ Slidell, La.—Bill Garrett Broadcasting Corp. FCC granted ch. 287, 57.2 kw. Ant. height above average terrain 128 ft. P.O. address: 3401 Pontchartrain Drive, Slidell 70458. Estimated construction cost \$43,881.80; first-year operating cost \$32,480; revenue \$36,000. Principal: W. C. Garrett, sole owner. Ann. Feb. 12.

■ Missoula, Mont.—Garden City Broadcasting Inc. Broadcast Bureau granted ch. 261A, 2.85 kw. Ant. height above average terrain minus 810 ft. P.O. address: P.O. Box 1383, Missoula 59801. Estimated construction cost \$17,484; first-year operating cost \$27,832; revenue \$53,600. Principals: Chester M. Murphy Jr., president (41%), Margaret A. Murphy, secretary-treasurer (33%) et al. Mr. and Mrs. Murphy jointly own KYSS Missoula. Action Feb. 14.

Other actions

■ Review board in Miami, FM proceeding. Docs. 17401-17403, scheduled oral argument before panel of review board for March 18. Action Feb. 19.

■ Review board in Medford, Ore.. FM proceeding. Docs. 18349-53, granted to extent indicated and denied in all other respects motion to enlarge issues filed Dec. 17 by Radio Medford Inc. Action Feb. 18.

■ Review board in San Antonio, Tex. FM proceeding. Docs. 18238-39, denied request to file additional pleading filed Feb. 14 by Bexar Broadcasting Co.; granted to extent indicated and denied in all other respects motion to enlarge issues filed Jan. 2 by Turner Broadcasting Corp. Action Feb. 19.

Actions on motions

■ Chief, Broadcast Bureau extended to April 17 time for filing comments, and to May 5 time for filing reply comments in matter of amendment of Part 74 of commission's rules and regulations to permit operation of low-power FM translator and booster stations (Docs. 17159, RM-909). Action Feb. 14.

■ Hearing Examiner Basil P. Cooper in Ocean City, N. J. (Lester H. Allen and Salt-Tee Radio Inc.). FM proceeding, continued evidentiary hearing to April 21 (Docs. 18408-9). Action Feb. 13.

■ Chief Hearing Examiner James D. Cunningham in Las Vegas (John R. and Jeanette B. Banoczi, James B. Francis and Quality Broadcasting Corp.). FM proceeding, designated Hearing Examiner Thomas H. Donahue to serve as presiding officer; scheduled prehearing conference for April 28 and hearings for May 12 (Docs. 18436-8). Action Feb. 12.

■ Hearing Examiner Thomas H. Donahue in Aurora, Ind. (Dearborn County Broadcasters and Grecco Inc.). FM proceeding, ordered certain changes in procedural dates (Docs.

18264-5). Action Feb. 10.

■ Hearing Examiner Thomas H. Donahue in Aurora, Ind. (Dearborn County Broadcasters and Grecco Inc.). FM proceeding, in order following conference, continued hearing to March 25 (Docs. 18264-5). Action Feb. 11.

■ Hearing Examiner Charles J. Frederick in Portland, Ind. (Glenn West and Soundvision Broadcasting Inc.). FM proceeding, set certain procedural dates and scheduled further hearing for April 9 (Docs. 17916-7). Action Feb. 12.

■ Hearing Examiner H. Gifford Irion in Eufaula, Ala. (Dixie Radio Inc. and Bluff City Broadcasting Co.). FM proceeding, continued further prehearing conference to March 20 (Docs. 18364-5). Action Feb. 10.

■ Hearing Examiner Herbert Sharfman in Flora and Salem, both Illinois (Flora Broadcasting Co., Doyle Ray Flurry and Salem Broadcasting Co.). FM proceeding, on unopposed oral request of counsel for Salem, ordered certain changes in procedural dates (Docs. 18288-90). Action Feb. 12.

Rulemaking petitions

■ Francis X. Mahoney and Associates—Request institution of FM rulemaking proceeding to assign ch. 221A or 257A to Freeport, Ill. Ann. Feb. 14.

■ Clay County Broadcasters, Lineville, Ala.—Requests addition of supplement corrected to substitute ch. 272 for ch. 237 at Roanoke, Ala., and assign ch. 237 to Lineville. Ann. Feb. 14.

■ Musical Heights Inc., Braddock Heights, Md.—Requests amendment of rules to change the table of FM assignments by assigning ch. 280A to Braddock Heights and substituting ch. 288 for ch. 280A at Front Royal, Va. Ann. Feb. 14.

■ Multi-Com Inc., Muskegon, Mich.—Requests institution of rulemaking proceeding to add ch. 269A with ch. 295 at Muskegon. Ann. Feb. 14.

Call letter application

■ Thomas Downey High School, Modesto, Calif. Requests *KDHS(FM).

Call letter actions

■ Mt. Pleasant Special School District, Wilmington, Del. Granted *WMPH(FM).

■ Junior College District, Jefferson County, Hillsboro, Mo. Granted *KHKA(FM).

■ University of Missouri, St. Louis. Granted *KBMJ-FM.

■ Grand Strand Broadcasting Corp., Myrtle Beach, S. C. Granted WTGR-FM.

Existing FM stations

Application

■ WALM-FM Marshall, Mich.—Seeks to change frequency to 104.9 mc, ch. 285, change site, TPO 0.938 kw and ant. height above ground 300 ft. Ann. Feb. 13.

Final actions

■ Broadcast Bureau granted mod. of CP's and extended completion dates for following: WCOV-FM Montgomery, Ala. to July 14; KAWT-FM Douglas, Ariz. to Aug. 6; KDOT-FM Scottsdale, Ariz. to Aug. 15; KPDP-FM Roseville, Calif. to Sept. 10; WICO-FM Salisbury, Md. to Sept. 3; WKNE-FM Keene, N. H. to Aug. 6; WAWZ-FM Zarephath, N. J. to Sept. 13; WKAL-FM Rome, N. Y. to Sept. 1; KOLS-FM Pryor, Okla.; WHNR-(FM) McMinnville, Tenn. to Aug. 5; WLDY-FM Ladysmith, Wis. to Aug. 21. Actions Feb. 14.

■ Broadcast Bureau granted requests for SCA's on subcarrier frequency of 67 kc to following: KLAQ-FM Lakewood, Colo.; KVMN(FM) Pueblo, Colo.; WMBC-FM Columbus, Miss.; KLYX(FM) Memphis; KCTA-FM Sinton, Tex.; WJOY-FM Burlington, Vt. Action Feb. 13.

■ WFMI-FM Montgomery, Ala.—Broadcast Bureau granted request for SCA to operate on 67 kc. Action Feb. 12.

■ KBBI(FM) Los Angeles—Broadcast Bureau granted mod. of SCA to delete 41 kc and retain 67 kc for transmission of educational programs and transmitting telemeter signals. Actions Feb. 13.

■ KCBH(FM) Los Angeles—Broadcast Bureau granted CP to make changes in trans. equipment. Action Feb. 17.

(Continued on page 91)

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Indiana two station 100,000 market area . . . Pulse rated No. 1 with young management looking for a young experienced man, well dressed, personable to sell and write copy. Salary plus bonus. Box B-264, BROADCASTING.

Will guarantee you what you are worth. Will consider salesman or experienced radioman wishing sales. Dale Low, KLS5/KSMN, Mason City, Iowa 50401.

Immediate opening for salesman. Qualifications: Willing to work hard, learn lots, get top level reward from young, dynamic growing group. Ability more important than experience. Send resume and picture to Jack Juell, Sales manager, WLKE, Waupun, Wisconsin 53963. For further information phone 414-324-4441, 7-9 am or 4-6 pm.

Salesman-sales manager. We are a high-billing, successful operation where the station manager has been his own sales manager. We now need a qualified Sales manager to help him handle the business. Join a clean, stick-to-the-rate card station as an experienced sales manager or a top salesman, who will move up within a year with further advancements possible. A growth market (right in the middle of New England!) a favorable competitive situation plus owners who know radio make this a career opportunity. Contact Arnold Lerner, WLLH, Lowell, Massachusetts 617-458-8486.

\$1,000 a month . . . possible for men who can sell contemporary radio. We've got product (ARB #1) in competitive seven station market. Base plus commission if you are sales/announcer or sales/engineer, hospitalization, active account list, management possibility. New studios, extended coverage on way. Prefer 23 or older, experienced, sharp dresser, neat, efficient, professional. Resume and air check to Buddy Van Cleave, Gen. Mgr., WXXX, Box 471, Hattiesburg, Miss. 39401 . . . 601-583-2618.

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Oklahoma's greatest small market radio station needs to add 1 salesman/announcer and 1 newsman. Best facilities, fulltime operation, number 1 small market A.P. news station. First phone preferred, not required. Pro's only. Excellent salary, fringe benefits. Call Jack Brewer 405-224-2890.

Lewistown, Pennsylvania—26 year old station has immediate opening for aggressive salesman. References necessary. Write P.O. Box 667, Lewistown, Pa. 17044.

Advertising space salesman wanted for Philadelphia based printing and publishing company. Draw against commission. Company benefits. All responses will be kept confidential. Send resume or call Mr. Palma, Goodway, Inc., 11401 Roosevelt Boulevard, Philadelphia, Pa. 19154 (215) OR7-6200, extension 321. We're an equal opportunity employer.

Announcers

Expanding mid-west station needs mature, experienced announcers with good voice. We want permanent men. Good salary based on experience and talents. Only complete air checks and resume considered. Box B-54, BROADCASTING.

Announcers—(cont'd)

Mature, experienced, modern format, country music personality with major market track record. Tape, picture, resume, salary expected to Box B-125, BROADCASTING.

Country and Western leader in Michigan's second market now accepting applications for announcer. Network affiliated station has large FM affiliate also. Looking for top quality men who are ready for competitive situation in solid market. Box B-157, BROADCASTING.

A person who is an announcer and sportscaster. Wonderful climate the year round. No freezing in the winter no broiling or stewing in the summer. Excellent facilities. High school sports. Town of 15,000. Must be a newscaster, announcer, sportscaster. Write in full. Do not send tape. You'll like living in the southwest. Equal opportunity employer standards. Box B-173, BROADCASTING.

Medium midwest market, adult oriented, top 40, strong ratings, needs young, intelligent night man. Tape, resume and picture immediately to: Box B-174, BROADCASTING.

First phone announcer, preferably experienced, for Wisconsin AM-FM full time operations. Send air-check and resume. Box B-285, BROADCASTING.

Northwest 50 kw has opening for experienced dj, first phone necessary. Bright MOR preferred. Send tape and resume. Box B-298, BROADCASTING.

Milwestern country and western music station seeking sharp CGW announcer . . . excellent working conditions and benefits in solid market. Give full details and expected salary in first letter. Also send tape. Box B-324, BROADCASTING.

KEZY Radio 5 kw non-directional serving Orange County, California, looking for talented, hard working News Men and D.J.'s. Contemporary sound. Non-Rock. Send photograph, resume, tape to Arnie McClatchey, PD, KEZY Radio Inc., 1190 E. Ball Rd., Anaheim, California, 92805.

Medium market in Southeast. 24-hour. Top 40. Immediate opening for air personality. Must be strong in production. Resume, photo and tape to WAIR, P.O. Box 2099, Winston-Salem, N. Carolina 27102. No calls.

Mature announcer: Permanent job with good music station. Good pay, benefits. Call Dick Winters, WATI, Indianapolis. 317-787-2211.

Wisconsin AM-FM. Experienced combo to learn part time sales and assist news. WBKV, West Bend.

First phone top 40 announcer—Get in on ground floor of a growing, aggressive Northwest Ohio contemporary station. Contact Jim Burnside. WCIT, Lima.

Wanted—Evening personality for regional NBC-MOR station opening in early March. Professional stable staff. Send resume requirements and tape to Program Manager, WCOA, Pensacola, Florida 32502.

WDLR Radio, Delaware, Ohio has immediate opening for announcer with 1st ticket. No maintenance required. Experience not necessary. Call Robert A. Kincaid, Vice President-Gen. Mgr., 363-1107.

Chicago suburban: 1st class. Complete information and tape to WEAW, Evanston, Illinois.

WGHQ-FM has an opening for a staff announcer for evening shift. Six nights a week—three weeks' vacation—hospitalization. No great experience necessary but good voice and reading ability is required. Starting salary \$90 a week. Apply H. M. Thayer, WGHQ, Kingston, New York.

Hard-working, imaginative pro with big voice wanted for 5,000 watt NBC MOR in heart of the Action Center of Florida. Please send tape and resume to Glenn Smith, WKIS Radio, Box 1353, Orlando, Florida.

Innovator needs communicator. Lost top man to draft. Opening March 3. Fill News-jd slot. Work hard, learn lots, get top level reward from young, dynamic, growing group. Ability more important than experience. Tape and resume to Jack Davison, P.D., WLKE, Waupun, Wisconsin 53963. For further information phone 414-324-4441 3:30-6 pm.

Immediate opening for announcer, first phone—will train. WMIC, Sandusky, Michigan.

Announcers—(cont'd)

Southern New Jersey AM-FM MOR morning man. Production know-how. Hard work will bring a great future in large, growing New Jersey radio-TV group. Send resume, photo, and tape to WMVB, Box 267, Millville, N. J. 08332.

Real opportunity for first class license announcer—you have the potential, we have the position. Mail complete resume including references to: Robert Ditmer, WRB) Radio, St. Johns, Michigan 48879.

Our morning man must return home for family reasons. Can you handle his contemporary-MOR format in this competitive six-station surveyed market? Your air check is important. Send with resume to WRTA, Altoona, Pennsylvania. All tapes returned.

Immediate opening for reasonable guy with superior sense of humor. Modern country signal covers 250,000 suburban Washington-Baltimore. Salary based on experience. Send tape, resume and picture (all returnable) to Frank, Radio WTRI, Brunswick, Md. 21716.

Announcer for full time position. WVLN, Olney, Ill. MOR format. Good voice important. Starting pay depends on your background and qualifications. Excellent benefits. Send tape and resume to James B. Spangler, Personnel Dept., P.O. Box 789, Decatur, Ill. 62525.

Announcer, or first phone announcer, for bright MOR station in Daytona Beach Area. Light maintenance. Must be able to take direction. Young or older, but bright and cheerful. \$120.00 per week. Write Jack Hayward, Box 159, New Smyrna Beach, Fla.

Detroit-MOR-FM Young personality on the way up. Contemporary experience OK. \$8,000—12,000. 1-313-689-1737.

Immediate opening for experienced, production-minded announcer in a progressive single-station market. Photo, tape and resume to Arthur L. Martin, Box 518, Marion, Ohio.

Technical

Chief engineer needed for northeast full-time 5-K operation. Expanding chain needs bright imaginative engineer capable of handling all phases of engineering for operation. Box B-116, BROADCASTING.

Metropolitan area, Midwest. Experienced radio engineer with first class. 40 hour week. Top salary. Vacations. Profit sharing. Only those with experience need apply. Box B-170, BROADCASTING.

Chief engineer. Up to \$235 a week to start to right man. Station part of AM, TV, CATV group. Must have good antenna, transmitter, audio background. Send resume, references and current picture to Box B-200, BROADCASTING.

Engineers—if you can build new studios—install all equipment—maintain it after installation and be your own supervisor—your services are needed by the new owners of an old established station in major Southeast market. Pay is great! Box B-215, BROADCASTING.

Immediate opening experienced chief engineer. 1,000 w directional. Midwest. Fringe benefits. Replies confidential. Box B-217, BROADCASTING.

Need Chief Engineer—leaving after 17 years for station ownership. Remote control. 1 kw AM directional night. Automated FM-Stereo. N. E. Texas, medium size market. No announcing. Salary open. Box B-272, BROADCASTING.

Chief Engineer wanted for 1 kw AM operation. If you're a competent engineer, tired of filling in as an announcer, salesman or janitor, and would be happier with full time repair and maintenance contact Box B-282, BROADCASTING.

Needed immediately working Chief for AM-FM and Background Music . . . operation. Send full details first letter to Box B-291, BROADCASTING.

First Class Engineer needed for West Coast of Florida 5 kw operation. Prefer man who can do small amount of announcing. Good Stating wage, fringe benefits. Box B-292, BROADCASTING. Or call 813-253-0135.

Technical—(cont'd)

Chief engineer for 50 kw—6 tower directional array. Write Dick Kasten, KXEN, Box 28, St. Louis, Missouri 63166, or call 314-436-6550.

Immediate opening. Transmitter engineer. Age no barrier. WAMD, Aberdeen, Md. 21001.

Wanted—Experienced Chief Engineer, full time AM/FM central Ohio station, ideal working conditions, top pay. Send resume, salary requirements to WBEX, Box 244, Chillicothe, Ohio 45601.

Engineer—First ticket—immediate opening. Will train beginner. Excellent pay, attractive benefits. Call Carl Davis, WEAM, Arlington, Virginia 703-534-8300.

Leading TV radio station, midwest, 125 miles north of St. Louis. Opening for technician with first class license AM/FM/TV operations and maintenance. Send resume, photo or phone Jim Martens, Chief Engineer, AC 217-222-6840, WGEM-AM-FM-TV, Quincy, Illinois 62301.

First phone maintenance engineer wanted for permanent fulltime position at WCRD, Grand Rapids, Michigan. Only thoroughly experienced applicants considered. No announcing. Phone Ron White, Program director at area code 616-459-4111.

Major network owned radio station has opening for experienced 1st phone staff engineer. Contact James Opsta, Chief Engineer, WJAS Radio, Pittsburgh, Pennsylvania. (412-343-0500).

Somewhere there is an inexperienced engineer who wants to learn engineering. We will train you to become our chief. WJAZ, Albany, Georgia.

Chief engineer—studio and transmitter maintenance for daytimer. Excellent staff, good working conditions in a growing medium market. Stable operation with fringe benefits. Present chief leaving after five pleasant years. Announcing, if desired. MOR format, heavy local news. Salary open. If you are a good engineer, send brief resume to Manager, WRRR Radio, 113 South Court Street, Rockford, Illinois.

First class engineer for transmitter watch. Loren Guild, Chief engineer. WTTF, Tiffin, Ohio 44883.

First ticket chief engineer with strong maintenance experience needed immediately for top rated FM stereo station in aggressive corporation. All new transmitter and studio facilities. Phone, WWWW, Detroit, 313-567-8250.

Are you the experienced administrator we are seeking to guide our company's well-established communication product line; to plan and direct future expansion into related fields of your selection? Our outstanding engineering staff is standing by to accept your direction for product design and development. This completely autonomous key executive will report to our vice-president—marketing. We invite your reply, which will be held in complete confidence. Please contact: C. D. Haverly, (402) 342-2753.

NEWS

Immediate opening for news director. Applicant must have good voice, be able to gather, write and report the news. Aggressiveness a prime requisite. Pleasant working conditions and excellent salary for the right man. Tape and resume to: H. W. Brandes, KDRO Radio, Sedalia, Mo.

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.

Top rated MOR—NBC affiliate winner of six consecutive Pennsylvania A.P. awards for outstanding news coverage has immediate opening for experienced newsmen ability to write and to do a top notch air job a must. Excellent salary, working conditions and a full range of company benefits. Send tape and resume to Joe Prentice, WEST, Easton, Penna., or call 1-215-258-6131 for further details.

Immediate opening: Net. sounding newsmen; NBC OGO; Contact Richard Chamberlain, WJAS Radio, Pittsburgh, Pennsylvania.

See Help Wanted Announcers—WLKE, Waupun, Wisconsin.

Programing, Production, Others

Wanted: Experienced combination copy writer and traffic director. Good working conditions, good salary, fringe benefits include group life, hospital and disability insurance. Send resume, references, and photo to John J. Bailes, General Manager, Radio Station WJAT, Inc., P.O. Box 289, Swainsboro, Georgia 30401.

Situations Wanted

Management

St. Louis Broadcaster, Sales oriented, seeks managers position—all offers considered. Box B-103, BROADCASTING.

General Manager with ten years management experience wants to move. Presently employed, must give 3 months notice, college degree, 1st phone, excellent record, \$30,000 to start. Box B-211, BROADCASTING.

Established, successful general manager wishes to move from West coast to eastern seaboard, preferably Tidewater Virginia where wife's relatives are located. Past three years present position have brought station from a dead last in highly competitive, multiple market to #1 Pulse position and from red into black while keeping total expenses of AM-FM 24 hour a day operation under \$7,000.00 monthly, just reaching age 50 with 25 years solid radio experience plus Naval service World War II and Artillery Officer Korean War. No bad habits, shirt sleeve worker, always do at least 50% of station selling by self. Highest business and professional references. Financial needs negotiable provided substantial profit sharing or stock acquisition available. Personal interview your station or at NAB Convention. Full resume on request. Box B-245, BROADCASTING.

If you need a General manager who knows what's happening! Seventeen years experience from ground up. Married, happy, would consider small investment as part owner. Southeast only, south Florida desired. Box B-251, BROADCASTING.

Consistently productive sales manager, experienced all phases radio, interested management. Box B-252, BROADCASTING.

Seeking California or western challenge. Currently with major group, management level. Top broadcaster references. Box B-312, BROADCASTING.

Have Master of music degree and first phone. Looking for music/program director's position in adult music station. Experienced, dependable; demand good salary. Al Smiley, Marlette, Mich. 48453.

Sales

Increase your billing and audience to what they should be. For more information and free market analysis, write Ray Anderson, P.O. Box 6224, Chattanooga, Tennessee. 37401.

Announcers

DJ, solid news, tight board, production, third phone. Box A-243, BROADCASTING.

Negro announcer, broadcasting school graduate, third phone endorsed, beginner. Box B-83, BROADCASTING.

Eight years of colorful and correct play by play. Opportunity most important consideration. Tape on request. No minor markets. Box B-84, BROADCASTING.

Young disc jockey seeking position with R&B station or FM station that programs the same. Box B-172, BROADCASTING.

Hottest personality in radio/TV now available, if you can afford the best. Charisma personified—Unlimited credentials—music or talk. Box B-185, BROADCASTING.

Intelligent, good voice, good delivery. Working MOR near N. Y. Want classical station, medium or large market. Box B-197, BROADCASTING.

British announcer, 25 years BBC and European experience, mid-Atlantic accent, arriving U.S. March seeks on-air employment. Specialist in news reading, classical and light music presentation for FM. Extremely versatile. Tape on request. Box B-246, BROADCASTING.

If you're looking for a first phone announcer that is happily married, draft exempt, five years experience (one as program director) and is a nice guy who is honest you should contact me immediately because I want to make a move. Box B-247, BROADCASTING.

Experienced—two years. First phone, veteran, twenty-three. Production, copywriting. Eastern midwest or southeast. \$125 minimum. Contemporary only. No sports stations. Write "Mike." Box B-248, BROADCASTING.

New England preferred and east coast media. 30 years old, single. 3rd endorsed. Broadcast school grad, summer stock, salesman, cost analyst. MOR deejay sports play-by-play, combo work. Resume and tape available. Box B-249, BROADCASTING.

Currently employed FM staff announcer in large midwestern market seeks position at wall-to-wall or MOR station, AM or FM non-personality. Prefer east or midwest but will relocate anywhere. Minimum \$155. Box B-254, BROADCASTING.

Announcers—(cont'd)

Contemporary - non - screamer - slurrer. Good voice, friendly, first phone, finished military—22. Currently employed, Box B-255, BROADCASTING.

Talk-show specialist available. Knowledgeable, controversial, no tape. Box B-258, BROADCASTING.

Soul-contemporary, personality, newsmen, 3rd endorsed. #1 market. Exp—Tape. Box B-261, BROADCASTING.

Exp. DJ-Announcer, newscaster. 3rd endorsed. Mature sound. Good production. Box B-263, BROADCASTING.

Tired of this scene. 20 year man. FM preferred, or good music station. Box B-266, BROADCASTING.

Summer position. Aggressive, experienced college announcer, including 50 kw, play-by-play, news. Any location. Available May 18. Box B-267, BROADCASTING.

Personality DJ, MOR or top 40. Graduating in June. 3 years in commercial radio as DJ. Plus Major market television annc., news and weather. Creative personality. Majors only. Box B-268, BROADCASTING.

Young, bright sounding personality, 2yrs. experience, seeking rock or MOR station in DC-MD-VA-PA area. Tight board—excellent production. No military obligations. 3rd endorsed. Box B-269, BROADCASTING.

Creative morning man, currently Music Director, experienced production, copywriting. News experience, interviews, writes and produces news "specials." Remote broadcasts. High standards. Married, veteran, age 27, Progressive MOR or Top 40. No competition in present market. Need \$150. Box B-280, BROADCASTING.

All formats, whiz on copy and production. First phone, no maintenance. 3 yrs. exp., 25, single, Box B-284, BROADCASTING.

1st Phone. D.J., Sales, Copy. Experience all formats. Box B-286, BROADCASTING.

Versatile broadcaster seeks permanent home. Mid-morning or afternoon. Modern format, sports minded stations only. Five years, two stations. PD, Jock, News, Sports. 1st phone. Box B-289, BROADCASTING.

Experienced announcer—chief engineer. Very competent. First ticket, Box B-293, BROADCASTING.

Rare combination—Experienced metro announcer. 1st phone, high technical proficiency. Young, stable, highly regarded. Prefer medium market MOR, south or west. Box B-296, BROADCASTING.

First phone—announcer-salesman. Medium to large market. Seeks to advance to management. Salary, \$150 + commission. Personality radio and ratings. Age 40. Box B-301, BROADCASTING.

Pittsburgh MOR market proven, 5 years. Duquesne journalism—radio alumnus. Too much training to remain a parrot. Looking for management possibilities. 3rd endorsed. Will relocate, Box B-302, BROADCASTING.

Experienced 3rd phone, strong on sports and play-by-play. MOR format, some sales, west coast preferred. Box B-306, BROADCASTING.

First phone, Experienced jock, also salesman, service completed, have done MOR, top 40 and CGW. formats, southern California area only. Box B-308, BROADCASTING.

College, third, two years broadcasting experience, draft deferred. Box B-311, BROADCASTING.

3rd endorsed—some experience—wants southwest. Top 40 format. Looking for immediate employment. Box B-313, BROADCASTING.

Beginner—Negro—DJ—Announcer—board operator—broadcast grad—3rd endorsed. Still seeking opportunity—relocate. Available. Box B-317, BROADCASTING.

I want a job, experienced, call 203-623-7997 or Box B-321, BROADCASTING.

DJ—recent broadcast school grad. 3rd phone will relocate, salary open. Write Gordon, 12004, Parkhill Ave., Cleveland, Ohio 44120.

Experienced 1st phone announcer seeks permanent position. Box 512, Wausau, Wisconsin 54401.

DJ/Announcer experienced. Professional radio-TV training. Draft exempt. 3rd endorsed, first soon. Resume and tape on request. Tom Stephens, 313-535-9200. Available now.

Jock with programing potential, in market of 1/2 million; seeking west or east coast location. Prefer daytime. Would accept nights with attractive considerations. Chris Kelly, 225 Belberg Road, Apt. A, Loves Park, Illinois 61111.

Announcers—(cont'd)

22 yrs. old Canadian (no ticket) with creative ideas and good head seeks top 40 or FM station. DMS grad. Interested in announcing, news, prod., sales. Believes discretion in radio should be stressed. Will relocate willingly. Brad Miles, 213-464-5161.

Announcer, 3rd endorsed, desire play-by-play, experienced MOR, Military obligation fulfilled, will locate anywhere, Howard Gray, Box 507, Pomeroy, Washington. 509-843-3515.

Broadcast school grad. 3rd endorsed, single, draft exempt, tight board, Will relocate—New England area. Larry Spalluto, Spring Street, Windsor Locks, Conn. 06096.

Professional broadcaster—eight years experience. 37. Single. Anywhere Northeast. Bob Cole, 234 Crescent Street, New Haven, Conn. 865-3528.

Astrologer-Announcer-Lecturer-30's-available March 1. Finishing Broadcast course. Any metropolitan area or suburb-Underground, Avante Garde jazz format. Tapes and pictures on request. Jon Towne, 102 Stewart St., New Britain, Conn. 06053. Tel. 203-225-9755. 3rd class.

College broadcasting major wants summer job. Within 300 miles of NYC or in Columbus, Ohio vicinity. Larry Tyler, 42 Chittenden Ave., Columbus, Ohio 43201.

Experienced announcer. 27, four years radio, one year television, veteran, three years college, mature voice, desire Florida or west but all offers considered. Salary: \$7,000 yearly. H. Brian Highfill, 46 North Westmoor Avenue, Columbus, Ohio 43204. 614-279-6772.

Beginner—trained by Tidewater Broadcasting School, needs small station experience. May we send audition? 626 Kresge Building, Norfolk, Virginia. Phone 703-622-3016.

Technical

Chief engineer. Maintenance only. New equipment, good climate. Box B-250, BROADCASTING.

First phone. Experienced, radio-television high power transmitters. Working conditions more important than pay. Box B-262, BROADCASTING.

Chief or assistant, 17 years in the business. Must have livable wage. Box B-270, BROADCASTING.

First-phone, studio and transmitter maintenance experience, desires permanent position. Box B-271, BROADCASTING.

Have First Phone, now want to learn engineering. Six years experience, currently program director. Young, married, dependable hard worker. Looking for general area of Ky., Tenn., or neighboring states. Can do good job in programming and willing to work hard to learn engineering. Box B-290, BROADCASTING.

Experienced first phone, age 53, presently chief AM, FM, SCA. Desires change. Prefer maintenance or transmitter watch, references. Box B-299, BROADCASTING.

Chief engineer-experienced all phases. Desires small town West Carolina or Rockies. Box B-318, BROADCASTING.

NEWS

Sports reporter—colorful and authoritative—will use plenty of actualities. Box B-189, BROADCASTING.

Surely there must be a Penna., Ohio, Indiana station wanting a personable college grad announcer, 1 year experience, turning newsman, for a realistic salary. Available April. Box B-235, BROADCASTING.

Summer help that's an asset to your news operation. Box B-256, BROADCASTING.

130% community minded reporter prefers investigative position, but would consider news director opening at a station that is serious about becoming the local news leader. Box B-316, BROADCASTING.

College grad. radio-TV, good voice, writing ability, hard worker, wants start in midwest. Dan Louis, 1228 Murray Ave., Akron, Ohio. 216-928-4838.

Program, Production, Others

FM Rock. A unique programming service by major market jock & PD. Box B-212, BROADCASTING.

Modern country programming consultant! Extensive background! Major market track record! All inquiries strictly confidential and promptly acknowledged! Box B-230, BROADCASTING.

PD/Operations director—top 40—11 years experience, employed in present position, top 15 market over 2 years. Responsible/stable/mature. Prefer top 50, consider all. Write Box B-233, BROADCASTING.

Prog., Prod., Others—(cont'd)

Talented, versatile professional with 13 years experience looking east. Qualifies as P.D., Production Director, Operations Manager. B.S. degree. A bargain at five figures (worth six). Box B-287, BROADCASTING.

Managers Attention!!! Programing in a slump? Sales ideas lacking? Production creativity stalemated? Ratings slipping? Community involvement shy? Employees unenthusiastic? On-the-air sound short of professionalism? If "yes!" answer one or more questions, you're medium/major market above 100,000, operating full time and willing to reciprocate monetarily. Let's talk!! Call 404-622-2396 or write TOT Productions, 732 Delmar Ave., S.E., Atlanta, Georgia 30312 "Now."

Talk-show moderator. Highly diversified background. Good, sincere commercials. Some TV. Mature. Adaptable. Available now. J. Fribley (504) 523-7696 or Box 855, Naples, Florida 33904.

TELEVISION—Help Wanted Management

CATV Programing origination. Young, aggressive man needed for CATV program origination manager. Experience not necessary—good personality and hard work needed for a new origination program on a new major CATV system. Salary commensurate with ability. Send resume to Box B-120, BROADCASTING.

Assistant Commercial Manager with sales know-how and administrative ability for VHF in good Southwest market. Box B-276, BROADCASTING.

Sales

Local Sales Manager: Established, progressive Middle Atlantic TV-AM-FM stations need experienced man to head department; salary, incentive bonus, other liberal benefits. Complete resume and photograph. Box B-194, BROADCASTING.

Broadcasting salesman with proven ability for South Texas station. Box B-277, BROADCASTING.

WTAF-TV, Marion, Indiana, Channel 31, looking for young, aggressive salesmen to join growing operation. Call Don Tillman at (317) 664-9066.

Announcer

Major market Midwest TV station has immediate opening for staff announcer. Radio or TV experience essential. Outstanding opportunity for dependable person in college community. Full details including salary required in first letter. Box B-92, BROADCASTING.

Where are the young, eager gung-ho people . . . who want to locate with an organization that is building a new position in a top Eastern "V" market? We need experienced television: Announcers Copy Writers, Newsmen, Directors/Switchers, Promotion Director, Artist. Send Complete details first reply to Box B-273, BROADCASTING.

Technical

Assistant Chief Engineer position available in a combined AM-FM-TV facility located in medium sized Minnesota market. Box B-135, BROADCASTING.

Opportunity for reliable, well-qualified assistant Chief Engineer. Texas VHF. Box B-278, BROADCASTING.

Experienced TV engineers. Move up with a fast growing "U" in the center of wonderful Wisconsin. We like it here and so will you—fresh air, plenty of recreational opportunities, fine family community. Minimum two years experience mandatory. Top pay, all fringe benefits. For interview call today: Will Darcy, KFIZ-TV, Fon Du Lac, Wisconsin 414-921-3770.

TV Technician for new station. First phone, experienced in color or transmitter. Supervisory position. Contact KMTC, P.O. Box 3417CS, Springfield, Mo. 65804.

California VHF TV group operator needs TV engineer with experience on studio, switching, maintenance, and Ampex VTR. Company is expanding in CATV. An opening created by promotion. Major medical and life insurance plan plus 3 weeks vacation after 5 years and other opportunities. Reply soonest with all details to Wes Chaney, KSBW-TV Salinas-Monterey, P.O. Box 1651, Salinas, California.

New York—Binghamton . . . Dependable person with first class license . . . to handle UHF transmitter and studio operation. Growth potential for the right person. Salary commensurate with experience. Call Chief Engineer, WBJA-TV, Binghamton, N.Y. 772-1122.

Technical—(cont'd)

TV studio technicians. Two years operation and maintenance experience. Color TV studio equipment and Videotape. Salary range, \$147 to \$224 for 40 hour week. Regular six month increases, plus numerous fringe benefits. Write Director of Engineering, WCCO-TV, Minneapolis, Minn., 55402 forwarding record of education and experience.

Immediate openings—two studio engineers, We're going full color. Call or write: E. Retz, WDHO-TV, Commodore Perry, Toledo, Ohio 43604.

Immediate opening—VTR engineers experience editing, maintaining VR-2000's. Salary commensurate with experience. Advancement opp'tys. Call WGBH-TV, Boston (617) 868-3800. X-384.

Wanted—TV Engineer—preferable with experience on maintenance of color equipment. Please call collect Chief Engineer, WPTV, Channel 5, Palm Beach, Florida 305-833-2471.

Assistant Chief—for growing UHF expanding to new color facility. Must have experience in studio and transmitter maintenance. VTR experience helpful or will train. Send or call complete resume to: Robert W. Faulkner, Chief Engineer, WTAF-TV, Marion, Indiana 317-664-9066.

WTOC-AM-FM-TV needs technicians with first class F.C.C. license. Reply by letter to Chief Engineer, WTOC, P.O. Box 8086, Savannah, Georgia 31402.

Studio supervisor—must have first phone license and be experienced in the operation and maintenance of live color cameras, color video tape machines, and color film equipment. Contact John Schuta, Chief engineer, WTVW-TV, Evansville, Indiana—phone 812-422-1121.

Television network engineers—Positions available—Maintenance and operations. Excellent working conditions. FCC radio telephone first class license required. Send resume to: N.E.T. Television, Inc., 2715 Packard Road, Ann Arbor, Michigan 48104.

Television technicians—must have 5 years' TV experience. Pay range \$6.00 to \$6.50 per hour; excellent working conditions. Normal working hours, 8:45 a.m. to 5:30 p.m., Monday through Friday. Jobs located in Washington, D.C. Send resume or standard form 171 (obtainable from local U.S. Post Office) to: Recruitment, U.S. Information Agency, Washington, D.C. 20547. An equal opportunity employer.

Several CATV Management-technical positions in mid-west. New systems, spring construction. Good pay with group operation. Apply by letter only, Bob Zellmer, Regional Manager, Marshall Cable Inc., Marshall, Minnesota 56258.

NEWS

News reporter—We're expanding our number one news operation. Need two aggressive TV reporters with on-air experience and professional attitude. If you can build a story from the ground up working with experienced camera crews and would jump at the opportunity to put in long, arduous hours, based in the capital city of a midwest state, then you could be the man we're after. Good pay, good benefits . . . if you don't meet the above requirements, don't bother. Film or VTR audition a must. Send picture and detailed resume with first response. Box B-180, BROADCASTING.

News Director—Number One news operation needs a pro to keep it that way. If you're the man you'll run the combined radio and TV news operation—and if that isn't enough you'll also anchor our 6 and 11 p.m. TV news. Tired already? Then forget it. But, if you're still interested, and if your background clearly qualifies you for the job, then you'll find it a job worth going after. Medium, midwest capital city market—top pay, top benefits. VTR or picture and audio tape essential with first reply. Box B-203, BROADCASTING.

Midwest metro radio-TV news operation seeks experienced man to gather, write and air news. Will train qualified radio newsman for future TV. Send tape, photo, resume to Box B-300, BROADCASTING.

Anchorman assignment editor. Experienced editor to coordinate daily coverage by 16 man staff. Also write and air early evening report. Send complete resume and air check to news director WFMF-TV Drawer 22047, Greensboro, N. C.

Expanding news department needs television anchorman for evening newscasts. Mature appearance important, along with ability to write and enthusiasm. Call collect, WWTW, Fetzer Broadcasting Company, Cadillac, Mich., 616-775-3478.

Programing, Production, Others

Assistant TV traffic coordinator. Desire experienced traffic coordinator for major market network affiliate. Good starting salary, working conditions and benefits. Box B-160, BROADCASTING.

Prog., Prod., Others—(cont'd)

Cinematographer-editor for documentaries, ETV station top-ten market in Northeast. Single and double system experience. Color-B&W. Sample reel and resume. Immediate. Box B-275, BROADCASTING.

Professional Meteorologist—Top 10 market TV station seeks qualified Meteorologist for on-air work. Broadcast experience desired but not essential. AMS seal required. Box B-305, BROADCASTING.

Major mid-west market (top 20) has immediate opening for an experienced promotion manager who can handle people, create ideas particularly for local audience promotion, work closely with department heads and national rep. Send full details. All replies in strictest confidence. Box B-310 BROADCASTING.

Director/Announcer to take charge of commercial program production for CBS affiliate, small market, California. Need some experience. Starting salary \$8,500; more with experience. Send resume and VTR if available. Will return VTR's. Box B-319 BROADCASTING.

Program/Operations Manager, experienced in Net-Affiliate relations. Knows ratings and sales and able to handle people. Small market. California. Send resume, salary requirements to Box B-320, BROADCASTING.

Pennsylvania station needs man with creative ideas in staging commercials and news programs. Experience in film, camera and floor work a plus. Position open immediately. Good opportunity. Box B-322, BROADCASTING.

Film director-excellent position in established market for thoroughly trained and experienced film man with administrative and supervisory ability. Send complete resume to operations manager, WBRE TV, Wilkes-Barre, Penn. 18703.

TELEVISION**Situations Wanted—Management**

TV Salesmanager 8 yrs. this medium large market. 30% net increase. 20 years broadcasting. Organizer desires relocation. Box B-239, BROADCASTING.

TV Mgt.—29. want to break in. Newspaperman, attorney, investment banker—lvy—Aggressive and creative. Outstanding credentials. Northeast preferred, elsewhere considered. Box B-304, BROADCASTING.

Announcer

Mouth for hire—Dynamic young number one rated San Francisco radio personality with background in talk, sports, and music wants a major market move in radio and television. Box B-257, BROADCASTING.

Conscientious/versatile — sportscaster, announcer, newscaster, writer weathercaster, interview, photographer. NBC Monitor correspondent. Thirteen years television/radio. Desire permanent, rewarding opportunity. Detailed reply please. 812-282-9598. Box B-314, BROADCASTING.

Technical

Do you need a Chief? Perhaps I can help you. Over 20 years and last 5 as leader. Western States preferred. Write Box B-260, BROADCASTING.

Young technician, Married, draft exempt-TV studio production and technical experience. Have worked for Major networks—will relocate. Box, B-274 BROADCASTING.

1st phone, experienced studio equipment, transmitter operations and some maintenance, Florida area. Box B-288, BROADCASTING.

Professional TV Graphic Artist, 15 years experience. 6 years color including top 50 market. Versatile. Know type, printing, production, advertising, set design and construction. Portfolio and comprehensive resume upon request. All inquires answered Box B-294, BROADCASTING.

NEWS

Sportscaster—fine writer and interpretive reporter can also do news. Box B-190, BROADCASTING.

Executive news producer—top ten market. 12 years experience, including networks. Top references. Married. Employed. Available immediately. Prefer management position. Box B-297, BROADCASTING.

News, documentary, public affairs professional. Excellent background, including international experience. Thorough background in all phases of production, including film, writing, and top on-air, in-depth delivery. Advanced degree, married, early 30's. VTR, tape, complete resume from Box B-307, BROADCASTING.

News—(cont'd)

Experienced announcer, 27, four years radio, one year television, veteran, three years college, mature voice, desire television news. \$7,000 yearly. H. Brian Highfill, 466 North Westmoor Avenue, Columbus, Ohio 43204. 614-279-6772.

Programing, Production, Others

Director wishes challenging position, vast and complete experience in TV, including network experience. If you want the job done right, call Ken 505-298-6654 mornings or Box B-259, 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.

Wanted, Hewlett Packard 330D distortion analyzer, Hewlett Packard 206A audio oscillator, Frequency counter, and FM field strength meter. State age, price and condition. Box B-253, BROADCASTING.

1 RCA-TR-5 TV Tape Recorder. Phone 313-851-3444.

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 415-832-3527.

1,000' 3-1/8 inch rigid coax. 20' sections. Andrews "V" FM antenna .96.1 mc. Make offer, all/part. Available April. Don Ritter, WKTZ-FM, Jacksonville, Fla. 32211.

Best deals—Spotmaster, Scully, Magnecord, CBS Audimax—Volumax Omega film equipment, Lange vin, Fairchild, QRK, Russco. Other top brands. Lease, trade, finance. Audiovox, Box 7067-55, Miami, Florida 33155.

7295C, 7389C, 7295A, 7293A, 7293C I.O.'s for lease or sale. First quality, in factory sealed cartons at \$80.00 per month lease, or \$875.00 with 750 hour warranty. For further information write Box B-112, BROADCASTING.

Ampex monaural tape recorder model 601; excellent condition \$275.00. Box B-309, BROADCASTING.

TV cable towers (1) 400 ft. (2) 200 ft. Box B-315, BROADCASTING.

Raytheon RC-11 audio console. Passed last prof. \$500.00. Al Lee, KART, Jerome, Idaho, 208-324-2321.

Gates M-6160 67 KHZ SCA generator 96.7. \$175. Gates Yard console. KOZE, Lewiston, Idaho.

Gates FM5B transmitter in good operating condition with used spare final tubes, filters and factory reconditioned mono exciter tuned to 100.7. John R. Krieger, KVET, 113 W. 8th St., Austin, Texas 78701. A.C. 512-478-8521.

1 5/8" rigid RCA coax in 20' sections, been in service since '62. Make offer. Available approximately April 1. Also RCA-BFA-5 antenna, 106.1 mc. WVNO, 2900 Park Avenue West, Mansfield, Ohio. 419-529-5900.

RCA BTF-10C 10 kw transmitter with stereo and SCA generators. Top notch shape. Available approximately April 1. Make offer. WVNO, 2900 Park Avenue West, Mansfield, Ohio. 419-529-5900.

ITA FM-5000A amplifier-5 kw-good condition—includes 4CX5000A-\$2,500. Contact W. Stevens, WPRB-FM Princeton, N.J.

Complete remote TV production truck 2 B/W zoom cameras, VTR, 110V-AC or its own generator ideal for UHF station. Priced low for quick sale. 703-342-7863.

Why pay \$9,000 for a new projector when you can buy this excellent used one for thousands less. New intermittent, take up motors. 213-884-1712.

Gates 250 Watts University owned. On air nine years—Model 250-A, 1952 vintage. Call Dean Thompson, University of Cincinnati, 513-475-4684.

Ampex 350-C with cases, new FT heads, Superb condition, \$975.00. Bob Bisop, call collect (301) 436-1800.

\$815.00 buys fully professional tape recorder with equal performance and more features than recorders costing \$1,200.00 and more. Full info. Simpson Electronics, 73 Knollwood Circle. Waterbury, Connecticut 06704.

Color Camera chains, 2 RCA TK-40. Used only 5000 hours. \$9,000.00 each Call 317-773-0030.

MISCELLANEOUS

Deejays! 11,000 classified gag lines, \$10.00 Unconditionally guaranteed. Comedy catalog free. Edmund Orrin, Mariposa, Calif. 95338.

Top the competition! Use Newsbeat ideas for features, specials, editorials. Over 200 satisfied clients! Exclusive 3 month trial, \$5. Newsfeatures Associates, Box 14183, St. Louis, Mo.

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 GI 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 Veterans' Training. Accredited by the National Association of Trade and Technical Schools. Write Elkins Institute, 2603 Inwood Road, Dallas, Texas 75235.

First Class License in six weeks. Highest success rate in the Great North Country. Theory and laboratory training. Approved for Veterans Training. Elkins Radio License School of Minneapolis, 4119 East Lake Street, Minneapolis. Minnesota 55406.

The Masters, Elkins Radio License School of Atlanta, offers the highest success rate of all First Class License schools. Fully approved for Veterans Training. Elkins Radio License School of Atlanta, 1139 Spring Street, Atlanta, Georgia 30309.

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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.

Attention Houston and Gulf coast area residents. Elkins Institute offers First Class FCC licensing in only six weeks. Quality instruction. Elkins Institute in Houston. 2120 Travis, Houston Texas 77002.

Save time/save money . . . first class license in only four weeks \$295.00. Guaranteed results . . . rooms \$8.00 weekly. Next class March 17th. Tennessee Institute of Broadcasting, 2106-A 8th Ave. South, Nashville, Tennessee. 297-8084.

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, Combomans, 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 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 Crty. 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

INSTRUCTIONS—(cont'd)

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.

Broadcasting Institute offers university-level, State-accredited instruction in our own commercial station, WRNO. By broadcasters, for broadcasters. Not a trade school! Box 6071, New Orleans.

FCC first phone quickly and easily via new concept in correspondence training. Easy terms. Mid-America Broadcasting Inst., P.O. Box 6665, Milwaukee, Wisconsin 53216.

What are the needs of the Broadcast industry??? Employees who have a good basic understanding of all station operations, with flexible announcing ability, 1st class ticketers, can run tight boards, able to write & produce good commercial material, help develop good Sponsor relationships, can obtain listener response. This type of extensive training is the reason Don Martin graduates are always in demand. For free brochure call or write: Don Martin School of Radio & TV, (est. 1937) 1653 N. Cherokee, Hollywood, Calif. HO 2-3281.

RADIO—Help Wanted Management

RADIO MGR.

Illinois full-time Radio station grossing approximately \$250,000 per year has immediate opening for a General Manager. Qualifications must include previous sales experience and management ability. Our client would like to have applicants in the 25-35 age category. Salary \$15-\$17,000 plus incentive. New automobile furnished. Option will be given to purchase 10% of station to right individual. Send resume to

RON CURTIS, NATIONWIDE MANAGEMENT CONSULTANTS, 645 N. MICHIGAN AVENUE, CHICAGO, ILLINOIS 60611.

WANTED:

Dynamic manager for west Texas middle of the roader in city over 80,000 due to absentee ownership, this facility has suffered from lack of guidance, leadership and direction. Looking for a sales oriented radio man who is well rounded in all phases of broadcasting. Must provide irrefutable references. Must be prepared to move into and become active in the local community. Wonderful living conditions. The station, to be truly successful, will require hard work and a dedicated, FULLTIME manager. The right man will be offered incentive plans, commissions on total station billing, as well as bonuses, etc. Stock options will be made available if you can deliver. In short, the right man, within reason, can practically write his own ticket. Challenging opportunity. Replies confidential.

Box B-281, Broadcasting.

Announcers

MORNING MAN

Experienced MOR DJ with third phone for number One Station, full fringe benefits plus profit sharing. Send resume, aircheck, salary to

**WCAP
Lowell, Mass. 01852**

Announcers—(cont'd)

METROMEDIA RADIO'S

-- WASH, Washington, one of nation's fastest growing popular formatted FM stations is seeking talented MOR personality. Opportunity for creative, hard worker. Send tape, resume, salary requirements immediately to WASH, 5151 Wisconsin Avenue, N.W., Washington, D.C. 20016. No phone calls.

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Are you looking for a permanent-well paying position, in a location where the air is clean, and countryside is breathtaking? Would you like to live and work in one of the nation's most famous resort areas in the beautiful Finger Lakes of New York State? Would you like to raise your children in a town with an outstanding school system? Do you have a mature voice, and are you willing to play good, but not dead middle of the road music? Are you aggressive enough in sales to earn a top dollar? If you can answer "yes" to all of these questions, then you may be looking for us—because we are looking for you. Contact Mr. Suters.

**WGMF RADIO
WATKINS GLEN, N.Y.
607-535-2779**

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Philadelphia based recording company has frequent free lance job opportunities for professional announcers in area. If interested, please send name, address, credits and sample tape to

Box 85
Radnor, Pennsylvania

Technical

RADIO BROADCAST TECHNICIANS

The Voice of America, U. S. Information Agency, has positions available for RADIO Broadcast Technicians in Washington, D.C. These positions require a MINIMUM of FIVE years progressively responsible experience in both Studio and Recording activities. Starting salary is \$6 per hour. Under Civil Service. Applications (CSC Form 171), available at local Post Office or other Federal offices should be sent to:

Chief, VOA Personnel Office, U. S. Information Agency, HEW-South Building, 330 C Street, S.W., Washington, D. C. 20547

An Equal Opportunity Employer

NEWS

Radio Newsman

CBS owned station needs top newsman with strong delivery and heavy experience in news writing and street work. Top salary, fees and fringe benefits. Rush tape and resume to:

**News Director
WEEI Radio
Boston, Massachusetts 02199**

WDUZ

Green Bay's number one contemporary station needs experienced news director capable of gathering and writing, with excellent on-the-air delivery. Salary commensurate with ability. Contact Hugh Johnston, Station Manager, 9am-5pm, 414-435-5331, or rush tape and resume to WDUZ, Box 36, Green Bay, Wisconsin.

News—(cont'd)

WRITER

Deft, crisp writer wanted for leading New York Radio and TV Broadcast Service handling business and financial news. Business-Finance background not necessary. Send letter, not resume, including experience, education, salary expected.

Box B-166, Broadcasting.


Situation Wanted—Announcers

LOOKING FOR AN ANNOUNCER?

Let Dick Good help you.



Get a Columbia School of Broadcasting graduate to fill your next opening. It's a free service we provide to your station and to our graduate. We have 27 offices in the U. S. and Canada. The chances are we have just the man you're looking for, from your part of the country. Just call or write Dick Good and he'll send you a tape, resume and photo of a good graduate near you.

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Telephone: (415) 387-3000

(Not affiliated with CBS, Inc. or any other institution)

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Top 20 market PD/Jock looking for the right move. Salary must be high, but you'll get your money's worth. Would consider PD or Jock or both. Rock or MOR.

Box B-283, Broadcasting.

TV—Help Wanted Management

Office Manager

for Calif. Television station. Must be familiar with television operations and able to run staff of 4-5 people effectively. Send salary requirements and resume to:

Box B-295, Broadcasting.

TELEVISION

Help Wanted

Program, Production, Others

Sales Promotion

Major midwest market station offers excellent managerial opportunity to aggressive, creative, self-starter with several years experience in promoting and advertising radio and TV operations. Excellent benefits and salary commensurate with experience and potential. Reply in confidence, furnishing full personal data, salary history, and promotion samples to:

Box B-36, Broadcasting.
Equal Opportunity Employer

ARE YOU A TOP TEN PROMOTION MANAGER?

Major market, east coast, TV Station requires aggressive, professional promotion manager. He should be experienced in all phases of broadcast publicity and advertising with emphasis on creativity. His work, both on-air and in print, should compare with the best in the industry. Taste, flair, and quality are evident in everything he touches. We want a leader and a doer who can back up his fresh ideas with action. Great opportunity for the right man with a progressive group operation. Send resume and salary range, plus six samples of various print work to:

Box B-227, Broadcasting.

VERSATILE ART DIRECTOR

Drawing board & cameras, creative grasp of TV station graphics, for design and production of sales and audience promotion materials on and off the air. Salary open. Resume and samples (RETURNED) to Russ Tilford, XETV, 7th & Ash, San Diego, Calif. 714-234-8431.

MISCELLANEOUS



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Now available, live reports from all the 40 + major Professional Golf tournaments throughout the year. Jim Kent, is your man on the tour, and will call your station from the tournament site with live reports, personalized for your market. Jim will use your call letters, billboard your sponsors, and even present your live copy from the tournament site. You choose the time of day, and the length. from 30 seconds to 4 minutes.

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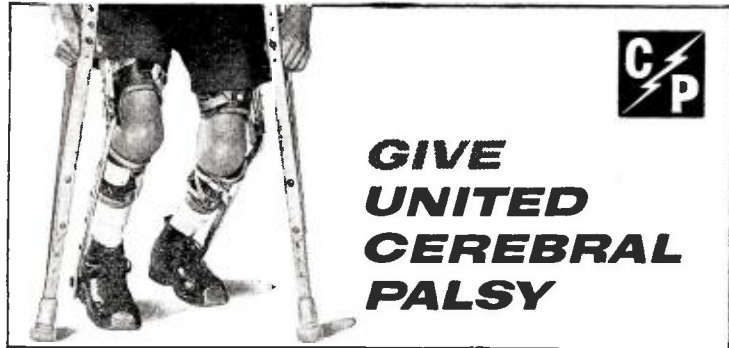
WANTED TO BUY

CATV

CATV

Franchises and systems wanted. "35 Miles" restriction no obstacle. Minimum potential required, 4,000 homes. Call or write:

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Northeast
Management & Development Co.
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212-247-6250



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Independent UHF-TV station. \$500,000. No down payment. 1% over prime . . . 10 year payout. High Power, excellent studios and equipment, fully staffed. Owner has other interests. Buyer must be experienced and have operating capital. Principals only . . . write Box B-265, Broadcasting, giving interest and qualifications.

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245-3430

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A profitable station. New equipment. Modern building. Number 1 growth area. \$350,000.00. Half cash. Principals only.

Box B-303, Broadcasting.

Radio Station KOQT 1550Kc-1KW-D Bellingham, Washington

Trustee in Bankruptcy will accept Sealed bids. Deadline March 1st, 1969.

T. B. Asmundson, Trustee
Bellingham National Bank Building
Bellingham, Washington 98225

Tel: 733-3370

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Build your own.

Hundreds of open frequencies. Operate \$1,000 mo. fixed expense using our unique plan. If you have capital call 218-980-4000, or write:

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North Hollywood, Calif. 91606

NE	small	fulltime	\$ 80M	terms	Fla.	small	daytime	\$100M	nego
MW	small	profitable	75M	terms	MW	single	FM	60M \$12/assume	
SW	medium	profitable	90M	terms	South	medium	daytime	70M	terms
West	major	AM & FM	450M	terms	MW	metro	daytime	200M	nego
SW	medium	fulltime	175M	cash	South	major	profitable	1031M	merger



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Street _____

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Not affiliated with Columbia Broadcast-
ing System, Inc. Or any other institution.

(Continued from page 84)

- *WAMU-FM Washington—Broadcast Bureau granted mod. of CP to extend completion date to July 15. Action Feb. 14.
- KHVH-FM Honolulu—Broadcast Bureau granted CP to replace expired permit for new station. Action Feb. 14.
- WYCA(FM) Hammond, Ind.—Broadcast Bureau granted license covering changes, specify studio and remote control location as 6336 Calumet Avenue, Hammond; specify type trans. Action Feb. 14.
- WEEL-FM Boston—Broadcast Bureau granted license covering changes. Action Feb. 14.
- KMPL-FM Sikeston, Mo.—Broadcast Bureau granted license covering new station. Action Feb. 14.
- WCBS-FM New York—Broadcast Bureau granted license covering permit for changes. Action Feb. 14.
- *WOUB-FM Athens, Ohio—Broadcast Bureau granted mod. of CP to extend completion date to June 30. Action Feb. 14.
- WZAK(FM) Cleveland—Broadcast Bureau granted license covering changes; specify type ant. Action Feb. 14.
- KINK(FM) Portland, Ore.—Broadcast Bureau granted license covering new station; specify studio location as 1501 Southwest Jefferson, Portland. Action Feb. 14.
- *WRIU(FM) Kingston, R. I.—Broadcast Bureau granted CP to change ant.-trans. location to Washburn Hall, Upper College Road, Kingston; remote control permitted. Action Feb. 13.
- WCLE-FM Cleveland, Tenn.—Broadcast Bureau granted license covering changes; specify type trans. Action Feb. 14.
- WMNA-FM Gretna, Va.—Broadcast Bureau granted station to operate on 106.3 mc, ERP 3 kw, ant. height 260 ft. (Doc. 15987). Action Feb. 13.
- WPRE-FM Prairie Du Chien, Wis.—Broadcast Bureau granted license covering new station. Action Feb. 14.

Action on motion

- Hearing Examiner Basil P. Cooper in Chicago, application for assignment of license of WFMT(FM) from Gale Broadcasting Co. to WGN Continental FM Co. Continued evidentiary hearing to March 11 (Doc. 18417). Action Feb. 17.

Call letter application

- WNEM-FM, Gerity Broadcasting Co., Bay City, Mich. Requests WGER-FM.

Call letter action

- WJCC(FM), James A. Chase, Angola, Ind. Granted WAFM(FM).

Renewal of licenses, all stations

- Broadcast Bureau granted renewal of licenses for following stations and co-pending auxiliaries: KAIM Honolulu; KBBR North Bend and KERG Eugene, both Oregon; KGNU Santa Clara, Calif.; KKAT Rosewall, N. M.; KLAM Cordova, Alaska; KMPX(FM) San Francisco; KNUJ Makawao, Hawaii; KPAL Palm Springs, Calif.; KRKT Albany and KSRV Ontario, both Oregon; KTOT Big Bear Lake, Calif.; KTTT Columbus, Neb.; KWIQ-FM Moses Lake, Wash.; WAOK Atlanta; KZIN Yuba City, Calif. Actions Feb. 14.
- Broadcast Bureau granted renewal of licenses for following UHF and VHF translators: K09FH and K13EH both Ainsworth, Neb.; K76AU Wheeler County, Tex.; K80BD Matador and Roaring Springs, both Texas. Actions Feb. 14.

Other actions, all services

- FCC, acting on complaint by John F. Banzhaf III that WFBM-AM-FM Indianapolis failed to comply with fairness doctrine in presenting editorials on cigarette advertising, has asked station licensee how it will achieve compliance. Action Feb. 12.
- Broadcast Bureau granted licenses covering changes in following: WMGY Montgomery, Ala.; WJOL-FM Joliet, Ill.; WSIP-FM Paintsville, Ky.; *KALA(FM) Davenport, Iowa; WCAU-FM Philadelphia; KXXXK(FM) Dallas. Actions Feb. 14.

Processing line, all stations

- NEW, Corry, Pa., Brinsfield Broadcasting Co., Req. 1370 kc, 500 w, 1 kw-LS, DA-N, U, application ready and available for processing. Action Feb. 12.

Translator actions

- Hearing Examiner Isadore A. Honig in initial decision recommended continued operation of VHF translators on VHF frequencies in Wellersburg, Pa. (Docs. 17654-5). Action Feb. 17.
- K13HD Clarinda, Iowa—Broadcast Bureau granted assignment of license of VHF translator to Clarinda. Action Feb. 12.
- K09FH Ainsworth, Neb.—Broadcast Bureau granted CP to change trans. location of VHF translator to .7 mile southeast of Ainsworth city limits; make changes in ant. system. Action Feb. 12.
- K13EH Ainsworth, Neb.—Broadcast Bureau granted CP to change trans. location of VHF translator to 800 ft. north of city limits of Ainsworth; make changes in ant. system. Action Feb. 12.
- W06AK Drexel, Valdese and Morganton, all North Carolina—Broadcast Bureau granted mod. of CP to make changes in ant. system of VHF translator. Action Feb. 12.
- K83BR Redmond, Ore.—Broadcast Bureau granted CP to replace expired permit for new UHF translator. Action Feb. 12.

CATV

Applications

- Booth American Co.—Requests distant signals from WPBN-TV Traverse City, Mich., to WMAQ-TV Chicago; WTMJ-TV, WMVS-TV, WISN-TV and WITI-TV, all Milwaukee; and WWTW(TV) Cadillac, Mich. (Grand Rapids-Kalamazoo, Mich.-ARB 38). Ann. Feb. 18.
- T-V Transmission Inc., Nebraska City, Neb.—Requests distant signals from KFEQ-TV St. Joseph, Mo.; KYNE-TV Omaha, Neb. to Nebraska City, Nebraska (Omaha, Neb.-ARB 55). Ann. Feb. 18.

- Mohican TV Cable Corp.—Requests distant signals from WOR-TV, WNEW-TV, WPIX-TV and WNDT-TV, all New York to Glens Falls, N. Y. (Albany-Schenectady-Troy, N. Y.-ARB 42). Ann. Feb. 18.

Other action

- Office of Opinions and Review in Toledo, Ohio (Buckeye Cablevision Inc.), CATV proceeding, granted request by Aben E. Johnson Jr. (WXON-TV), and extended to Feb. 20 time to file opposition to further petition for order to show cause filed Jan. 24 by D. H. Overmyer Telecasting Co. (Doc. 17882). Action Feb. 11.

Actions on motions

- Chief Hearing Examiner James D. Cunningham in Morrisonville, N. Y. (Dimension Cable TV Inc.) petition to stay construction or operation of a CATV system near Plattsburgh, N. Y., by Ausable Valley Telephone Co. and Ausable Communications Inc., both Keeseville, N. Y., designated Hearing Examiner Herbert N. Shafrman to serve as presiding officer; scheduled pre-hearing conference for March 3 and hearing for March 26 (Doc. 18435). Action Feb. 12.
- Hearing Examiner Thomas H. Donahue in Fresno, Madera and Clovis, all California (Fresno Cable TV Co.) CATV proceeding in Fresno, Sallinas and Monterey, all California, TV markets, pursuant to commission directive to halt hearing process in all such hearings, notice of proposed rulemaking and notice of inquiry (Doc. 18397), vacated order of examiner establishing procedural steps in proceeding; continued hearing indefinitely (Docs. 18130-2). Action Feb. 10.
- Hearing Examiner Charles J. Frederick in Owensboro, Ky. (Top Vision Cable Co.), CATV proceeding in Evansville, Ind. television market, continued without day, hearing presently scheduled for Feb. 19 (Doc. 18378). Action Feb. 18.

Ownership changes

Applications

- WDRN(FM) Norwalk, Conn.—Seeks assignment of license from Foremost Broadcasting Inc. to Norwalk Broadcasting Inc. for purpose of corporate reorganization.

Consideration: \$30,000. Principal: James Stolcz, president (98%), et al. Mr. Stolcz is sole owner of WNLK Norwalk. Ann. Feb. 13.

■ **WWCO-AM-FM** Waterbury, Conn.—Seeks assignment of license from Northeast Broadcasting Inc. to January Enterprises Inc. for accounting purposes. No consideration involved. Principal: Mervin Griffin, sole owner. Mr. Griffin is Westinghouse Broadcasting Co. personality and owns WMD Atlantic City, N. J., and WENE-AM-FM Endicott, N. Y. Ann. Feb. 18.

■ **WBHF** Cartersville, Ga.—Seeks assignment of license from W. R. Frier to Mrs. Alma S. Frier, executrix of estate of W. R. Frier, deceased. No consideration involved. Principal: W. R. Frier, sole owner. Ann. Feb. 11.

■ **WVIC-AM-FM-TV** East Lansing, Mich.—Seeks transfer of control of WGSB Broadcasting Co. from Reinhart Hassebring, O. Ural Meissner and Thomas G. Sinas (jointly 54.67% before, none after) to Lewis Wendrow, F. J. Hodge and Donald A. Jones (jointly none before, 54.67% after) for purpose of corporate reorganization. No consideration involved. Original voting trust retired and successor trust elected. Ann. Feb. 7.

■ **WIOS** Tawas City-East Tawas, Mich.—Seeks assignment of license from Alrway Broadcasters Inc. to Carroll Enterprises Inc. for \$120,000. Sellers: S. Franklin Horowitz, president et al. Buyers: John J. Carroll, president (60%), Vernard D. Hanna, secretary-treasurer (20%) et al. Mr. Carroll owns 70.83% of WKMF Flint, Mich. Mr. Hanna owns 20.83% of WKMF. Ann. Feb. 13.

■ **WSSB** Durham, N. C.—Seeks assignment of license from WSSB Inc. to Woods Communication Corp. for \$600,000. Sellers: J. S. Beattie, president-treasurer and Betty Beattie, secretary (jointly 75%) and Charles Eckles, vice president (25%). Sellers are former owners of WYFR Danville, Va. Buyers: John Woods, president-treasurer (77.8%) et al. Mr. Woods is former production director of WHEC Rochester, N. Y. Ann. Feb. 13.

■ **WMFD** Wilmington, N. C.—Seeks transfer of control of Dunlea Broadcasting Industries Inc. from R. A. Dunlea Sr. (50% before, 33% after) to R. A. Dunlea Jr. (25% before, 33% after), Louise G. Dunlea (1.92% before, 2.56% after), Emma Dunlea Hurley and Florence Dunlea Curtis (each 11.53% before, 15.38% after) for \$19,500. Principals: Dunlea family and in-laws have no other business interests indicated. Ann. Feb. 13.

■ **ZXYZ** Weatherford, Okla.—Seeks assignment of license from James J. Craddock to Communications Enterprises of Weatherford Inc. for \$15,000. Seller: James J. Craddock, sole owner. Buyers: J. Robert Wootten, president and Hugh Jones, Gene A. Allen, Henry Bellmon, Charles A. Johnson and Charles Palmer, vice presidents (each 16.66%). Messrs. Wootten, Jones, Palmer, Allen and Johnson own KLIB Liberal, Tex. Messrs. Wootten, Jones, Palmer and Allen own KLTR Blackwell and KLOR-FM Ponca City, both Oklahoma, and KHUZ Borger, Tex. Mr. Wootten owns 100% of development and leasing companies. Mr. Jones owns less than 25% of bank in Yale, Okla., and 100% of investment company. Mr. Allen is employe of bank. Mr. Palmer is employe of *Outdoor Oklahoma* magazine. Mr. Johnson is attorney. Mr. Bellmon is U.S. senator from Oklahoma and is engaged in farming. Ann. Feb. 13.

■ **WENS(TV)** Pittsburgh and WJZB-TV Worcester, Mass.—Seeks assignment of CP and license, respectively, from Capital Communications Corp. to Evans Broadcasting Co. for \$600,000. Sellers: Springfield Television Broadcasting Corp., 100% licensee of WWLP(TV) Springfield, WRLP(TV) Green-

field, both Massachusetts, and WKEF(TV) Dayton, Ohio. William L. Putnam, president, votes stock of Springfield Television. Buyers: Thomas M. Evans, president et al. Mr. Evans is permittee of KDNL-TV St. Louis and has applications pending FCC approval to purchase WUHF-TV Hartford, Conn., and KMEC-TV Dallas. Ann. Feb. 18.

■ **WADK** Newport, R. I.—Seeks sale of stock of Key Stations Inc. from Joseph Mufson (30% before, none after) to Myer Feldman (none before, 30% after) for \$45,000. Principal: Mr. Feldman owns 35% of WOCN-AM-FM Miami and 90% of WWBA-AM-FM St. Petersburg, Fla. Ann. Feb. 13.

■ **WBNT-AM-FM** Oneida, Tenn.—Seeks assignment of license from Scott Broadcasting Co. to Oneida Broadcasters Inc. for \$160,000. Seller: R. H. Troxel, sole owner. Buyers: George R. Guertin, president (49.7%), James F. Stair, secretary-treasurer (50%) and Charlotte Guertin, vice president (.3%). Mr. Guertin owns 37.5% of WMTM-AM-FM Morristown, and 39% of WYSH-AM-FM Clinton, both Tennessee. Mr. Stair owns 5.3% of WMTM-AM-FM and 20% of WYSH-AM-FM. Mrs. Guertin owns 1% of WYSH-AM-FM. Ann. Feb. 18.

■ **KTBC-AM-FM-TV** Austin, Tex.—Seeks transfer of control of Texas Broadcasting Corp. from A. W. Morsund and J. W. Bullion (jointly 83.9% before, 31.1% after) et al. to Claudia T. Johnson (none before, 52.9% after) for purpose of corporate reorganization. No consideration involved. Principals own 23% of KLFY-TV Lafayette, La., and of KXII(TV) Ardmore, Okla., and have interests in KWTV-AM-TV Waco, KTBX(TV) Bryan and KNAL Victoria, all Texas. They also own 50% of Capital Cable Corp., CATV system, Austin, Tex. Mrs. Johnson, former First Lady, is to regain interests from trust. Ann. Feb. 13.

■ **KMSC(FM)** Clear Lake City, Tex.—Seeks assignment of license from Taylor Broadcasting Co. to Spaceland Broadcasting Corp. for \$230,000. Sellers: Jay Cran, vice president (14%) and Saccomanno Clegg & Martin (86%). I. J. Saccomanno, president, votes stock of Saccomanno Clegg & Martin, law firm. Buyers: Dawson Communications Inc., 100%. L. Raymond Dawson, chairman of board, votes stock for Dawson Communications. Buyers own KMOD(FM) Tulsa, Okla., KXXX(FM) Dallas, and KXLS(FM) Midwest City, Okla., and have interests in WAPA-TV San Juan, KCPX-AM-FM-TV Salt Lake City, WVUE New Orleans and WOLE-TV Aguadillo, P.R. Ann. Feb. 18.

■ **KTOD-AM-FM** Sinton, Tex.—Seeks assignment of license from Southern Broadcasting Corp. to Sinton Broadcasting Co. for from \$200,000 to \$210,000. Sellers: Mr. and Mrs. Edwin M. Singer, jointly 100%. Buyers: George R. and Monica Z. Ramsower (each 12½%), Vincent J. and Margaret C. Schmitt (each 12½%), Jerry Fullerton and James W. Bixler (each 25%). Mr. and Mrs. Ramsower own 100% of cattle ranch. Mr. Schmitt owns 100% of real estate and insurance firm and 25% each of two others. Mrs. Schmitt has no other business interests indicated. Messrs. Fullerton and Bixler are employes of KTOD-AM-FM. Ann. Feb. 18.

Actions

■ **WRDW** Augusta, Ga.—FCC granted assignment of license from Radio Augusta Inc. to J. B. Broadcasting of Augusta Ltd. for \$377,500. Sellers: George C. Nicholson, president et al. Sellers also have interests in WANS-AM-FM Anderson, S. C. Buyers: James Brown, president (90%) and Gregory H. Moses, vice president and secretary (10%). Buyers have respective interests in WJBE Knoxville, Tenn. Mr. Brown is

"soul" singer. Mr. Moses is Mr. Brown's business manager. Action Feb. 12.

■ **WCLS** Columbus, Ga.—Broadcast Bureau granted transfer of control of Muscogee Broadcasting Co. from Charlie H. Parish Sr. (50% before, 30% after) to C. H. Parish Jr. and Ramona Strickland Parish, co-trustees for Merry Gay and Timothy Nelson Parish and C. H. Parish II (jointly none before, 20% after). No consideration involved. Action Feb. 13.

■ **KFDA-TV** Amarillo, Tex., **KFDO-TV** Sayre, Okla. and **KFDW-TV** Clovis, N.M.—Broadcast Bureau granted assignment of licenses from Bass Broadcasting Co. (Delaware Corp.) to Bass Broadcasting Co. (Texas Corp.) for purpose of corporate reorganization. No consideration involved. **KFDO-TV** and **KFDW-TV** are 100% satellites of **KFDA-TV**. Principals: Perry R. Bass (51.85%) et al. Action Feb. 13.

■ **WSTX** Christiansted, V. I.—Broadcast Bureau granted assignment of license from Radio American West Indies Inc. to Virgin Island Broadcasting Corp. for purpose of corporate reorganization. No consideration involved. Principals: William M. Carpenter, president et al. Action Feb. 13.

Community-antenna activities

The following are activities in community-antenna television reported to BROADCASTING, through Feb. 19. 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*.

■ **Brentwood, Calif.**—Triangle Cable Co. of Oakland, Calif. has been awarded a 20-year franchise. The franchise provides for an automatic review of CATV rates every five years.

■ **Marysville, Calif.**—The transfer of the franchise of Oroville Communications Co. (Orco) to Nor Cal Cablevision Inc. has been approved by city council. Nor Cal is owned by CBS, McClatchy Newspapers and a Pacific Northwest CATV company.

■ **San Diego**—Penaquitos Antenna System Inc. has applied for a 15-year franchise for the Rancho Los Penasquitos area.

■ **Yuba City, Calif.**—The transfer of the franchise of Oroville Communications Co. (Orco) to Nor Cal Cablevision Inc. has been approved by city council. Nor Cal is owned by CBS, McClatchy Newspapers and a Pacific Northwest CATV company.

■ **Dania, Fla.**—Two firms have applied for a nonexclusive franchise: International Telemeter Co. and Broward Cablevision Inc. International Telemeter would pay 7% of its gross yearly income, and Broward Cablevision would pay 10% to the city. Broward would charge \$9.95 for installation and \$4.95 monthly.

■ **Fall River, Mass.**—American Telecable Services Inc., Chevy Chase, Md., has applied for a franchise.

■ **Pascagoula, Miss.**—Crest Broadcasting Co. (WPMP-AM-FM Pascagoula-Moss Point, Miss.) has been awarded a franchise. Crest will pay 6.1% of its annual gross receipts. An unsuccessful applicant was Pascagoula TV Cable Co. of Mobile, Ala.

■ **Mount Kisco, N.Y.**—Micro Video Corp. has applied for a franchise.

■ **Catasauqua, Pa.**—Service Electric Cable TV Corp. has been granted permission to operate a cable system. Twin County Cable TV Co. of Northampton, Pa., will now pay 2% on its gross profits to the borough.

■ **Temple, Pa.**—Berks TV Cable Co. has been granted a franchise.

■ **Fort Mill, S.C.**—Construction is scheduled to begin this month on the cable service of Palmetto Cable TV. The firm will provide 10-channel service, including a local 24-hour time-weather-and-background music channel.

■ **Mondovi, Wis.**—Henry Niehoft of Durand, Wis., has applied for a franchise.

WE WILL BUY CATV FRANCHISES WITHIN 35 MILES OF MINOR-MARKET TV STATIONS

Despite the recently proposed FCC rules which severely limit the importation of distant signals into smaller-market systems, we are prepared to offer cash (or minority stock participation in special cases) for minor-market CATV franchises. We are one of the top thirty national CATV companies. All replies will be handled in careful confidence and will be promptly answered. Call 617-742-8265 or write to President, Box B-323, BROADCASTING.

Dave Croninger ("When I was on in prime time, I used David Cherrington Croninger") is the youthful new president of Metromedia Radio. At the risk of offending some of his television colleagues, he makes his enthusiasm clear: "All the good folks in the broadcasting business are really radio people. They may just be dislocated."

The man who manages six AM and six FM stations plus the new Metromedia Radio news service strongly believes in radio as a creative medium and is eager to talk about it. "There aren't really that many hidebound rules within which we have to operate," he says. A good broadcaster, asserts Mr. Croninger, is constantly re-evaluating programming. "Just because it worked last year doesn't mean it's going to work next year. That's where the creativity comes in," he points out. "All broadcasters have the same ingredients—the same news, the same records."

In a good-humored cuff at the opposition, he adds: "We don't buy a product, throw a switch and there it is." Creative radio, he suggests, programs daily, and with a community awareness.

If Mr. Croninger occasionally lapses into a sales pitch for his favorite medium, it is because his varied career has led him into all corners of the radio business, including sales as well as programming, on-the-air work, and administration. "Engineering is the only thing I have to stay away from. I don't know ohms from kilocycles," he adds. But his sales philosophy is that the fellow most capable of selling a product is the one who is most familiar with it, and he is often the fellow who created it.

Mr. Croninger confesses that he is the only broadcaster he knows who decided in high school he wanted to manage a radio station. He was born in Miami—pronounced Miam-uh by locals—in Oklahoma on "April 15, 1931, Aries." His father is still a practicing lawyer in Miami.

Speaking in a voice that after broadcast training is free of the regionalisms of his Oklahoma origins, but with a sense of humor that is definitely not Eastern, he quips: "I had a lot of fun when I lived in Florida. People asked me if I was a native and I said yes."

His family encouraged him to go to college—if he could figure a way to finance it. Mr. Croninger applied for a scholarship at the University of Tulsa. failed to win it, but was so impressed with the head of the broadcasting department that he managed to get his schooling anyway.

While studying at Tulsa, he began his radio career as part-time announcer for Tulsa stations KOME (now KCNW), KTUL (now KELI) and KRMG. In 1952 he graduated with a bachelor of arts degree, having majored in radio-tele-

Executive with an enthusiastic bias toward radio

vision production and programming and minored in business administration.

Subsequently, Mr. Croninger enrolled in law school, three times. "Each time, after about four weeks, after buying all the books, I'd win some audition to do commercials at night, and I needed the money."

In 1953, Mr. Croninger moved to Kansas City, Mo., where he served for two years as an announcer at KCMO. KCMO-TV was then a new station. "This was at the time people were sounding the death knell for radio," relates Mr. Croninger. Television-station licenses were going largely to the owners of radio stations and many of the radio

operations "were left to flounder." Mr. Croninger started on KCMO radio "to let one of the old-timers go into TV," but it was only a few months before he was moved into television.

It was at KCMO that Mr. Croninger first met Todd Storz, a "brilliant" broadcaster for whom he developed a lasting admiration. But the man who founded Storz Stations and who developed the top-40 format made a singularly poor first impression on Dave Croninger.

"He was about four feet, 16 inches tall and not a very imposing man," Mr. Croninger remembers jokingly "When I departed I said 'good luck' because I thought he was an announcer looking for a job."

Initial meeting notwithstanding, Mr. Croninger soon joined Todd Storz's WHB in Kansas City, Mo. as an on-the-air radio personality. His first job as a program director followed in 1955 at Storz' WTIX New Orleans. When Storz took over WQAM Miami, Mr. Croninger was named program director at that station. "I haven't been on the air since," he adds.

In 1956, the Croninger family made another big move, this time to Chicago, where he joined Westinghouse Broadcasting Co. as program director of WIND.

In 1958, Dave Croninger "got together with a man who had a little bit of money, and I convinced him I had a little bit of smarts" and he bought WTAC Flint, Mich. It was in Flint that Mr. Croninger acquired one of his more favorite hobbies, flying.

Mr. Croninger joined Metromedia in 1961 when he opened the company's Detroit sales office, which subsequently became part of Metro Radio Sales. Later in 1961 he was named vice president and general manager of KMBC Kansas City, Mo. (now KMBZ), when the AM station was acquired by Metromedia. The following year he established KMBC-FM (now KMBR[FM]).

In January 1965, Mr. Croninger was transferred by Metromedia Radio to WIP Philadelphia where he was vice president and general manager until 1968, when he joined WNEW New York in the same capacity.

A man with little spare time but a remarkable number of spare-time activities, Mr. Croninger plays squash "when I can find a partner," golfs, scuba dives "though it's difficult to scuba dive around here," and skis. The Croningers are currently planning a vacation trip to Aspen, Colo., for skiing, a sport they enjoy as a family.

The Croningers now live in Greenwich, Conn. Eleven-year-old Kimberly Croninger is as good a skier as her father, but without all the lessons, he says with mock resentment. Everyone calls her "Kim," says Mr. Croninger, but he calls her "Berly."

Week's Profile



David Cherrington Croninger—president of Metromedia Radio division; b. April 15, 1931 Miami, Okla.; on-the-air personality, WHB Kansas City, Mo., 1954; program director, WTIX New Orleans, 1955; program director, WQAM Miami, Fla., 1956; program director, WIND Chicago, 1956-58; owned and operated WTAC Flint, Mich., 1958-1961; opened Metromedia sales office in Detroit, 1961, named vice president and general manager, KMBC Kansas City, Mo. (now KMBZ), also in 1961; established KMBC-FM 1962 (now KMBR [FM]); vice president and general manager, WIP Philadelphia, 1965-68; vice president and general manager, WNEW New York, 1968-69; named president, Metromedia Radio, 1969; m. Kathleen Westerman of Tulsa, Okla., March 26, 1954; children—Kimberly, 11.

The case against Nicholas Johnson

A review of public utterances by FCC Commissioner Nicholas Johnson persuades us that he has disqualified himself from voting on a number of cases now pending before the agency. Not only that, we are convinced that many of the major broadcasters in this country are entitled to obtain his disqualification in any renewals or transfers of their licenses or acquisitions of new broadcast properties.

All of the licensees we have in mind have been publicly named by Mr. Johnson as occupying undesirable categories of broadcast ownership. All have been identified by him as vulnerable to the protests or the competing applications that he has repeatedly urged the public to file against existing licensees. In short, Mr. Johnson has so clearly prejudged so many cases in existing licensees' disfavor that he has disenfranchised himself from official proceedings involving any of their holdings.

In the June 1968 issue of *The Atlantic* Mr. Johnson's byline was on an article, "The Media Barons and the Public Interest," which constituted an attack on what he called "local and regional monopolies, growing concentrations of control of the most profitable and powerful television stations in the major markets, broadcasting-publishing combines, and so forth." Explicitly identified in that article were RKO General, Metromedia, Westinghouse, Storer, Avco, Rust Craft, Chris-Craft, Kaiser, Kerr-McGee, the Chicago Tribune Co. and the television networks. In the same piece he also referred to broadcast ownerships linked with the publishers of magazines "as popular and diverse as *Time*, *Newsweek*, *Look*, *Parade*, *Harper's*, *TV Guide*, *Family Circle*, *Vogue*, *Good Housekeeping* and *Popular Mechanics*." Thus by implication Mr. Johnson added Time-Life Broadcast, Post-Newsweek Stations, Cowles Broadcasting, Corinthian Broadcasting, Triangle stations, Hearst stations and WCCO-AM-FM-TV Minneapolis to his list of targets of the "sustained attack on concentration" that the article proposed.

In the September 1968 issue of the AFL-CIO *American Federationist*, Mr. Johnson's byline was on an article encouraging the public to intercede in license-renewal proceedings. The same theme was amplified in "What You Can Do to Improve TV," an article bearing Mr. Johnson's byline in the February 1969 issue of *Harper's*. In the *Harper's* piece Mr. Johnson commended the following: John Banzhaf for petitioning the FCC to invoke the fairness doctrine in cigarette advertising and for subsequently protesting the renewal of licenses of stations that failed, in Mr. Banzhaf's judgment, to comply; the United Church of Christ for opposing the license renewal of WLBT(TV) Jackson, Miss.; local groups for opposing the renewal of wxur Media, Pa.; the William Simon group for applying for channel 9, Los Angeles, now occupied by KHJ-TV, and the "good music lovers" in Chicago for opposing the transfer of WFMT(FM) Chicago to WGN Continental, associated in ownership with the *Chicago Tribune*.

Mr. Johnson's purposes were made the more explicit in his statement explaining why he voted with a three-member majority to give channel 5 in Boston, now occupied by the *Boston Herald-Traveler*, to a competing applicant. Mr. Johnson said the decision meant that "the door is thus opened for local citizens to challenge media giants in their local community at renewal time with some hope for success before the licensing agency where previously the only response had been a blind reaffirmation of the present license holder."

Here we have one of seven members of the FCC identify-

ing licensees that he regards as unworthy to retain their present properties and beseeching the public to initiate the actions that could lead to the divestitures that he has publicly stated he desires. Every licensee that he has cited has the legal right to seek his disqualification, in petitions to the commission or, those failing, to the courts.

If these licensees exercise that right, the FCC will be a six-man body on any number of cases—and that will raise the very substantial question of Mr. Johnson's suitability to go on drawing \$38,000 a year while ineligible to act as a full-time member of the commission.

About time

For the first time in months there's heartening news for the broadcaster. The top echelons of the three networks and of the National Association of Broadcasters are moving toward an emergency council to reverse the adverse regulatory and legislative tides.

As reported this issue, Vincent T. Wasilewski, NAB president, and the chief executives of each of the networks, will work together between now and March 11 in rallying 60 to 75 broadcasting leaders into immediate action. Dr. Frank Stanton, CBS Inc. president, with Mr. Wasilewski and NAB Government Affairs Vice President Paul Comstock, will dine in Los Angeles this Thursday with 20 to 25 West Coast broadcast executives. On March 6, the NAB executives and NBC President Julian Goodman, will have lunch in Atlanta with a second leadership group and in Chicago on March 11, Leonard Goldenson, president of ABC, will be the network participant at a similar luncheon session.

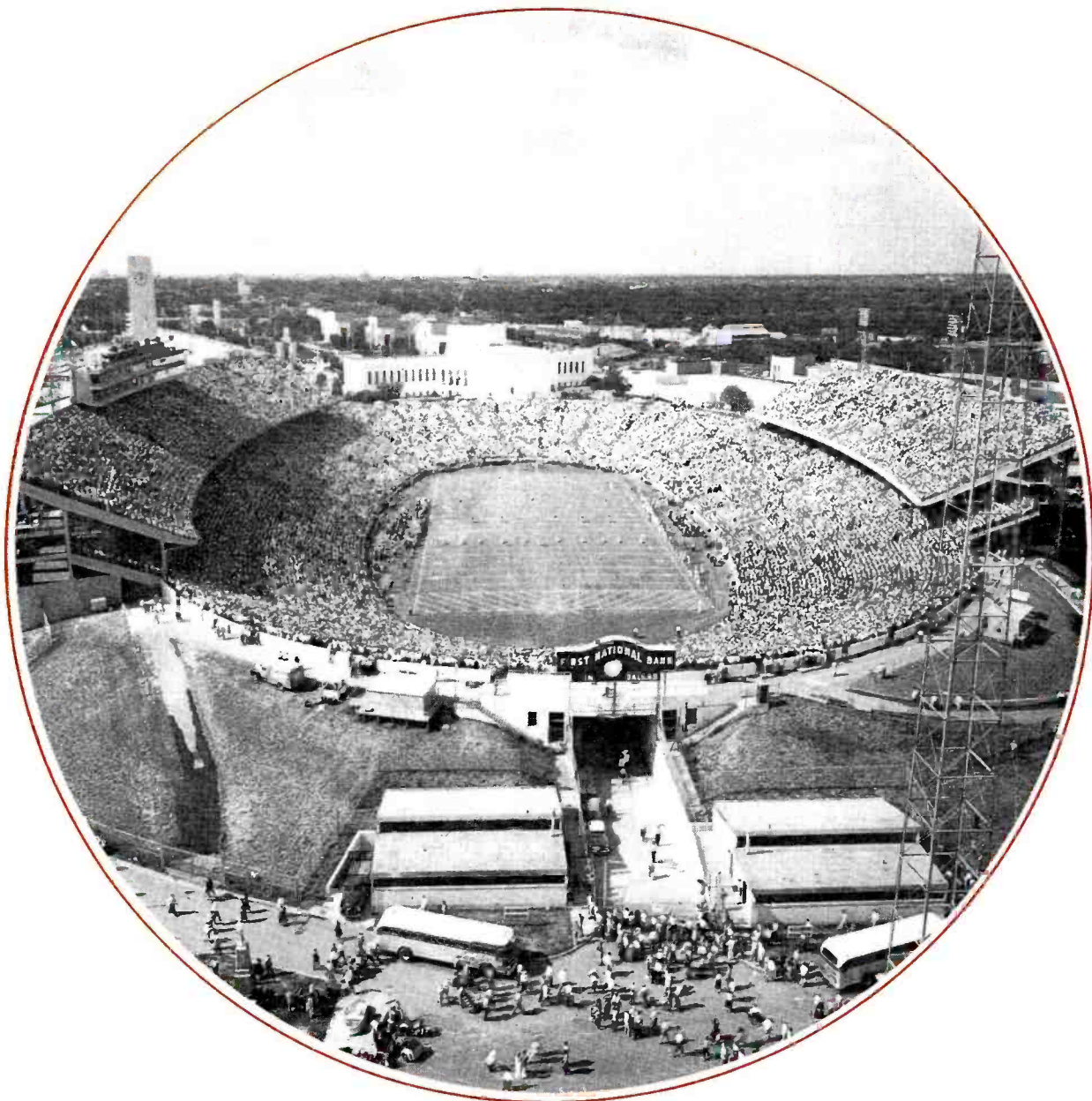
The sessions will precede the NAB convention in Washington, beginning March 24.

Just a year ago, in advance of the NAB convention in Chicago, the FCC dumped its proposed one-to-a-customer rule upon an already deeply troubled broadcasting profession. Since then there has been no let-up in the regulatory assault and, so far, there have been no tangible signs of any change under the new Republican administration.

The leadership counterattack is overdue. The need is for involvement, wise direction and wherewithal. If the broadcasters do not react quickly they might be in a different kind of business at convention time next year.



Drawn for BROADCASTING by Sid Hix
"After the general has pinned on all his ribbons and medals, you tell us the broadcast will be in black and white!"



...in the 12th U.S. Market

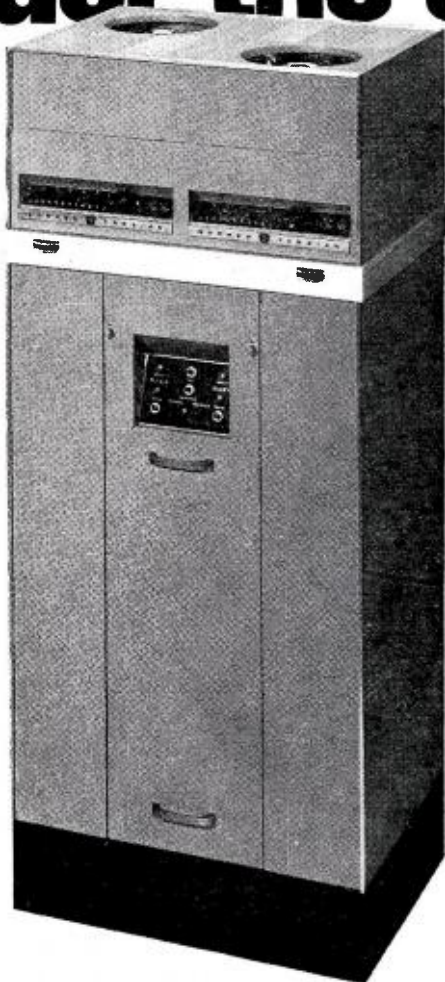
When the kickoff whistle sounds in the Cotton Bowl each New Year's day, 75,000 excited fans witness in person the clash of two of the nation's greatest football teams. Most of these same fans also witness daily events reported by WBAP-TV on "News at Six" and "News at Ten" — both news periods rated No. 1 in their time segments. In this exciting market of more than one million television households, WBAP-TV has pioneered News, Weather, Sports, Color, and Original Design.

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