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Mar. 24, 1969: Our 38th Year: 50¢



Broadcasting

THE BUSINESSWEEKLY OF TELEVISION AND RADIO

NAB convention meets on trouble-filled banks along Potomac. p35
Broadcasters warn of renewal hazards in current FCC mood. p56
House in pot-party report calls for controls on news. p84
BRC pledges more scrutiny as it moves against hyping. p128



Heads you win.

Tails you win.

The Scene Tonight, at 10. The Scene at 6. Either way you can't lose with WCCO Television and not one — but the two most-watched newscasts every night of the week. The innovative Scene Tonight (10-10:45 p.m.) delivers more homes than any other news show in this 13th largest TV ADI market. Twenty percent more homes than the nearest competitor.*

The Scene at 6, just months old, already delivers more of the key 18-49 year-olds than any other station. 76% more than station "B".** The odds are in your favor, any time of day, with WCCO Television. So take your choice. Flip a coin, if you like. Better yet, use that coin to call Peters, Griffin, Woodward, Inc. or the WCCO-TV Sales Department. Soon.

WCCO TELEVISION **4**
Minneapolis / St. Paul

*ARB Sun.-Sat., Nov. '68. **ARB Mon.-Sat. 6-6:30 P.M., Nov. '68. Audience ratings are estimates only, based on data supplied by indicated sources and are subject to the limitations thereof.



PRESENTS STAR-STUDED PROGRAMS TO BUILD YOUR AUDIENCE

"PAUL HARVEY COMMENTS"



...AND AMERICA LISTENS!

Paul Harvey . . . now on TV in full color . . . presents provocative commentary on the news, in his own dynamic style; a series of five minute capsule comments. A completely new dimension in News Programming. Now sold in over 120 major markets.

BEAT THE ODDS



The challenging half-hour word game show for the entire family. Hosted by Johnny Gilbert and produced by Alan Neuman in Hollywood. A five time a week half-hour color game show that is continuous the year 'round.



A NIGHT AT THE FACTORY

A fascinating, entertaining full hour visit to the "in" spot of Southern California. The Discotheque where statesmen and entertainers, athletes and socialites mingle in an atmosphere of strobe lights and psychedelic pageantry.

COMPUTER FOOTBALL FORECASTS



with Paul Christman

America's foremost football analyst, joins forces with the computers' mechanical brain to predict weekly the top twenty college games, all individual pro games plus significant regional contests. Run it locally . . . or program as a five, ten, or fifteen minute syndicated show.

PROBE



with Dr. Albert E. Burk

Provocative commentary on a variety of current events by one of America's foremost thinkers. Dramatic use of new color techniques accent the challenging content of each show. 260 five minute shows videotaped in color.

IF YOU WANT TO KNOW MORE . . . about these, or our other shows . . . write, wire or call Ed Broman 312/467-5220, or wire Bing Crosby Productions, Inc., Television Syndication Division, 410 N. Michigan Avenue, Chicago, Ill. 60611.

BING CROSBY PRODUCTIONS, INC.

Television Syndication Division

A Service of COX BROADCASTING CORPORATION

AND A

Special Invitation

to station managers • sales and program managers

VISIT OUR HOSPITALITY SUITE

in the Washington-Hilton, March 23, 24, 25

AND WIN ONE OF THREE TRIPS TO HAWAII

Two weeks for two persons—all expenses paid

DRAWINGS
EACH DAY AT 6 PM
FOR THE MOST
FABULOUS HOLIDAY
UNDER THE
SUN!

The care-free
cost free ...

HAWAIIAN CARNIVAL

ACTION-PACKED
DAYS AND NIGHTS

HONOLULU



3 FUN-FILLED
DAYS AND NIGHTS

LAS VEGAS

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3 EXCITING
DAYS AND NIGHTS

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PRODUCTIONS, INC.
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A service of
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first with daytime women...

In the Dallas-Fort Worth market KRLD-TV is first choice among the daytime women viewers.

Channel 4 reaches more women per average quarter-hour, 9:00 a.m.-6:30 p.m., Monday thru Friday than any other station in the market... leading the 2nd station by 22.6%*.

To reach more women in the nation's 12th ranked television market, ask your H-R representative for further information and availabilities.

*January 1969 ARB
TELEVISION AUDIENCE ESTIMATES



KRLD-TV



Represented Nationally by



The Dallas Times Herald Station

CLYDE W. REMBERT, President

Quid pro quo

TV network compliance with Senator John O. Pastore's demand that programs be previewed by National Association of Broadcasters Code Authority was subject of intense negotiations into last weekend. Heat was on networks to sign up in time for senator's speech at NAB management luncheon today (March 24). Implication was that if networks gave chairman of Senate Communications Subcommittee concession on submission to Code Authority, he would express opposition to recent FCC actions threatening to break up multimedia holdings and encouraging rival applicants to file against incumbent licensees.

Word late Friday was that ABC and NBC had agreed "voluntarily" to preview programs for Code Authority when asked but that CBS had not decided whether to retreat from resistance taken since 1962 when Senator Pastore first proposed code clearance of network programs. Dr. Frank Stanton, CBS president, was to meet with CBS-TV affiliates board last Saturday to discuss matter.

Door is open

President Nixon last week "regretted" inability to accept invitation extended last November to formally address opening session of NAB convention today (March 24). But this does not necessarily preclude President from dropping in during three-day meeting, as has been done on other occasions by two of his predecessors—Presidents Eisenhower and Kennedy.

Hopeful research

Television broadcasters, battered by months of official carping about violence not only in their entertainment but also in their news coverage, are due to get some balm this week, at last. At Wednesday-morning (March 26) session of NBC convention, Television Information Office Director Roy Danish is slated to present findings of new, independent study by Roper Research Associates, and they are expected to add up to highly favorable report for TV on public attitudes regarding both credibility of TV news and causes of violence and crime. These are in addition to findings on more conventional Roper TV-survey subjects, such as attitudes toward TV editorials and commercials, where people get most of their news and their preferences as to program

types.

Along with balm, Mr. Danish reportedly will hand out prescription for some preventive and restorative medicine in form of industry-wide advertising campaign, presumably both on air and in print, and keyed initially to First Amendment's free-press guarantees. Not so coincidentally, First Amendment is subject of first newspaper ad TIO has ever run: full page scheduled for today's (March 24) *Washington Post*.

Tethers on news

House Commerce Committee Chairman Harley O. Staggers (D-W.Va.) will introduce today (March 24) bill that would amend Communications Act to prohibit "falsification" in news broadcasts and require that stations keep all newscast outtakes on hand for six months, to be made available for inspection on demand. Staggers bill is follow-up to legislative recommendations in Investigations Subcommittee's pot-party report (see page 84).

Proposed legislation, still subject to final drafting late Friday (March 21), may also cover other pot-party recommendations. One is that preview showings of coming programs be circumscribed. Another is that broadcasters' violations of all laws—not just federal—be made cause for license revocation.

Job to fill

If Nixon administration has any notions about new appointments to FCC they haven't surfaced. It's now open secret that successor to FCC Chairman Rosel Hyde is being sought. Mr. Hyde's term expires June 30, ending long and illustrious career. Actively seeking appointment is Robert E. Button, special assistant to chairman of Communications Satellite Corp., former director of Voice of America and former NBC sales executive in New York. But there's also talk of search for strong lawyer for chairmanship. Of seven now on FCC only three (Hyde, Cox, Johnson) are lawyers.

Front and center

Because TV is "most pervasive medium" it will loom large in report being put together by President's Commission on Causes and Prevention of Violence, especially in work by Commission's Task Force on Mass Media, due to be submitted to full commission in mid-April. Principal discussion of TV and

violence will be in second section of task-force report, whose subject is entertainment and violence, covering movies and comic books as well as TV and radio. Third section of task-force critique will be focused on news media and violence, again with TV in forefront.

One way out

License-renewal applicant getting hearing order from FCC instead of grant of application is not normally considered fortunate. But it may be sign of abnormal times that KRON-FM-TV San Francisco and WCCO-AM-TV Minneapolis can take measure of comfort from hearings commission last week ordered on their renewal applications (see page 64): Door is now closed to strike applications. Officials at KRON stations were known to be particularly concerned because of spate of rumors—never confirmed—that competing application was to be filed for San Francisco channel 4.

Moving up

Announcement expected this week of promotion of Joseph E. Baudino, Washington vice president of Westinghouse Broadcasting Co., to senior vice president, continuing in Washington. Herbert B. Cahan, vice president of Westinghouse's WJZ-TV Baltimore, simultaneously will be named area vice president, Baltimore and Washington, working with Mr. Baudino, presumably as his ultimate successor.

Start to finish

Major program of systems engineering to standardize quality of TV signals from transmitter to receiver may be undertaken by NAB. Aim is to get comparability of reception for all channels, UHF and VHF, on given set. Prime mover behind project is Richard Block, head of Kaiser group of UHF's and member of NAB television board. Next step: research on over-all plan.

Subject was discussed last Friday at meeting of Mr. Block; Eugene Hill of Kaiser, member of NAB Engineering Advisory Committee; William Carlisle, NAB vice president for television; George Bartlett, NAB engineering vice president; Al Costworth, assistant chief engineer of Zenith Radio; Maurice Levy, vice president, engineering, Emerson Radio, and Bernard Smith, manager, engineering, TV-set manufacturing, General Electric.



SIMON AND GARFUNKEL THEY AIN'T.

But they make the news. Often.

We report the news, dawn to dawn. We think it's the most important thing our listeners can get on the radio. We never leave it. We do nothing else.

Which means Washingtonians can get all the news. Like they've never heard it on the radio before.

If that news happens to include Simon and Garfunkel, fine.

But, in their own ways, De Gaulle and Kosygin are pretty mind-bending guys themselves.

WTOP RADIO
NONSTOP NEWS

A Post-Newsweek Station

Stern countenance of government hovers in background as unofficial keynote to 47th annual convention of National Association of Broadcasters, meeting in Washington this week. See . . .

Mass descent on scene of troubles . . . 35

Broadcasters with complaints about FCC renewal and transfer policies get sympathetic hearing from Senate Communications Subcommittee—especially on subject of competing applications for existing facilities. See . . .

Broadcasters warn of renewal hazards . . . 56

FCC bares its fangs again, sets renewal hearings for KRON-FM-TV San Francisco and WCCO-AM-TV Minneapolis, with concentration-of-control questions and charges of managed news included among the issues. See . . .

More signs of stiff regulation . . . 64

CATV industry is once again faced with old threat of state utility regulation, as lawmakers in almost a dozen states consider regulation that could bring cable systems under jurisdiction of public-service commissions. See . . .

New regulatory cloud over CATV . . . 68

House Investigations Subcommittee report on last year's pot-party inquiry castigates news policies of WBBM-TV Chicago, proposes stiff legislative remedies that would give government a voice in some news judgments. See . . .

House has its say on pot party . . . 84

Public Broadcast Laboratory program on public utilities stirs controversy even before broadcast, as Congressmen lock horns with utility companies over alleged attempts to pressure PBL into killing the documentary. See . . .

A practical lesson in pressure . . . 90

Broadcast Rating Council announces standards for definition of 'hypoing' of ratings and pledges crackdown. Council says it will advise rating services to note hypoing in their rating reports. See . . .

BRC pledges more rating scrutiny . . . 128

Metromedia notifies FCC that its Metro TV sales will drop representation of KTVU(TV) Oakland, Calif., in wake of commission crackdown on house-rep activities on behalf of competing stations. See . . .

Metromedia gives in on rep issue . . . 132

Association of National Advertisers western regional meetings get word that criticism of advertising is taking new, more complex forms. Citing need to "get the facts," ANA president announces new study of effective ads. See . . .

Facts called advertising's key . . . 142

Biggest upheaval in station-rep history would result if FCC adopts its proposal to bar group-station owners from selling time for competing stations. At least 65 stations, and millions of dollars, are involved. See . . .

Cataclysm ahead in house-rep field . . . 152

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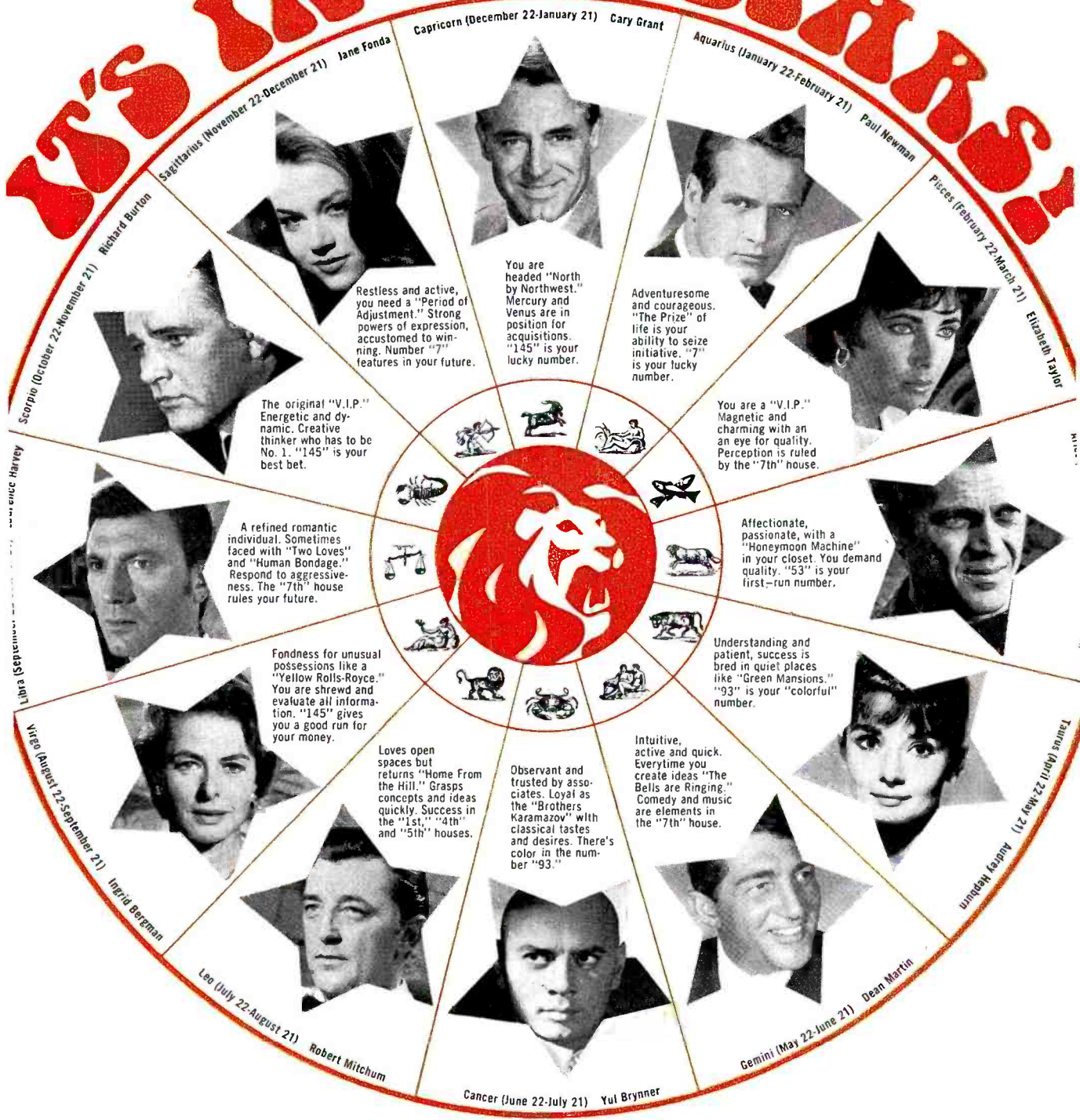
Broadcasting

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

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

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

IT'S IN THE STARS!



Your success depends on the star power you program in feature films. MGM/7 offers the most! To see your future in the stars, and in features, let an MGM-TV representative chart your plan.



MGM TELEVISION

New York. Chicago. Culver City. Atlanta. Dallas. Toronto.

Contract secrecy stopped

FCC on Friday (March 21) adopted rule to permit public inspection of network affiliation contracts. Vote was 5-to-0.

New rule, originally proposed seven years ago, will not apply to existing contracts, only to agreements to be negotiated. Fierce opposition greeted proposal when it was initially issued for comment in 1962. Broadcasters argued that disclosure would be competitively damaging.

Broadcasters' opposition when matter was revived in September was much milder. In renewing proposal, commission cited freedom of information law, adopted in 1966, and consequent re-vamping of commission procedures in line with that act (BROADCASTING, Sept. 23).

Commission in other matter expected to be announced this week, granted conditional renewal of Westinghouse Broadcasting Co.'s KFVB Los Angeles and KPFX(TV) San Francisco.

Action on renewals had been held up

as commission considered implications of Westinghouse Electric Corp.'s proposed takeover of MCA. Condition, which resolved difficulty, requires WBC to inform commission before completing merger so that agency would have option of taking any further action it felt necessary ("Closed Circuit," March 17).

Vote was 6-to-1, with Commissioner Nicholas Johnson lone dissenter.

Commission on Friday also approved transfer of WPEN-AM-FM Philadelphia from William Penn Broadcasting Co. to Field Broadcasting Co., for about \$5 million.

Transfer resulted from court order issued in response to suit brought by creditors in federal district court in Philadelphia. In granting transfer, commission turned down petition to deny filed by William Penn.

Field is 95% owned by Martin Field, Philadelphia builder, and 5% by his brother, Joseph. Joseph Field, attorney, along with others has applied for acquisition of five broadcast stations, all FM (BROADCASTING, Jan. 20).

too far."

March 31 hearing has been set by House Post Office and Civil Service Committee on penalties question.

Code pre-screening step

ABC is proposing that National Association of Broadcasters code agreement with network be modified to add provision for pre-broadcast screening of specific entertainment programs by Code Authority "if questions arise" before telecast.

Proposal is in letter sent Thursday (March 20) to NAB President Vincent T. Wasilewski by Alfred R. Schneider, vice president and assistant to executive vice president of ABC, as follow-up to ABC's testimony before Senate Subcommittee on Communications that it "would give consideration to possible modifications of the present operating procedures" for screenings.

Letter—whose contents became available Friday (March 21)—restates network's opposition to mandatory screenings (BROADCASTING, March 17), and proposes that only paragraph one of code's "Outline of Procedures" be supplemented by paragraph reading:

"However, if questions arise, based on advance descriptive program information furnished to the NAB Code Authority, the NAB director of Code Authority, may, in his discretion, request a screening of the program prior to broadcast so that such questions may be considered by the network concerned."

Ad scrutiny tightens

Stepped-up television advertising monitoring activity was announced by Federal Trade Commission Friday (March 21). FTC monitors will focus on network commercials, giving fuller attention to whole schedule than was past practice at trade commission.

No staff additions are contemplated, staff said, explaining that tighter watch would result from "working harder," even to point of having FTC employes report on programs watched at home.

As back-up to actual viewing, monitor division, which also has responsibilities for scrutinizing radio, newspapers and periodicals, will request commercial scripts or storyboards for all network commercials be filed with FTC for certain period every month.

Questionable spots will be given immediate investigation and complaints issued by FTC will be released at once, not held for 10 days or longer while consent orders are negotiated with cited

Garners extra millions

More new money was invested in television advertising last year—\$175 million—than was added to magazines, newspapers, radio and business press combined, according to Norman B. Cash, president of Television Bureau of Advertising.

In talk prepared for delivery at National Association of Broadcasters convention in Washington today (March 24), Mr. Cash said that of \$2.6 billion invested by national advertisers in TV during 1968, \$124 million was new money in spot TV and \$51 million was new money in network.

Mr. Cash said that while national TV benefited from most new money, local television continues to grow, and last year, for first time, passed half-billion dollar mark, with gain of \$58 million to total of \$524 million.

He listed four local categories that scored major gains in 1968: department stores up 66.9% in number of TV ads used in average week in 75 Broadcast Advertisers Reports (BAR) measured markets, furniture stores up 27.4%, food stores up 16.1% and auto dealers up 10.9%.

FM upbeat from dual sets

Abe Voron, president of National Association of FM Broadcasters, told fellow members at opening of annual con-

vention Friday (March 21) that FM's most important event will be passage of all-channel radio legislation requiring AM-FM sets. Most dramatic result of this, he added, will be in automobile radios, which will permit FM to command premium rates for drive-time. He called this FM's "weakest" area and one of "greatest opportunity".

Allen Kalish, president, Kalish, Spiro, Walpert and Ringold, Philadelphia advertising agency, and James W. Wesley Jr., general manager, WIOD-FM Miami, outlined relationship between sales manager and salesmen, and salesmen and client. Both stressed necessity for professional standards and personnel, and agreed that most important commodity is enthusiasm, about themselves and FM in general.

Census fines questioned

Battle over mandatory penalties for refusal to answer census questions got hotter Friday (March 21) when Senate Judiciary Chairman James C. Eastland sided with growing congressional faction that wants penalties on most questions removed.

Senator Eastland said "when we inquire under penalty of \$1,000 fine to know whom a person shares a bathroom with, whether or not he has a television set . . . I think we are going entirely



Mr. Gladstone



Mr. Walker



Mr. Humphrey

Arthur A. Gladstone, FCC hearing examiner, appointed Chief Hearing Examiner. He succeeds **James D. Cunningham**, who retired Feb. 28. Mr. Gladstone, 58, joined commission in 1941 and has since served in every phase of its duties except engineering. He was first chief of Domestic Radio Facilities Division upon its inception in 1956, subsequently served as legal assistant to Commissioner Robert E. Lee, and became hearing examiner in 1961.

Fred E. Walker named president of new broadcasting and CATV division of Reeves Broadcasting Corp., New York. Mr. Walker was VP and general manager with Avco Broadcasting's WLWT(TV) Cincinnati and had served previously as general manager of sta-

tions in the Westinghouse group. Appointment follows announcement of **Richard L. Geismar's** election as president of Reeves Broadcasting, succeeding **J. Drayton Hastie**, who retires also as director but continues his association with company in specialized areas. (BROADCASTING, March 17).

Champ C. Humphrey, chairman of board, Gardner Advertising, retires. Retirement March 31 carries out plan announced to board year ago, when he said he wished to leave "to fulfill long standing personal desires and commitments." Mr. Humphrey, 58, joined Gardner in St. Louis in 1938. He was elected VP in 1951, director in 1952, executive VP in 1961, president in 1964, (when he moved to New York) and chairman in 1967.

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

advertiser—current practice.

FTC Chairman Paul Rand Dixon said upsurge in TV activity reflected willingness of FTC to "always try for something new to improve efficiency and effectiveness." He added it did not stem from any indication that current TV advertising trends merited special attention.

Trade commission has been under attack in recent months by variety of consumerists, including Ralph Nader's young law student "raiders," who have charged commission with laxity in protecting consumers.

Meanwhile, Bess Myerson Grant, star of TV commercials but now New York City commissioner of consumer affairs, told Senator Abraham Ribicoff (D-Conn.) at consumer hearing Friday that she supported senator's idea of voluntary action to keep deceptive commercials off air. Agencies and performers should refuse to make or appear in messages for deceptive or dangerous products, she said.

Mrs. Grant testified at hearing on legislation that would provide federal

funds for state and local consumer organizations similar to one she heads in New York.

Radio spending is up

Increased use of radio by key national advertisers in 1968 is pointed up in talk prepared for delivery today (March 24) by Miles David, president of Radio Advertising Bureau.

In remarks before National Association of Broadcasters convention, Mr. David reported that in 1968 Bristol-Myers spent \$7,804,000, up 66%; American Home Products, \$8,323,000, up 20%; Sterling Drug, \$4,713,000, up 51% and Colgate-Palmolive, \$11,268,000, up 98%. He noted that in 1968 radio achieved its first billion-dollar year (BROADCASTING, Jan. 19).

Mr. David predicted that radio would reach \$2 billion year by 1975 and cited that for immediate future, retailing field is one in which more substantial advertising increases can be expected. He added that in January-February 1969, radio sales were up rough-

ly 10%, based on preliminary information.

Mr. David told NAB that bureau is selling its New York headquarters and moving to office building at 555 Madison Avenue in mid-April.

Attacks fairness doctrine

FCC's fairness doctrine as well as personal attack and political editorializing rules adopted to implement it are unconstitutional, NBC says in brief filed in Supreme Court Saturday (March 22).

NBC thus goes further than either Radio Television News Directors or CBS in arguing that decision of Seventh Circuit Court of Appeals invalidating fairness doctrine rules should be affirmed.

RTDNA (see page 99) and CBS focused their attack on rules themselves.

NBC said fairness doctrine and rules being challenged "impose burdens on free expression far heavier than burdens" court has struck down in past.

NBC said that commission's policy and regulations are "unconstitutionally vague," provide "an uncertain guide" to broadcasters "and give the commission an enormous censorial power."

CBS's brief was not available late Friday. But it was understood it would hold that it is not necessary to hit at fairness doctrine itself in attacking rules.

Major thrust of CBS brief is said to be that rules are more inhibitory and repressive of free speech than fairness doctrine.

Campaign off blocks

First Trans World Airlines campaign prepared by Wells Rich Greene, New York, was announced Friday (March 21). TWA and Wells Rich Greene kept industry in suspense since Nov. 15, 1968, day Foote, Cone and Belding officially handed over account, while they worked out details on how to spend TWA's \$30 million ad budget for 1969.

Campaign, which begins April 7, will spotlight TWA employees and publicize \$1 million TWA incentive plan rewarding employees for outstanding service. While radio and TV spots will principally explain incentive program, destination advertising will continue.

In first three weeks of campaign, TWA expects radio, TV and print advertising to extend into more than 90% of U. S. homes average of 10 times each household. Campaign during three-week period will have 33 exposures on major network shows. Highlight of first week will come on night of April 11 when TWA will have two spots on each of three TV network early-evening news shows.



**Accent on youth . . .
— and young ideas.**



As concerned citizens of the communities they serve, Storer stations maintain extensive and enlightened programs to bring maximum happenings to mini-privileged kids. In Detroit, WJBK-TV gave the city a unique portable swimming pool for playground use, and pioneered a novel documentary spelling out what the law requires of both parents and children. Cleveland's WJW-TV and WJW Radio annually sponsor the Ohio Junior Olympics. WGBS in Miami sent its mikes into Youth Hall to find out from problem children themselves "what went

wrong" and what they hope for the future. Atlanta's WAGA-TV climaxed a summer-long recognition of student editorials in school papers with a \$1,000 grand prize scholarship. And all across the nation, other Storer stations are backing Junior Achievement, helping recruit Big Brothers, saluting outstanding teens with on-air recognition, encouraging and rewarding creative youngsters in every field. This concerted effort to bridge the Generation Gap takes a lot of doing. But in this, as in every phase of broadcast operations, Storer stations do as a matter

of routine things that 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.



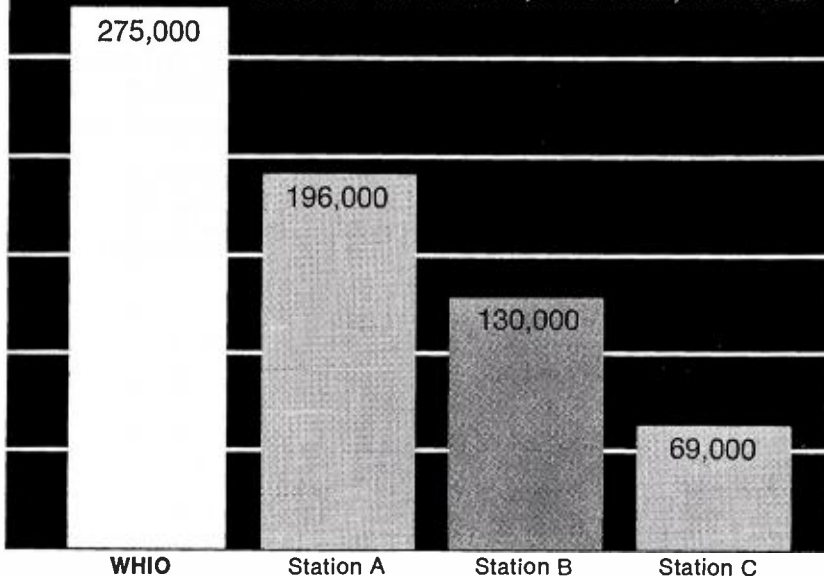
MILWAUKEE WITI-TV	MIAMI WGBS	NEW YORK WHN	ATLANTA WAGA-TV	CLEVELAND WJW-TV	DETROIT WJBK-TV	TOLEDO WSPD-TV
CLEVELAND WCJW (FM)	BOSTON WSBK-TV	PHILADELPHIA WIBG	LOS ANGELES KGBS	CLEVELAND WJW	DETROIT WJBK	TOLEDO WSPD



Dayton's Adult Station

WHIO AM reaches 40% more Dayton adults*, 18 and over, than any other Dayton station. Another reason why WHIO continues to be your best advertising buy in the Dayton market.

MONDAY THRU FRIDAY, 6 AM-10 AM, 3 PM-7 PM



*Source: ARB, Oct., 1968, Cume Persons, total survey area. Survey results subject to qualifications in said reports.



CBS Affiliate / Represented by Edward Petry & Co., Inc.
Cox Broadcasting Corporation Stations: WHIO AM-FM-TV, Dayton; WSOC AM-FM-TV, Charlotte; WSB AM-FM-TV, Atlanta; WIOD AM-FM, Miami; KTVU, San Francisco-Oakland; WTIC TV, Pittsburgh

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
 January Publication

Payment enclosed
 Bill me

ADDRESS CHANGE: Print new address above and attach address label from a recent issue, or print old address including zip code. Please allow two weeks for processing, mailing labels are addressed one to two issues in advance.

OpenMike

Favors liquor ads

EDITOR: I was very pleased to read the reprint of your editorial of Oct. 30, 1967 (BROADCASTING, March 3). There is no doubt that the political influence of organized temperance groups has been overestimated.

Allowing liquor advertising on radio and television will surely help to take this common social commodity out of the taboo area. Indeed a restrained presentation of liquor advertising on radio and television would provide a definite public service.—*Allan J. Eisenberg, general manager, WAYE Baltimore.*

Anticigarette disclaimer

EDITOR: With reference to your little editorial in the March 10 issue of BROADCASTING, we have been using an announcement, both video and audio on television, and audio on radio, to precede each anticigarette announcement we run: "The following announcement is broadcast in accordance with a requirement of the Federal Communications Commission." I checked this with our attorneys before I did it and no one could find any fault with it.—*Harold Essex, president, WSJS-TV Winston-Salem, N. C.*

(The editorial reported that some viewers believe antimoking messages are being carried in paid time and suggested that stations carry announcements advising otherwise. Last week another station, WFBM-TV Indianapolis, began carrying the following video message, superimposed on all public-service spots: "Time for this announcement is donated free of charge by channel 6.")

We won't say a thing

EDITOR: How can BROADCASTING's "Open Mike" section of letters to the editor function as a free exchange of comment and opinion when you feel compelled to answer or belittle the readers' viewpoints that don't coincide with your own?

Almost every letter that opposes or questions your editorial policies or content is sure to bring some parenthetical note of editorial prejudice that seems aimed at discrediting the letter-writer. What your efforts bring, I'm afraid, is a clear demonstration of just how small and narrow-minded you really are.—*Larry F. Lamb, Philadelphia.*

Doors barred

EDITOR: When we found out that the Doors singing group was scheduled to appear in Cincinnati on March 30, we immediately began a campaign to keep them out of Cincinnati. We ran the enclosed editorials [calling attention to a



Beginners' Luck?

Some people think that the 21st Century Productions' Ray Anthony Show and Stan Hitchcock Show are just beginners' luck.

And sure, they're great shows.

Take the Ray Anthony Show. Produced in Miami by Milton Lehr.

One great hour of the Big Band sound of old and the Now Generation guest stars. And

26 great shows in the can. Or the Stan Hitchcock Show. A half hour of the best contemporary Country with a guest

list never before available on syndicated shows.

With stars like George Hamilton IV, Bobby Goldsboro, and the Irish Rovers. For a start.

And we've got 26 episodes now, with more to come because Hitchcock is produced weekly.

Beginners' Luck? Hardly. Not with the finest equipment, studios, talent, and experienced crews available today.

But some people are never convinced. So maybe we are lucky.

Some of this luck can rub off on you.

Hardly.

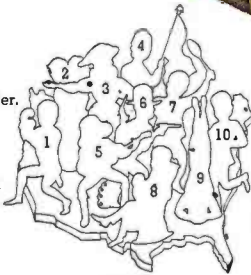
21ST CENTURY PRODUCTIONS
A Division of WLAC-TV, Nashville Tennessee.

474 James Robertson Parkway
Nashville, Tennessee 37219
(615) 244-5000

America Asks: Can there ever be enough Mike Douglas to go around?



1. The Massive Mauler.
2. The Great Lover.
3. The Thespian.
4. The Patriot.
5. The Hippie.
6. The Bronco Buster.
7. The Tennis Pro.
8. The Daddy.
9. The Mighty Mike.
10. The M.C.'s M.C.



If the Mike Douglas you're looking for isn't here, don't lose hope. There are a few hundred more we couldn't fit on the page.

Millions of Americans are watching The Mike Douglas Show every day. And they're watching on your stations.

Aberdeen, South Dakota/KXAB-TV
 Albany, New York/WAST
 Albuquerque, New Mexico/KGGM-TV
 Altoona, Pennsylvania/WFBG-TV
 Amarillo, Texas/KGNC-TV
 Atlanta, Georgia/WAGA-TV
 Baltimore, Maryland/WJZ-TV
 Bangor, Maine/WABI-TV
 Baton Rouge, Louisiana/WBRZ
 Beaumont, Texas/KFDM-TV
 Beckley, West Virginia/WOAY-TV
 Billings, Montana/KOOK-TV
 Binghamton, New York/WNBF
 Birmingham, Alabama/WBRB-TV
 Bismarck, North Dakota/KXMB-TV
 Boise, Idaho/KBOI-TV
 Boston, Massachusetts/WBZ-TV
 Buffalo, New York/WGR-TV
 Butte, Montana/KXLF-TV
 Cadillac, Michigan/WWTW
 Cape Girardeau, Missouri/KFVS-TV
 Champaign, Illinois/WICD
 Charleston, South Carolina/WCSC-TV
 Charlotte, North Carolina/WBTV
 Chattanooga, Tennessee/WDEF-TV
 Chicago, Illinois/WGN-TV
 Chico-Redding, California/KHSL-TV
 Cincinnati, Ohio/WKRC-TV
 Clarksburg, West Virginia/WBOY-TV
 Cleveland, Ohio/WKYC-TV
 Columbia, South Carolina/WNOK-TV
 Columbus, Georgia/WRBL-TV
 Columbus, Ohio/WTVN-TV
 Corpus Christi, Texas/KIII
 Dayton, Ohio/WLW-D
 Daytona Beach, Florida/WESH-TV
 Denver, Colorado/KOA-TV
 Des Moines, Iowa/KRNT-TV
 Detroit, Michigan/WJBK-TV
 Dickinson, North Dakota/KDIX-TV
 Duluth, Minnesota/KDAL-TV
 Durango, Colorado/KREZ-TV
 El Paso, Texas/KELP-TV
 Ensign, Kansas/KTVG
 Erie, Pennsylvania/WSEE-TV
 Eugene, Oregon/KEZI-TV
 Eureka, California/KVIQ-TV
 Evansville, Indiana/WEHT-TV
 Fargo, North Dakota/KXJB-TV
 Flint, Michigan/WJRT-TV
 Florence, South Carolina/WBTW
 Fort Myers, Florida/WINK-TV
 Fort Wayne, Indiana/WPTA
 Fort Worth, Texas/WBAP-TV
 Fresno, California/KFRE-TV
 Goodland, Kansas/KLOE-TV
 Grand Island, Nebraska/KGIN-TV
 Grand Junction, Colorado/KREX-TV
 Grand Rapids, Michigan/WOOD-TV
 Great Falls, Montana/KRTV
 Green Bay, Wisconsin/WLUK-TV
 Greenville, South Carolina/WFBC-TV
 Harrisonburg, Virginia/WSVA-TV
 Hartford, Connecticut/WHCT
 Hays, Kansas/KAYS-TV
 Honolulu, Hawaii/KHON-TV
 Houston, Texas/KPRCTV
 Huntington, West Virginia/WSAZ-TV
 Idaho Falls, Idaho/KID-TV
 Indianapolis, Indiana/WFBM-TV
 Jackson, Mississippi/WLBT
 Jacksonville, Florida/WJXT
 Jefferson City, Missouri/KRCG-TV
 Joplin, Missouri/KODE-TV
 Kansas City, Missouri/KCMO-TV
 Kitchener, Ontario, Canada/CKCO-TV
 Knoxville, Tennessee/WATE-TV
 Lancaster, Pennsylvania/WGAL-TV
 Lansing, Michigan/WILX-TV
 Las Vegas, Nevada/KHBV-TV
 Lexington, Kentucky/WKYT-TV
 Lewiston, Idaho/KLEW-TV
 Lima, Ohio/WIMA-TV
 Lincoln, Nebraska/KOLN-TV
 Little Rock, Arkansas/KARK-TV
 Los Angeles, California/KNBC-TV
 Lubbock, Texas/KKBC-TV

Madison, Wisconsin/WMTV
 Medford, Oregon/KMED
 Memphis, Tennessee/WHBO-TV
 Miami Beach, Florida/WCKT
 Milwaukee, Wisconsin/WITI-TV
 Minneapolis, Minnesota/WCCO-TV
 Minot, North Dakota/KXMC-TV
 Monroe, Louisiana/KNOE-TV
 Montreal, Quebec, Canada/CFCF-TV
 Montrose, Colorado/KREY-TV
 Nashville, Tennessee/WLAC-TV
 New Haven, Connecticut/WNHC-TV
 New Orleans, Louisiana/WDSU-TV
 New York, New York/WCBS-TV
 Oklahoma City, Oklahoma/WKY-TV
 Omaha, Nebraska/WOW-TV
 Palm Springs, California/KPLM
 Parkersburg, West Virginia/WTAP-TV
 Pasco, Washington/KEPR-TV
 Pembina, North Dakota/KCND-TV
 Peoria, Illinois/WEEL-TV
 Philadelphia, Pennsylvania/KYW-TV
 Phoenix, Arizona/KOOL-TV
 Pittsburgh, Pennsylvania/KDKA-TV
 Plattsburgh, New York/WPTZ
 Portland, Maine/WGAN-TV
 Portland, Oregon/KOIN-TV
 Portsmouth, Virginia/WAVY-TV
 Providence, Rhode Island/WPRI-TV
 Pueblo, Colorado/KOAA-TV
 Quincy-Hannibal, Missouri/KHQA-TV
 Raleigh, North Carolina/WRAL-TV
 Reno, Nevada/KCRL
 Richmond, Virginia/WWBT
 Roanoke, Virginia/WSLS-TV
 Rochester, Minnesota/KROC-TV
 Rochester, New York/WOKR
 Rockford, Illinois/WREX-TV
 Rock Island, Illinois/WHBF-TV
 Roswell, New Mexico/KBIM-TV
 Sacramento, California/KXTV
 St. Joseph, Missouri/KFEQ-TV
 St. Louis, Missouri/KSD-TV
 Salt Lake City, Utah/KCPX-TV
 San Antonio, Texas/KSAT-TV
 San Diego, California/XETV
 San Francisco, California/KPIX
 San Jose, California/KNTV
 San Juan, Puerto Rico/WTSJ-TV
 Santa Maria, California/KCOY-TV
 Savannah, Georgia/WTOG-TV
 Scranton, Pennsylvania/WNEP-TV
 Seattle, Washington/KING-TV
 Sedalia, Missouri/KMOS-TV
 Sioux City, Iowa/KCAU-TV
 Sioux Falls, South Dakota/KSOO-TV
 South Bend, Indiana/WSBT-TV
 Spokane, Washington/KXLY-TV
 Springfield, Illinois/WICS
 Springfield, Massachusetts/WWLP
 Springfield, Missouri/KYTV
 Syracuse, New York/WNYS-TV
 Tallahassee, Florida/WCTV
 Tampa, Florida/WTVT
 Toledo, Ohio/WSPD-TV
 Topeka, Kansas/WIBW-TV
 Toronto, Canada/CFTO
 Tucson, Arizona/KOLD-TV
 Tulsa, Oklahoma/KVOO-TV
 Utica, New York/WKTV
 Washington, D.C./WMAL-TV
 Washington, North Carolina/WITN-TV
 Waterloo, Iowa/KWWL-TV
 Wausau, Wisconsin/WSAU-TV
 Weslaco, Texas/KRGV-TV
 West Palm Beach, Florida/WEAT-TV
 Wheeling, West Virginia/WTRF-TV
 Wichita, Kansas/KTVH
 Wichita Falls, Texas/KAUZ-TV
 Wilmington, North Carolina/WECT
 Windham, New Hampshire/WXPO-TV
 Winston-Salem, North Carolina/WSJS-TV
 Yakima, Washington/KIMA-TV
 Youngstown, Ohio/WYTV
 Yuma, Arizona/KBLU-TV

VISIT THE GROUP W PRODUCTIONS AND PROGRAM SALES SUITE AT THE N.A.B. CONVENTION, SUITE 520-228, SHERATON PARK HOTEL.

recent appearance of the Doors in Miami and reporting that police there had warrants for the group, one alleging "lewd and lascivious behavior in public" and five others charging indecent exposure, open profanity and public drunkenness]. And, we had numerous conferences and news tapes from concerned city officials.

As a result, Cincinnati has banned the Doors and will not permit them to appear here. We are still continuing to watch the situation in the event they attempt to rent another auditorium in this general area. — Mrs. Jeanette Heinze, executive vice president, WCKY Cincinnati.

Our 'Monday Memo' readership

EDITOR: The response we have had to the "Monday Memo" (March 10) by Raymond L. Saks, president of Arby's Northfield Systems Inc., Cleveland, is amazing. It came from all parts of the country, which attests to the interest by the broadcasting industry in your magazine.—William S. Lipton, executive assistant, B-R Advertising Agency, Cleveland.

It's finger-lickin' good

EDITOR: I would like the original art for the Sid Hix cartoon appearing in the BROADCASTING, March 10 issue. The subject of this cartoon was Colonel Sanders, founder of the Kentucky Fried Chicken Corp., which our agency represents.

We found this cartoon quite amusing and would like to present the original to Colonel Sanders.—Thomas A. Buck, associate program director, Leo Burnett Co., Chicago.

(Original has been forwarded.)



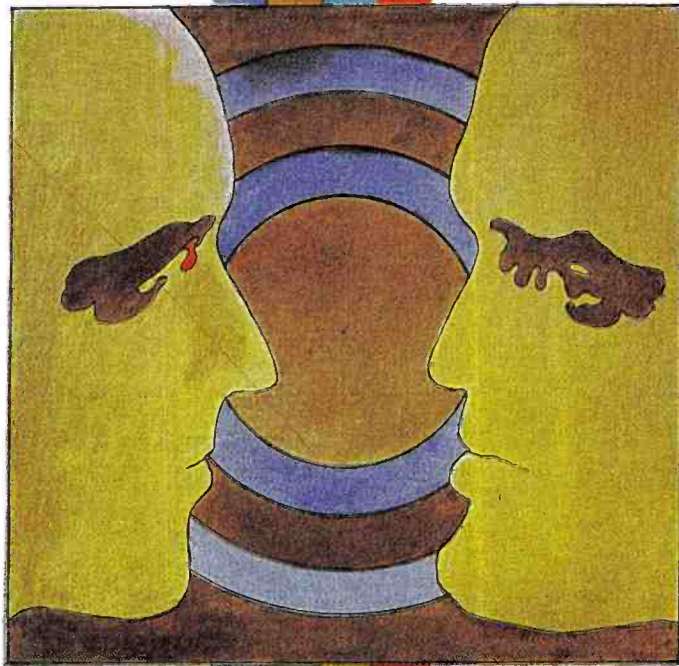
"You should have seen the look on his face when I brought a tub of it home for Sunday dinner!"

Why the choice?

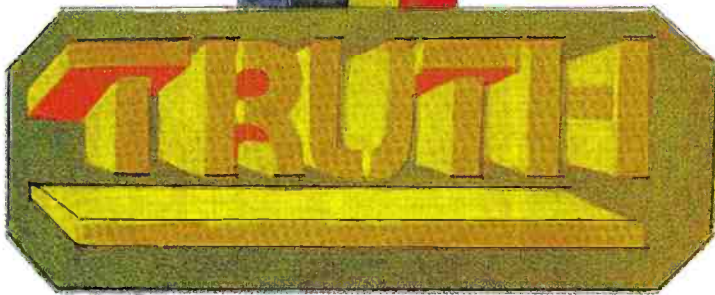
EDITOR: . . . How can any government body determine that one stimulant or addictive is bad for you and another is not . . . when the number of people killed and suffering from the effects of alcohol far exceeds the deaths caused by tobacco?—Harlan G. Oakes, Harlan G. Oakes & Associates, Hollywood.



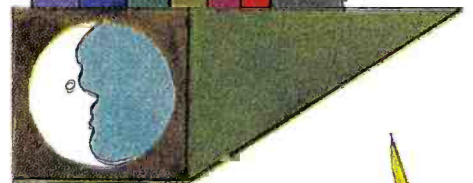
My Favorite Martian



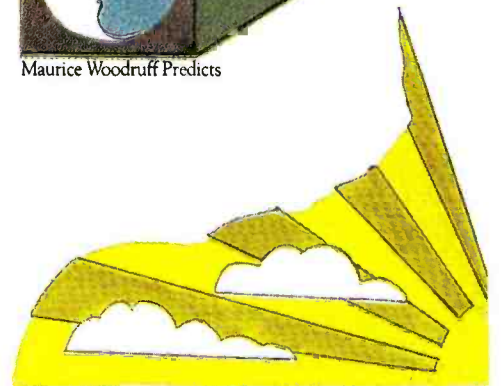
The Evans-Novak Report



Truth or Consequences
Laurel & Hardy
Crusader Rabbit
Portfolio #1—Twenty-two Specials
and more, all from MPC.



Maurice Woodruff Predicts



Queen for a Day

The Donald O'Connor Show

9 Specials:
Big Cats, Little Cats
The Wonderful World of Horses

Prison Fable

Jack Paar: And A Funny Thing
Happened on the Way to Hollywood
Wall St., Where the Money Is
China: The Roots of Madness
Do Blondes Have More Fun?
The Really Big Family
Nation of Immigrants

Pay Cards

We'll be at the Sheraton Park Hotel,
Suite C 240 March 23--March 26.
Please drop in. We're looking forward to
celebrating our new name
with our old friends.



**"An FM Transmitter
that's heard
but not seen"...**



CCA FM 10000D
10 KW FM

That's the comment of CCA FM users. These popular transmitters require no constant adjustments, no "Super Technical Staffs" and are reliable beyond expectations. Contact your CCA representative or, better yet, — your "Relaxed" fellow broadcaster.



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"RELIABLE"**

*Who can ask for
anything more?*



Outstanding for 25 yrs.



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PRODUCTS
FRESNO, CALIF.

A SUBSIDIARY OF
CCA ELECTRONICS CORPORATION

Datebook

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

■Indicates first or revised listing.

March

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

March 25—Annual shareholders meeting, *General Tire & Rubber Co.* Akron, Ohio.

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 26-27—National foreign policy conference for editors and broadcasters. *Department of State*, Washington.

March 27—Annual stockholders meeting, *Warner Brothers-Seven Arts Ltd.* Royal York hotel, Toronto.

■March 27—Luncheon meeting, *Broadcasting Executives Club of New England*, Speaker: Richard K. Doan, feature writer, *TV Guide*. Sheraton-Plaza hotel, Boston.

■March 27—Board meeting, *Corp. for Public Broadcasting*. Los Angeles.

■March 27-28—20th annual *Atlanta Advertising Institute*. Speakers include Betty Furness, former special assistant to the President on consumer affairs; Whit Hobbs, senior vice president and creative director, Benton & Bowles; Dr. Conrad Tauer, associate director of U.S. Bureau of the Census; Barry Ballster, senior vice president and creative director, Ted Bates & Co.; Richard Confer, vice president of advertising, Reynolds Metal Co., and Mack Carter, publisher, *Ladies Home Journal*. Regency-Hyatt House, Atlanta.

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

March 29—*Sigma Delta Chi* region 4 conference. College of William and Mary, Williamsburg, Va.

March 29-30—Annual meeting of *AP Kansas Radio-TV Association*. Ramada Inn, Hutchinson, Kan.

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 2—*Association of National Advertisers* workshop on development of more effective advertising. Plaza hotel, New York.

April 2—Annual stockholders meeting, *Westinghouse Electric Corp.* Pittsburgh Hilton hotel, Pittsburgh.

April 3—New deadline for comments on those portions of FCC's proposed CATV rules dealing with questions of program origination and diversification. New deadline for comments on other portions of the rules is May 2. Previous deadline was March 3.

April 5-6—Spring meeting, *Indiana AP Broadcasters Association*. Ball State University, Muncie, Ind.

April 7—Deadline for comments on FCC's proposed rule that would provide for type approval of phase monitors; require that a type-approved phase monitor be installed at the transmitter of each station operating with a directional antenna, and specify

maximum permissible phase deviations.

April 7—Deadline for comments on FCC's proposal to permit logging at remote control point of phase indications of currents in antenna towers, and to ease requirements for logging of meter indications at the transmitter.

■April 7—Annual stockholders meeting, *Ameco Inc.* Westwood Ho hotel, Phoenix.

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

■April 9-11—Annual *National Educational Television* affiliates meeting. Waldorf Astoria, New York.

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 11-12—First annual springtime conference, *Cable Television Association of New England*. Viking hotel, Newport, R. I.

April 11-12—*Sigma Delta Chi* region 4 conference. Northern Illinois University, DeKalb, Ill.

April 11-12—*Sigma Delta Chi* region 4 conference. Ohio University, Athens.

April 11-12—*Sigma Delta Chi* region 9 conference. Salt Lake City, Utah.

April 11-19—Second annual journalism week, *Ohio University*. Speakers include Wes Gallagher, general manager, AP; Osborne Elliot, editor of *Newsweek*; John Chancellor, NBC News; Margaret Bourke-White, *Life* photographer, and William B. Arthur, *Look* editor. Athens, Ohio.

April 12-18—International television program market, *MIP-TV*. Palais de Festivals, Cannes, France.

April 12—Annual meeting, awards banquet and news clinic, *Georgia AP Broadcasters Association*. Atlanta.

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

April 15—Annual shareholders meeting, *Plough Inc.* Memphis.

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

April 16—Annual stockholders meeting, *General Telephone & Electronics Corp.* Long Beach, Calif.

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



... Then see
what happens
with the
CBS Laboratories'
Mark II
Image Enhancer...

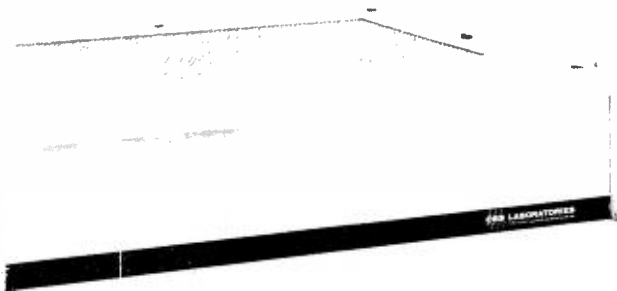
But, you'll believe it when you see it.

THE MARK II has the new "crispended" comb filter.

The new CBS Laboratories' Mark II Image Enhancer provides truly effective enhancing of the vertical and horizontal detail. Using the "crispended" comb filter, luminance signals are enhanced and sharpened without degrading color signal quality. The Mark II analyzes each picture element with respect to its surrounding elements and introduces corrective signals to enhance the element's sharpness. The results are spectacular.

CBS Laboratories' Mark II Image Enhancer is available for black and white and color cameras. NTSC program line model is also available. Tell us what camera you have and try the Mark II in your own studio.

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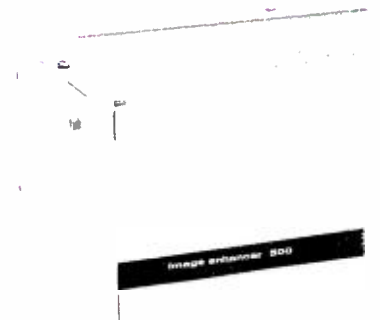
See the next page for complete details.

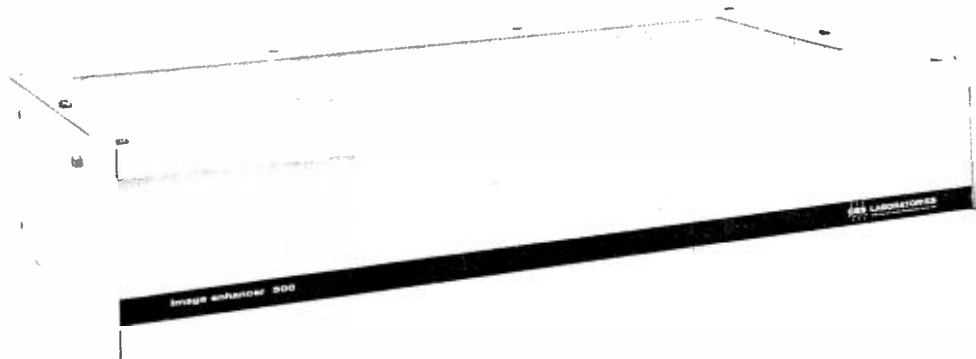


Two separate unretouched photos of high quality consumer 21" T.V. console, Rolliflex C3, cps color negative film, ASA 100, 1/8 sec @ 1/5.6.

let's
assume
all
TV Color
looks
this good

with the
CBS Laboratories'
Mark II
Image Enhancer,
it's
unbelievably
better





CBS Laboratories' Mark II Image Enhancer with "crispended" comb filter

Vertical aperture equalizing is accomplished by comparing each line to those lines preceding and following it. When element changes are detected, corrective signals are introduced to enhance the sharpness of the element. This is far more effective than single line correction.

Horizontal aperture equalizing is accomplished by comparing each element to its adjacent elements and adding the difference to the primary signal — sharpening horizontal transitions.

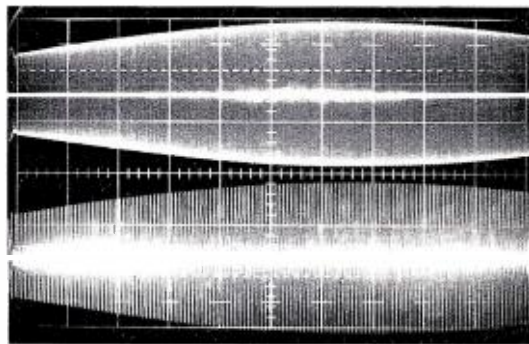
"Crispensing" — a remarkable process — works like an electronic retoucher — eliminates unwanted noise which would otherwise be "enhanced" to the detriment of picture quality while at the same time preserving the picture detail enhancement.

MODEL NO.	CAMERA
500	3-tube color cameras
501	NTSC program line
502	4-tube color cameras
503	Monochrome cameras

Write. Or better yet — call us collect:
(203) 327-2000.

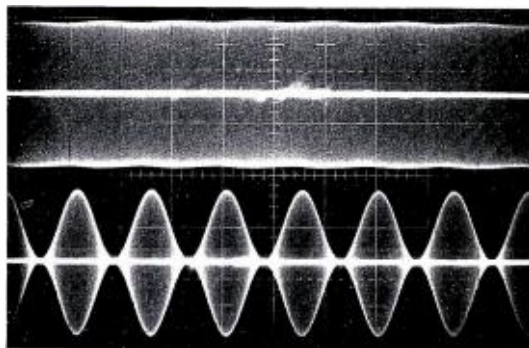
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Actual oscilloscope readouts showing horizontal element waveform with and without "crispended" comb filter. Notice the separation of color signals from luminance signals affected by the comb filter, permitting luminance enhancing without color signal distortion.



Top: Horizontal element waveform without "crispended" comb filter Mark II Image Enhancer

Bottom: Horizontal element waveform with "crispended" comb filter Mark II Image Enhancer



Same waveform as above expanded, showing .5 cm. segment.

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—Deadline for reply comments on FCC's proposal to permit logging at remote control point of phase indications of currents in antenna towers, and to ease requirements for logging of meter indications at transmitter.

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

April 17—Deadline for reply comments on FCC's proposal that would provide for type approval of phase monitors; require that a type-approved phase monitor be installed at the transmitter of each station operating with a directional antenna, and specify maximum permissible phase deviations.

■April 17-18—Nineteenth annual Broadcast Inquiry Conference. Jack Tar hotel and San Francisco State College, San Francisco.

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

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

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

April 18-19—Sigma Delta Chi region 7 conference. Kansas City, Mo.

April 18-20—Sigma Delta Chi region 11 conference. Sacramento, Calif.

April 19—Sigma Delta Chi region 10 conference. Seattle, Wash.

April 19—Annual meeting, seminar and awards banquet, Alabama AP Broadcasters Association. Anniston.

April 20-25—Annual technical conference, Society of Motion Picture and Television Engineers. Fontainebleau hotel, Miami Beach.

April 21-23—Annual National Association of Broadcasters state presidents and executive secretaries conference. Washington.

April 21-25—Ninth annual TV newscast workshop, co-sponsored by National Press Photographers Association, University of Oklahoma, and Department of Defense. Center for Continuing Education, Norman, Okla.

April 21-24—Convention of American Newspaper Publishers Association. Waldorf-Astoria hotel, New York.

April 22—Marketing conference, Premium Advertising Association of America. Hotel Americana, New York.

April 22—Foote, Cone & Belding annual stockholders meeting to elect directors and to vote on qualified stock-option plan. Hotel Commodore, New York.

April 24—Annual stockholders meeting, Transamerica Corp. Mark Hopkins hotel, San Francisco.

April 24—Annual stockholders meeting, Trans-Lux Corp. New York.

April 24-25—Annual meeting of American Association of Advertising Agencies. The Greenbrier, White Sulphur Springs, W. Va.

April 24-28—Fifth semiannual management conference for members of Intermarket Association of Advertising Agencies. Nassau Beach hotel, Nassau, Bahamas.

April 24-May 1—Ninth International television contest, "Golden Rose of Montreux," of European Broadcasting Union. Montreux, Switzerland.

April 25-26—Sigma Delta Chi region 6 conference. Minneapolis, Minn.

April 28—Annual stockholders meeting, Wometco Enterprises Inc. Miami Beach, Fla.

April 28-30—Annual meeting, Canadian Association of Broadcasters. MacDonald and Lacombe hotels, Edmonton, Alberta.

April 29-May 2—Twenty-sixth annual nation-

when does news of Washington, Paris and Vietnam take a back seat?

...when five
young students
from Palmetto
High School have
something more
important to say!

Last week, WLBW-TV pre-empted 30 minutes of national news so that five Palmetto High School students, who decided that they wanted to do something about racial tensions, lagging school spirit, and student unrest, could tell their story. With the permission of school officials, these five students had earlier staged a day-long assembly, inviting Negro and White students, school "hippies," and student activity leaders to participate. At the conclusion of the assembly, each of the 3,100 Palmetto students knew that he was as much responsible as the next for most of the school problems. From that moment on, the Palmetto student body was united.

Miami's WLBW-TV was proud to give these five positive-thinking students an opportunity to tell the Palmetto story during the early evening news, and to thus inspire other students at other schools to think positively and bring about their own solutions to the kind of unrest plaguing our educational institutions today.

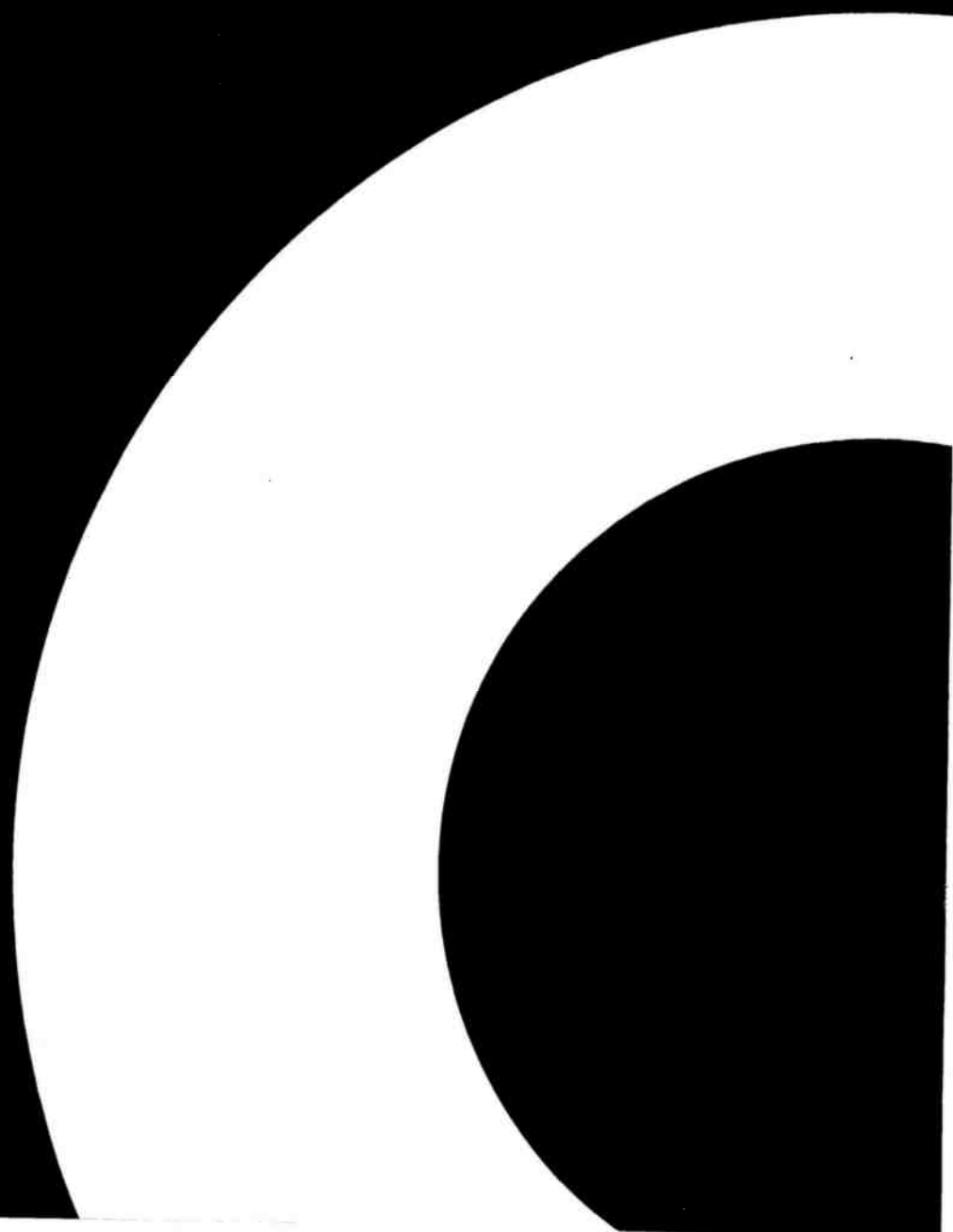


WLBW-TV
MIAMI, FLORIDA



AFFILIATED WITH WCOP-TV
NEW CINCINNATI, OHIO

new



York

Let's face it.
New York isn't exactly
dumb struck just because
we've changed our name
from Channel 9, WOR-TV
to New York Nine.
The only thing that
impresses anybody in this
town is performance.
So we're making ours
more impressive.

new york

9

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.
Television & Advertising Consultants

430 N. Woodward Avenue
Birmingham, Mich. 48011
Area Code 313
644-9200

al convention, *Alpha Epsilon Eho*. Speakers include Gordon McLendon, president, the McLendon Stations; Harold Niven, vice president-planning and development, National Association of Broadcasters; Clark George, president, CBS Radio; Miles David, president, Radio Advertising Bureau, and Marcus Cohn, Washington attorney. Statler Hilton hotel, Detroit.

April 30-May 4—Eighteenth annual national convention of *American Women in Radio and Television*. Shamrock Hilton, Houston.

May

May 1—Symposium of "The Reardon Report and the News Media," *Massachusetts Bar-Press Committee and Boston University School of Law*, Boston University, Boston.

May 2—New deadline for reply comments on those portions of FCC's proposed CATV rules dealing with questions of program origination and diversification. New deadline for reply comments on other portions of the rules is July 2. Previous deadline was April 3.

May 2—New deadline for comments on all portions of FCC's proposed CATV rules, except those dealing with program origination and diversification, for which new deadline is April 2. Previous deadline was March 3.

May 2-3—*Sigma Delta Chi* region 3 conference. Memphis.

May 2-4—*Sigma Delta Chi* region 8 conference. Lubbock, Tex.

May 3—Annual dinner of *White House Correspondents Association*. Washington Hilton hotel, Washington.

May 4-9—Advanced advertising management seminar of *Association of National Advertisers*. Gurney's Inn, Montauk, N. Y.

May 5—New deadline for reply comments on FCC's proposed rulemaking concerning establishment of FM translator and FM booster services. Previous deadline was March 3.

May 5—Annual stockholders meeting, *Wometco Enterprises Inc.* Stockholders will vote on increasing company's stock from 6 million to 12 million shares, a portion of which will provide for a three-for-two stock split. Byron Theater, Miami Beach, Fla.

May 5-7 — Spring convention, *Kentucky Broadcasters Association*. Sheraton Seebach hotel, Louisville, Ky.

May 6-8—Annual spring meeting of *Illinois Broadcasters Association*. St. Nicholas hotel, Springfield.

May 7-8—Annual spring meeting, *Pennsylvania Community Antenna Television Association*. Allentown, Pa.

May 7-9—Regional conference co-sponsored by *National Association of Educational Broadcasters* and *Southern Educational Communications Association*. Dedication of Kentucky ETV Network. Phoenix hotel, Lexington, Ky.

May 8—Spring meeting, *Connecticut Broadcasters Association*. Wesleyan University, Middletown.

May 8-10—Spring meeting of *Kansas Association of Radio Broadcasters*. Statler-Hilton Inn, Salina.

May 9-10 — *Sigma Delta Chi* distinguished service awards banquet and region 1 conference. Rochester, N. Y.

May 11-13—Spring meeting of *Pennsylvania Association of Broadcasters*. Hershey motel, Hershey.

May 13—Annual meeting and performer's award luncheon, *International Radio and Television Society*. Waldorf-Astoria, New York.

May 13—Radio Day luncheon meeting, *Advertising Club of Metropolitan Washington*. Hotel America, Washington.

May 15-16—Annual spring convention, *Ohio Association of Broadcasters*. Imperial House South, Dayton.

BROADCASTING PUBLICATIONS INC.
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Broadcasting TELEVISION

THE BUSINESS WEEKLY OF TELEVISION AND RADIO

Executive and publication headquarters: BROADCASTING-TELECASTING building, 1735 DeSales Street, N.W., Washington, D.C. 20036. Phone: 202-638-1022
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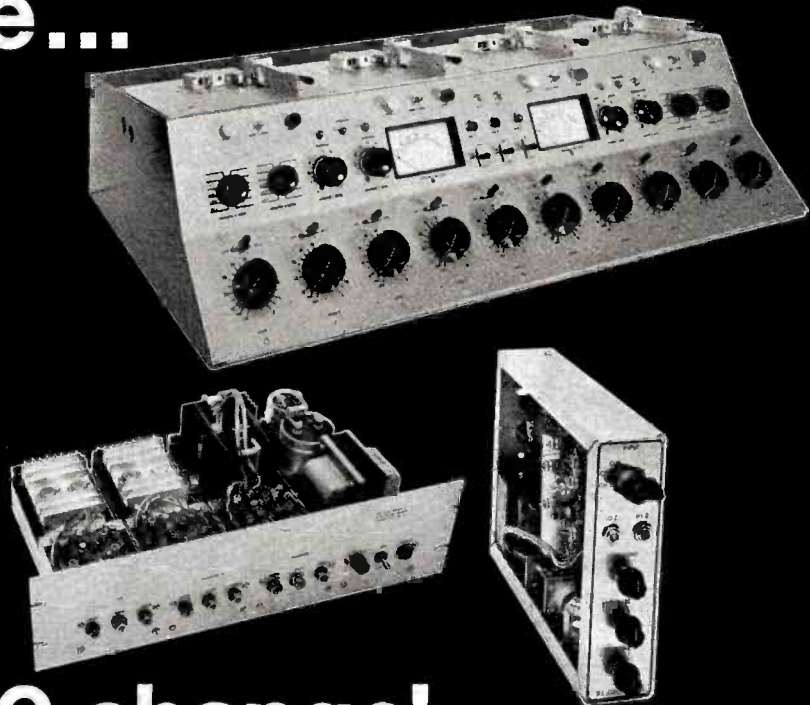
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BROADCASTING* Magazine was founded in 1931 by Broadcasting Publications, Inc., using the title BROADCASTING*. The News Magazine of the Fifth Estate. Broadcasting Advertising* was acquired in 1932. Broadcast Reporter in 1933. Telecast* in 1953 and Television* in 1961. Broadcasting-Telecasting* was introduced in 1946.
*Reg. U.S. Patent Office.
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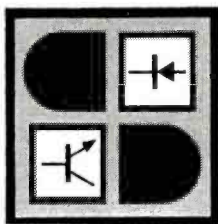
**Give us \$4000.
We'll give you this
fabulous T-40 console
package...**



and \$200 change!

The fabulous T-40... the first truly high-speed precision control console—designed specifically for fast-moving modern radio. It is the only console which meets the contemporary need for quicker, more responsive control. The T-40 has features which no other console has:

- Four built-in cartridge players.*
- Illuminated start/stop buttons with replaceable bulbs.*
- High torque four pole motors to eliminate cartridge wow.*
- Earphone amplifier with tone controls.*
- Monitoring amplifier with tone controls.*
- Microphone indicator lights.*
- Fail-safe power supplies.*



See the fabulous T-40 at the NAB Convention, Booth 564, Shoreham Hotel, Washington, D. C.

SIS ELECTRONICS, INC.

400 Radio Road, Charlotte, N. C. 28214

ABC FILMS

ABC FILMS

COMEDY GAMES & SPORTS

ONE MAN SHOW



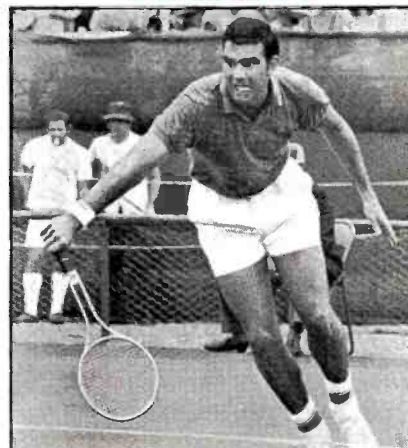
Here's a first-run series of laugh-packed half-hours taped in color before a live studio audience and featuring the funniest comedians in show business . . . each doing his own thing for a full thirty minutes.

THE ANNIVERSARY GAME



Excitement, fun-filled contests, and big prizes in this challenging new 1/2 hour game show hosted by Al Hamel. It's the show that tests how well husbands and wives really know each other and how far they're willing to go to prove it. Available for daily stripping in color.

WORLD SERIES OF TENNIS



A one-hour all-color sports spectacular that has become an instant rating winner throughout the country. Eight of the game's top tennis pros battle for 13 weeks in a round robin series of matches for \$35,000 in prizes, in a unique TV game format.

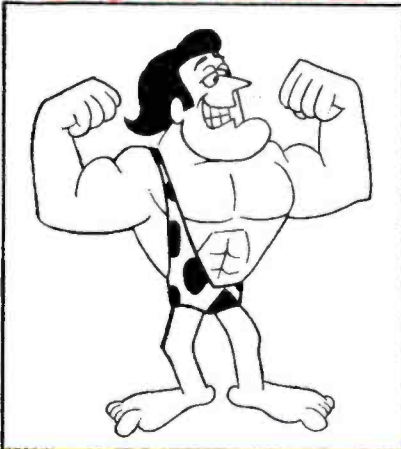
SEE THESE FABULOUS ATTRACTIONS AT THE NAB CONVENTION

PRESENTS

FESTIVAL

CARTOONS TALK DRAMA

GEORGE OF THE JUNGLE



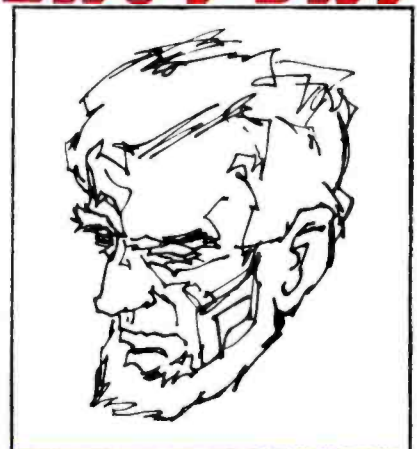
A bumbling, hilarious Tarzan type cartoon character, George and his sidekicks Super Chicken and Tom Slick stumble through adventures in this non-violent young audience favorite. 51 cartoons in color available.

GIRL TALK



On the air for its 8th Season, TV's most successful daytime syndicated show features people in today's headlines discussing today's most important topics in this daily first-run, color, half-hour series.

LINCOLN'S LAST DAY



Produced by WMAL-TV in Washington, winner of 3 Emmy Awards, this 30-minute color special with a cast of 450 recreates one of the most dramatic and tragic days in American history. Sen. Everett Dirksen is the voice of Lincoln in a documentary masterpiece you will never forget.

CONTINUOUS PERFORMANCES
SUITE E-630 SHOREHAM HOTEL

abc ABC
FILMS

What advertising can do for broadcasting

Advertising as an industry has always been morbidly preoccupied with its own image, largely, I think, because it has little notion of its real identity. So it is not surprising that many of us have grave reservations about the system generally, even though we may find satisfaction in our own work.

Advertising is the single most powerful propaganda medium the world has ever seen. Moreover, it directly or indirectly controls all of our mass media.

I can be more specific. The fact is that advertising will tend to shape all the contents of any communications medium that it dominates economically, and, in our society that is very nearly the lot. Commercial broadcasting has always been entirely dependent on advertising for its existence, and publications have given over more and more of their financial control to advertising's absentee landlordism over the years. With economic control automatically goes control over content, not by intent, but through the simple ability of advertising to bestow or withhold its favors.

If a TV station, for example, is not getting its share of advertising, it will change its programing pretty damn quick, and generally so that it is exactly like other programing which advertising already cottons to. If you have wondered at the dreary sameness of broadcasting, this is the reason. If you are looking for a culprit to blame, it is the economic process that permits it. This same process has knocked off, or materially changed, most national magazines during your lifetime; and over half of our metropolitan newspapers have died, not because their readers didn't want them, but because advertisers didn't.

That advertising is the possessor of this awesome, if unsought, power over our freedom of the press is, I think, unarguable. That it doesn't want it and shouldn't have it is immaterial. The truth is that advertising has got it and the responsibility implicit in such enormous power.

If advertising is only dimly aware of its own identity, it may be because it has not very profound sense of public responsibility. The late Nicholas Samstag, himself an advertising man, once said: "To explain to the advertising industry that public responsibility

goes beyond Smokey the Bear is like trying to convince a 10-year-old that making love is more fun than a chocolate ice cream cone."

Advertising's industry-wide efforts in the public weal have, over the years, been consistent and well-meaning, though not enough to offend anybody. Of the resulting ads, I can't think of one that was in the slightest debatable, unless you are against safe driving or for cancer. In fairness, the industry did take a firm, fearless stand some years ago. During World War II, it came out four-square against Hitler and for buying Series E Bonds. Lately, the effort seems to have settled down to warnings about throwing garbage out of moving cars and the inadvisability of being really poor. And of course there is always "Keep California Green." I've often wondered how you'd go about doing that; do you take a bucket of water from home and slosh it on the yellow hills during the dry season?

Nor must we forget Smokey the Bear. I am sorry to relate that Smokey, far and away advertising's most successful public-service campaign, is viewed as a pure horror by many noted conservationists and ecologists. It seems that in the natural course of events, any given stretch of forest will have a localized ground fire that burns off the accumulating underbrush about once every six years. Smokey, however, as you know, absolutely forbids any fires at any time. Therefore, the brush piles up so that once every 20 years, when lightning strikes or spontaneous combustion—which I have never really understood—occurs, you get a real

monster of a fire that wipes out everything.

Now, I can understand why these industry public-service campaigns are so innocuous. I imagine that the possible subjects all go through committees, and you know how committees are. But the one thing that advertising could undebatably do—reformation and improving of our communications media—is never tackled at all.

This, despite the fact that advertising is the one force, because of its economic power, that could improve things. Do things need improving? I think so. More and more magazines and newspapers fold every year. It seems to me that advertising would wish to remedy that, if only because you can't run magazine and newspaper ads if you don't have magazines and newspapers. I have often wondered why, when a city's newspapers are strike-bound, the advertising industry does not step in and offer to intermedicate, if not out of public spirit, then out of self interest. The mediocre mess that characterizes television and radio broadcasting certainly could stand some cleaning up, and advertising alone has enough economic heft to insist on it. As it stands, greedy practices on the part of station operators make broadcasting a worse and worse buy every day.

Could advertising as an industry really do something about our media? I don't think there's any doubt about it. You know the riddle that goes: "What do you get when you cross a budgy and a tiger? I don't know, but when it speaks, I listen." There's no threat like an economic threat.



Howard Luck Gossage, one of the West Coast's most creative and outspoken advertising men, is chairman of Freeman, Mander & Gossage Inc., San Francisco (formerly Freeman & Gossage). He was born in Chicago and raised in New York, Denver, New Orleans and Kansas City, Mo. After service in World War II, he was promotion director of KLX Oakland, Calif. (now KNEW); radio-TV director of what is now D'Arcy Advertising Co.; and did promotion for CBS.



NBC
 oughta be
PROUD
 of us!

We did better than the biggie NBC stations in New York, Chicago and Los Angeles in the recent analysis of the November '68 ARB by Television Age Magazine.

Our NBC station in Fargo, the 'Paris of the Plains,' ran way ahead of the big boys in them metro shares from 9:00 A.M. to midnight!

Even tho' it's nice to rack up them nice percentages against the big market NBC stations, we're more proud of what we duz at home!

Lissen: In our own 3-station market, WDAY leaves the others cold with a 42% metro share from 9:00 A.M. to midnight!

And—in our big spot carrier shows . . . 'Party Line', early and late News Blocks and the 'Tonight Show' . . . the WDAY-WDAZ combo chills the others in total homes!

Our loyal hayseeds is jist waitin' to see what you've got to sell! Them PGW Colonels has got all the facts!

Sources: ARB, Fargo Television Audience, November 1968

W D A Y **NBC** **W D A Z**

FARGO

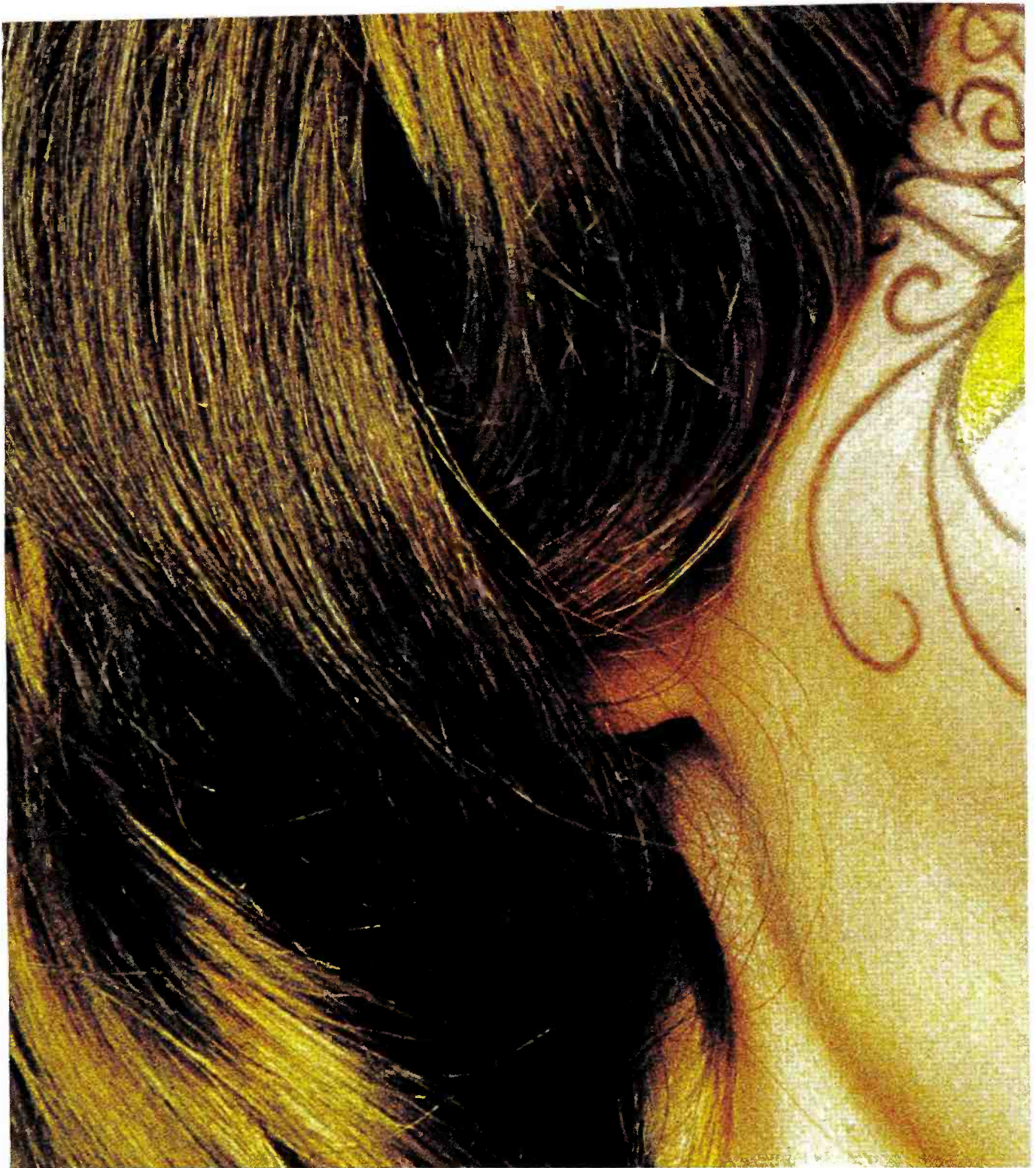
TELEVISION

DEVILS LAKE-GRAND FORKS

Covering All of Eastern N.D. and Western Minnesota



PETERS, GRIFFIN, WOODWARD, INC., Exclusive National Representatives



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.

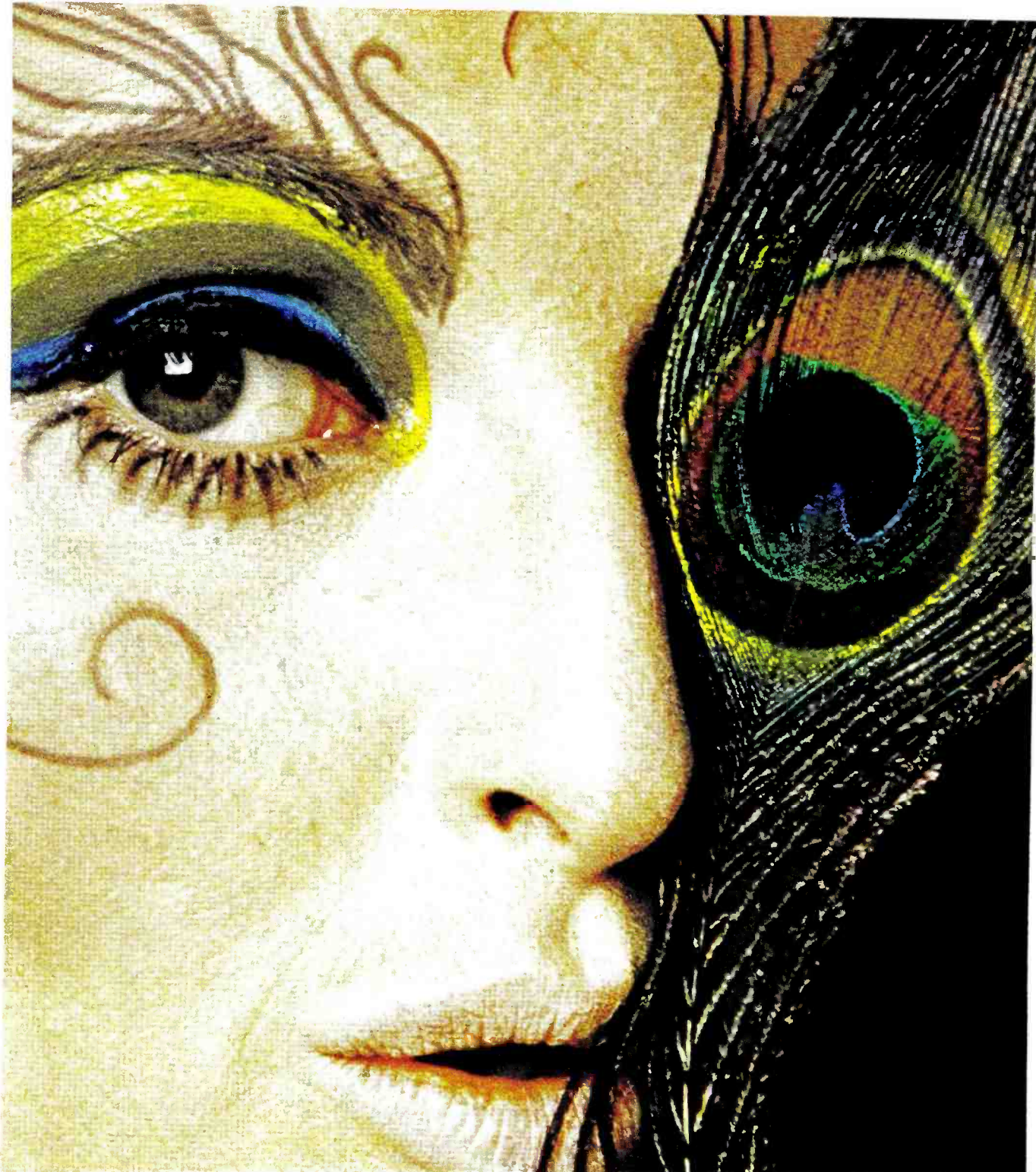
She wears a lint-free, plain-Jane, clean-room uniform. And no powder,

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 1/2 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



What's our news department doing in this part of town?

... or Haiti, or New York, or Washington, or the mountains of Tennessee and Kentucky?

Documentaries of course!

Wherever there's news of special interest to our viewers, we cover it. That's why our entire year's news specials of every month are fully sponsored by C&S National Bank. They know our documentaries are aimed at the viewers in our market... where WFBC-TV News outrates* most entertainment programs.

*Source: ARB, November, 1968
Avg. prime, 7:30-11 P.M. Sun-Sat. 78.3 Homes
WFBC News, 6-6:30 P.M. Mon-Fri. 90.5 Homes

 **wfbc-tv** 
GREENVILLE, SOUTH CAROLINA



MULTIMEDIA

A station of Multimedia Broadcasting Company. Affiliated with WBIR-TV, Knoxville, Tenn., and WMAZ-TV, Macon, Georgia. **Represented by AVERY-KNODEL, INC.**

Mass descent on scene of trouble

NAB convention opens in the seat of government where harshest regulation ever is now shaping up

The more than 8,000 persons gathering in Washington for the 47th National Association of Broadcasters convention are finding that winter has lost its half-hearted grip on the nation's capital—crocuses are in bloom, dogwoods are beginning to flower on sunny Virginia hillsides, and the winds off the Potomac are full of the sweet scents of a Southern spring. But it is in the heart of the government, whose hometown they are visiting, that the broadcasters have some reason to feel the grip of winter remains frozen solid.

Seldom has the capital seemed so inhospitable to broadcasters. The FCC, which only the other day, it seems, was pictured in the consumer press as a somnolent agency that was just this side of being corruptly indifferent to the public interest, has over the past year issued a series of proposals and pronouncements that could, if implemented, result in a restructuring of the ownership and perhaps the technical base of the broadcasting industry.

The Department of Justice—a Republican Department of Justice, at that—is promising a vigorous attack on conglomerates, a word that in today's business lexicon covers broadcasting-connected interests. And in Congress, Senate and House Commerce Committees, aroused by some of TV's offerings, have already taken steps that could lead to a curbing of broadcasters' programming freedom, in entertainment as well as in news and public affairs.

Broadcasters, of course, still make their defiant boast: "Nobody loves us but the public." The more than \$3 billion broadcasters grossed last year must mean something in terms of public favor. But even in this, there is room for doubt; more than 1,000 viewers were sufficiently upset by the networks' coverage of the Democratic national convention last fall to complain about it to the commission. (True, the commission subsequently concluded it could find no substantial evidence of bias in the networks' coverage, but that carries no guarantee that the viewers who

were disturbed in August were mollified.)

The items troubling broadcasters do not appear on the formal NAB convention agenda, as such. But they are likely to be discussed in speeches by Senator John O. Pastore (D-R.I.), chairman of the Senate Commerce Committee's Communications Subcommittee, and NAB President Vincent T. Wasilewski today (March 24), and by FCC Chairman Rosel H. Hyde on Wednesday (March 26).



Senator John O. Pastore (D-R. I.), who in recent weeks has thrust himself into the heart of issues of critical concern to broadcasters, will address the National Association of Broadcasters today (Monday). The senator, chairman of the Senate Communications Subcommittee, has prodded the surgeon general into undertaking a study of the relationship between televised and real-life violence. He has also been critical of actions by individual FCC commissioners designed to encourage strike applications against renewal applicants.

The commission has become "activist," as the saying goes, in a number of areas:

■ In twin actions reflecting growing concern over the concentration of control of media question, it designated for hearing the renewal applications of KRON-TV San Francisco and WCCO-TV Minneapolis. The stations' connection with newspapers in the respective markets figured in each order.

■ It proposed a new regulatory scheme for CATV that neither the broadcasters nor the cable interests find to their liking; the principal feature—one designed to stimulate congressional interest in passing copyright legislation that would cover CATV systems—would require CATV operators to obtain permission from the distant stations whose signals they want to import.

■ After 17 years of backing and filling—and yielding to congressional pressure to wait—it adopted rules to establish a nationwide system of pay television. However, the legality of the commission's order is being challenged in court.

■ It caught Washington by surprise by announcing plans to bar cigarette advertising from radio and television, unless Congress blocks such action, or unless the broadcasters agree voluntarily to give up cigarette commercials (which last year amounted to \$236 million) (BROADCASTING, Feb. 10).

■ It also proposed rules to grant land-mobile radio users access to spectrum space now used by television. The commission has indicated it believes that the needs of land-mobile radio for spectrum space can only be met, ultimately, by making some television frequencies available. But broadcasters are waging a massive effort to persuade the commission otherwise.

■ And it announced its intention to deny the McLendon Corp.'s application to acquire city-owned WCAM Camden, N.J. It gave no reasons for the intended action, but the announcement followed an oral argument in which commissioners expressed reservations about



Mr. Cobb



Mr. Essex



Mr. Thurston



Mr. Tower



Mr. Dudley

Above are the broadcasters most responsible for the organization and operation of the 47th annual convention of the National Association of Broadcasters. Grover C. Cobb, KVGB Great Bend, Kan. is chairman of the NAB board of directors; Harold Essex, WJS-AM-FM-TV Winston-Salem, N. C. and Donald A. Thurston, WMNB North Adams, Mass., are co-chairmen of the convention. Charles H. Tower, Corinthian Broadcasting Corp., is chairman of the NAB television board and Richard D. Dudley, WSAU Wausau, Wis., is chairman of the NAB radio board.

McLendon's survey of community needs and its programing proposals (BROADCASTING, March 17). Commission officials said it was rare, if not unprecedented, for a proposed sale to undergo a hearing, as the WCAM matter did, and then be disapproved.

But probably the one governmental action causing more uneasiness among broadcasters than any other was the 3-to-1 commission decision two months ago to deny WHDH-TV Boston a renewal of its license and to grant the contested channel 5 to a competing applicant, Boston Broadcasters Inc. (BROADCASTING, Jan. 27). The decision was unprecedented, and left broadcasters feeling somewhat naked in their vulnerability to the same fate.

Some attorneys tried to put the best possible face on the matter by arguing that the commission's decision was "really" based on the *ex parte* charges that had tainted the original 1957 grant to WHDH-TV. However, the commission did not say that in its decision.

And BBI has argued that, because of various court and commission decisions over the tortuous history of the case, WHDH-TV was really not a regular renewal applicant. But WHDH-TV, with support from the commission's Broadcast Bureau, says it is.

And if the commission did not intend to regard WHDH-TV as a renewal applicant, it kept that intention well hidden, even from Commissioner Nicholas Johnson, who concurred in the result. He said, with some satisfaction, that the decision opens the door for local groups to challenge multimedia owners with some hope of success.

Since then, two competing applications have been filed on top of renewal applications—against NBC's KNBC(TV) Los Angeles and RKO General Inc.'s WNAC-TV Boston. (A third application has also been filed; this one against WLBT(TV) Jackson, Miss. [BROADCASTING, March 17]. But since the commission's renewal of that station's license is on appeal in the U.S. Court of Appeals for the District of Columbia, the new application cannot be accepted without special action by either the commission or the court.)

The so-called "strike" applications weren't whipped up overnight in response to the heady news from the Boston channel 5 case, of course. But that decision no doubt encouraged the applicants—and potential applicants. The currently popular guessing game among communications and commission attorneys is: "Who's next?"

In searching for an answer, one considers multiple owners with more than one station in a market, preferably with a newspaper there too. For diversification of ownership of mass media was cited as a major goal the commission wanted to achieve in its Boston channel 5 decision. WHDH-TV is owned by the *Boston Herald-Traveler*, which publishes daily and Sunday newspapers in Boston besides owning WHDH-AM-FM.

Furthermore, the pending commission rulemaking aimed at prohibiting the owner of a full-time station from acquiring another one in the same market also helps to make clear the kind of distribution of ownership the commission has in mind.

The Justice Department, for its part, has urged the commission to go further than it has proposed and break up existing multistation and newspaper-broadcasting cross-ownerships in the same community. This proposal, according to an economic analysis sub-

mitted by two groups of licensees could jeopardize broadcast holdings that, in the top 50 markets alone, are valued at more than \$3 billion (BROADCASTING, Feb. 3).

The department has stiffened—and, indeed, helped give direction to, the commission's attitude on diversification of ownership of media in other ways. It intervened in commission proceedings to oppose sales and renewals it felt would result in or perpetuate undue concentrations of control. These actions were taken under the previous Democratic administration, but there is no indication that the Republican trust-busters are going to disavow such tactics.

Indeed, they and the commission are generating bad news for conglomerates—a group that the Justice Department's antitrust division under the Democrats had felt it lacked the power to tackle. The commission has announced, though it has yet to begin, an inquiry into the implications of conglomerate ownership of broadcasting properties. Some commissioners, notably Mr. Johnson and Kenneth A. Cox, have expressed concern that stations owned by conglomerates might be used to advance the economic interests of the related companies.

And Assistant Attorney General Richard W. McLaren, who feels the rise in the number of conglomerates has been "alarming," has told Congress the antitrust division is reviewing completed conglomerate mergers as well as contemplated takeovers. His remarks can only have come as depressing news



FCC Chairman Rosel H. Hyde will speak to the joint management and engineering luncheon at 1:30 p.m. Wednesday in the Sheraton Hall, Sheraton-Park hotel.



The circus is coming...again...and again

Everybody loves a circus. And the patients at Georgia's huge Central State Hospital are no exceptions. This year it looked like the circus wouldn't make it. No money.

Hospital officials, knowing how much the circus means to the patients, asked WSB Radio to help.

In just 72 hours, with appeals only on WSB Radio, the \$2,200 needed to bring the Big Top to the patients was collected. And it kept coming. Within a week WSB raised more than \$7,000. Enough to bring the circus back next year. And the next.

An extraordinary performance? A lot of people think so. Like the members of the Georgia House and Senate who passed a resolution commending WSB for a job well done. And the formal resolution issued by the State Board of Health:

"Whereas Radio Station WSB, long noted in the Southeast and nationally for its interest in programs of civic betterment, has continually served the broad cause of public health in Georgia, and whereas most recently the station has again evidenced its deep concern for the mentally ill by its enthusiastic campaign of public funds for a circus to perform for the patients at Central State...therefore be it resolved that the Georgia State Board of Health expresses its warm appreciation and formal commendations to WSB, to Elmo Ellis, general manager; Aubrey Morris, news director; and to all staff members for their strong sense of civic responsibility and for their response to this and other expressions of human needs."

When it comes to serving the community, WSB Radio doesn't clown around.

WSB RADIO

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



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

**KATZ IS
THE REAL THING
IN ST. LOUIS—
AMERICA'S
8TH LARGEST
NEGRO MARKET**

IN
St. Louis
YOU NEED



**double
exposure**

— the general advertising
of your choice and
ALWAYS

KATZ

only full-time Negro Radio
in the Central Middle West

KATZ blankets the market
within the market — over
1/3 million consumers

**SPECIAL RADIO
FOR ST. LOUIS
24 HOURS A DAY**

Represented Nationally by
BERNARD HOWARD & CO., INC.

to shareholders involved in such contemplated broadcast-connected mergers as Westinghouse Electric Corp. and MCA, and Metromedia Inc. and Trans-america Corp.

Broadcasters worried about the government's increasingly tough attitude on station ownership face a dilemma in connection with the fairness-doctrine case now pending before the Supreme Court. Broadcast industry leaders have long attacked the doctrine on the ground that it cools licensees' ardor for presenting controversial issues.

However, if the court should declare the doctrine unconstitutional, a government move to atomize ownership as a means of assuring a multiplicity of broadcast voices can be counted a certainty. FCC Chairman Rosel H. Hyde, in appearances before the Senate and House Commerce Committees three weeks ago, said the commission would have to review its ownership policies in the light of a decision outlawing the doctrine.

And the House Commerce Committee's Investigations Subcommittee is considering a staff draft of a report on the doctrine that calls for tighter station-ownership restrictions in the event the government loses the fairness-doctrine case (BROADCASTING, Nov. 25, 1968). The same report also calls for enactment of the doctrine's personal-attack rules into law, and for commission action to spell out the requirements of the fairness doctrine with greater clarity, should the doctrine be upheld.

This draft report is only one of a number of matters on Capitol Hill contributing to the frigid climate broad-

BPI will be represented

BROADCASTING Magazine and the BROADCASTING YEARBOOK have 35 representatives in Washington this week to cover the 47th annual National Association of Broadcasters convention and related meetings. The editorial and advertising representatives of Broadcasting Publications Inc. are holding open house in the Madison suite of the Sheraton-Park hotel.

Representing BROADCASTING are: Sol Taishoff, Edwin James, Art King, Rufus Crater, Fred Fitzgerald, Earl Abrams, Len Zeidenberg, Sherm Brodey, Martin Kuhn, Joseph Esser, Robert Malone, Alan Steele Jarvis, Mehrl Martin, Timothy McLean, Steve Millard, Jeffrey Olson, Sue Tropin, Kate Long, Mary Ann Patterson, Gladys Hall.

Lawrence B. Taishoff, Maury Long, Ed Sellers, Warren Middleton, Bill Merritt, David Bailey, Greg Masefield, George Dant, Harry Stevens, Robert Sandor, Molly Dwyer, Patricia Wismer, Irving Miller, David Whitcombe, Richard Kinsey.



Frank Pace, Jr., chairman of the board of the Corp. for Public Broadcasting, will speak at the management luncheon on Tuesday, at 12:30 p.m. in the Sheraton Hall, Sheraton Park hotel.

casters are finding in Washington. Another is a report the parent Commerce Committee has adopted that accuses CBS's WBBM-TV Chicago of staging the pot party it filmed and aired last fall (*Pot Party at a University*) (see page 84). It recommends that "deceptive practices" in news programs be barred by law, and that stations be required to keep for inspection all film or tape, regardless of whether it was aired, for six months.

And in the Senate, Communications Subcommittee Chairman Pastore, expressing outrage at what he considers an excess of sex and violence on television (shades of Senator Thomas J. Dodd [D-Conn.] and his Juvenile Delinquency Subcommittee probe of six years ago and more) has prodded the surgeon general into study of the effects of television crime and violence on viewers—especially young ones.

However, at least one member of the FCC feels the free-press amendment may not be a permanent barrier. If the surgeon general's study reveals a causal connection between real-life and television violence, and if the networks do nothing on their own to eliminate the cause, Commissioner Cox said recently, then the commission would have to act—and "could do so without constitutional difficulty" (see page 88).

So, in view of these matters, Washington seems an appropriate place for the NAB to meet this year. Washington nightlife may lack the style of that in Chicago, where the NAB convenes three years out of four, but in terms of action affecting the broadcasting industry, Washington is where it's at.



It's our Washington Birthday!

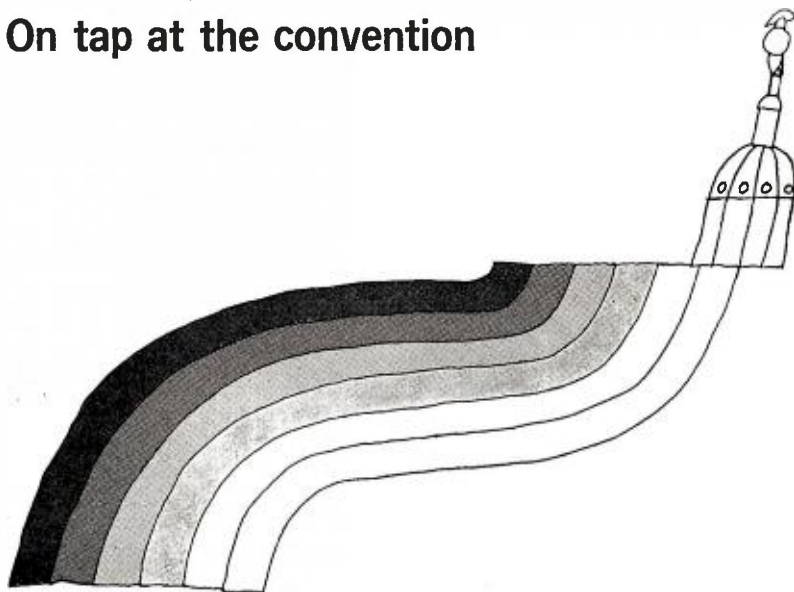
**WGN's Washington News Bureau celebrates its 5th year
as the Midwest's direct line to news makers**

Since WGN opened its own Washington News Bureau, people in the Midwest have had a better picture of what's going on inside Washington. Bureau Chief Bob Foster and his staff are on the spot covering national and international news as it breaks. And, in particular, providing special coverage of news that affects the Midwest. The extra service for our audiences in Chicago, Denver and Duluth is another example of the service provided by ...

WGN CONTINENTAL BROADCASTING COMPANY

Serving Chicago: WGN Radio and WGN Television / Duluth: KDAL Radio and KDAL Television / Denver: KWGN Television

On tap at the convention



Official agenda for the 47th annual National Association of Broadcasters convention, March 23-26, at the Shoreham and Sheraton-Park hotels, Washington, follows.

Registration Sunday, March 23—8 a.m.-6 p.m. Monday, March 24—8 a.m.-6 p.m. Tuesday, March 25—9 a.m.-5 p.m. Wednesday, March 26—9 a.m.-5 p.m. Lower Lobby, Shoreham.
Exhibit Hours Sunday, March 23—10 a.m.-7 p.m. Monday, March 24—9 a.m.-7 p.m. Tuesday, March 25—9 a.m.-7 p.m. Wednesday, March 26—9 a.m.-5 p.m. Exhibit Halls, Shoreham and Sheraton-Park.

Sunday, March 23

9-10 a.m.—ABC Radio Affiliate Advisory Boards meetings, Sheraton-Park, Richmond, Arlington, Alexandria and Dover Rooms.

9-11 a.m.—National Association of Broadcasters laymen's devotional breakfast. Sheraton-Park, Park Room.

9 a.m.-12:15 p.m.—National Association of FM Broadcasters sessions. Washington Hilton, Jefferson Room.

9 a.m.-12:30 p.m.—ABC Radio Affiliates breakfast meeting. Sheraton-Park, Sheraton Hall.

9 a.m.-2 p.m.—Broadcast Music Inc. board meeting-luncheon. Washington Hilton, Georgetown West.

9:30 a.m.—Association of Maximum Service Telecasters technical committee meeting. Shoreham.

10-11:30 a.m.—Association for Professional Broadcasting Education meeting. Sheraton-Park, Annapolis, Frederick and Maryland Rooms.

10-11:45 a.m.—Intercollegiate Broadcasting System sessions. Washington Hilton, Thoroughbred, Military and Hemisphere Rooms.

10:45 a.m.—National Association of Broadcasters convention mass offered by Archbishop Philip F. Hannan of New Orleans, episcopal moderator, department of communications, U. S. Catholic Conference. Lector: John Vath, WSMB New Orleans. Sheraton-Park, Continental Room.

11 a.m.-1 p.m.—Association for Broadcasting Standards technical committee meeting. Sheraton-Park, Calvert Room.

12-2 p.m.—Association for Professional Broadcasting Education reception and luncheon. Sheraton-Park, Maryland Suite.

12:30-5 p.m.—ABC-TV Primary Affiliates meeting. Shoreham, Palladian Room.

1-4 p.m.—Association for Broadcasting Standards board reception and luncheon. Sheraton-Park, Potomac Room.

2-5:30 p.m.—Association of Maximum Service Telecasters board meeting. Shoreham, Heritage Room.

2 p.m.—Society of Broadcast Engineers meeting. Shoreham, Forum Room.

Management Labor Clinic 2:30-4:30 p.m. Shoreham, Ambassador Room.

Presiding: William L. Walker, NAB director of broadcast management. *Panelists:* Joseph O. Schertler, Westinghouse Broadcasting Co., New York; Norman Lehr, Triangle Pub-

lications, Philadelphia; Albert O. Hardy, International Brotherhood of Electrical Workers, Washington; Clifford Gorsuch, National Association of Broadcast Employees and Technicians, Washington; Don W. Irion, NAB assistant director of broadcast management.

NAB FM Day Program 2:30-5 p.m. Sheraton-Park, Cotillion Room.

Presiding: Harold R. Krelstein, WMPS-FM Memphis. *Report of FM Committee Chairman:* David H. Polinger, WTFM (FM) Lake Success, N. Y.

Emphasis on FM Sales: Radio Advertising Bureau presentation. *Checkpoint FM:* Curtis B. Plummer, chief, FCC Field Engineering Bureau.

The Magic Formats of FM: Moderator, Edward D. Allen, WDR-FM Sturgeon Bay, Wis. Panelists: Jerry Holley, WIBW-FM Topeka, Kan.; Durward Tucker, WRR-FM Dallas; Jerry Chapman, WFBM-FM Indianapolis, and Joseph B. Whalen, WDAO (FM) Dayton, Ohio.

Remarks: FCC Commissioner Robert T. Bartley. 3-6 p.m.—ABC Radio Affiliates reception. Sheraton-Park, Sheraton Hall.

4 p.m.—Evensong Service in honor of National Association of Broadcasters delegates by Rev. Edgar Romig of Epiphany Church, Washington. Washington Cathedral.

4-6 p.m.—Association for Broadcasting Standards membership meeting. Sheraton-Park, Baltimore Room.

6 p.m.—ABC-TV reception and banquet. Washington Hilton, International Ballroom.

6-11 p.m.—National Cable Television Association reception for NAB delegates. Hotel America, Brittany Room.

6:30 p.m.—NBC Affiliates reception and buffet. Statler Hilton, Presidential Room.

Monday, March 24

8-9:30 a.m.—Mark Century Corp. breakfast and programing seminar. Shoreham, Empire Room.

8-10 a.m.—TV Stations Inc. membership breakfast meeting. Shoreham, Blue Room.

General Assembly (Management and Engineering Conferences): 10:30 a.m.-noon, Shoreham, Regency Ballroom.

Presiding: Harold Essex, WJSJ-TV Winston-Salem, N. C., convention co-chairman. *Music:* U. S. Marine Band. *Invocation:* The Rev. William Fore, executive director, Broadcasting and Film Commission of National Council of Churches of Christ, New York. *Presentation of colors:* Joint service

color guard.

Introduction: Grover C. Cobb, KVGB Great Bend, Kan., chairman of NAB board of directors. *Address:* Vincent T. Wasilewski, NAB president. *Music:* St. Petersburg (Fla.) Boychoir.

Presentation of NAB's Distinguished Service Award to John E. Fetzer, president, John E. Fetzer Stations, by Mr. Wasilewski. *Remarks:* Mr. Fetzer.

Management Conference Luncheon 12:30-2:30 p.m. Sheraton-Park, Sheraton Hall.

Presiding: Donald A. Thurston, WMNB North Adams, Mass., convention co-chairman. *Invocation:* The Rev. Donald F. X. Connolly, National Catholic Office for Radio and Television, New York.

Introduction of the Speaker: Vincent T. Wasilewski, NAB president. *Address:* Senator John O. Pastore (D-R.I.).

Joint Management Assembly 2:30-3:30 p.m. Shoreham, Regency Ballroom.

Presiding: Grover C. Cobb, KVGB Great Bend, Kan., chairman of NAB board of directors.

Introduction of the Speaker: Roy E. Morgan, WILK Wilkes-Barre, Pa. *Address:* Whitney M. Young Jr., executive director, National Urban League.

2:30-3:30 p.m.—Columbia University broadcasting institute. Sheraton-Park, Dover Room.

Radio Assembly 3:30-4:30 p.m. Shoreham, Regency Ballroom.

Presiding: Donald A. Thurston, WMNB North Adams, Mass.

Annual RAB Presentation: Miles David, president, Radio Advertising Bureau; Robert H. Alter, executive vice president; Carleton F. Loucks, director, regional sales.

Television Assembly 3:45-4:45 p.m. Sheraton-Park, Cotillion Room.

Presiding: Harold Essex, WSJS-TV Winston-Salem, N. C., convention co-chairman.

Television Bureau of Advertising Report: Norman E. Cash TVB president.

The Spot Transaction. Today—Tomorrow?: Moderator, Donald L. Kearney, Corinthian Broadcasting Corp., New York. Panelists: Leslie G. Arries, WBEN-TV Buffalo, N. Y.; Jack Fritz, The Blair Companies, New York, and Marvin Antonowski, J. Walter Thompson Co., New York.

5-7 p.m.—Harvard Business Seminar smoker. Shoreham, Tudor Room.

6 p.m.—CBS-TV Affiliates reception. Shoreham, Palladian Room.

6 p.m.—Metromedia Radio reception and dinner. Mayflower, Grand Ballroom.

8-10:30 p.m.—Audio Engineering Society meeting. Sheraton-Park, Baltimore Room.

9:30 p.m.—Group W. Productions reception. Shoreham, Empire Room.

Tuesday, March 25

8-10 a.m.—Society of Television Pioneers breakfast. Sheraton-Park, Continental Room.

8 a.m.-noon—All-Channel Television Society breakfast symposium. Sheraton-Park, Baltimore and Annapolis Rooms.

8:30 a.m.-12:15 p.m.—Association of Maximum Service Telecasters meeting. Shoreham, Diplomat Room.

Radio Assembly 9:30 a.m.-noon. Shoreham, Regency Ballroom.

Presiding: Richard D. Dudley, WSAU Wausau, Wis., chairman, NAB radio board. *The Magic of Radio:* Mr. Dudley.

All-Industry Radio Music License Committee Report:

Elliott M. Sanger, committee chairman. *Buchwald On:* Art Buchwald, columnist and humorist.

Radio and Records: A Concert in Sound—1969: Henry Brief, executive director, Record Industry Association of America. *Radio's Golden Moments—Yesterday, Today and Tomorrow:* Arthur Godfrey.

11 a.m.-noon—All Industry Radio Music License Committee meeting. Sheraton-Park, Calvert Suite.

Management Conference Luncheon 12:30-2:30 p.m. Sheraton-Park, Sheraton Hall.

Presiding: Harold Essex, WSJS-TV Winston-Salem, N. C., convention co-chairman. *Invocation:* Rabbi Bernard H. Mehlman, Temple Micah, Washington.

Introduction of the Speaker: Vincent T. Wasilewski, NAB president. *Address:* Frank Pace Jr., chairman of the board, Corp. for Public Broadcasting.

No afternoon sessions There is no program for this period so delegates may visit the exhibits and hospitality suites.

NAB-Broadcast Pioneers Government Reception 6-7:30 p.m. Sheraton-Park, Sheraton Hall.

2:30-4 p.m.—Association of Maximum Service Telecasters board meeting. Shoreham, Heritage Room.

3-4:30 p.m.—All Industry Television Music Licensing Committee meeting. Sheraton-Park, Dover Room.

Wednesday, March 26

Television Assembly 9-10:45 a.m. Sheraton-Park, Cotillion Room.

Presiding: Charles H. Tower, Corinthian Broadcasting Corp., chairman, NAB TV board.

NAB TV Board Elections

National Academy of Television Arts & Sciences Award Presentations for community service and programing serving disadvantaged young people.

Inside Broadcast Self-Regulation: Stockton Helffrich, director, NAB Code Authority. *Should TV Cover It?—Or Cover It Up?:* Roy Danish, director, Television Information Office.

TV Board Election Results.

9-11 a.m.—Daytime Broadcasters Association meeting. Sheraton-Park, Baltimore Room.

General Assembly (Management and Engineering Conference) 11 a.m.-1 p.m. Shoreham, Regency Room.

Presiding: Grover C. Cobb, KVGB Great Bend, Kan., chairman, NAB board of directors.

Broadcasting and the Government: Moderator, Mr. Cobb. Panelists: Lee Loevinger, attorney and former FCC commissioner; Paul A. Porter, attorney and former FCC chairman; Robert L. Heald, attorney and president of Federal Communications Bar Association; Douglas A. Anello, NAB general counsel; Sol Taishoff, editor and publisher, BROADCASTING Magazine.

Joint Management and Engineering Luncheon 1:30-3:30 p.m. Sheraton-Park, Sheraton Hall.

Presiding: Donald A. Thurston, WMNB North Adams, Mass., convention co-chairman. *Invocation:* Dr. Paul Stevens, director Radio and Television Commission, Southern Baptist Convention, Fort Worth.

Introduction of the Speaker: Vincent T. Wasilewski, NAB president. *Address:* Rosel H. Hyde, FCC chairman.

Thursday, March 27

9 a.m.-5 p.m.—Visual Electronics Corp. post-NAB technical seminar. Sheraton-Park.

How a first-run production a network?

Buy "The Game Game?"

That's right: "The Game Game." The ultimate game show entertainment. From Chuck Barris, super-successful producer of "The Dating Game" and "The Newlywed Game." Creator of the young look for young audiences, and for advertisers who want to reach them.

"The Game Game" is based on a simple, proven premise. Television viewers enjoy the challenge and involvement of self-appraisal. "The Game Game"

can you get Chuck Barris if you're not

puts celebrities and viewers to the test. The stars are rated by their candid answers to probing questions. Audiences rate themselves at home. Each half hour is hilariously revealing for all concerned.

"The Game Game" has everything that makes for total audience enjoyment. Fun. Celebrities. Challenge. Home participation. And that magic Chuck Barris touch. Come see us.

CBS Enterprises Inc.
Suite G-600 at the Shoreham.



Dick Van

(Need we say Moore?)

Mary Tyler Moore and Dick Van Dyke. Two of today's hottest young stars. Together in one of the most popular comedy series ever to enter syndication: "The Dick Van Dyke Show."

"The Dick Van Dyke Show" has won more than 40 major industry awards (including 15 Emmys). It rated among television's top 10 for three consecutive years. And subsequently ranked in the daytime top 10 in every one of its four daylight seasons. With audience shares ranging from 43.0 percent to 53.1 percent.

Source: NTL average audience estimates, Oct-Apr avgs., '61-'68, and Oct '68-Feb '69. Subject to qualifications available on request.

nDyke!

Dick Van Dyke is currently adding new lustre to his superstar status in the motion picture road show attraction, "Chitty Chitty Bang Bang." And Mary Tyler Moore is right up there with him. "Thoroughly Modern Millie," in which she co-starred, is one of the super-grossers of history.

What more can we say? Come on up.

 **CBS Enterprises Inc.**
Suite G-600 at the Shoreham



**You call your
wife from
the office.**

**And a
man answers.**

And answers.

And answers.

What do you do?

Ever-surprising. True-to-life. "Candid Camera" keeps millions roaring with laughter at the spontaneous reactions of everyday people suddenly confronted with the unexpected. As captured by Allen Funt and his hidden camera crew.

Sponsors can smile their way to the bank. "Candid Camera" was top-rated in its Sunday nighttime period six out of seven seasons on CBS. Among television's top 10 in four out of seven seasons. Then a market-by-market hit on CBS daytime. Now in syndication, "Candid Camera" heads for new success.

Source: NII average audience estimates, Oct-Apr '60-'61 through '66-'67. Subject to qualifications available on request.

Smile! You're on "Candid Camera!"

In addition to the unrehearsed human comedy, laughter is provided by "Candid Camera" guest stars. Like Jack Paar, Alan King, Eddie Albert, Harpo Marx, Carol Lawrence, Buster Keaton, Woody Allen. Plus regular co-hosts Allen Funt and Durward Kirby.

As long as people laugh at people and themselves, "Candid Camera" will attract huge audiences. For the last (and best) laugh, come see us.

 **CBS Enterprises Inc.**
Suite G-600 at The Shoreham.



**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 of the new "What's My Line?"

© CBS Enterprises Inc.
Suite G-600 at The Shoreham.



Where to find it

Exhibits of equipment manufacturers are located in the exhibit halls of the Sheraton-Park and Shoreham hotels during the NAB convention. Exhibit space and/or the hospitality suites assigned as of March 20 are shown. Symbols: Sh-P is Sheraton-Park; Shor is Shoreham; WH is Washington Hilton; St.H is Statler Hilton.

Exhibitors

Addressograph-Multigraph Corp.	Shor, 522
AEC/Veritas	Shor, 568
Albion Optical Co.	Sh-P, 320
Alford Manufacturing Co.	Sh-P, 203
Alma Engineering	Shor, 534
Altec Lansing	Sh-P, 309
American Electronic Laboratories Inc.	Shor, 506
Ampex Corp.	Sh-P, 200
Andersen Laboratories	Shor, 537
Andrew Corp.	Sh-P, 208
Angenieux Corp.	Shor, 518
Applied Electro Mechanics Inc.	Shor, 540
Arriflex Corp. of America	Sh-P, 311
Audio Devices Inc.	Shor, 501
B&K Instruments Inc.	Shor, 543
Ball Brothers Research Corp.	Sh-P, 321
Bardwell & McAllister Inc.	Shor, 566
Belar Electronics Laboratory	Shor, 562
Berkey-Colortran Inc.	Sh-P, 303
Boston Insulated Wire & Cable	Sh-P, 314
Brand-Rex Div./American Enka Corp.	Shor, 559
Broadcast Computer Services	Shor, 549
Broadcast Electronics Inc.	Sh-P, 205
Broadcast Products Co.	Shor, 531
Broadcast Skills Bank	Sh-P, 401
Canon U.S.A. Inc.	Shor, 575
CBS Laboratories	Sh-P, 105
CCA Electronics Corp.	Sh-P, 216
Central Dynamics Corp.	Shor, 517
Century Lighting Inc.	Sh-P, 209
Chrono-Log Corp.	Sh-P, 220
Cleveland Electronics Inc.	Sh-P, 212
Cohu Electronics Inc.	Shor, 552
Collins Radio Co.	Sh-P, 225
Comfax	WH
Conrac Corp.	Sh-P, 102
Continental Electronics	Sh-P, 224
Craftsman Electronic Products	Shor, 509
Data Memory Inc.	Shor, 570
Davis & Sanford Co.	Shor, 527
Defense Electronics	Shor, 578
Delta Electronics Inc.	Shor, 557
Dresser Crane, Hoist & Tower	Sh-P, 313
Dynair Electronics Inc.	Sh-P, 324
Eastman Kodak	Shor, 526
Effective Communication Systems	Sh-P, 327
Electronics, Missiles & Communications Inc.	Sh-P, 326
Fairchild Recording Equipment	Sh-P, 218
Filmline Corp.	Shor, 573
Fort Worth Tower Co.	Sh-P, 306
Front Projection Corp.	Shor, 538
Gates Radio Co.	Sh-P, 213
General Camera	Shor, 541
General Electric	Sh-P, 210
Gotham Audio Corp.	Sh-P, 310
Granger Associates	Sh-P, 316
Grass Valley Group Inc.	Sh-P, 219
Gray Research & Dev. Co.	Shor, 563
Harwald Co.	Sh-P, 318
Houston Fearless Corp.	Sh-P, 307
Humphrey Electronics	Shor, 582
Instructional Dynamics	St.H.
International Good Music Inc.	Sh-P, 317
International Video Corp.	Shor, 530
ITT Electron Tube Div.	Shor, 560
Jamison Film Co.	Shor, 572
Jampro Antenna Co.	Sh-P, 305
Jerrold Corp.	Shor, 510
Johnson Electronics Inc.	Sh-P, 315
Kahn Research Labs	Shor, 523
Kaiser CATV Corp.	Shor, 512
Kalfat Co.	Shor, 567
Kilegi Bros.	Sh-P, 101
Lenkurt Electric Co.	Shor, 507
Listec Television Equipment Co.	Shor, 528
MaCarta Inc.	Sh-P, 319
Machlett Laboratories/Raytheon	Sh-P, 207
Marconi Instruments	Shor, 533
Marti Electronics	Sh-P, 300
McCurdy Radio Industries Inc.	Sh-P, 325

McMartin Industries Inc.	Sh-P, 211
Memorex Corp.	Shor, 529
Microwave Associates Inc.	Shor, 502
D. B. Milliken Co./Teledyne	Shor, 553
3M Co./Magnetic Products Div.	Sh-P, 106
Minolta Corp.	Shor, 545
Mole-Richardson Co.	Shor, 556
Moseley Associates Inc.	Sh-P, 328
Multitronics Inc.	Unassigned
Nippon-Columbia Corp. of America	Shor, 547
North American Philips Corp.	Shor, 551
Nortronics Co.	Shor, 513
Optical Coating Laboratory	Shor, 532
Paillard Inc.	Shor, 546
Philips Broadcast Equip. Corp.	Sh-P, 206, 223
Potomac Instruments Inc.	Shor, 579
Power-Optics Inc.	Shor, 555
Q-TV Sales & Distributing	Sh-P, 302
Quick-Set Inc.	Shor, 521
Raytheon Co.	Sh-P, 207
Recortec Inc.	DuPont Plaza
RCA	Sh-P, 100
RCA Electronic Components	Sh-P, 104
RHG Electronics Laboratory	Shor, 544
Richmond Hill Laboratories Ltd.	Shor, 503
Riker Video Inc.	Sh-P, 215
Rohde & Schwarz Sales Co.	Shor, 525
Rohn Systems Inc.	Sh-P, 308
Rust Corp. of America	Sh-P, 214
Scantlin Electronics Inc.	Shor, 511
Schafer Electronics	Sh-P, 222
Scully Recording Instruments	Shor, 565
Seeburg Music Library Inc.	Shor, 535
Shibaden Corp. of America	Sh-P, 323
Shure Brothers Inc.	Sh-P, 301
SIS Electronics	Shor, 564
Skirpan Electronics Inc.	Shor, 569
Sony Corp. of America	Sh-P, 221
Sparta Electronic Corp.	Sh-P, 304
Spindler & Sauppé Inc.	Shor, 561
Standard Electronics Corp.	Sh-P, 312
Stanton Magnetics Inc.	Shor, 574
Suburban Sound Inc.	Shor, 531
Swanor Group	Shor, 515
Sylvania Electric Products Inc.	Shor, 500
Tape-Athon Corp.	Shor, 514
Tapcastor TCM	Shor, 520
Sarkes Tarzian Inc.	Sh-P, 202
Tektronix Inc.	Sh-P, 201
Tele-Cine Inc.	Shor, 542
Telemation Inc.	Shor, 536
Telemet Co.	Sh-P, 217
Telepro Industries Inc.	Shor, 554
Telesync Corp.	Sh-P, 226
Television & Computer Corp.	Shor, 576
Telex Corp.	Shor, 548
Tracor Inc.	Shor, 539
Trompeter Electronics Inc.	Shor, 508
U. S. Air Force	Sh-P, 408
U. S. Army	Sh-P, 405
U. S. Navy	Sh-P, 404
U. S. Treasury Department	Sh-P, 406
Utility Tower Co.	Sh-P, 204
Varian Associates	Shor, 524
Vega Electronics Corp.	Sh-P, 212A
Video Facilities	Shor, 577
Videometrics Inc.	Shor, 517
Vikoa Inc.	Shor, 504
Visual Electronics Corp.	Sh-P, 103
Vital Industries Inc.	Sh-P, 322
Ward Electronic Industries	Shor, 519
Westel Co.	Shor, 558
Wilkinson Electronics Inc.	Shor, 516
Zoomar Inc.	Shor, 505

NAB Convention Offices

(All NAB convention and staff offices are on the lobby floor of the Shoreham unless otherwise designated.)

Convention Manager	Board Room
Everett E. Revercomb, secretary-treasurer	
Convention Program	Committee Room
Harold Niven, vice president	
Engineering Conference	Board Room
George W. Bartlett, vice president	
Convention Exhibits	
Edward L. Gayou,	
exhibit director	Exhibit Office, Sh-P.
George E. Gayou,	
exhibit consultant	Exhibit Office, Shor.
Registration Desk	Lower Lobby
Donald B. Pearce, assistant treasurer	
Convention News and Public	
Relations	Caucus Room
John M. Couric, vice president	
Milton Magruder, director of publications	
Newsroom	Executive Room

NAB Staff Offices

Radio	Board Room
Charles M. Stone, vice president	
Television	Board Room
William Carlisle, vice president	
Station Relations	Lower Lobby
Alvin M. King, director	
James McKnight, Spencer Denison, Oliver W. Henry, Ernest C. Sanders, Daniel M. Valentine, Paul R. Fry, Hamilton Woodle, regional managers.	
Broadcast Management	Woodbridge Room
William L. Walker, director	
Government Affairs	Cabinet Room
Paul Comstock, vice president	
Legal	Cabinet Room
Douglas A. Anello, general counsel	
Research	Woodbridge Room
Code Authority	Council Room
Stockton Helffrich, director	
Jerome Lansner, assistant to the director	
Thom R. Winkler, manager, radio code	
Richard Burch, manager, TV code,	
Washington	

Equipment Hospitality Suites

(See also Equipment Exhibitors)

Albion Optical Co.	Sh-P, M457
American Electronic Laboratories Inc.	Sh-P, F346
American Enka Corp.	St.H
Ampex Corp.	Sh-P, B220
Andersen Laboratories Inc.	Mayflower
Angenieux Corp.	Sh-P, E526
Audio Devices Inc.	Shor, G309
Ball Brothers Research	Sh-P, A211
Central Dynamics Corp.	Windsor Park
Collins Radio Co.	Sh-P, M789
Continental Electronics	Sh-P, M553
Data Memory Inc.	Shor, E130
Dresser Crane, Hoist & Tower	Sh-P, A311
Dynair Electronics Inc.	Sh-P, F543
Eastman Kodak	Shor, F157
Electronics, Missiles & Communications	Sh-P, A611
Fairchild Recording Equipment	Sh-P, M790
Gates Radio Co.	Sh-P, C540
General Electric	Sh-P, D200
Grass Valley Group Inc.	WH
Houston Fearless Corp.	Sh-P, E426
Instructional Dynamics	St.H.
International Good Music Inc.	Sh-P, M251
International Video Corp.	WH, C340
Jampro Antenna Co.	Sh-P, M559
Jerrold Electronics Corp.	Shor, A502
Kaiser CATV Corp.	Sh-P, M690
Kilne Iron & Steel Co.	Shor, G700
Listec TV Equipment Co.	Sh-P, A711
McMartin Industries Inc.	Sh-P, A200
Memorex Corp.	Windsor Park
Microwave Associates	Mayflower
3M Co.	Sh-P, C740
Moseley Associates	Sh-P, F450
Philips Broadcast Equip. Corp.	Sh-P, A511
Power-Optics, Inc.	St.H
Raytheon Co.	Sh-P, F650
RCA	Shor, C530
Recortec Inc.	St.H
Richmond Hill Laboratories	WH
Rohn Systems Inc.	Sh-P, D506
Rust Corp. of America	Sh-P, M658
Scantlin Electronics Inc.	Executive House
Schafer Electronics	Sh-P, A100
Scully Recording Instruments	Shor, C236
Seeburg Music Library Inc.	Shor, F857
Sparta Electronic Corp.	Sh-P, M559
Stainless Inc.	Sh-P, C640
Standard Electronics Corp.	Sh-P, M357
Stanton Magnetics Inc.	WH
Sylvania Electric Products Inc.	Shor, B220
Tape-Athon Corp.	Mayflower
Sarkes Tarzian Inc.	Sh-P, F340
Technicolor Inc., Vidtronic Div.	Sh-P, D706
Telemation Inc.	Windsor Park
Television & Computer Corp.	Shor, D511
Utility Tower Co.	Sh-P, D404
Varian Associates	WH
Vega Electronics Corp.	Sh-P, M559
Visual Electronics Corp.	Sh-P, D400
Vital Industries	Sh-P, M552
Ward Electronic Industries Inc.	Sh-P, M389
Westel Co.	Shor, D208
Wilkinson Electronics Inc.	Sh-P, D210



The face that launched a thousand shows.

HAZEL

When it comes to strip programming, Hazel is the "queen of the strip." Hazel's vital statistics are coming in from all over the country.

ARB recorded a 46% share of young (18-34) women in Syracuse.

Hazel is the first choice of women and in 184% more homes than the closest competitor in Hartford-New Haven.

Hazel delivers more homes and young women than any other program sign on to 7:30 PM in Buffalo.*

Hazel, starring Shirley Booth (154 half-hours... 120 in color) is just one of the many people-pleasing series available from Screen Gems. Others include *The Farmer's Daughter*, *The Donna Reed Show*, *Dennis The Menace*, *The Flintstones*, *Naked City* and more!

*source ARB November, 1968



Bruce Morrow, one of the most listened-to names in broadcasting, comes on strong with the new *Bruce Morrow Show*, which will be available for syndication soon. The new program is a live-tape color series presented five days a week with the sights, sounds and excitement of today's now generation. Included in the provocative hour-long show, geared to young adults, will be such features as mini-movies, mod fashion shows, audience "speak out" sessions, the very top names in entertainment, stimulating conversationalists, and a multi-talented group of regulars to further enrich an already rich entertainment agenda. A great new idea in strip programming!



BRUCE

ELLA



Ella Fitzgerald is just one of many stars included in our "Screen Gems Presents" color entertainment specials. Others that grace the "Screen Gems Presents" stage are Duke Ellington, Julie London, Kate Smith, Polly Bergen, Gordon MacRae, Al Hirt, Vickie Carr and Carol Lawrence, to name just a few.

12 hour-long color tape episodes produced by Jackie Barnett.



Hugh Hefner presents the newest idea in variety-conversation programs with the entertainment "party" on *Playboy After Dark*. Each week, host Hefner invites big name guests to join him and his friends (including an abundant array of beautiful girls) in front of the cameras in the informal atmosphere of his lavish penthouse set. Audience acceptance has been phenomenal. In its premiere showing on WOR-TV New York, *Playboy After Dark* registered a solid 8.2 rating and 24% share (11:30 PM to 12:30 AM), tripling its lead-in rating and increasing the previous month's time period average by 242%*. KTLA Los Angeles and WGN-TV Chicago have registered similar successes. Already in 26 markets, its appeal is reflected in the guests who have already appeared including—Tony Bennett, Sammy Davis Jr., Rowan and Martin, Don Adams, Bill Cosby, Sid Caesar, Mort Sahl, Don Rickles, Tommy Smothers, Joan Baez, Anthony Newley, James Brown, Jack Carter, Shelley Berma, Joey Bishop and many many more.

26 hour-long color tape episodes. "Playboy After Dark" is hosted by Hugh Hefner. Produced by Playboy Productions.

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Screen Gems Post '60 Features speak for themselves:

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Bedford Incident

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We'll all be at the Washington Hilton (Lincoln Room East) starting March 23. Our tête-a-tête goes from high noon on.

Program Services

ABC Films.....Shor, E630
 Allied Artists TV.....Sh-P
 Alto Fonic Programming Inc.....Sh-P, D308
 American Independent Radio.....WH
 American International TV.....Shor, G508
 Avco Embassy Pictures.....Shor, D706
 Banner Films.....Mayflower
 Boston Symphony
 Transcription Service.....Sh-P, M353
 Broadcast Sales Inc.....Sh-P
 CBS Enterprises Inc.....Shor, G600
 Cine-Vox Productions.....Sh-P, B620
 Dick Clark TV Productions.....Mayflower
 Columbia Special Products.....Shor, C636
 Co-Media Productions.....Shor, C337
 Bing Crosby Productions Inc.....WH
 Dawson Communications.....WH
 Filmways Syndication Sales.....WH
 Firestone Film Syndication.....WH, 4-190
 Four Star Entertainment Corp.....Shor, B820
 Sandy Frank Program Sales Inc.....Sh-P, E330
 Functional Media Inc.....Madison
 Golden Eagle Films.....WH, 5-190
 Goodson-Todman Productions.....WH
 Group W Productions.....Sh-P, B520
 Larry Harmon Pictures.....WH
 Hartwest Productions Inc.....Sh-P, A500
 Hartwest Television Inc.....Sh-P, A500
 Heller Corp.....WH
 Juneau Petersen Productions.....WH
 King Features Syndicate.....Windsor Park
 Krantz Films Inc.....WH
 Kristom Productions Inc.....WH
 M & A Alexander.....WH
 Markap TV Corp.....WH, 5-174
 Mark Century Corp.....Shor, G100
 MCA-TV.....Sh-P, D600
 Medallion TV Enterprises Inc.....Shor
 Metromedia Producers Corp.....Sh-P, C240
 MGM-TV.....WH, 3-101
 Charles Michelson Inc.....Sh-P
 Motherwell Broadcasting Systems.....WH, P1
 National Telefilm Associates.....WH
 NBC Films Inc.....Sh-P
 North American TV Associates.....Hay Adams
 Harry O'Connor Productions.....Shor
 Official Films Inc.....Unassigned
 Off-Network Productions Inc.....Mayflower
 Olas Inc.....Mayflower
 Pams Inc.....Shor, G608
 Paramount TV.....WH
 Pepper & Tanner Inc.....Sh-P, E320
 Programmers.....Annandale, Va.
 Peter M. Robeck & Co.....Sh-P, E220
 Romper Room Inc.....WH
 Screen Gems.....WH, Lincoln Room East
 SESAC.....Shor, G200
 Showcorporation.....Shor, A601
 Spangler Television Inc.....WH
 Storer Programs Inc.....WH, Solar Suite
 TM Productions.....Shor, A501
 Trafco.....St.H.
 Trans-Lux TV Corp.....Sh-P, B620
 Triangle Program Sales.....Sh-P, Franklin Room
 20th Century-Fox
 Television.....WH, Lincoln Room
 Winters/Rosen Distributing Corp.....WH, 5-174

Station Representatives

ABC-TV Spot Sales.....Georgetown Inn
 Avco Radio TV Sales.....Sh-P, E420
 Avery-Knodel.....Sh-P, F440
 Mort Bassett & Co.....Shor, E839
 Charles Bernard Co. (Country
 Music Network).....WH
 John Blair & Co.....WH, Solar Suite
 John C. Butler & Co.....Unassigned
 CBS Radio Spot Sales.....Shor, A401
 CBS-TV National Sales.....Unassigned
 Henry I. Christal Co.....Sh-P, A600
 Roger Coleman Inc.....WH, P1
 Robert E. Eastman & Co.....WH
 Gill-Perna Inc.....Sh-P
 Greener, Hiken, Sears.....WH
 Herbert E. Groskin & Co.....WH
 Harrington, Righter & Parsons.....Shor, E830
 Bernard Howard & Co.....WH
 H-R Representatives.....WH
 The Katz Agency.....WH, Solar Suite
 Major Market Radio.....Shor, E439
 Jack Masla & Co.....WH
 McGavren-Guild-PGW Radio.....WH
 The Meeker Co.....Shor, A702
 Metro Radio Sales.....Georgetown Inn

CATV makes a bid

The cable TV industry, not to be on the outside during the myriad parties, receptions and general hospitality engulfing Washington during the convention of the National Association of Broadcasters, has scheduled what it calls a "Mega-Bash," open to all broadcasters. The National Cable TV Association, plays host to broadcasters on Sunday (March 23). The reception is scheduled to run from 6 p.m. to 11 p.m. in the Hotel America's Brittany Room. The Hotel America is on Thomas Circle, northwest.

Metro TV Sales.....Sh-P, C244
 Peters, Griffin, Woodward.....WH
 Edward Petry & Co.....Shor, Club Rooms A & B
 Vic Piano Associates.....Sh-P
 Pro Time Sales.....WH
 Quality Media Inc.....WH
 RKO Radio Representatives.....Shor
 Savalli/Gates.....WH
 Stone Representatives Inc.....Sh-P, D300
 Tele-Rep.....Hotel America, 423
 Television Advertising
 Representatives.....Madison
 Alan Torbet Associates Inc.....Shor, G400
 Grant Webb & Co.....Sh-P, C340
 Weed Radio & TV Corp.....WH
 Adam Young-VTM.....WH

Station Brokers

Blackburn & Co.....DuPont Plaza
 Chapman & Co.....Unassigned
 Charles Cowling & Associates.....Sh-P
 R. C. Crisler & Co.....WH
 Wilt Gunzendorfer & Associates.....WH
 Hamilton-Landis & Associates.....Mayflower, 502
 Hogan-Feldmann.....St.H., 670
 Philip L. Kelsner & Assoc.....Hay-Adams
 LaRue Media Brokers Inc.....Mayflower
 G. Bennet Larson Inc.....WH
 New York Securities Co.....Madison
 Howard Stark.....Shor
 John Stebbins.....Windsor Park
 William T. Stubblefield.....Madison, Penthouse
 Edwin Tornberg & Co.....WH

Networks

ABC Inc.....Shor, C130
 ABC International.....Shor, C130
 ABC Radio.....Sh-P, B420
 ABC Radio Stations.....Unassigned
 ABC-TV.....Shor, C130
 ABC-TV Stations.....Georgetown Inn
 CBS Inc.....Shor, C830
 CBS Radio.....Shor, C630
 CBS Radio Stations.....Shor, C630
 CBS-TV.....Shor, C830
 CBS-TV Stations.....Unassigned
 Hughes Sports
 Network.....WH, Faragut & Grant suites
 Keystone Broadcasting System.....Sh-P, D700
 Market 1 Network.....Shor
 Mutual Broadcasting System.....Shor, B120
 NBC Inc.....Shor, C430
 NBC Radio.....Shor, C430
 NBC-TV.....Shor, C430

Research Organizations

American Research Bureau.....Shor, A402
 Audits & Surveys Inc.....WH
 Broadcasts Advertisers Reports.....Sh-P
 Home Testing Institute/TVQ.....St.H.
 C. E. Hooper.....Georgetown Inn
 Mediastat.....Shor, E639

Media Survey Inc.....Shor, G209
 A. C. Nielsen Co.....Sh-P, A700
 The Pulse Inc.....Sh-P, F140

Miscellaneous

Advertising Age.....WH
 All-Channel Television Society.....Sh-P, M762
 AP.....Sh-P, Adams-Hamilton
 Assn. of Maximum Service
 Telecasters.....Shoreham
 Atwood-Richards Telescreen Inc.....Sh-P, A411
 Bernstein Bros, DeMarco &
 Martin.....DuPont Plaza
 Billboard.....Sh-P, M753
 Broadcast Management/
 Engineering.....Sh-P, M258
 Broadcast Information Bureau.....Sh-P, F750
 Broadcasting Magazine.....Sh-P, Madison Room
 Community Club Awards Inc.....WH
 Film & Television Daily.....Sh-P, M589
 Media/Scope.....St.H.
 Promotional Services Inc.....Shor
 Radio Advertising Bureau.....Shor, A302
 Reuters.....Mayflower
 Softness Group.....Mayflower
 Standard Rate & Data Service.....Sh-P, F640
 Television Age.....Sh-P, M458
 Television Bureau of Advertising.....Shor, B420
 Television Information Office.....Shor, D406
 Television Digest.....Sh-P, F240
 Time Buying Services.....Shor, G209
 TV Stations Inc.....Shor, G500
 UPI.....Sh-P, M490
 Variety.....Sh-P, M358

Also in Washington

Other firms at the NAB convention not included in last week's listing are:

Cleveland Electronics Inc.

Sh-P, 212

Headquarters: 2000 Highland Road, Twinsburg, Ohio 44087.

Exhibitions include a video switching system, color film chain camera, color video encoder, video multiplexer, color bar generator, background generator, black burst generator, drive generator, color and monochrome sync generators, and change-over switch.

Personnel: E. T. Clare, J. L. Kimball, J. W. Barnes, R. H. Boulio, H. E. Crow, Roy Seim, Claude Shouse, Dick Hiatt, Les Toth, R. J. Schlicht and R. L. Harmon.

Gates Radio Co.

Sh-P, 213

(corrected exhibit space)

Metromedia Producers Corp.

Sh-P, C240

(corrected suite number)

Reuters

Mayflower, Suite unassigned

Personnel: David Beeder.

John Stebbins Co.

Windsor Park, Suite unassigned

Personnel: John Stebbins.

Broadcasters warn of renewal hazards

Topics at Senate hearing cover one-to-customer, media concentration, NAB TV code, and violence

Broadcasters had an opportunity last week to air their major grievances on FCC license-renewal and transfer policies—even to the point of suggesting legislative remedies to current trends before the Senate subcommittee of primary jurisdiction. And the chairman of that subcommittee, Senator John O. Pastore (D-R.I.) allowed that the suggestions of the broadcasters seemed reasonable, indeed.

But as a price for his support Senator Pastore seemed intent on gaining agreement that, in order to enhance competition, broadcasters should not, at least in the same market, own cable-television systems.

No promises were elicited from any Communications Subcommittee member to introduce and advocate legislation that would, as National Association of Broadcasters President Vincent Wasilewski put it, "require the commission—before accepting the application of any other person for a broadcast license under renewal—first to determine that the grant of the application of the renewal applicant would not be in the public interest, convenience or necessity." But when he suggested that a licensee operating in the public interest shouldn't be harassed by competing applicants, Senator Pastore said, "that makes a lot of sense to me."

Sex and violence, the subjects of hearings two weeks ago under Senator Pastore (BROADCASTING, March 17), were not expected by the NAB president last week to be the main focus of discussion. But Senator Vance Hartke (D-Ind.), who feuded with Senator Pastore at the prior session on the need for a crash program of "in-depth hearings" on those subjects, let it be known early in the hearing that he was not through with the topics.

In the process, a study on citizens' attitudes commissioned by the NAB in 1966 but never released came in for probing questions by the Indiana Democrat for what light it might have shed on viewers' beliefs regarding violence in programming. NAB memories of the detailed data were cloudy but the gist of the testimony was that not much information had been gathered on that particular question. The NAB agreed, after pressure was applied by Senator Pas-

to file the study with the subcommittee for public inspection (see page 60).

Last week's hearing was a continuation of a series of three appearances before the committee. The first featured the FCC in a discussion of all current areas of commission activity and at which the commissioners heard a ringing denunciation of the practice of soliciting competing applications (BROADCASTING, March 17). The second featured the network presidents and NAB officials on violence, and the surgeon general of the U. S., who agreed to conduct an authoritative study of the effect of televised violence on viewers, particularly children (provided a fruitful methodology can be devised).

Mr. Wasilewski was given a second turn at the witness table last week in order to comment on regulatory matters that had been broached during the FCC session. Also appearing were six group broadcasters: Donald H. McGannon, Westinghouse Broadcasting Co.; Richard Dudley, Forward Communications Corp.; C. Wrede Petersmeyer, Corinthian Broadcasting Corp.; Thomas S.

Murphy, Capital Cities Broadcasting Corp.; Bill Michaels, Storer Broadcasting Co., and J. Ray Livesay, Mattoon Broadcasting Co.

The main cause for concern voiced by the broadcasters throughout the hearing was first put forth by Mr. Wasilewski: the proposal of the FCC to limit acquisition to one facility in a market ("one to a customer") and license-renewal policies in general. He told the subcommittee of the fear of many in the industry that the commission may seek to disrupt the present ownership patterns with consequent forfeiture of investment through the license-renewal procedure.

On the question of concentration of media control, Mr. Wasilewski pointed out that television, radio and newspapers have separate effects on the public which exist "regardless of the nature of its ownership or control." He also suggested that cross-ownerships were not a proper subject for across-the-board rulemaking, rather that they should be handled on a case-by-case basis.

Mr. Wasilewski also criticized the



Messrs. Wasilewski and Douglas Anello



Mr. Livesay



Mr. Michaels



Mr. Dudley

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FCC's present license-renewal procedures and the soliciting of alternate applications for those licenses. And these views were seconded by each of the broadcasters who testified. In prepared statements they deplored the fact that any station would be "up for grabs" to any group, regardless of the past performance in the public interest of the incumbent licensee and the untried reputation and "pie-in-the-sky" promises of the competing applicant.

Early in the hearing Mr. Wasilewski observed that the designated purchaser of a broadcasting outlet, under the terms of an amendment to the Communications Act (which forbids the FCC from entertaining competing applications for the transfer) is in a better position than a licensee up for standard renewal, who must take on all comers for the license.

Senator Norris Cotton (R-N.H.) asked for a clarification or correction. Assured that he had heard correctly, he replied: "I simply couldn't believe my ears."

It was during an early colloquy on violence with the NAB president that Senator Hartke brought up the matter of the unreleased NAB study on viewer attitudes.

He wanted to know what the results of the survey were, if they were favorable to the industry, and why they were not released. Mr. Wasilewski replied that some of the results were favorable, some were not. He explained that it was not released to the public because it was to be considered a benchmark study to be used in continuing research for comparison with later similar surveys.

He assured the subcommittee, however, that if it was proved that there is a relationship between violence on television and crime in the streets, "the industry does not want to be responsible for it," and will take necessary measures to correct the situation. Chairman Pastore replied that this was the very reason that they needed an "authoritative source" to prove that there is a relationship from a scientific point of view. If so, the government will have to take drastic steps in the public interest. But, he added: "I am not talking about censorship."

Westinghouse Broadcasting's Donald McGannon, who earlier this year withdrew his stations from the NAB television code because of a liberalization of the rules regarding personal-product advertising (BROADCASTING, Feb. 17), supported Senator Pastore's campaign to strengthen the code's powers. Mr. McGannon's statement that the code, as written, was "an enlightened document," with a serious deficiency in its "implementation and application," echoed Chairman Pastore's utterances on the subject at each of the three hearings.



Mr. McGannon



Mr. Petersmeyer Mr. Murphy

Mr. McGannon held that the NAB, with the code apparatus, represented "the only common, influential and industry wide entity that can bring about [the required] capacity for self-regulation."

Mr. McGannon also suggested that the FCC should press for an "ever-improving level of qualitative broadcasting." When Senator Hartke pointed out that the FCC felt that this is not its responsibility, that it would be equal to censorship on its part, Mr. McGannon replied that in his opinion he didn't think "inquiry mitigates against freedom. Mere inquiry is an action of leadership, not censorship." Commission activity in this regard should be taken with due regard for the Communications Act and the First Amendment, he stressed.

He added that he hoped the code would go back to its original form in two regards: a restrengthening of the advertising restrictions and the removal of network representatives on the code review board.

Regarding individual local ownership vs. group ownership, Mr. McGannon said that "no class of license should be acceptable or unacceptable as a class." In answer to criticism of group ownership, he pointed out "it is a corporate policy that [our personnel] be deep rooted in their community and know it and its environs intimately." He emphasized that because they are backed up by corporate policy, "they are insulated from local or ownership pressures perhaps to an even greater degree than individually locally owned stations." At the same time, he noted, the economic resources of the group operation permitted more local programming of quality.

The remaining group broadcasters, who appeared on Thursday (March 20), seconded the industry support for relief from unsettling renewal and transfer policies, gave various but generally consistent points of view on sex and violence and broadcasters' responsibilities.

Especially sensitive to the FCC one-to-a-market rulemaking was Richard D. Dudley. His corporation has been granted the transfer of WTRF-FM-TV Wheeling, W. Va., subject to a conditional grant with regard to the proposed rule. Mr. Dudley feels "it would be a travesty to have this [FM] service eliminated from the market," which is what would happen if the rule was adopted, he told the subcommittee. He urged that all transfers and licenses be considered on a case-by-case basis.

As for the issue of previewing network programs before they go on the air, Mr. Dudley pointed out that the networks make available to the affiliates, on a closed-circuit basis, programs with possible controversial content and the affiliate then exercises his right as the licensee to accept or reject such programs as suitable for his particular audience. "It is very important," Mr. Dudley stated, "that the local affiliate has the right to pre-empt network programming at any time to inject what he considers to be programming of more interest to the public in his coverage area."

Senator Hartke asked Corinthian's Mr. Petersmeyer if violent incidents were encouraged by television coverage; that is, the presence of television cameras and reporters on riot scenes, and if this aspect shouldn't be investigated. The senator said that several newsmen had confided in him that they were on instruction from station managers to "bend over backwards to avoid being blamed for creating a violent situation." Mr. Hartke called this "a form of censorship" and "a distortion of the news."

He urged that the public should be made aware of this situation and that the news should be shown "as it is." Mr. Petersmeyer replied that the situation was one of "caution rather than restriction." Chairman Pastore stated that if it would not be a breach of confidence, Senator Hartke should give him the names of those reporters who claim they are being restricted and they would be invited to testify before the subcommittee.

Program producers may also be in for a subcommittee grilling. Storer's Mr. Michaels suggested that perhaps much of the blame for the programming presently under criticism should be placed at the source. He said that producers, directors and writers thought that broadcasters were "too timid." Senator Pastore suggested that the producers



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THE IDEA OF AFFILIATION WITH ONE OF
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"lived in a world of their own," that they weren't aware of the public climate as were the broadcasters.

Mr. Michaels disagreed with Chairman Pastore when the senator called the television code a "facade." He argued that it represented "the conscientious efforts of many broadcasters" to regulate an industry from within that "is beset by many conflicting forces." He admitted that there were loopholes, but said these were being recognized and corrected.

J. Ray Livesay concluded the group broadcasters' testimony with a plea to the subcommittee to take action on the FCC's current license-renewal procedures. He explained that he now has an application before the FCC to increase the power of WLBH Mattoon, Ill., and later hopes to increase the power and coverage of WLBH-FM, also

Mattoon, in addition to building new offices and studios near the transmitter site. He estimates this will cost some \$150,000. He asked: "How can I intelligently hazard this kind of investment, which will take from 10 to 15 years to amortize, when [the FCC] might put me out of business in favor of someone making 'sky blue,' unproved promises at the end of three years when my license is up for renewal?"

The broadcasters' push to start specific legislation moving through the congressional pipeline did not bear any immediately observable fruit. Senator Pastore gave no promises and it was understood that he regarded the FCC action to set a cut-off date for filing so-called "strike applications" in renewal cases as evidence that the commission had already been turned

around on the matter of making it too easy for applicants to upset licensees' normal renewal chances (see page 70).

Further direction for the hearing series he had set in motion less than a month ago also remained in doubt, despite suggestions that newsmen and producers might be called. The hearing last week was adjourned "subject to the call of the chair." Several times during the last month Senator Pastore made it clear during exchanges with Senator Hartke that a further probe of the violence question should await the results of the President's Commission on Violence.

Action on legislation to deal with strike applications and questions of concentration of ownership and media cross-ownership may come if broadcasters can persuade key legislators to introduce bills, broadcasting spokesmen suggested.

A musty poll at last surfaces

NAB study in 1966 found mixed attitudes toward radio-TV and government controls

A three-year-old study, which last week drew a fair amount of congressional attention, showed "little public hue and cry for increased government control over television and radio programs. For radio, public opinion runs, if anything, toward less control on the part of the government."

Those findings were part of a two-volume report on "Broadcasting and the Public: 1966," which has now been made a part of the hearing record in the Senate Communications Subcommittee's study of broadcast ownership and programing (see page 56).

The study, made for the National Association of Broadcasters in January and February 1966, was never publicly released. NAB has considered it a "benchmark" work to provide data "against which changes in future years can be measured.

The study was based on interviews with 2,518 men and women, aged 21 and over, at 75 sampling points by the National Opinion Research Center of the University of Chicago.

Among the findings:

- In television, 20% felt government should have more control over programs than it now has, 17% felt there should be less governmental control and 56% felt government should have the same control as it has now. In radio programs, 9% wanted more government control, 17% favored less and 63% wanted the same amount of control.

- The main reason given for those favoring more control in television programing was that there was too much violence or sex on TV. The reason next

mentioned most often was that the programs were trivial, worthless, etc. The reasons were reversed by those favoring more government control in radio.

- For television commercials, 27% felt the government should have more control and 10% felt there should be less government control. For radio commercials, 16% favored more government control and 9% wanted less control.

- In both radio and television the main reason given for wanting more government control over commercials was the contention that the commercials were misleading and untruthful.

- Almost two-thirds, 64%, supported self-regulation of programs and commercials; 28% wanted the government to handle the policing. Among those favoring more government control about half would prefer broadcaster regulation over government regulation.

- About one-half believed there are rules and standards for programs and about one-third believed there are rules and standards about the number of commercials that can be carried.

- Of those who believed rules and standards exist, about half thought they were set by the government and about a third were aware of the NAB radio and television codes.

- About half felt the rules and standards were "fairly strictly" enforced. Of the remainder, more believed that the rules and standards were not enforced at all than felt they were very strictly enforced.

- Of those familiar with the NAB

codes, 42% believed all stations subscribe to them; only 22% were correctly aware that only some stations are subscribers.

- Most people approved of networks canceling regular programs for special news events, but less than half favored all networks doing this at the same time.

- More than half, 58%, found TV commercials annoying and 31% found commercials enjoyable. In radio 28% found commercials annoying and 16% found them enjoyable.

- A majority, 53%, felt TV has a good effect, over-all, on children while 19% felt the medium has a harmful effect. "The people who most often express the feeling that television has a harmful effect on children are the people who do not have children. By contrast the people who most often feel that television has a good effect on children are the people who do have children."

- Better-educated people were more likely than less educated people to feel that TV has a good effect on children.

- About one fourth, 23%, felt TV keeps children at home and out of trouble while 35% felt watching violence and aggression television increased juvenile delinquency and 37% said television enables children to see things that are bad for their morals.

- Radio and television were generally seen as the first sources of spot news; radio for local, television for national.

- No single medium was seen as "the" source of news information. Each medium—television, radio, newspapers,

Are you just another little Contemporary Rocker?

Is your station just another Contemporary Rocker relying solely on the excitement of music off the charts to woo your audience? Or are you truly a Contemporary station in tune with what is today's really truly Contemporary audience? People like Linda here who discovered the music when she was a teenager but who is now a young housewife. She still digs the music, but she wants to be involved with what's going on. She wants sharply paced news. She wants to hear about the people who are making the scene in all of the lively arts.

That's why so many leading contemporary stations now belong to the American Contemporary Network. They enjoy compatible network service with the sound they want, the pace they want. And they get it without fat. Our network program service is designed to turn your youthful audience on.

Our people are station people with contemporary station experience. We know your problems. Many of America's leading contemporary formatted stations have joined this unique network. Get in the groove with us now while there's still room.

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and partially newsmagazine—competes for the news audience.

▪ A majority felt radio-TV should be permitted direct coverage of legislative proceedings, nationally and locally. Less than half felt radio and TV should be allowed direct coverage of courtroom trial.

Members shuffled on key committees

Still unanswered question: direction House will take on broadcast inquiries

There were significant subcommittee shifts in both houses of Congress last week and continuing fallout from proposed changes in internal operating arrangements of the House Commerce Committee. In the Senate, Commerce Committee Chairman Warren G. Magnuson (D-Wash.) moved from his chairmanship of the committee's Consumer Subcommittee to take on the Aviation Subcommittee chairmanship vacated by the defeat last fall of A. S. Mike Monroney.

In the House, members were added to the bob-tailed Investigations Subcommittee, including some—like John Dingell (D-Mich.)—who had been on the panel in the last Congress but were removed last month when the list was pared to include only other subcommittee chairman (BROADCASTING, Feb. 24) and senior Republicans. As the additions were made according to straight seniority on the parent Commerce Committee, others were added who had not previously been on the investigations panel, and still others, who had been members, were still out in the cold.

Senator Magnuson said the shift in the Senate subcommittee chairmanships did not signify any lessening of interest on his part in consumer matters. He would continue to deal with major consumer bills as chairman of the full committee, he said, while remaining an ex-officio member of the Consumer Subcommittee, which will have jurisdiction over such matters as product hazards, misleading advertising and deceptive sales practices. Senator Frank E. Moss (D-Utah) will be chairman of the Consumer Subcommittee.

In addition, Senator Magnuson announced, a new subcommittee, on energy natural resources and the environment would be established under Senator Philip A. Hart (D-Mich.), with jurisdiction over other matters with consumer implications. Senator Moss is named vice chairman of the new subcommittee. Senator Hart is vice chairman of the Moss Consumer Subcom-

mittee.

Senator Vance Hartke (D-Ind.) was given the chairmanship of the Surface Transportation Subcommittee, which was vacated by the defeat of Frank Lausche.

The Communications Subcommittee remains under the chairmanship of Senator John O. Pastore (D-R. I.). New members are Senators Howard W. Cannon (D-Nev.), Howard H. Baker Jr. (R-Tenn.) and Charles E. Goodell (R-N. Y.).

Reinstalled on the House Investigations Subcommittee were Congressmen Dingell, Paul Rogers (D-Fla.), Lionel Van Deerlin (D-Calif.) and J. J. (Jake) Pickle (D-Tex.). Still off the panel is Representative Brock Adams (D-Wash.). On the Republican side Congressmen Ancher Nelson (Minn.) and James Broyhill (N. C.) were added. Congressman James Harvey (R-Mich.), a member in the 90th Congress who had been dropped, was reinstated.

Of equal or possibly greater significance to the shifts on the Investigations Subcommittee were a series of reforms on the parent committee that Chairman Harley O. Staggers (D-W. Va.) agreed to in a closed session 10 days ago. Some high-seniority committee members, however, tended to minimize the importance of the developments.

Certain of the reforms are subject to the approval of the House Administration Committee, which held an inconclusive hearing last Wednesday (March 19) on an expanded Commerce Committee administration budget request. If all money proposals that are before or are to be presented to the House Administration Committee are approved, the Commerce Committee will be able to hire approximately eight new high-level staff assistants, and mount a \$1-million investigation of transportation conglomerates.

But other, if less concrete, reforms are theoretically already in force. They have to do with a measure of increased autonomy for the subcommittee chairman, not specified in writing (as some of the dissidents advocated) but committing Chairman Staggers to give the subcommittees more leeway in choosing legislative priorities. Mr. Staggers, it was stressed, would still have veto powers and would coordinate subcommittee activities. "He's still chairman," observed one subcommittee chief.

A substantial gain for the subcommittee chairmen is pending in the budget request. Of the up to eight additional staff members, four would be assigned to the immediate supervision of the subcommittee chairmen (one each). Three or four (accounts differed) persons would also be added to the full committee's professional staff, expanding that corps to seven or eight persons from the current four. These persons would specialize in areas of the com-

mittee's over-all jurisdiction and would be available, as are the present four, to assist legislative projects of the whole committee membership.

The bulk of the reported additional funds the committee is seeking—the \$1 million for the transportation-conglomerates study—is not yet before the House Administration Committee, Chairman Staggers told BROADCASTING. It may not be necessary to expend that amount on a study, he explained, even if the terms of the resolution (H. Res. 304) are amended to include in the study more than transportation conglomerates. Legislative approaches now in the works, particularly for aviation and railroads, he said, may render the study unnecessary.

It is understood that, in addition to the \$1 million, an increase of \$100,000 in the committee's budget is being sought for staff expansion.

The impact on broadcasting legislation of what was described by some as a "palace revolt" and by others as a victory for Chairman Staggers (in that an unstable situation was defused by the chairman's modest concessions) was not immediately apparent. Broadcast-oriented legislation on the committee's agenda now includes a full-scale study of CATV—which was in the works before the concessions were granted—and hearings on cigarette labeling (see page 138), which came as a surprise last week, but, as a full-committee operation, did not seem to be related to the subcommittee concessions.

The CATV hearing, which had been promised some time "shortly after Easter," will be conducted by Torbert McDonald (D-Mass.), Communications Subcommittee chairman. Mr. Macdonald says he will take up CATV and the FCC's proposed regulations of cable television after he finishes a probe into electric-power reliability, which starts this week. The full-committee action on cigarettes, however, could delay the Communications Subcommittee's CATV activity.

Meanwhile, a full-scale study of conglomerates could, if mounted, absorb most of the energies of the Investigations Subcommittee, which for two years has focused exclusively on broadcasting.

The latest from Havana

If C. H. Topmiller, president of Wcky Inc., is anxious to swap sky-jacking experiences with another broadcaster, he now has the chance. Mr. Topmiller earlier this year was on a Florida-bound flight that was diverted to Havana. He lost his exclusivity among broadcasters last Monday (March 17) when Jack Berkman, president of Rust Craft Broadcasting, boarded a Delta flight bound for Augusta, Ga., but which an armed, self-styled navigator rerouted to the Pearl of the Antilles.

For your information.

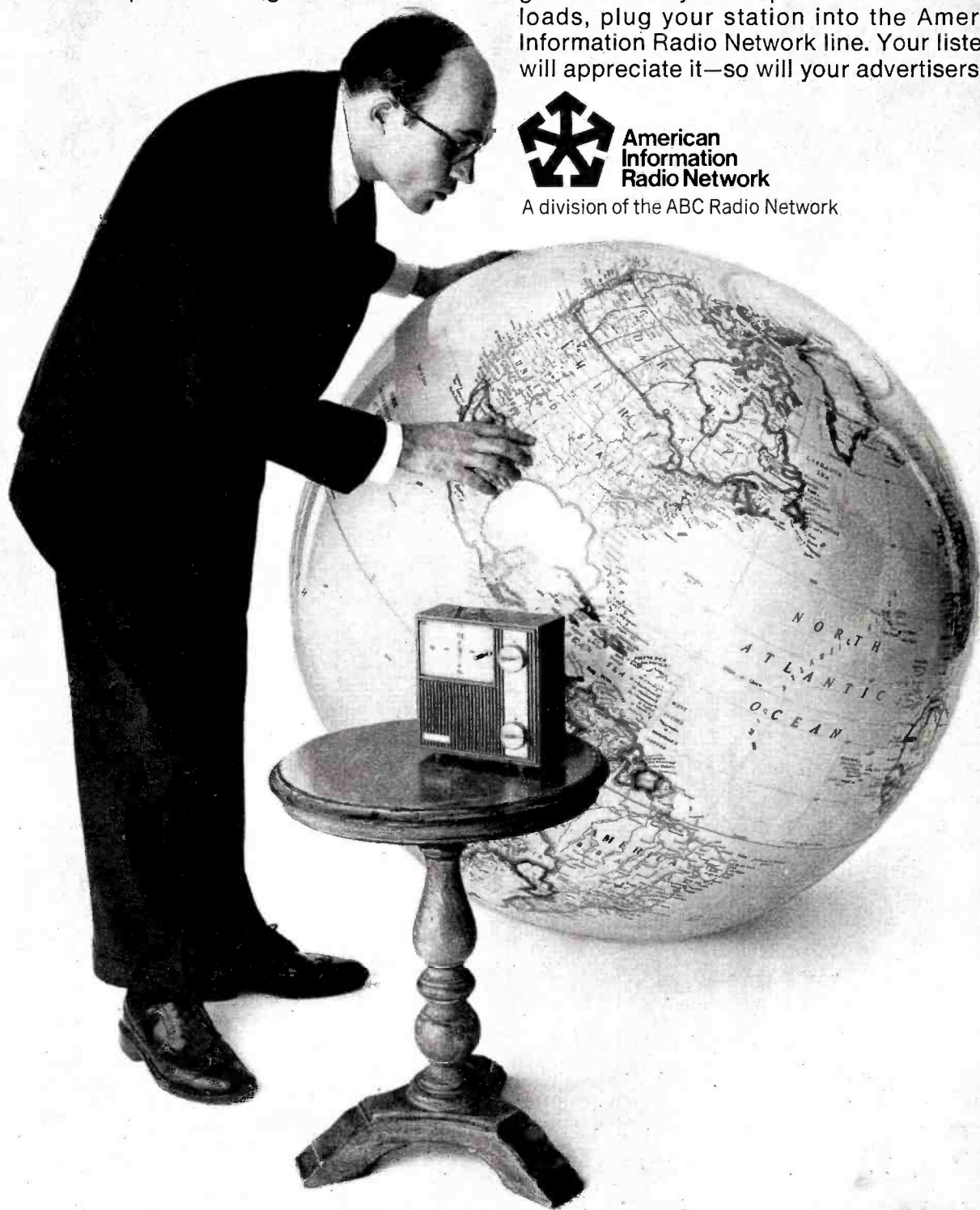
What does it take to keep an information station prospering? A superior news organization plus broadcast professionals who report the news with a person-to-person touch. That's why so many leading stations are now affiliated with the American Information Radio Network for top news and sports coverage. Ours is a world-

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More signs of stiff regulation

Renewal hearings set for KRON and WCCO on concentration of control, other issues

The FCC bared more of its new regulatory muscle last week in setting for hearing the license-renewal applications of KRON-FM-TV San Francisco and WCCO-AM-TV Minneapolis.

Concentration of control of media—a matter of growing concern at the commission—is an issue in both proceedings. But it is not the only one.

The commission wants to determine whether the Chronicle Publishing Co., owner of KRON-FM-TV and publisher of the *San Francisco Chronicle*, has engaged in anticompetitive or monopolistic practices in the San Francisco area.

Another issue in the case is whether the stations have managed or slanted the news and public affairs to advance the interests of the parent company.

The Minneapolis proceeding involves a charge that WCCO-AM-TV's ownership connections with the newspapers in St. Paul and Minneapolis have given the stations an unfair advantage in bidding for the broadcast rights to the games of professional sports teams in the area.

Another issue is whether the interlocking ownerships has led to reciprocal advantages for WCCO-AM-TV to the disadvantage of competing licensees.

The proceeding grows out of charges originally leveled against WCCO-AM-TV by a competitor, KSTP-TV Minneapolis.

The vote to set the KRON-FM-TV renewal applications for hearing was 4-to-2, with Commissioners Robert T. Bartley, Kenneth A. Cox, James J.

Wadsworth and Nicholas Johnson in the majority. Chairman Rosel H. Hyde and Commissioner Robert E. Lee voted for renewal, and Commissioner H. Rex Lee abstained.

The vote in the WCCO-AM-TV case was 4-to-3, with Commissioner Wadsworth joining Chairman Hyde and Commissioner Robert E. Lee in voting for renewal and Commissioner H. Rex Lee casting the deciding vote for a hearing.

The commission's concern with the concentration-of-control issue surfaced most dramatically two months ago when, by a 3-to-1 vote, the agency denied WHDH-TV Boston a renewal of its license and awarded the contested channel 5 to a competing applicant. The principal issue involved the ownership of the station by the Herald-Traveler Corp., publisher of daily and Sunday newspapers in Boston, as well as licensee of WHDH-AM-FM.

However, in view of the other issues involved in the cases set for hearing last week, it did not appear that a solid majority exists on the commission for ordering renewal hearings on the concentration issue alone.

Commissioner H. Rex Lee issued a concurring statement in the WCCO-AM-TV case in which he dissociated himself from that issue. He said the commission should not make use of the hearing process to consider ownership situations which regulations permit. He said this

would be a "disruptive" practice.

Rather, he was concerned by the charges that WCCO-AM-TV had engaged in anticompetitive practices prejudicial to other stations in the market. He said the charges had not been satisfactorily answered by the licensee.

WCCO-AM-TV is 53% owned by Mid-Continent Radio-TV Inc., which in turn is 50% owned by Ridder Publications, publisher of the *St. Paul Pioneer Press* and *Dispatch*. The remaining 47% of WCCO-AM-TV is owned by the *Minneapolis Star and Tribune*.

The commission acted in the case shortly after it received affidavits from the Vikings, North Stars, and Minnesota Twins (baseball) saying they had awarded their broadcast rights to WCCO solely because of what they regarded as its pre-eminence as a sports station and its leadership in circulation—not because of its newspaper connections.

In the KRON-FM-TV case, the concentration-of-control and anticompetitive-practices issues resulted from complaints of a San Francisco resident, Blanche Streeter. She is an appellant in one of three antitrust suits that have been filed against the *Chronicle*, the *San Francisco Examiner* and a company which they own jointly and which sells advertising and solicits circulation for them. Total damages of more than \$120 million are sought in two of the suits.

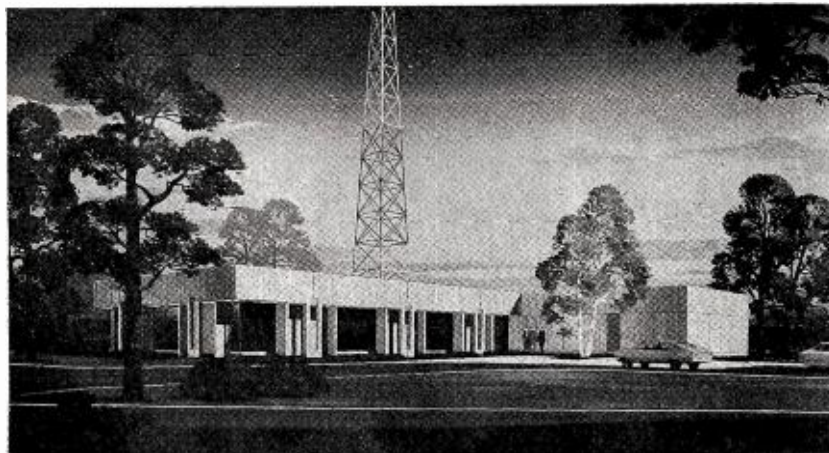
A former KRON-TV cameraman, Albert Kihn, submitted the complaint leading to the issue involving news management. Mr. Kihn who repeated his charges in a Public Broadcast Laboratory program last month (BROADCASTING, Feb. 24), said station newsmen had been ordered to suppress news that might be awkward to the *Chronicle* and to cover "pseudo" events in nearby communities to bolster the *Chronicle's* efforts to acquire CATV franchises.

The *Chronicle* disputed the allegations in letters to the commission. Harold P. See, president of the stations, said the charges involved questions of news judgment and that Mr. Kihn was substituting his values for those of the station.

Newspaper preservation elicits wide backing

In an apparent effort to repair the damage wrought by the Supreme Court in its recent antitrust decision against two Tucson, Ariz., newspapers (BROADCASTING, March 17), there has been a flood of co-sponsors in support of the Newspaper Preservation Act.

The Tucson decision upheld an antitrust judgment against two newspapers which had combined all of their operations except editorial while maintaining separate identities, and it could have adverse implications for newspaper-



Bonneville International's KMBZ-KMBR (FM) Kansas City, Mo., is slated to have a new home. A new, L-shaped studio complex providing 12,000 square feet of space will be constructed at the site of the old 1,500-square-foot facility, with administration offices in one

wing and production areas in the other. Plans call for a park-like setting, with the new building situated within a square block area of landscaped grounds. Construction cost will be \$500,000. Occupancy is scheduled for the end of this year.

That's Entertainment.

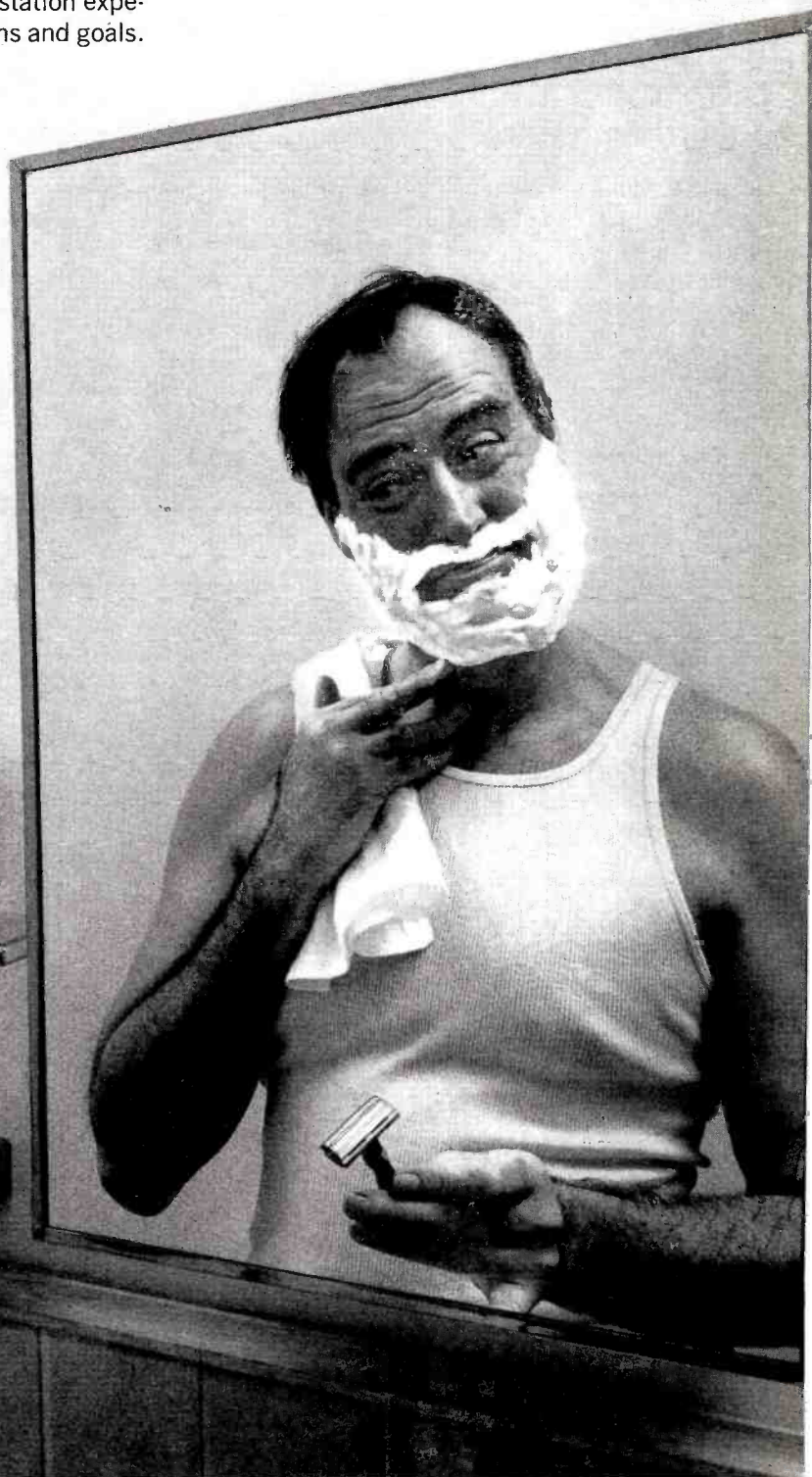
When Paul Harvey says "Hello Americans!" he's entertaining as well as informative. When Joseph C. Harsch analyzes the news thousands of listeners find his comments entertaining. When Keith Jackson covers sports he does it in an entertaining way. Where does all this happen? On the American Entertainment 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.

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connected broadcast licensees.

In defense, the act, also known as the failing-newspaper bill, is an effort to preserve the publication of newspapers that need joint operating arrangement because of economic difficulties. It would allow two newspapers, one of which is considered a failing newspaper, to enter into such an arrangement in order to preserve independent editorial voices. The newspapers would be allowed to combine printing, advertising and circulation operations, but would be treated as a single entity under antitrust laws.

Supporters of the bill, which is now pending before the House Judiciary Committee, numbered 94 at last count.

How to put the heat on broadcasters

Cox extends invitation for public intercession in license renewals

FCC Commissioner Kenneth A. Cox last week renewed his call for citizens to actively lobby broadcasters, the FCC and Congress to impose their broadcasting desires.

In a speech at the annual meeting of the Department of Radio and Television of The Council of Churches of The City of New York Thursday (March 20), Mr. Cox expanded on a theme he presented to the National Conference of Christian Broadcasters in West Palm Beach, Fla., last winter (BROADCASTING, Dec. 16, 1968).

In addition to confronting local broadcasters and expressing views to the FCC and Congress, Mr. Cox said the New York churchmen should "establish points of contact with the networks" and also "push cable operators in your area."

Mr. Cox renewed his call for the public to show support of the commission and members of Congress "who work for better broadcasting." He also detailed action the church media representatives can take to make their demands felt by the local broadcasters and the networks.

While urging the churchmen to "begin by improving yourselves, through a knowledge and understanding of the broadcasting system," he also admonished them to stand up to broadcasters by "knowing your rights both as citizens and representatives of broadly based organizations."

This, he said, includes "knowing their (the broadcasters') situation in case they should plead poverty," making "a critical appraisal of past programing . . . comparing performance with past representations" and taking an active interest in license-renewal applications

"to make our renewal processes more effective, since they are now in rather sad shape."

Mr. Cox called on the church representatives to praise broadcasters for work well done and support them "when unfairly attacked." But he also said that while "it may not be pleasant, it occasionally will be necessary" to "press broadcasters on what they can do . . . very rarely with good broadcasters, but widely with others."

In pressing for church interests, Mr. Cox added, "don't confine yourself to religious themes alone." He offered a formula which he said he and fellow FCC commissioner Nicholas Johnson favored as a standard of public service for station broadcasting: 5% news (most of it local), 1% public affairs (including local issues, editorials, etc.) and another 5% for other public-affairs programing (instructional, religious and agricultural).

In addition to pressing demands on local broadcasters, Mr. Cox said the New York churchmen should also apply similar criteria to the networks, because of their proximity.

Commenting that "CATV has a great future and you should be concerned with it," he urged the church representatives to "check to see that they follow through on their promises" of community program service.

Noting that the Council of Churches in its annual report expressed opposition to demands for revocation of the license of WBAI-FM in the New York station's controversial broadcast of black anti-Semitic remarks (BROADCASTING, Feb. 10), Mr. Cox said that while studying "the most difficult subject" of airing public views, "maybe there are matters that don't lend themselves to constructive public discussion."

The radio and television department's annual report said that among its accomplishments for the year had been the presentation of more than 3,000 radio and television programs.

ABC Radio now claims 1,040 affiliates

The four radio networks of ABC are making substantial strides in terms of affiliated stations and advertiser acceptance, according to Walter A. Schwartz, president of the ABC Radio network.

In a speech prepared for delivery before affiliates of the four networks meeting in Washington yesterday (March 23), Mr. Schwartz said that the number of affiliates has reached almost 1,040.

He acknowledged that in 1968 the three other networks (CBS, Mutual and NBC) were having "a good year," and ABC Radio, in its first year of the four-network approach, was not.

But he said that in 1969 ABC expects to make a better contribution to

the profits of radio station affiliates.

Mr. Schwartz noted that ABC's four networks now are being used by traditional advertisers, and by some who are new or have been relatively inactive in the medium.

In the latter category, he placed such ABC advertisers as Chrysler, Volvo, Hohner harmonica, some divisions of American Home Products and the Herman Shoe Co.

Serving public interest is not always that easy

It has been a checkered year for WTAF-TV Marion, Ind. Two months ago, the struggling UHF went to court with charges that two networks and two group owners were blocking its attempts to gain network affiliation (BROADCASTING, Feb. 3). Later, the station also complained to the FCC (BROADCASTING, Feb. 17). Next, the commission denied WTAF's attempt to move from channel 31 to channel 17, but proposed a switch to channel 23 instead. Finally, earlier this month, the station happily announced that it had secured an NBC affiliation (BROADCASTING, March 10).

On March 14, WTAF went off the air.

On March 19, the FCC suggested that perhaps WTAF shouldn't have gone off the air.

At the end of last week, the situation was still blurred, and WTAF was still dark.

According to a telegram from WTAF to the commission, the station sought a temporary suspension of operation because it "cannot do justice to its new network affiliation and local program service needs with present physical facility." Based on its pending proposals for increased power and a new channel, the station said, "interim modifications are not justified on a cost-effectiveness basis and operating losses impair the ability of the licensee to operate in the public interest."

WTAF asked for a quick authorization of temporary suspension "until facilities and other circumstances permit resumed operation with ability to operate in the public interest." It notified the commission of its intention to go off the air at 5 p.m. on March 14.

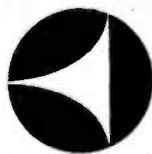
The response was quick, but hardly an authorization. The commission's broadcast facilities division, in a reply wire, denied the request. Apparently confused by the station's proposal, the commission indicated that it found WTAF's rationale hard to understand, and asked that the station please advise whether it had in fact gone off the air.

The station's owner, Anthony R. Martin-Trigona, last week confirmed that the station was dark, and said he had not yet received the commission's response.

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New regulatory clouds over wire

Public-utility control is again being considered in nearly a dozen states

The CATV industry, buffeted on two fronts—copyright in the Congress and additional regulation by the FCC—has suddenly become aware of an old but revived threat, state utility regulation.

In almost a dozen states, lawmakers are considering legislation to bring present and prospective cable TV systems under the jurisdiction of public-service commissions. Should they succeed, it's felt that virtually all states would soon impose such controls over CATV.

At present, only two states, Connecticut and Nevada, have imposed utility authority over CATV. In both states this jurisdiction is being challenged in courts. Similar moves by other states to impose utility regulation over CATV systems have been successfully rebuffed over the last decade by CATV entrepreneurs.

Currently, proposals to place CATV under public service control are pending in Arkansas, Florida, Maryland, Massachusetts, New Jersey, New York, Oklahoma, Pennsylvania, Vermont, Washington and West Virginia.

Some of the proposed legislation have unique provisions:

The Arkansas bill was amended not long ago to prohibit the use of an outside TV antenna by anyone living in a municipality that has a CATV system available. Violators would be subject to a misdemeanor fine of not less than \$25 or more than \$50.

The New York bill would limit public-service origination programs, prohibiting the showing of professional sports or any type of entertainment now shown in theaters or on broadcast television.

In Nevada, a bill proposing to revise the present law would forbid a municipality to grant a cable TV franchise without first conducting a referendum among its voters.

And in Connecticut, a bill proposes to amend the current statute to impose an annual 6% utility tax on the gross income of cable systems.

But perhaps the belwether public-service commission proceedings on CATV are the hearings that have been underway since last October in Puerto Rico.

There the territorial utilities commission has been conducting formal, comparative hearings among six applicants who have asked for CATV franchises in various island communities.

The applicants are Telemundo Inc. (WKAQ-AM-FM-TV San Juan—*El Mun-*

do), for Ponce; Caribbean Telecommunications Inc., whose principals include Warren Shuman, until recently general manager of WTSJ (TV) (ch. 18) San Juan, for part of San Juan; International Telemeter (Gulf and Western), seeking San Juan, Ponce, Mayaguez, Fajardo, and other cities; Puerto Rico Telecommunications Inc. (Herbert Hoffman, president of group CATV owner Cablevision Corp. of America), for San Juan, Ponce and others; Puerto Rico Cablevision Certified Signal Corp., an ITT-owned group which is currently providing a closed circuit television service to the major hotels in San Juan, seeking full CATV operation, and Listfax Inc. (Irwin C. Roll, president) for San Juan, Aguadilla and others.

The Puerto Rico hearings have gone the full utilities application route, including consideration of the economic viability of the applicants, the fees they propose to charge customers, and the standards of service they intend to maintain. Not involved at present are questions regarding the rate of return on invested capital, but these are considered to be inescapable after the CATV systems have overcome expected initial losses and have operated profitably over a number of years.

All direct testimony has been supplied by the applicants, and cross-examination is expected to be completed early next month. Rebuttals are planned this summer, as is a request from the commissioners for each applicant to explain what changes would occur in their proposed operations should the FCC adopt the proposed new rules for CATV, issued last December.

It is anticipated that final grants may be made by the Puerto Rico commission late this summer.

The Puerto Rico Public Service Commission is a 3-man board, with Gadafredo M. Goetan as chairman. Jack Werner, Washington communications lawyer who was chief of the FCC's common carrier bureau until 1953, has been special counsel to the territorial commission for the last decade and is advising it in the CATV proceedings.

Ohio U. dean calls NCCB an 'oligopoly'

The National Citizens Committee for Broadcasting has received a complaint from within its ranks once again.

One of its members, Robert L. Coe, now dean of the school of radio-tele-

vision at Ohio University and previously with ABC Radio station relations, protested to committee chairman Thomas P. F. Hoving in a letter last week that the committee, "conceived as a democratic body with a great potential for contributing to the improvement of broadcasting, seems to have evolved into a 'free-wheeling oligopoly' itself, intent on destroying all of American broadcasting which it cannot control or mould into its own pattern."

Mr. Coe said that, as a member, he had no advance notice of goals and principles announced by the committee at a news conference in January (BROADCASTING, Jan. 13), and that he also had not been consulted regarding the committee's attacks on specific stations. "Your announced objectives and recent actions simply confirm my view that, when a self-selected few decide to assume the role of law-maker, prosecutor and judge, chaos is inevitable," he concluded.

Mr. Coe assured the committee, however, that he did not wish to resign.

Mr. Hoving had not drafted a reply late last week.

Spanish International adds third TV station

The sale of the construction permit for Ksjv-TV (ch. 21) Hanford, Calif., from Ksjv Television Inc. to group owner Spanish International Broadcasting Co. was approved last week by the FCC.

In granting the sale for \$40,000 plus a payment of \$73,000 to equipment manufacturers, the commission waived the three-year holding rule on grounds that capital to operate the now-dark station was not available.

Ksjv Television is principally owned by Cy Newman (41.1%), Waldemar Brehm (15.9%) and John Ahern (13%).

Spanish International, owned by Frank L. Fouce, Rene V. Anselmo, Edward J. Noble, Emilio Azcarraga, Julian M. Kaufman and Joseph Rank, operates KMEX-TV (ch. 34) Los Angeles and KWEX-TV (ch. 41) San Antonio, Tex., both Spanish-language outlets.

Messrs. Fouce, Anselmo, Azcarraga and Kaufman together also have 39% interest in another Spanish language UHF-wxtv (TV) (ch. 41) Paterson, N. J.—and Mr. Fouce and family own Fouce Amusement Enterprises Inc., operator of motion-picture theaters in the Los Angeles area.

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FCC checks renewal challengers

Commission proposes to set deadline for applications in order to avoid delays

The FCC has moved to plug a loophole in its rules that permit competing applications to be filed "on top of" renewal applications long after the date for action on the renewal has passed.

The commission last week issued a notice of proposed rulemaking that would set 15 days before a license expires as the cut-off date after which applications mutually exclusive with the renewal could not be tendered ("Closed Circuit," March 10).

The commission proposed a simultaneous deadline for filing petitions to deny renewal applications.

Present rules permit the filing of conflicting applications up to the day before the commission acts on the renewal. And it is not unusual for a renewal application to be put on deferred status for months as the commission checks into allegations against a licensee.

Chairman Rosel H. Hyde initiated the proposal after a group of Los Angeles businessmen filed an application "on top of" NBC's renewal application for KNBC(TV) Los Angeles, last month, two months after the station's license had

expired (BROADCASTING, Feb. 10).

The rulemaking also contains a proposal to require licensees to give public notice of their renewal applications before, rather than after, the applications are filed. Proof of the public notice would accompany the application.

The commission said broadcasters whose applications are due to be filed May 1 may observe the proposed procedure. Licensees involved are those with stations in Delaware and Pennsylvania.

Renewal applications are filed 90 days before the licenses expire. In the case of a late-filed application under the proposed rules, mutually exclusive competing applications would be accepted up to 75 days after the renewal application is filed.

The commission said that the present procedure requiring the public notice of license-renewal applications after they are filed has resulted in numerous delays in the processing of the applications. It added that the applications could be handled more expeditiously if the required public notice were given during the six-week period before the applica-

tion is filed.

And, in proposing the cut-off date for conflicting applications, the commission said: "The orderly and timely processing of such renewal applications requires that there be a date certain, prior to the expiration of the current license term, by which the commission and the license-renewal applicant may be informed" of mutually exclusive applications.

The cut-off date, the commission added, should cause no hardship, since persons interested in filing conflicting applications have "ample notice," in the commission rules, of the fixed dates when all licenses in given geographical areas of the country expire.

The vote to issue the notice of proposed rulemaking was unanimous. But Commissioner Nicholas Johnson expressed reservations about the proposal to cut off the filing of conflicting applications 15 days before a license has expired.

Since deferred status sometimes indicates "substantial problems" with a renewal application—"precisely the kind of situation where the public interest considerations may favor an alternative applicant," he said in a concurring statement, "there might be greater merit . . . in a cut off six weeks after a renewal application is put on deferred status."

He agreed that the commission has an obligation to its licensees to minimize the burdens on them of strike applications "or similar unwarranted pressure and strife." But, he said, the commission's "first responsibility is to serve the public, and its often unsophisticated private guardians who appear before us as citizen groups with a bona fide interest in our proceedings."

The deadline for comments in the proceeding is April 11; replies are due April 18.

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Changing Hands

Announced:

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

- Kwg Stockton and KGNU Santa Clara, both California: Sold by John Jacobs and others to Robert Hoth and associates for \$1 million. Mr. Hoth is former manager of KAKC Tulsa, Okla. Kwg is full time on 1230 kc with 1

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kw day and 250 w night. KGNU is full time on 1430 kc with 1kw. Broker: Blackburn & Co.

▪ KWHN Fort Smith, Ark.: Sold by Morris Bershof and J. H. Friedman to Horace C. Boren for \$450,000. Mr. Boren owns KMUS Muskogee, Okla. He is former owner of KWON Bartlesville, Okla. KWHN is full time on 1320 kc with 5 kw.

▪ KHAI Honolulu: Sold by the Robert Sherman estate to L. Dickson Griffith for estimated \$200,000. Mr. Griffith is former senior vice president and member of the executive committee of Kenyon & Eckhardt, New York, and owns KHOB-AM-FM Hobbs, N. M. KHAI is full time on 1090 kc with 5 kw. Broker: LaRue Media Brokers.

▪ WCBT Roanoke Rapids, N. C.: Sold by Fuller Sams Jr., G. M. Allen and others to William W. and Audrey D. Jefferay for \$200,000. Sellers own WSC, WFMX(FM), Statesville; WIST Charlotte and WFRC Reidsville, all North Carolina, and WQXL Columbia, S. C. Buyers own WRNB New Bern, N. C. WCBT is full time on 1230 kc with 1 kw day and 250 w night. Broker: Blackburn & Co.

▪ KATA Arcata, Calif.: Sold by Vern Emmerson to Robert W. Chandler and associates for \$147,500. Buyers have interest in KGRL Bend, KACI The Dalles and KTX Pendleton, all Oregon, and KATL Miles City, Mont. They also have interest in newspapers in Bend and Miles City. KATA is full time on 1340 kc with 1 kw day and 250 w night. Broker: Hamilton-Landis & Associates.

▪ WDAX McRae, Ga.: Sold by Dr. G. E. Callahan, Jack W. and Wimbric Walker, Walter Dyal and H. B. Williams to Henry J. Akins II for \$65,000. Mr. Akins is manager of the Atlanta branch. H-R Radio division of H-R Representatives. WDAX is a daytimer on 1410 kc with 1kw. Broker: Chapman Associates.

Approved:

The following transfers of station ownership were approved by the FCC last week (for other FCC activities see "For the Record," page 162):

▪ KHOB-AM-FM Hobbs, N. M.: Sold by Charles R. Scott and others to L. Dickson Griffith for \$379,876. See KHAI Honolulu above. KHOB is a daytimer on 1390 kc with 5 kw. KHOB-FM is on 95.7 mc with 36 kw and an antenna height of 115 feet above average terrain.

▪ KWKC Abilene, Tex.: Sold by Stephen M. Gose Jr. to Neal L. Spelce Jr., C. Donald Rogers, Ben F. Barnes, Ralph E. Wayne and Walter M. Mischer for \$328,500. Messrs. Spelce and Rogers have interest in KJOE Shreveport, La. Mr. Rogers is general manager of KOKE Austin, and has interest in KPCN Grand Prairie, both Texas. Messrs. Barnes and Wayne are Texas state representatives. Mr. Mischer is chairman of bank and president of a construction company. KWKC is full time on 1340 kc with 1 kw day and 250 w night.

▪ KWKC-FM Abilene, Tex.: Sold by Stephen M. Gose Jr. to Frank Junell, Dossie M. Wiggins, Marvin Lewis and Bill J. Parsley for \$21,500. Messrs. Junell and Wiggins control KKUB Brownfield, KEYE Perryton and KILE Galveston, all Texas. Mr. Lewis is president of a vending company. Mr. Parsley has interest in KKUB and KNIT Abilene. KWKC-FM is on 105.1 mc with 49 kw and an antenna height above average terrain of 154 feet.

▪ KUJ Walla Walla, Wash.: Sold by H. E. Studebaker and others to Laverne D. Russell, Robert L. Thome and James F. Alyward for \$225,000. Mr. Russell is KUJ assistant manager. Messrs Thome and Alyward are with a small business investment company and Mr. Alyward is vice president of a diversified lending firm. KUJ is full time on 1420 kc

with 5 kw.

▪ WHRY, WMSH-FM Elizabethtown, Pa.: Sold by Hershey Estates to Stanley S. Stoller, James H. Von Frank and Joseph A. Barrett for \$225,000. Seller is candy manufacturer. Mr. Stoller was formerly with wwdc Washington. Mr. Von Frank is president of a Rockville, Md., bank and Mr. Barrett is a Washington stockbroker. WHRY is a daytimer in 1600 kc with 500 w. WMSH-FM is on 106.7 mc with 20 kw and an antenna height above average terrain of 500 feet.

▪ KsJV-TV Hanford, Calif.; Sold by Cy Newman, Waldermar Brehm and John Ahern to Frank L. Fouce, Reynold V. Anselmo, Edward J. Noble, Emilio Azcarraga, Julian M. Kaufman and Joseph Rank for \$40,000 and \$73,000 in liabilities (see page 68).

▪ KAOR Oroville, Calif.: Sold by James E. Walley to Duane E. Hill and others for \$115,000. Mr. Hill is salesman for WISM-FM Madison, Wis. KAOR is full time on 1340 kc with 1 kw day and 250 w night.

Minnesota probes minority hiring

Radio and television stations in the Minneapolis-St. Paul area last week began preparing answers to an exhaustive inquiry into the employment of mi-

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is a sound idea!!!

SEE PAGE 122

minorities in broadcasting. The inquiry came from the state's Human Rights Department.

The questionnaire covers more than two dozen pages. Minorities in the area include Indians as well as Negroes.

Frank Kent, Minnesota human rights commissioner, explained Thursday that similar questionnaires are being sent to all major industries in the state, including all radio and TV stations. He said that to his knowledge there are few minorities working in broadcasting, a fact he said the department seeks to reveal through the study. Replies are due April 10.

Mr. Kent said the questionnaire seeks to learn the extent of minority employment in broadcasting, the types of jobs they have and "whether or not the firms are engaged in affirmative recruiting policies and training programs."

Mr. Kent said the state's study is not connected with a meeting called in Minneapolis a fortnight ago by a coalition of local black-group spokesmen at which broadcasters were given a list of employment and other demands plus an April 7 deadline. He explained, however, that he was aware that the local group meeting would include mention of the state study in the talks with station representatives. He did not attend the earlier meeting.

Mr. Kent appeared surprised that some among the stations considered the local black group to have been "militant" in its approach at the early March meeting. "This really is not a militant group," he observed, explaining that "actually some of the people leading it are some of the most conservative-minded. Some are in the urban coalition. They are much respected."

The human rights commissioner recalled that some of those involved in the early March meeting had been training under a Rockefeller Foundation grant in black programming at educational KTCB-TV Minneapolis. Their frustrations apparently arose, he felt, when they could not find position in radio-TV after they had completed their training.

Parties present agenda for pay-TV review

All parties in the upcoming appellate-court review of the FCC's pay-TV rules have submitted a joint stipulation of issues to be presented and a request for approval of their proposed schedule for submission of written briefs and presentation of oral argument.

The participants are the National Association of Theater Owners, the Joint Committee against Toll TV, Zenith Radio Corp., Teco Inc., the FCC, and the Justice Department. The object of review is the commission's authorization last December of a nationwide, limited system of pay TV, conceived as a tightly controlled complement to existing broadcast service (BROADCASTING, Dec. 16, 1968 et seq.). The case will be heard in the U.S. Court of Appeals for the District of Columbia.

The several parties submitted three major issues: whether the commission had the authority to authorize pay TV; whether the action was "arbitrary and capricious" because the commission failed to adopt rules regulating rates to be charged to the public, or to explain why it declined to prescribe such rates; and whether pay-TV service would "improperly, arbitrarily and unconstitution-

ally" discriminate against low-income groups.

The court was also asked to approve a briefing schedule that would have all papers filed with the court by May 29. A June date for oral argument was requested.

Patterson loses in bid to stop Storer renewal

The FCC last week dismissed a petition by Norwood J. Patterson asking the commission to withhold or dismiss Storer Broadcasting Co.'s application for renewal of KGBS-AM-FM Los Angeles.

Mr. Patterson, who owns KICU-TV Visalia, and KBIF Fresno, both California, and KTW Seattle, charged that Storer had agreed to sell him the Los Angeles stations for \$2.3 million, but had later rescinded the agreement.

The commission agreed with Storer's contention that Mr. Patterson has no standing to object to the renewal, and said that enforceability of the contract was a private issue. It concluded that he would not be directly and substantially injured by grant of the renewals.

The commission also noted that Mr. Patterson has admitted that he would immediately resell KGBS-FM to the National Science Network for \$760,000. Storer told the commission that the contract was voidable because of Mr. Patterson's concealment, until after he signed the contract, of his intention to sell the FM.

Although it found no need to pass on the question of trafficking in the absence of a specific application, the commission said "a most substantial issue is raised."

KQED plans campaign for new studio complex

Noncommercial KQED(TV) San Francisco will attempt to raise \$3.5 million within the next two years to finance a five-level, 96,000-square foot studio complex. The center will house all of the station's production and administrative operations, currently located in four different buildings.

Encouraged by the success of KQED's recent \$3-million equipment campaign, station officials expect equally enthusiastic response to the current drive from private citizens and Bay Area corporations.

The design for the studio features a glass-roofed thoroughfare between studios and offices called the "activity street." This area, intended to facilitate the transfer of large sets, cameras, and other equipment, can be seen from any floor of the complex and serves as "the place where the station looks in upon itself."



Ground breaking is scheduled for April 15 for the new studio complex of WZZM-FM-TV Grand Rapids, Mich. Costing an estimated \$730,000, the building will cover 31,000 square feet on three floors, in a wooded area approximately one-

and-a-half miles from downtown Grand Rapids. Plans include two fully-equipped television production studios, two radio production studios and control rooms, facilities for station's film production company and administrative offices.

WSPA-TV

CHANNEL



A CBS AFFILIATE

SERVING THE GREENVILLE-SPARTANBURG-ASHEVILLE MARKET

**PROUDLY SALUTES ITS NEW
NATIONAL REPRESENTATIVE**



H-R TELEVISION, INC.

**COMBINING THE BEST OF
TWO GREAT COMPANIES . . .
HOLLINGBERY & H-R.**

WSPA-TV . . . SELLING AND SERVING ONE OF THE SOUTHEASTS TOP TEN MARKETS

When buying Southern markets Greenville-Spartanburg-Asheville is a MUST!

With 350,200 homes* this prosperous Carolina market ranks 9th in the Southeast and 44th in the nation.*

WSPA-TV's Channel 7 antenna high on Hogback Mountain (3,465 feet) is in the very heart of the G-S-A metro and provides total in-depth coverage.

*1968 TELEVISION MARKET ANALYSIS ESTIMATES BASED ON 1968-69 ADI OF ARB.

SPARTANBURG, S. C.

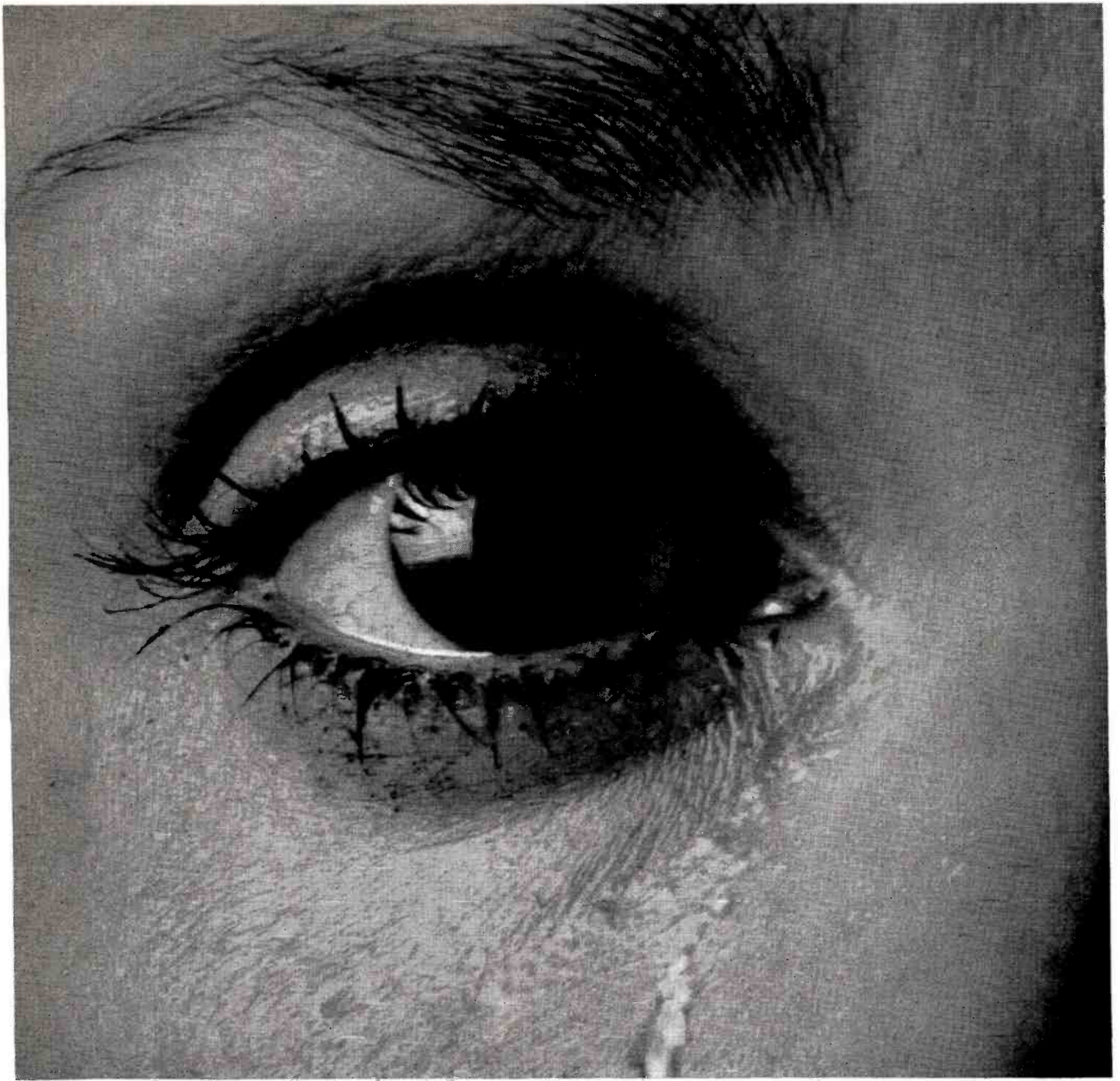
TOP TEN MARKETS IN THE SOUTHEAST	TOTAL TV HOUSEHOLDS ADI*
-------------------------------------	-----------------------------

1. Atlanta	615,300
2. Miami	567,800
3. Tampa-St. Petersburg	488,800
4. Memphis	481,200
5. Nashville	441,600
6. Birmingham	400,100
7. New Orleans	398,200
8. Charlotte	386,700
9. Greenville-Spartanburg-Asheville	350,200
10. Norfolk-Portsmouth-Newport News-Hampton	344,600

*ARB 1968.69
EXCLUSIVE TELEVISION AREA OF
DOMINANT INFLUENCE IN THE U.S.

Owned and Operated by
Spartan Radiocasting Co.
Walter J. Brown, President

NATIONAL REPRESENTATIVE
H-R TELEVISION, INC.





We're glad we made you cry.

And laugh. And feel.
And think.

And maybe look at
yourself and your world
with fresh insight.

CBS Playhouse takes
serious drama seriously.
Our television plays
deal with real people,
real emotions and the
real problems of being
a human being in the
world today.

This season, for instance,
we have presented
"The People Next Door,"
a probing treatment of
the generation gap;
"Saturday Adoption,"

a perceptive look at the
relationship between
a black ghetto boy and
a white middle class
college student; and
"The Experiment," an
honest exploration of
questions of conformity
and integrity.

The three plays, sponsored
by General Telephone &
Electronics, have attracted
an average audience of
25 million viewers.

Our next production,
"Shadow Game" on
May 7, centers on a
group of people trapped
in a business office
during a power blackout.
It, too, deals with a
significant theme of
our time, the violence
that lies below the
civilized veneer of
most men. Like all
CBS Playhouse dramas,
it is an original
television play written
for, produced by and
directed by us.

Now in its third year,
CBS Playhouse has
won the George Foster
Peabody Award, five
Emmy Awards and
considerable critical

acclaim. Jack Gould
of The New York Times
recently praised the
CBS Playhouse for
"charting the course in
TV drama of pertinency."
We plan to continue
doing just that.

If you've missed us up
to now, you've missed
thoughtful television
at its best. Plan to
tune in on May 7
for "Shadow Game."

We'll give you something
to think about.

CBS 

Another breather for broadcasters

Increased rates for program transmission are postponed at AT&T's request for six months

Higher program-transmission rates, which have been hanging over broadcasters for more than a year, will not become due for another six months.

AT&T last week requested—and the FCC granted—permission to postpone from April 1 to Oct. 1 the effective date for the increased rates for audio and video services.

AT&T said the additional time was needed to complete a market survey and cost studies that have been underway since August to aid the common carrier in determining "the most appropriate rate schedule" (BROADCASTING, Aug. 26, 1968). The survey is being made by National Analysts Inc.

Tariffs providing for higher rates were originally filed on Feb. 1, 1968, and were to have become effective two months later. However, the effective date was postponed for one year at the commission's Common Carrier Bureau; it noted that the continuing top-to-bottom investigation of AT&T rates was then concerned with the principles that should be adopted for determining rates. That phase of the inquiry has not yet been completed.

AT&T and Hughes Sports Network Inc., in a related pleading submitted to the review board, attributed the delay in the completion of the market and cost studies to the failure thus far of the major networks to provide requested data.

In its survey, National Analysts asks for estimates of the amount of use a broadcaster would make of AT&T service under various illustrative rate schedules. AT&T and Hughes said the networks will cooperate but have not yet provided their estimates. The networks regard the studies of major importance "and are moving cautiously," the AT&T-Hughes pleading said.

As a result, it added, the market and cost studies could not be completed in time to permit the filing of new rates by April 1.

Thus far, National Analysts has interviewed some 400 stations, divided between radio and television. About three-quarters of them have submitted requested information, and followup interviews have been conducted. None of the stations is network owned.

The AT&T-Hughes pleading was a request for a six-month extension to Oct. 1 for the filing of exceptions to a hearing examiner's initial decision last year in a case in which Hughes charged that AT&T's rates, as they apply to part-time users, were discriminatory. The examiner agreed with Hughes, and

ordered AT&T to file new tariffs to eliminate the discrimination (BROADCASTING, Feb. 5).

Since then, however, the case has been entwined with the AT&T proposal to raise program-transmission rates. Exceptions to the initial decision were initially due on March 29, 1968. However, that date was postponed to April 1, 1969, at the request of AT&T and Common Carrier Bureau Chief Bernard Strassburg. They pointed to the close connection between the rate-structure question in the Hughes case and the revenue-cost relationship in the overall rate case (BROADCASTING, March 4, 1968).

Examiner would deprive Hutchens of three outlets

FCC Hearing Examiner Chester F. Naumowicz Jr. has recommended revocation of the construction permit of James L. Hutchens for KPTN Central Point, Ore., and denial of his applications for an FM there and an AM at Gold Beach, Ore., because of misrepresentations to the commission.

However, the examiner would dismiss a revocation order against KFLY Corvallis, Ore., would grant a license to cover the CP for KFLY-FM Corvallis, and a license to cover a permit for an auxiliary transmitter there. The Corvallis stations are licensed to Radio Broadcasters Inc., of which Mr. Hutchens is president.

In an initial decision issued last week, Mr. Naumowicz noted that the allegations of misrepresentation stemmed from two separate FCC inspections, one of KFLY on March 1966, and one of KFLY-FM in August 1966. He found that charges relating to the FM "arose out of a series of misunderstandings, and that there was neither misstatement of fact nor intention to deceive."

The KFLY case, on the other hand, involved "less felicitous findings." Mr. Hutchens, who had acted as chief engineer of the station, went to California in March 1966 and returned to Oregon shortly after the commission inspection. When the commission subsequently issued a notice of apparent liability for \$4,000 because of the absence of a qualified engineer, Mr. Hutchens responded that the failure to hire a replacement was due to negligence of the former station manager, who had resigned in May 1966. Mr. Hutchens denied on two occasions that he knew of the lack of an engineer.

Mr. Naumowicz, however, decided

that Mr. Hutchens had misled the commission. Cited as a basis for this conclusion was a memorandum sent to the former station manager by Mr. Hutchens while the latter was in California. He asked the manager to send him "about 10 transmitter inspection sheets," adding, "that way we'll keep you legal on the daily inspections." Mr. Hutchens originally denied having written the memorandum. He reversed this statement at the hearing, alleging he had been unable to find a copy or recall anything about the incident.

The examiner concluded that Mr. Hutchens had initially misstated the facts to persuade the commission to reduce the \$4,000 fine, and had later repeated the violation in order to conceal his earlier misrepresentation. However, Mr. Naumowicz said, the over-all situation warrants "less than ultimate penalties," since there was apparently no premeditated plan of deception. He added, "if the evidence in this case is not such as to demand the termination of the existing broadcast operations, neither is it such as to warrant their expansion."

The decision becomes final in 50 days unless it is appealed or reviewed. Still pending is an application for mitigation of the \$4,000 fine.

Dayton deal is off for ABC and Kittyhawk

Kittyhawk Television Corp. decided last week to call off negotiations for the sale of its WKTR-TV Kettering (Dayton), Ohio, to ABC.

ABC had been considering the purchase of the channel 16 independent—its sixth station and its first UHF (BROADCASTING, Feb. 3).

A joint statement by ABC and Kittyhawk said a competing Dayton station—WKEF-TV (ch. 21)—had announced it would oppose the sale.

"This opposition in all probability would result in a two- to four-year delay in obtaining FCC approval," Kittyhawk and ABC said, adding that, since such a delay would disrupt the operation of WKTR-TV and make it impractical to complete the transaction, ABC had agreed to pull out of the negotiations.

A Kittyhawk spokesman said that, in two to four years, WKTR-TV's value could increase substantially, overshadowing the \$1,850,000 Kittyhawk was to have received from ABC.

A spokesman for WKEF said the reason for that station's opposition to the sale was that WKEF wanted to keep its affiliation with ABC, a relationship it values highly.

Dayton's WLWD-TV (ch. 2) is primarily an NBC affiliate, and WHIO-TV (ch. 7), that city, handles the bulk of CBS programming.

WTAR-TV

Norfolk, Virginia
Channel 3—CBS
announces the
appointment of
Harrington, Righter
and Parsons, Inc.
as national
representative

Effective April 1, 1969

STATE OF INDIANA

DEPARTMENT OF VEHICLE INSPECTION



INDIANAPOLIS 46204

March 4, 1969

Mr. Bob Gamble
News Manager
The WFBM Stations
1330 N. Meridian Street
Indianapolis, Indiana 46202

Dear Mr. Gamble:

We wish to take this opportunity to thank you and others at the WFBM Stations for the assistance and cooperation we received which made it possible in the early stages of the inspection program to expose abuses. In fact, it was through your efforts that we were able to effect the first arrest for issuing inspection stickers without performing actual inspections.

We, who are responsible for the administration of the program, as well as the Indiana State Police, who are specifically charged with supervisory and enforcement responsibilities, are well aware that fears have been expressed that such abuses can keep a state-licensed, privately-operated vehicle inspection program from serving the public interest.

It has been proven that these "misfits" can be detected and eliminated by a concerted effort on the part of those who want a strong inspection program and, with continuous impartial field supervision of inspection stations and personnel, supported by firm enforcement and disciplinary policies, the reputation and integrity of conscientious inspection stations will be protected.

We sincerely request your continued support and cooperation.

Sincerely,

Willard L. Walls
Willard L. Walls
Administrator

WLW/eag

The station that sells best



CITY OF INDIANAPOLIS

RICHARD G. LUGAR, MAYOR

December 6, 1968

Mr. James Hetherington
WFBM Stations
1330 North Meridian Street
Indianapolis, Indiana 46202

Dear Jim:

Thank you for your editorial entitled "Flanner House and Watkins Park #2" dated November 27, 1968.

I deeply appreciate your original editorial, your giving me an opportunity to reply, and your subsequent editorial. I believe that this type of exchange offers one of the prime ways in which complex issues may be brought to decisions with full public knowledge. I am certain that the final Park Board agreement is superior to anything which would have been drafted prior to your editorial and my reply.

Sometimes, I realize that you are unaware of the good effects of your editorials. I felt it only fair to point out that the constructive points raised in your initial editorial led to a superior agreement and many hours of discussion under the guidance and careful draftsmanship of Mark Murphy.

Sincerely,

Richard G. Lugar
Mayor

RGL:mep

serves best.

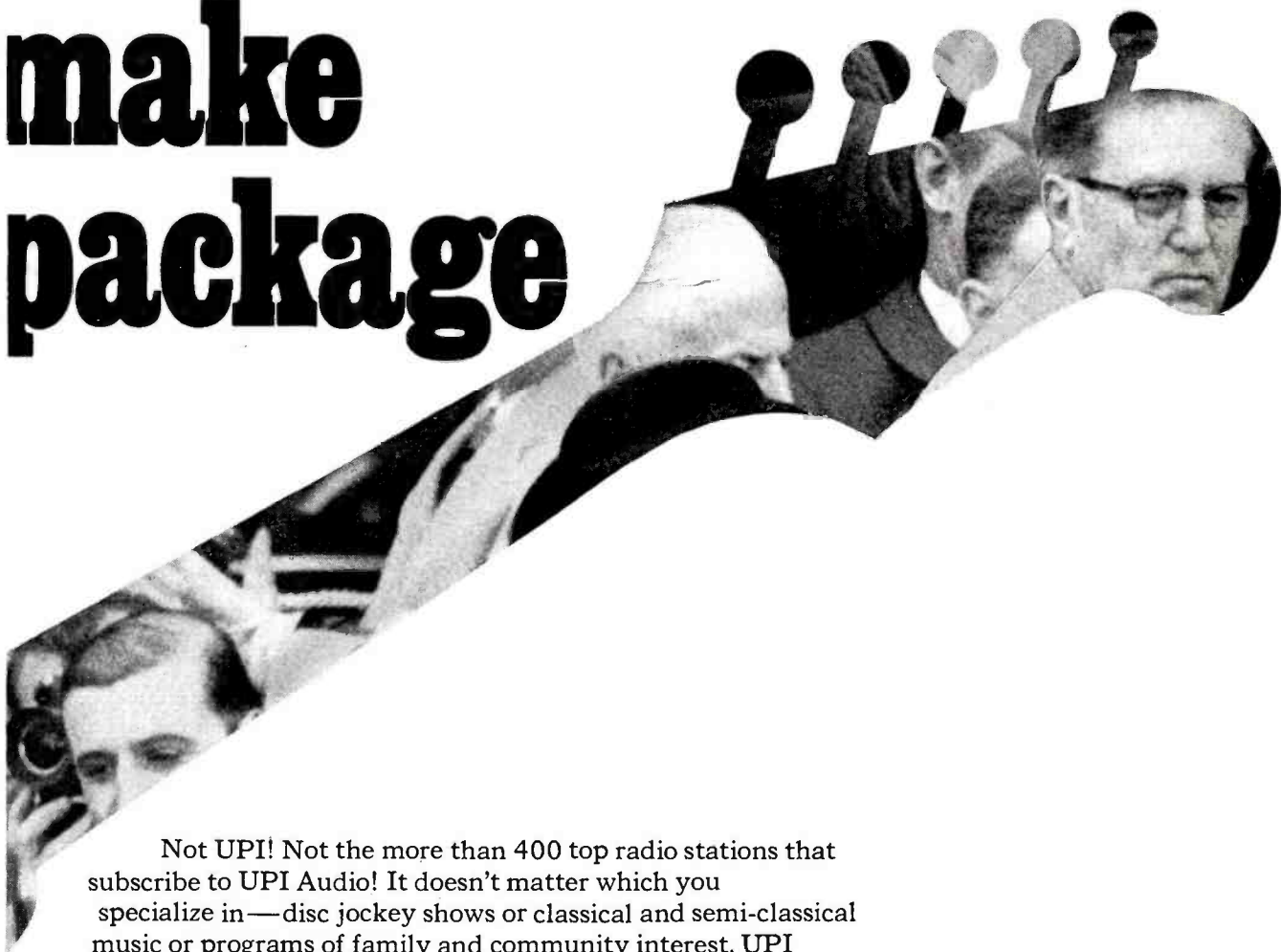
the WFBM
STATIONS



**Who says you can't
a world-wide news
fit your image?**



make package



Not UPI! Not the more than 400 top radio stations that subscribe to UPI Audio! It doesn't matter which you specialize in—disc jockey shows or classical and semi-classical music or programs of family and community interest. UPI Audio fits any format... improves any station image!

UPI Audio gives you the independence to select and slot news in the style... at the time... in the amount you want.

UPI's on-the-scene sound really helps a station sell time, too. Our Audio clients are the most listened-to, sold-out stations in their markets. They include such diverse programming as KIMN, Denver and KOIL, Omaha; WEZE, Boston and WVCG, Miami; WFBR, Baltimore and KMPC, Los Angeles.

Let us show you how simple and profitable it is to work with a news service that knows its way around radio.

Contact your UPI Regional Executive or Wayne Sargent, VP for Sales, N. Y. And don't put it off. You owe it to your listeners, your image, your station's future.

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Eleven UHF's ask total CATV ad ban

They say ad drain would especially hurt their public-service programs

Eleven UHF owners, all equally haunted by the specter of cable television, last week filed separate but similar objections to the FCC's proposed CATV rules.

Of that group, the only stations on the air are WKTR-TV Kettering-Dayton, Ohio; KGSC-TV San Jose, Calif., and WSMS-TV Fort Lauderdale, Fla. Others are the permittees of KWIG-TV Des Moines, Iowa; WTSS-TV Tampa, Fla.; WDRB-TV Louisville, Ky.; KCIT-TV Kansas City, Mo.; KGSJ-TV St. Louis; WUTV (TV) Buffalo, N. Y.; WKPT-TV Kingsport, Tenn., and WKTO-TV Nashville.

The stations urged the commission to limit program origination to one CATV channel of local public-service programming, and to prohibit advertising on the systems. Otherwise, they said, compulsory origination as now contemplated would simply increase current competition in entertainment programming, with no substantial public-interest benefit. And, the stations said, the loser would be UHF—particularly if CATV advertising were to be authorized. An additional minus factor, they said, was that UHF public service programs would be the first casualty, since they provide relatively little revenue.

Some of the comments urged that

cable originations be strictly noncommercial; others specified only "public service."

On the distant-signal question, there was disapproval of the commission's proposal to allow systems more than 35 miles from a major top-100 market city to import distant signals at will, so long as they did not leapfrog. The stations argued that a 35-mile zone does not adequately protect major-market stations. Some recommended a 60-mile zone; others urged retention of the grade A contour as a standard.

Also opposed, in its present form, was the commission's retransmission consent proposal, which would require CATV's within the 35-mile zone to obtain permission of stations whose signals they want to import. The proposal would be of no value to UHF, they said, "unless the larger systems and program suppliers used their combined leverage to drive the CATV systems out of business," since the individual UHF can't compete with CATV for program material. The stations suggested that the retransmission proposal be adopted only if the commission retained in addition its present concern for the impact of CATV on UHF development.

Several of the stations commented favorably on the commission's proposed curbs on cross-ownership of CATV and broadcast stations within a market. However, they also proposed one exception: "As a means of offsetting the loss created by CATV systems, UHF stations should be permitted to acquire a portion of the CATV sys-

tem"—up to 25%.

The deadline for comments on the proposed rules is April 3.

Executive posts change at Avco Broadcasting

Avco Broadcasting Corp., Cincinnati, is announcing major changes today (March 24) in its corporate programming department and the elevation of some key executives.

Two corporate executives—Walter E. Bartlett, vice president-television, and Perry S. Samuels, vice president-radio—are being promoted to senior vice president positions. In addition, Donald G. Middendorf, vice president-administration, will be given new administrative responsibilities along with his present duties in personnel and labor relations.

Mr. Bartlett, who has been vice president-television since 1964, supervises the company's five television stations: WLWT(TV) Cincinnati, WLWD(TV) Dayton, and WLWC(TV) Columbus, all Ohio; WLWI(TV) Indianapolis and WOAI TV San Antonio, Tex.

Mr. Samuels had been vice president and general manager of Avco's WWDC-AM-FM Washington before becoming vice president-radio last August. He is now responsible for the seven Avco radio stations including; WLW Cincinnati; KYA and KOIT(FM) San Francisco; WOAI San Antonio, Tex., and WRTH Wood River, Ill., in the St. Louis area.

Avco Broadcasting's corporate programming department is being expanded and realigned in order to give more emphasis to idea development and program standards in entertainment, news, and documentary productions. The expanded group will include Richard C. Thrall who, as manager-television programming, is responsible for the supervision and administration of all corporate television programming; Lee J. Hornback, who has been named assistant manager-television programming; Don McMullin, as manager-news programming; and Tom G. Robertson, as executive producer for special projects.

Mr. McMullin formerly was news director at WLWI(TV). Mr. Robertson, who has been with Avco since February 1968, previously had been with WTAR-TV Norfolk, Va. Mr. Hornback, who has been director of community services for WLW and WLWT(TV), will assist both Eugene V. McPherson, vice president-television programming, and Mr. Thrall in the creation and production of corporate television programming.

Robert L. Goosman, vice president and controller of Avco Broadcasting, has also been named treasurer and a director of the company, in addition to being named a director, vice president, and treasurer of two Avco subsidiaries—Avco Radio Television Sales Inc. and Avco Radio Corp.

Media reports:

Reeves' move ■ Reeves Broadcasting Corp., New York, has moved its corporate offices to 750 Third Avenue, New York 10017. Phone: (212) 869-1300.

Legal-minded ■ The first in a series of eight weekly seminars on "broadcasting and the law" was held March 20 in New York under the auspices of the International Radio and Television Society. Jerry Boros, partner in law firm of Fly, Shuebruk, Blume and Gaguine, is chairman of the series. The opening seminar covered government regulation of broadcasting and advertising. Subsequent sessions will deal with: licensing, application renewals; broadcast advertising; political broadcasting, fairness; economic concentration; financial aspects; copy acceptance for broadcast, and regulation in CATV, station representatives, media brokers and music licensing.

Law division ■ The CBS law department on the West Coast has been reorganized into two divisions, one at

Television City, Hollywood, and the other at Studio Center in North Hollywood. Both divisions are under the over-all supervision of Jack B. Purcell, formerly a general attorney for CBS on the West Coast, who has been promoted to West Coast counsel.

WHA golden anniversary ■ A homecoming dinner May 15 honoring pioneers of University of Wisconsin's WHA Madison will kick off an 18-month observance this spring of the golden anniversary of broadcasting at the university. WHA's claim to be "the oldest station in the nation" is based on experiments conducted as early as 1917, although it was 1919 when university began regularly scheduled broadcasting services. Later events will include documentary broadcasts, conferences, groundbreaking for new communications arts building, and first part of two-part seminar on next 50 years in American broadcasting this summer. Seminar will be nationwide convocation under aegis of National Association of Broadcasters and National Association of Education Broadcasters.



Golden West Broadcasters is honored to announce that
THE FREEDOMS FOUNDATION AT VALLEY FORGE
has selected

BOB ROBERTS of KVI, Seattle and
MIKE POWELL of KSFO, San Francisco

to receive George Washington Honor Medal Awards for their contributions to the support and advancement of American rights and privileges.



Bob Roberts won the Principal Award in the field of radio broadcasting for his editorial "I've Had It," a restatement of his and KVI's firm belief in American values.



Mike Powell of KSFO was honored for his special program "Help! Police!," a constructive review of modern police methods and their role as a guarantee of valued American liberties.

Golden West Broadcasters KVI Seattle-Tacoma
KEX Portland KSFO San Francisco-Oakland KMPC-KTLA-TV Los Angeles

House has its say on pot party

Published Investigations Subcommittee report proposes government controls over broadcast news

The House Commerce Committee waded into the troubled waters of the First Amendment when it released last week under its imprimatur a scathing report by the House Special Investigations Subcommittee that harshly condemned the news practices of WBBM-TV Chicago and proposed stiff legislative recommendations for curbs on the news judgments and practices of broadcast licensees.

But the report, which was approved by a 16 to 6 vote two weeks ago (BROADCASTING, March 17), stirred significant dissent or comment from nearly one-quarter of the committee. Eight representatives held up publication of the report until late last week as they prepared views that suggested the committee was over its head into free-press matters. The recommendations, one representative observed, would "impose the shadow of government censorship" over the journalistic functions of the broadcast media.

The report covered subcommittee findings following an intensive probe into news-staging charges surrounding a special film report on marijuana, entitled *Pot Party at a University*, aired by WBBM-TV in two installments on evening newscasts of Nov. 1 and 2, 1967. In essence, the report parallels the findings and conclusions of former FCC Chief Hearing Examiner James D. Cunningham, who after an FCC probe of the program, found that the program was "prearranged for the benefit of CBS."

In addition the examiner found that the party, in which Northwestern University students participated, had been prearranged at the request of "a young ambitious reporter," John Victor Missett, 23, a graduate of Northwestern who had worked as a news intern at WBBM-TV.

But the subcommittee report foregoes the equanimity of language that marked the examiner's decision. Harsh, frequently corrosive terms are applied to the WBBM-TV case, which serves as a springboard for further charges about the "futility of self-regulation" by broadcasters (particularly the networks) and the ineffectuality of the FCC, and lays the basis for legislative recom-

mendations that would place congressional (or commission) controls over the broadcast press.

"When the licensee's [WBBM-TV] staged commission of a crime is palmed off upon the viewing public as a bona fide, objective part of a news telecast," the report stipulated, "the licensee should not be permitted to hide behind the First Amendment and obtain immunity from being held responsible for its deceptive broadcast. In this respect, it should be clear that the rigging of a news program is equally, if not more reprehensible, than the rigging of a TV quiz program. If the licensee's contention that it enjoys a constitutional freedom to instigate and participate in the commission of a crime and then to telecast it as a bona fide news event were to prevail, there would appear to be no bounds upon what a licensee may do, either in pursuing the advertising dollar or in the foisting of its political views upon the public."

The prospect of news control residing in the hands of a few broadcasters was raised by the report when it noted that "the FCC . . . has permitted a vast concentration of control of broadcast media" in the networks, and industrial and publishing complexes. "An evil of such monopoly is the serious danger that listening and viewing audiences will be subjected to a constant drumfire of news and other programs designed to serve the private interest of the broadcast licensee rather than the public interest, which is the purpose underlying the free grant of such licenses."

As a proposed remedy the subcom-

It's all clear now

There need not be confusion now over titles of two of the shows going on the air in the fall—NBC-TV's *The Now People* and ABC-TV's *The New People*. NBC has changed the name of its series to *The Bold Ones*. The network noted the change last week in announcing E. G. Marshall as the star in the Sunday, 10-11 p.m. dramatic series. Mr. Marshall will be in the medical portion of the Universal TV-produced trilogy—three series within the one-hour format (BROADCASTING, Feb. 24).

mittee suggests that Congress "undertake a far-ranging study of the elements which now contribute to the objectivity and reliability of news events commentaries, and other program which may be endangered by private interests asserting more and more unrestricted control over the use of the public airwaves."

Of a more specific nature relating to the subcommittee's own investigation of WBBM-TV the report recommends five amendments to the Communications Act designed to "strengthen the controls over station licensees." The subcommittee would:

- Amend Section 509 which prohibits deceptive practices in connection with contests of intellectual knowledge, skill or chance to include a prohibition against "falsification in news broadcast casts."

Draft language substituting "deception" for "falsification" was removed in an hour-long debate that drew an angry response from Representative Bol Eckhardt (D-Tex.). In a dissenting view he noted there was "no deliberate consideration . . . no debate . . . permitted" concerning the choice of words "This is not a proper way to deal with so basic and so sensitive a field as that of First Amendment rights," he said.

- Amend Section 312 to provide that the commission may find "sufficient cause for revocation" in the commission of a crime by a licensee or permittee and the willful or repeated violation of or failure to observe the provisions of any federal, state, or local law, not otherwise referred to in the act.

In the WBBM-TV case the subcommittee noted that Mr. Missett had admitted purchasing and (subsequently disposing of) marijuana, thus violating both Illinois and federal laws. In addition, the subcommittee claims that WBBM-TV could have been held responsible for six other unlawful acts including "competing by means of unfair and deceptive acts." (The latter charge referred to a coincidental telephone survey taken the second night of the broadcast which formed the subsequent basis for a newspaper advertising campaign that showed higher ratings, and an over-all 18 point

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David Frost is the kind of guy who has invited the Pope to have a heart to heart talk. On television.

He's the kind of guy who got Nixon, Humphrey and McCarthy to do something candidates very rarely do in public. Let down their hair.

And he's the kind of guy who is fast building a reputation for doing things on the air no one in his right mind would try. And hitting home runs with them.

In other words, David Frost is the kind of guy we don't want our competitors to get their hands on.

When we heard he wanted to do American television, we made sure it was us he was working for.

And already he's talking about taking a whole different approach to a talk-variety show.

Unfortunately, we can't tell all the things he'll be

doing right out here where everyone can read it. But we can tell you this:

He just might blow the top off the ratings charts.

But some things he won't do differently. Probably because he's so good at doing them.

Like interviewing and stand-up comedy.

Two little talents that have made him England's biggest television personality.

The David Frost show will be ready for syndication in July.

From then on, television will never be the same.

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rating boost over that period.)

The subcommittee further noted that Dr. Frank Stanton, president of CBS, and WBBM-TV officials had testified that although station officials had known three weeks in advance that "a crime was to be committed, the authorities [police] were not advised because then WBBM-TV would have had no story."

▪ Add a new section requiring that TV stations retain for inspection by "duly constituted public authorities" visual record, such as a film, kinescope or tape of all programs shown on the station and all film edited out of news interviews, news documentaries, special news features, which have been broadcast for a period of at least six months following the date of the broadcast.

The subcommittee maintained in the WBBM-TV case that "it is important that such outages of news programs be available" because "it would be virtually impossible (unless the film shown was blatantly slanted) to ascertain whether there had been prejudicial editing or bias." The subcommittee also accused the FCC of "inaction" in the matter because it had no specific rule relating to outtakes, and disputed the CBS contention that the "fairness of a news presentation should be judged exclusively on the material broadcast."

"This position is contrary to the public interest," the subcommittee said, because "it deprives the commission and other duly constituted public authorities of the most important evidence for ascertaining if a news program has or has not been slanted by a licensee."

▪ Add a new section prohibiting a TV station from allowing previews of news interviews and other news programs for subsequent broadcast "unless all interested parties, upon request, are accorded equal opportunity to preview such programs."

In accordance with long-standing policy WBBM-TV permitted a newspaper columnist to preview the program, but rebuffed a similar request by two representatives of Northwestern. The subcommittee didn't like the procedure.

▪ Have the Commerce Committee look into commercial sponsorship of news programs. "The (WBBM-TV) record discloses that ratings have a serious influence on news broadcasts," the report said. "Through investigation and study the committee should ascertain and report what limitations, if any, should be imposed upon programing and commercial sponsorship, including spot advertising, of and within news programs, including newscasts, news interviews, news documentaries, special news features, special news reports and on-the-spot coverage of news events."

"With increasing numbers of spot commercials being inserted into news programs," the subcommittee noted, "a broadcaster must be particularly vigi-

Lindsay show falls to 315

When New York's Mayor John Lindsay announced last week that he would run for re-election he bumped his weekly (Sunday, 10:30-11 p.m.) show off WNEW-TV New York "for the duration" of the mayoralty race. (The Metromedia station said its *With Mayor Lindsay* program would immediately be suspended. Robert M. Bennett, vice president and general manager, noted the action stemmed "from the obligations incumbent upon broadcasters arising from Section 315. . . concerning equal opportunities for political candidates as well as the FCC's 'fairness doctrine.'")

Last night (March 23), WNEW-TV moved up *The David Susskind Show* from its 11 p.m. start to 10:30; next Sunday it will telecast a special tribute to Martin Luther King, and in subsequent weeks will insert specially produced shows of community interest.

lant to guard against allowing advertising revenue to influence his informational presentations." From the WBBM-TV record, it is evident, the subcommittee said, that the station "was at least as vitally interested in enhancing its rating posture, and thus its advertising income, as it was in its self-proclaimed mission of exposing the social evils of youthful drug addiction.

"The special subcommittee emphasizes that ratings should not be permitted to detract from a licensee's obligation to present news objectively. The staging of news events in order that a station may secure higher ratings subordinates the public interest to brazen private greed," it said. (The subcommittee had previously backed out of a draft proposal to ban all commercials in a wide range of news programing [BROADCASTING, Jan. 27].)

Of special note to the subcommittee was the "inadequacy of FCC resources" to induct a full-fledged probe of the WBBM-TV incident. The subcommittee said that the commission's investigatory procedures "helped CBS to justify its own investigatory whitewash" of the program. "As the broadcasting industry grows fat off the land, its public watchdog, the FCC, has become dwarfed into a state of virtual ineffectuality," the subcommittee noted, and thus it should have an enlarged financial capacity and a complement of personnel adequate to handle its responsibilities.

(The subcommittee further took note that "the regulatory inertia of the present commission majority might well negate the benefits to the public which should be derived from such additional resources," and that according to informed critics the commission is an "obsolete, institutional device of the

'20's which should be scrapped." The subcommittee also proposed a strengthening of legislation relating to legislative oversight by standing committees of Congress to reaffirm the principle that such committees shall have continuing and unrestricted access to all records, "of every kind and description, including classified and confidential materials" of agencies such as the FCC. A dispute arose last year between the subcommittee and FCC Chairman Rosel Hyde regarding the release of certain memorandums of private telephone conversations held by the chairman relating to the commission's probe of the pot party incident.)

To what extent these recommendations might be fashioned into flesh-and-blood legislation was left in doubt by knowledgeable committee sources last week. But, at least four members of the full committee—Representatives Clarence J. Brown Jr. (R-Ohio), James Harvey (R-Mich.), James F. Hastings (R-N.Y.) and Richard L. Ottinger (D-N.Y.)—in a jointly filed minority report doubted the efficacy of what the 16 Commerce Committee members had adopted, and found the recommendations "intolerable." The representatives noted: "It is almost that the committee feels it must justify the investigation by finding something so outrageous that legislative reform is necessary. This report covers an investigation of a problem which deserves exposure: news credibility," they said. "But the committee has over-reacted by over-recommending. The cure is worse than the illness."

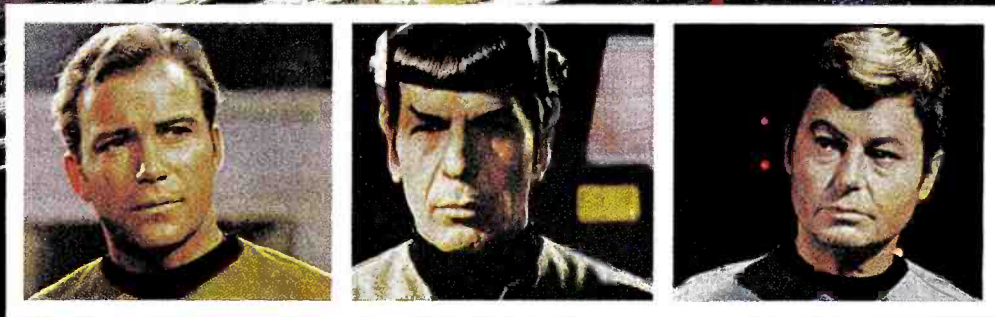
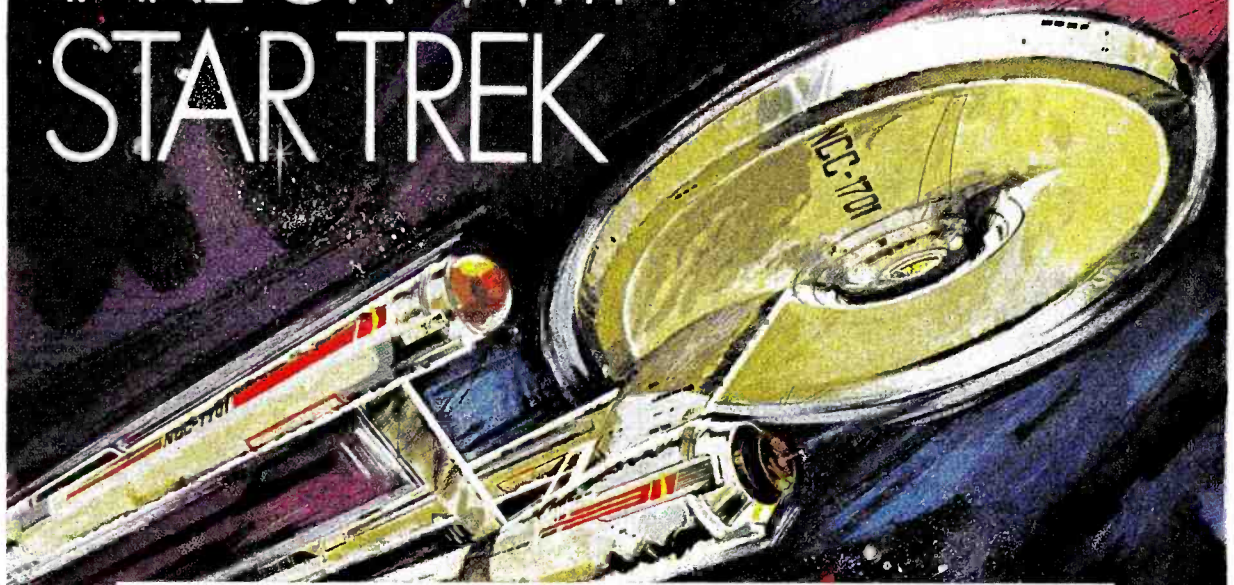
(Mr. Hastings is a former general manager of WHDL-AM-FM Olean, N. Y., and a freshman member of the committee. Mr. Ottinger has been linked with several of his colleagues in past broadcast legislation to place the networks directly under FCC regulation [BROADCASTING, Feb. 5, 1968 et seq.])

"Congress cannot constitutionally legislate many of these recommendations," the representatives claimed. "Is it possible that the majority has approved this report out of some misunderstanding of the vital function of the press and its responsibility in the relationship between the people and their government?"

(Commerce Committee sources, apparently miffed at the plethora of dissent to the report's approval, contend that the Investigations Subcommittee did not call for specific legislation, but rather suggested along which lines such legislation might be explored. When such legislation moves into proper channels, it was said, First Amendment questions might at that time be properly raised.)

The representatives stated: "We regard a broadcaster's exercise of journalistic judgment synonymous to that of

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the newspaperman's; and as such, believe that the Constitution aggressively protects that judgment from governmental interference and that it should be protected, not only as a matter of law, but as a matter of policy."

The crux of the representatives' dissent was that the "practical effect of trying to legislate a standard of 'truth' would place in the hands of government a weapon over the press that is common in totalitarian countries." But the larger issue was whether the press indeed did not have a "right to be wrong" without the onerous threat of government interference and control.

"The press does not lose its right to publish because what it may publish may be untrue. In other words, the press has the right to be wrong," they said. "To suggest that WBBM-TV's pot party may have been prearranged or staged does not, per se, indicate that it was not a reasonably accurate representation of an occurrence worthy of public attention and concern."

The representatives said the proposed "outtakes" recommendation would serve to substitute the government as the "editors of the press" and the retention of such a volume of material would impose burdensome additional costs on broadcast news operations. Nor would the representatives accept the preview principle because it appeared to be a "further intrusion upon the judgment and discretion of the broadcast editor."

Representative Lionel Van Deerlin (D-Calif.), noted that he would feel "far safer with a few demonstrated liars on the air than I could possibly feel with a government agency going over their scripts." Although he felt the WBBM-TV case "undeniably" was an example of "broadcasting irresponsibility," Mr. Van Deerlin affirmed that Congress should "keep the bloodhounds out of [broadcast] newsrooms."

"Most of the recommendations offered in this report would help little in the search for truth," he said. "Their principal effect, I fear, would be to discourage the bold reporting and provocative programing which often make mistakes, but which always help vitalize democracy." Mr. Van Deerlin noted that a pattern of willful misrepresentation could be dealt with appropriately at license-renewal time. "Meanwhile," he said, "our annoyance at occasional fakery or one-sided reporting should find more than its counter-weight in the satisfaction of knowing we sustain a free, unfettered press—on the air, as on the printed page."

Representative Brock Adams (D-Wash.) opted for a fuller application of the fairness doctrine, particularly in the question of outtakes, and doubted that freedom of the airwaves would be accomplished by the prevention of in-

vestigative reporting or programing. Representative Hastings Keith (R-Mass.), who favored the adoption of the report, noted that the Commerce Committee "has not drawn a clear enough boundary between the obligation of the broadcaster to operate in the public interest and his immunity from censorship." Mr. Keith said that unless Congress is prepared to formulate a clear definition of what "interested party" may preview news programs and "clearly state the right to preview does not imply the right to censor, to alter in any form a program's contents," then it should not proceed with legislation to carry out this recommendation.

Can FCC ban violence on TV?

Cox raises specter of anticigarette-type action if causality is shown

FCC Commissioner Kenneth A. Cox feels the commission would have no constitutional difficulty in moving against televised violence if a causal connection is established between real-life violence and the televised variety.

The commissioner, who touched on the subject while participating in a Villanova Law School symposium on the FCC's role in TV programing regulation, on March 14, referred to the surgeon general's study that was instigated by Senator John O. Pastore (D-R.I. (BROADCASTING, March 17).

If the study reveals no causal connection between televised violence "and the mounting tide of violence in our society," he said, "then we can relax about TV and look for other causes."

But if a connection is found to exist, he added, "then I think the industry will have to take vigorous steps to eliminate the hazard." If it does not, he said, "I think the FCC would have to act, and that it could do so without constitutional difficulty."

Senator Pastore, in hearings at which he expressed concern about televised violence, said he could not conceive of a governmental remedy that would not run afoul of the constitutional guarantee of free speech. But Commissioner Cox told BROADCASTING last week he saw the question as somewhat parallel to the matter of cigarette advertising. The commission has proposed barring such advertising from the airwaves, and has argued that, in view of the health hazards involved in cigarette smoking, such a ban would not violate the constitutional guarantee of free press (BROADCASTING, Feb. 10).

Commissioner Cox said the commission would "never" attempt to ban

violence entirely. Rather, he believes, it would attempt to fashion a "reasonable" regulatory response to the kind of health hazard, if any, that television violence is found to represent.

The commissioner, in his prepared remarks, suggested that apart from the surgeon general's study, various kinds of pressure must be brought to bear on the problem—"governmental exhortation, listener protests, and competing applications."

He said he wants television to be "a mature medium which can deal with adult themes and take a realistic look at the world around us." But, he said, in view of the ease with which television enters the home, care is required in scheduling and treating certain matters.

"Essentially," he said, "it is a question of taste, with respect to which governmental action would probably be ineffective—and undesirable."

On a related point, Commissioner Cox said it would be "nearly impossible" for the commission to consider the "quality of programing" or to "set minimum standards of quality." But he endorsed an idea that seems to go a step in that direction.

In the section of the broadcast application forms which requests information on various kinds of programing, he would like to create within the entertainment category "a subclass of more serious entertainment fare." This would include "more serious drama and music" than now are presented regularly on television, "as well as ballet, art and other elements hardly ever seen."

Commissioner Cox said he realized such programing would not attract the mass audiences that some shows do, but he felt it would appeal to 10 million to 15 million homes "which do not receive a fair share of service from the medium."

The commissioner shared the Villanova platform with Ben C. Fisher, a Washington communications attorney; Louis L. Jaffe, professor of administrative law at Harvard University; and Eddie Barker, KRLD-TV Dallas-Fort Worth, president of the Radio-TV News Directors Association.

Avco buys Nichols' shop

Avco Embassy Pictures Corp., film production and distribution subsidiary of Avco Corp., last week announced agreement to buy the movie production company of director Mike Nichols for stock valued at more than \$4.5 million. Mr. Nichols's company is called FRIWAFTT Productions Inc. (FRIWAFTT is an acronym for "fools rush in where angels fear to tread.")

Avco also announced that it now has 53 theatrical motion pictures in production or development.

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A practical lesson in pressure

Congressmen threaten reprisals after utilities question PBL show

The latest Public Broadcast Laboratory program, "The Built-In Blackout," scheduled for broadcast over the National Educational Television network Sunday (March 23), caused a stir before it was even shown.

Utility companies, after reading advance publicity on the program, expressed concern that it might include segments endorsing legislation currently under discussion in Congress to require more information on utilities' activities.

In Washington, two members of Congress—Senator Lee Metcalf (D-Mont.) and Representative Richard L. Ottinger (D-N.Y.)—were quick to threaten the private utilities with command appearances before appropriate congressional committees to explain the alleged pressuring of PBL and its affiliates.

Representative Ottinger, a member of the House Communications and Power Subcommittee who has made power-utilities problems a congressional specialty, charged the utilities with a "naked power play" in attempting to kill the PBL documentary. He warned the industry to "drop its strong-arm efforts to stifle the PBL program or face a congressional investigation."

Congress is supporting public broadcasting, he said, "to provide the public with honest, objective reporting, not to act as public-relations media for the utilities. If the private utilities don't understand that, we will be delighted to bring them to Washington and explain it to them," he added.

Senator Metcalf, who has been acting as chairman of several of the hearings before the Senate Subcommittee on Intergovernmental Relations looking to-

ward establishment of a counsel to represent utility consumers, also asked for a prompt explanation of the industry's actions regarding the PBL program.

"Sunday night's documentary," he said Thursday (March 20), "will mark the first time in history that a television documentary has ever been shown on the public-utility business. I think PBL should be commended for leadership rather than criticized by an industry that for too long has exercised a monopoly on projection of its image as well as sale of its product."

The proposed Utility Consumers' Counsel Act (S.607) would authorize federal funds for academic studies of regulatory matters. "Grants could be made available under the bill to non-profit television networks," Senator Metcalf said, "so they could do the kind of documentaries needed in the field as pioneered by PBL."

After advance publicity of the PBL program was released, the Edison Electric Institute, a trade organization for investor-owned utilities, had asked to view the film or go over the script in advance "so there would be an opportunity for the utility companies to add to their side of the story," a spokesman reported. A letter from PBL's executive editor, Fred Bohlen, explained a long-standing policy of not providing advance showings, the institute official said, but Mr. Bohlen had offered to provide a transcript as soon as it was available.

One of the NET affiliates, WGTE(TV) Toledo, Ohio, reported that it had lost a \$20,000 grant from the local utility, Toledo Edison Co., because it intended to show the program.

The manager of public information for Toledo Edison, Donald Terrell, said that no withdrawal of the grant had been made. "A committee is still considering the request for funds for a transmitter," he insisted, "and the committee members probably don't even know about the program. The two events just happened to come at the same time."

The advance news releases appeared to describe the program as advocating the legislation, Mr. Terrell said, and "as a member of the board of trustees of WGTE, I doubted the propriety of broadcasting a program supporting pending legislation."

"I asked Mrs. Helen Davis, general manager of WGTE, to look into it," he added, "to see if she could get more information on the content."

NET maintained the program would not endorse the legislation, but would explain all sides of the question. The publicity release described the bill as "designed to prevent a recurrence of a massive power blackout like the one in November 1965." Power company officials who will appear on the program were not listed in the release, according to NET, because they were not definitely committed at the time.

ABM debate opens committee to TV

Competition between two Senate committees last week on jurisdiction for review of President Nixon's anti-ballistic-missile decision resulted in open doors for live television cameras at the normally guarded entrances of the Senate Armed Services Committee.

Upstaging a Senate Foreign Relations Committee hearing that had been set for Friday (March 21) with full TV coverage arranged, the Armed Services Committee, under the chairmanship of Senator John Stennis (D-Miss.), scheduled a hearing on the same subject on Thursday (March 20), with full media coverage invited.

Live and film TV cameras are no strangers to the Foreign Relations hearing room. Committee Chairman William Fulbright usually permits coverage unless national-security considerations mandate a closed-door session.

But entree to the Armed Services hearing room had been highly circumscribed during the reign of the past chairman, Senator Richard Russell (D-Ga.), who gave up the chairmanship this session to head the Appropriations Committee. His successor, Senator Stennis, has shown a greater degree of permissiveness this year, allowing some selective film coverage. Last week's coverage by live cameras was, however, the first such coverage of the Armed Services committee, at least in recent memory, Senate radio-TV gallery members noted.



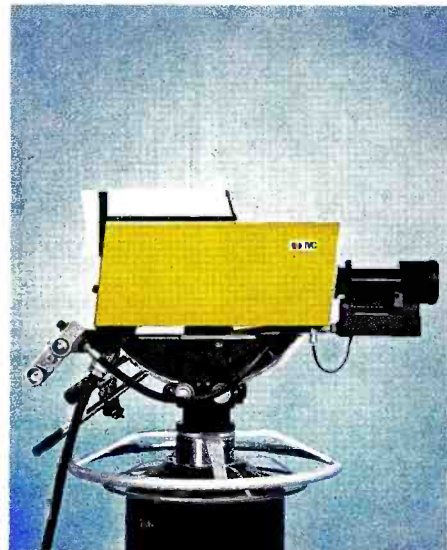
Representative Metcalf



Representative Ottinger

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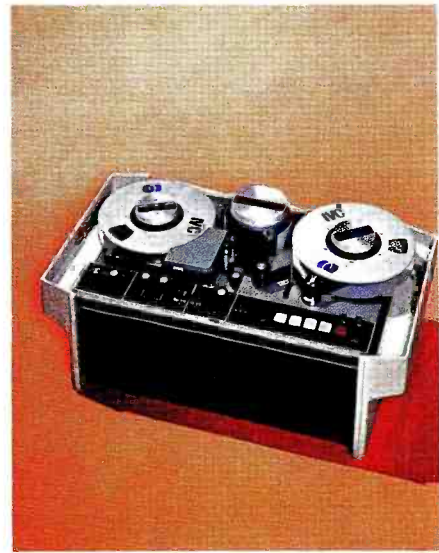
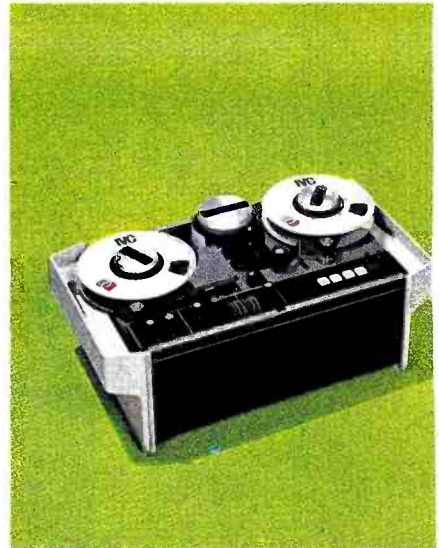
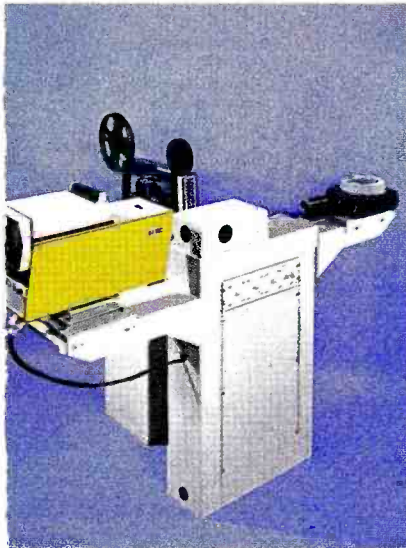
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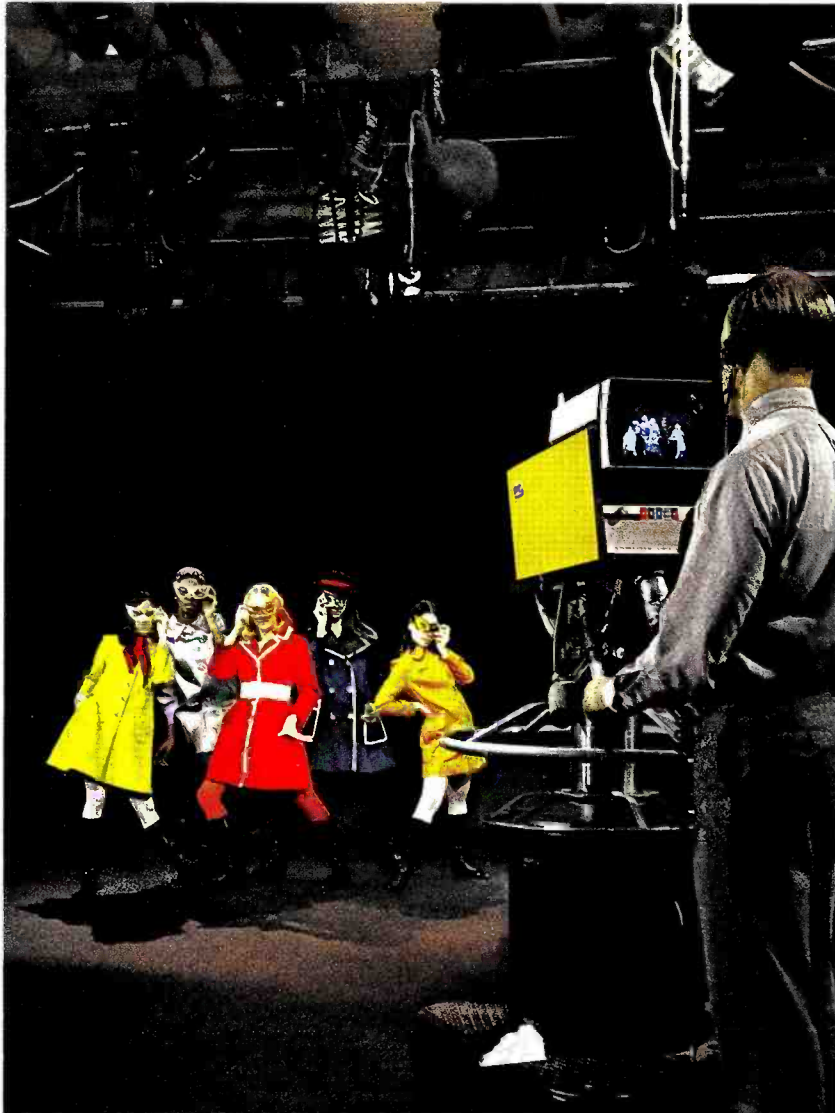
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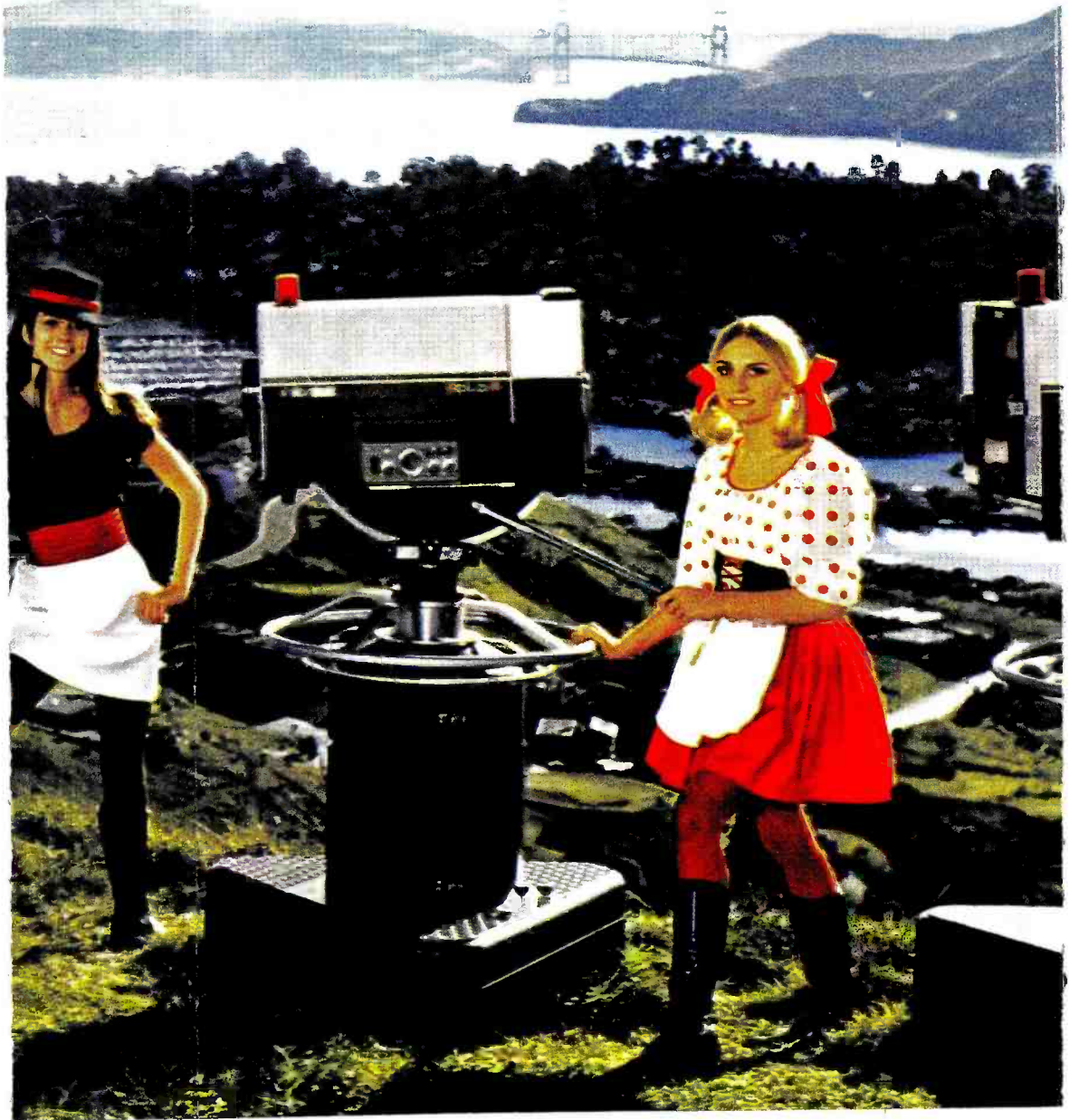


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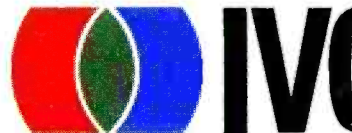
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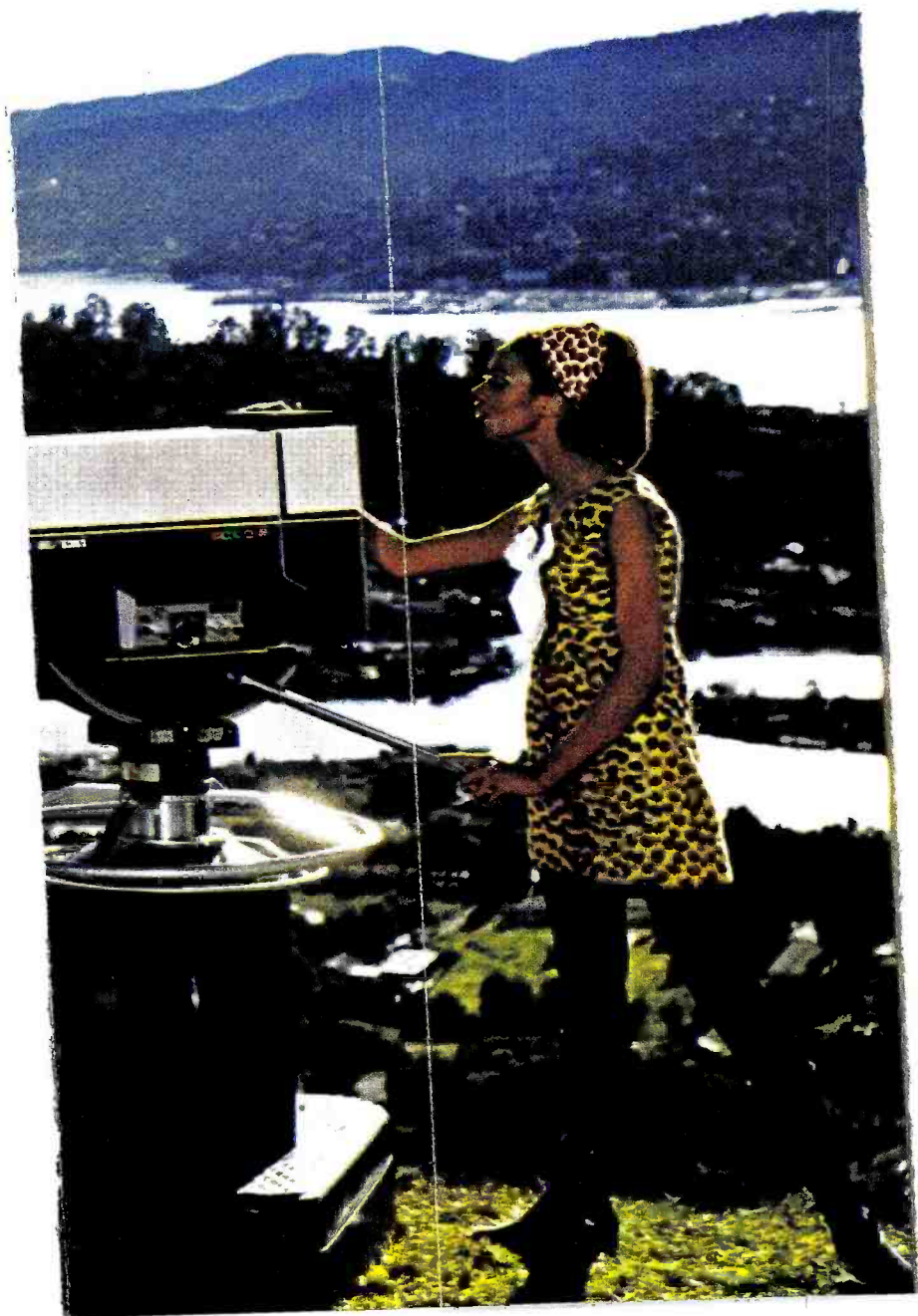


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Fairness will have its day in court

Two conflicting lower-court decisions are at issue in oral argument next week

Broadcasters' assertions that they are entitled to the same constitutionally protected freedom to discuss public issues as that enjoyed by their colleagues in the print media will be tested in oral argument before the Supreme Court next week.

At issue are two contradictory lower-court decisions bearing on the legality of the FCC's fairness doctrine. In one, involving an appeal brought by WGSB Red Lion, Pa., the U.S. Court of Appeals for the District of Columbia upheld the doctrine.

In the other, the government is appealing a decision by the Seventh Circuit Court of Appeals, in Chicago, holding that commission rules designed to implement aspects of the doctrine violate the freedom of the broadcast press. The court also appeared to cast doubt on the constitutionality of the doctrine itself.

The Supreme Court in 1967 accepted the WGSB case for review, then agreed to delay argument pending a decision by the seventh circuit court. Last week, Supreme Court officials said the two

cases would be heard early next week, probably on Tuesday.

The rules under attack, which were adopted by the commission in July 1967, prescribe procedures for broadcasters to follow in extending fairness to persons or groups attacked in a discussion of controversial issues of public importance, and to political candidates opposed in editorials—or to candidates whose opponents are supported. The personal-attack rules embody the fairness doctrine principles at issue in the WGSB case, which began in 1964.

The validity of the rules is being challenged by the Radio Television News Directors Association and eight other broadcast groups, and by CBS and NBC in separate suits.

The Justice Department last month, in defending the government's position, filed with the high court a brief which asserted that the fairness doctrine provides a constitutional means of preserving broadcasting as a medium open to full debate on all issues (BROADCASTING, March 3).

RTNDA, in its brief last week, said

that the "personal attacks" the commission seeks to regulate constitute the same kind of criticism of public figures that the Supreme Court in a case involving the *New York Times* held to be constitutionally privileged.

"The public has the same interest in the journalistic freedom of broadcasters as of newspapers," RTNDA added. "Both are part of the press."

The broadcasters' written arguments were not due to be filed with the court until Saturday (March 22), and only RTNDA's brief was available as of late Thursday (March 20).

RTNDA centered its attack principally on the challenged rules themselves. It said that the principles involved suggest that any regulation of broadcast debate on public issues violates the freedom of the electronic press.

But it added, "the heart" of its case is that "the concurrence of all the factors" renders the rules invalid, regardless of what might be true of other rules or of the same ones in different circumstances.

The rules require stations carrying personal attacks to send the person or groups attacked a script or tape or an accurate summary of the attack, notification of the time of the broadcast and an offer of time for reply. The same requirements apply in connection with



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the broadcast of editorials, although the offer of time need not be made to the candidate adversely affected by the station's editorial.

The commission, in an amendment adopted after the broadcasters asked the seventh circuit court to review the rules, exempted from the personal attack regulation bona fide newscasts, news interviews and on-the-spot coverage of news events, including commentary or analysis contained in these programs.

The exemption appeared designed to meet CBS's argument that the rules, as they stood, would have inhibited CBS broadcasts of a number of Eric Sevareid commentaries, which are carried in regularly scheduled newscasts.

RTNDA, however, argued that the exemption is narrower than it seems since commentaries, like those of Mr. Sevareid, would not be covered if they appeared outside a news broadcast. RTNDA also said a commission provision that the excepted programs remain subject to the fairness doctrine "seems to render the new exemptions almost entirely illusory."

RTNDA, in arguing that the broadcasting is "part of the press," said it performs the same function as newspapers and magazines. The fairness doctrine rules are unconstitutional, RTNDA said, in that "the obligations incurred as the price of privileged speech are onerous and . . . are bound to generate self-censorship."

RTNDA also said that the First Amendment, which protects the press, is based on the assumption that the public will best be informed if debate is open and uninhibited, "even if it includes ill-timed, biased or unfair individual expressions." Over-all fairness, it said, is left to the multiplicity of voices—not to government supervision.

RTNDA makes two other major points in its brief:

- That the Communications Act does not authorize the challenged restrictions. The government cites a 1959 amendment to Section 315 that, while easing the equal-time requirements, says broadcasters are not exempt from the obligation to be fair in the treatment of controversial issues of public importance. However, RTNDA said, that measure does not give "even oblique support to the challenged regulations," which did not exist in 1959 and "which go beyond" any interpretation of the fairness doctrine before that date.

- That the commission has never demonstrated that regulation of the individual fairness of licensee's public affairs programs "is the only practical way of securing public access to a wide variety of information and opinion." RTNDA said the "inhibitions" represented by the rules can be justified, if

at all, only by such a showing. RTNDA noted that while there are already almost 7,000 AM, FM and TV stations—about three times the number of daily newspapers—technological advancements are likely to increase the number of channels of mass communications.

RTNDA also touched on a point becoming a sore one with broadcasters as the commission shows increasing concern about the concentration-of-control-of-media issue. It suggested that the commission use its multiple-ownership rules and policies if it is concerned about consolidation of control and economies of sale—and not abrogate broadcasters' First Amendment rights.

Justice, in its brief, held that the seventh circuit court's decision went so far as to place the equal-time law itself under a cloud. However, RTNDA, in a footnote, said that the law is "a limited exception to the general theory of the Communications Act" and raises different constitutional issues from those in the fairness-doctrine rules case.

The licensees associated with RTNDA in the suit are Bedford Broadcasting Corp., Central Broadcasting Corp., The Evening News Association, Marion Radio Corp., RKO General Inc., Royal Street Corp., Roywood Corp., and Time-Life Broadcast Inc.

Chicago indictments include ex-NBC staffer

U.S. Attorney General John N. Mitchell announced in Washington Thursday (March 20) that the Federal Grand Jury in Chicago investigating disorders at last summer's Democratic National Convention had returned indictments naming a total of 17 persons including Mrs. Enid Roth, at the time with NBC News. The other indictments cited Chicago policemen and demonstrators.

Mrs. Roth was charged on two counts with attempting to eavesdrop through the alleged use of a hidden microphone at the closed meeting of the Democratic Platform Committee at the Sheraton Blackstone hotel Aug. 25-26, 1968. Following the incident Mrs. Roth was suspended by NBC without pay.

Mrs. Roth's case was only the third suit which has been brought under anti-surveillance provisions of the 1968 Omnibus Crime Control Act. Mrs. Roth, who lives in New York, is liable for a maximum of five years in prison and a \$10,000 fine on each of the two counts if convicted.

The Chicago Federal Grand Jury began its investigations last September. The indictments issued in Chicago Thursday also charged eight local Chicago policemen with obstructing the civil rights of several students and print media newsmen. Another indictment

cited eight demonstration leaders with crossing state lines to incite riot, among other charges.

The Roth indictment was very brief. The two counts were the same except for the date of alleged happening: "Defendant did willfully and knowingly endeavor to use an electronic device to intercept oral communications in that she caused a microphone to be concealed on the premises of a commercial establishment, the operations of which affect interstate commerce; in violation of Title 18, U.S. Code, Section 2511(1)."

"NBC has voluntarily provided all available information to the investigating authorities and cooperated fully with them and with the grand jury. We regret the circumstances that have led to the grand jury action. We feel that it would be improper to comment further while the matter is before the courts."

'Auction Man' creators seek appeal from court

Two Ohio firms last week appealed an adverse ruling on their charges of copyright infringement against WKTR-TV Dayton, Ohio.

The Auction Man Inc., Springfield, Ohio, and Regional Representatives Corp., Cleveland—the alleged creator and distributor of a radio program called *The Auction Man*—asked the Montgomery (Ohio) County Court of Appeals to issue a temporary restraining order against broadcast by WKTR-TV of its weekly program *The Auctioneer*. The firms contend that the UHF stole concept, detail, and advertisers for the program from WAVI Dayton, which is authorized to air *The Auction Man*. Both programs offer advertisers' products to members of the audience who bid for them.

The WKTR-TV program is hosted by Donald E. Manning, a former WAVI employee.

The two firms lost their battle in a lower court when Judge Harold J. Eley ruled WKTR-TV had created an "original show" and "honestly and independently used words and procedures common to all mankind. . . ." (BROADCASTING, March 17).

Leonard Auerbach, president of Regional Representatives, said last week that the judge's decision was "erroneous and inconsistent with the evidence presented. . . ." He added that judicial precedent clearly establishes protective rights for creative concepts.

"If this were not the case," Mr. Auerbach said, "the entire broadcast industry would be a savage and rapacious jungle of pirates, offering no protection of incentive to the development of new ideas."

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Dallas-Ft. Worth	WFAA-TV	Denver	KBTU	Pensacola	WEAR-TV	Chico, Calif.	KHSL-TV
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FCC gets an earful from the public

Nearly three-fourths of all complaints concern programming

The public is rapidly adopting government as its court of last resort where broadcast programming is concerned, if the FCC's 34th annual report to Congress is any indication.

The commission's report, issued last week, discloses that 72% of all complaints received during the fiscal year ending June 30, 1968, involved questions of program content. Two years ago, the annual report listed programming as the major source of complaints—but the total was only 42% of 13,000.

The over-all number of complaints and comments is also greater than ever before, the report notes. Over 67,000 "communications on broadcast matters" were received during fiscal 1968, with approximately 33,000 classified as complaints.

The increase in complaints was accompanied by a record 167 notices of apparent liability, the report says.

Another "near record" was the number of hearings on alleged violations of law or commission rules and policies. Eleven cases involved renewal applications. Most of these dealt with several alleged violations; it was notable, however, that every one of the 11 dealt in part with allegations of misrepresentation to the commission.

Along with the upsurge in complaints and sanctions, the report documents steady growth in other, more positive areas. The number of broadcast stations rose in every category, with FM showing the greatest absolute increase—143 new authorizations. On a percentage basis, commercial UHF led with 47 new grants, for an 18% increase over the 270 stations reported in fiscal 1967. Commercial VHF, near the saturation point, accounted for only one new authorization.

Also listed as "one of the most significant developments during the year" was the growth in state ETV networks. More than 40 states had networks either completed, under construction, or in the planning stage at the close of fiscal 1968, the report said.

Much of the report dealt with major commission rulemaking proceedings during the fiscal year, including the proposed rule that would limit broadcast acquisitions to one full-time outlet per market; the adoption of procedures for designating antenna farms in particular cities; the adoption of presunrise rules, which require stations to obtain special commission approval if they

use their daytime facilities before sunrise, and the proposal to deny renewal to any station found to have discriminated in broadcast employment on grounds of race, color, or national origin. The report devoted more space to the antidiscrimination proposal than to any other single topic.

The report notes two major pieces of broadcast legislation passed during fiscal 1968: the establishment of the Corp. for Public Broadcasting, and extension of funds for that entity from 1968 to 1969.

Three actions dealing with potentially or actually misleading programming were noted. One was the commission's letter to NBC calling attention to charges (later substantiated) that the network's "Golden Globe Awards" misrepresented the procedures and basis of selection of award winners. Another involved the ongoing controversy over WBBM-TV Chicago's filmed broadcast of a marijuana party. In a third action, the commission last May issued a public notice dealing with radio and TV "call-in" polls, urging stations carrying such programs to provide announcements making clear that the polls are not scientifically conducted.

In a short section on CATV, the report lists major actions and notes: "What was originally conceived as a mere multi-channel reception device may develop into a home communications center with two-way capability, enabling cable subscribers to shop from their armchairs for merchandise shown on the TV screen, order facsimile newspapers, or have their meters read—all through cable connected to their television sets."

Again CBS-owned TV's arrange an exchange

The CBS-owned television stations begin their 11th annual community affairs program exchange in mid-May, during which each of the five company-owned TV outlets broadcasts a series produced by the others.

Each station produces 16 half-hour segments of a series. Included in the exchange are WBBM-TV Chicago's *Project Head Start*, aimed at reaching culturally disadvantaged pre-school children; KMox-TV St. Louis' *Music Music Music*, consisting of entertainment ranging from concerts to country music fare; WCAU-TV Philadelphia's *Tell It Like It Was*, focusing on Negro history through education and entertainment; KNXT(TV) Los Angeles' *Conversations with a Psychiatrist*, featuring Dr. Edward Stainbrook, and WCBS-TV New York's *Dial M for Music*, stressing the contemporary music scene.

FCC backs NET on pre-emption issue

Commission asks AT&T to give 48-hour notice before cutting service

AT&T's pre-emption March 13 of National Educational Television programming (BROADCASTING, March 17) brought a letter of protest last week from the FCC, requesting 48-hour pre-emption notice for NET programming which would, in turn, require commercial broadcasters to order line service two days in advance.

The request came in a letter from FCC Common Carrier Bureau Chief Bernard Strassburg to Daniel E. Emerson, AT&T vice president.

Under special temporary reduced tariffs which went into effect Jan. 3 for the Corp. for Public Broadcasting, pre-emptions are permitted without prior notice.

AT&T had pre-empted lines supplying 70 stations of a scheduled 159-station line-up to present a regional hook-up of independent stations for National Collegiate Athletic Association basketball coverage instead of an NET panel discussion on the anti-ballistic missile system controversy.

The commission pointed out that, in spite of AT&T's "arrangements to enable the ETV networks to carry a portion of the scheduled program during another time segment, the disruptive effect on the ETV stations and their viewers is obvious."

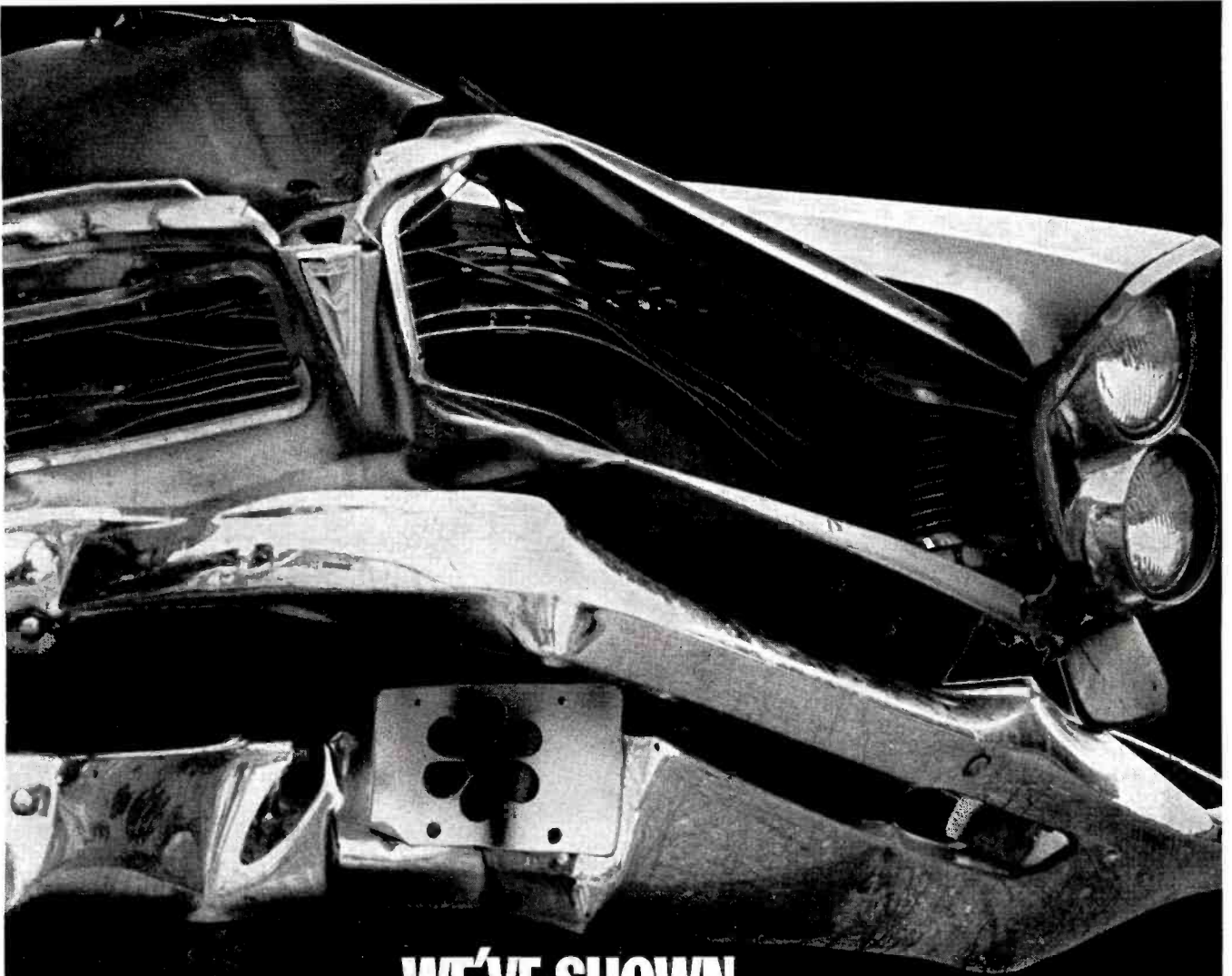
The March 13th pre-emption incident, the commission said, raised "serious doubts" whether current practices and tariff provisions are consistent with an effective trial of the reduced-rate interconnection service for ETV.

A major portion of the problem, it said, was that commercial customers are able to order channels without any advance notice, resulting in short notice pre-emptions of portions of the ETV network to fill "last minute" commercial orders.

The commission requested that AT&T immediately consider revising its CPB tariff to require a minimum of 48 hours' pre-emption notice to CPB. Such a revision would, it said, make changes necessary in commercial tariffs, obliging commercial broadcasters to order channels at least 48 hours in advance if they wanted to be assured of obtaining service.

By these tariff revisions, it said, "the frequency of pre-emptions should be reduced and precipitous disruption of ETV network administration and programming avoided."

The commission requested AT&T's reply on or before March 25.



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The program has garnered major awards. An Emmy, a Sloan Medal and the only 1968 Educational Award from the Association of Television Program Executives.

Being involved in our big country and its big problems is a major responsibility for us as broadcasters. We are producing more programs like "The Last Prom." On the hopelessness of Appalachian natives who trade poverty in the mountains for misery in big city ghettos. The unpleasant revival of V.D. The human suffering of dope addicts. The frightening rise of crime.

These are not pretty pictures on our screen, but they make our viewers aware of problems we can no longer ignore.



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TV violence: wrong place to look?

Is Senate ducking harder questions when it turns attention to the tube?

The Senate Communications Subcommittee hearings on television violence have received wide coverage in the press, but not all the newspaper comment has fallen for the official line put out by senators. Following are two excerpts from newspapers in communities of vastly different size. The first is from a column by Nicholas von Hoffman in the Washington Post of March 19:

Senator John O. Pastore (D-R. I.) adjusted his toga the other day and declared, "We're going to spend a lot of money to remove crime from the streets. I think we ought to spend some to remove pollution from the minds of our people." With that it was announced we are going to have the surgeon general spend a million dollars to study the causal relations, if any, between television and violence.

The study is supposed to be finished in a year, but don't count on learning much from it, because the social sciences do not now have the ability to render more than informed and highly fallible opinion. . . .

If you don't want to think about violence in our country seriously, blame television for causing it. You can treat it as an electronic outside agitator—an out-of-town troublemaker in a cathode tube. In the course of the last 500 years, this has been done with the legitimate theater, radio, movies and movable type. It's a good ploy, a good way to whip up a mob of unthinking people who'll be too excited to consider the proposition that some of the causes of violence might be found in the United States Senate.

The indisputably most violent hour on American television begins at 6:30 when Walter Cronkite and Huntley-Brinkley metamorphose out of the airwaves to show us what our armies and fleets are doing today. It's Senator Pastore and his colleagues who've voted the money to fight the perpetual, defensive war on the other side of the globe, so if the networks are guilty of incitement it's hard to see why they are more guilty than the man from Rhode Island, who accuses them of "recklessness" and "dereliction". . . .

It's very good for us as a people to see these terrible, unspeakable things happening to our soldiers and to the people of other countries. . . . As the inhabitants of the most militarily powerful nation on the globe, we should know what we do with our force. . . .

After seeing the nightly news, it's hard to believe that most people would care to do anything more violent than throw up or cry out. It seems strained to suggest that after such film footage the ordinary little TV stage drama would be taken for more than what they are, mildly diverting action stories. After looking at the real thing, who's going to be bothered by Matt Dillon or the *Name of the Game*, with their little artificial killings? . . .

Senator Pastore's hectoring of the TV networks not only begins to look frivolous and eccentric but also like a positive attempt to distract us from seriously considering a problem that has become our collective, national obsession. Increasingly we resemble the homicidal maniac who used the lip-

stick of his victims to write the police messages imploring them to "Stop me, please, before I do this again."

Following is an excerpt from an editorial in the Gastonia (N. C.) Gazette of March 14:

A bunch of senators in Washington are in the process of getting themselves all worked up again over the amount and degree of violence on television. . . .

So we have a big fight going about violence on television. From it will come some kind of decision bearing upon whether or not government is to get another grip on the media which serve the people with entertainment and information.

A casual observer of the goings-on might be tempted to suggest to the senators that they are making a big fuss about violence on television while they are sitting blissfully preoccupied in the middle of a city being ripped by the real thing. . . .

Ah, but there you have it, insist the do-gooders and professional busybodies. It's all this representation of violence to the young people of our nation that is causing that real violence in our land.

Baloney. For 50 years movie violence did not turn youth into killers. Nor is television doing it now.

The violence comes from the frustrations which had to result from the doomed-to-failure promise by government that there shall be something for nothing, from the refusal of courts to do their job, from high officials not "blaming" rioters, from kook commissions saddling "society" with condemnation for the behavior of amateur and professional criminals alike, and from the incredibly dumb notion that the government ought to correct every fault by "let's spend money to. . . ."

Every TV set in America has a button to turn it off and a plug to pull out. It's a pity Senate committees don't.

CCTV on urban ills open to all stations

Radio and television stations may patch in, for later use, on the special national closed-circuit telecast on urban problems, scheduled for Wednesday (March 26) involving top figures of the Nixon administration and community leaders in 26 cities (BROADCASTING, Feb 24).

The teleconference is being arranged by the U. S. Chamber of Commerce in Washington and will be produced by Management Television Systems, New York.

Request for feed of the entire program should be made to MTS in New York (212-826-9770) which will make the clearance with the USCC if appropriate. Stations must agree not to re-broadcast, except for spot news ex-

cerpts, any of the Wednesday morning three-hour telecast until 4 p.m. EST.

At a later date (minimum of two weeks) audio tape recordings of the teleconference will be available at a nominal charge from Ken Goddard at the USCC in Washington. A complete video-tape recording of the teleconference will be issued later at a price to be announced at the time.

Wednesday's closed-circuit will have Vice President Spiro Agnew and other participants from the White House joining with five cabinet members to discuss pressing urban problems.

The businessmen and community leaders in the 26 cities then will be afforded the opportunity to put questions to the administration officials. The show is expected to cost the USCC about \$200,000. Part of this will be

met by a \$5,000 tab to each of the cities participating.

Just another season in Pinkham's view

Veteran program observer Richard A. R. Pinkham last week made his annual evaluations of the upcoming network TV prime-time season for the benefit of the San Francisco Advertising Club. His conclusion after analyzing more than 80 new and returning programs: "nothing very new, nothing very exciting."

Still, Mr. Pinkham, senior vice president in charge of media and programs for Ted Bates & Co., New York, rhetorically wondered whether the new season will bring the audience back into

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the living room, whether it will attract the necessary \$24 million worth of advertising revenues each week? His answer: "Yes, it will." He also asked himself whether TV's prime-time schedule in the fall will "galvanize" the advertising community and others in the upper socio-economic audience "with a new enthusiasm?" His answer: "No, it won't."

Despite the "agonizing" decisions of selecting, new programs, Mr. Pinkham pointed out that the real problem in network scheduling is in the selection of time periods. "Although the audience is more selective now than they have been in previous years," he explained, they still tend to stay tuned to one channel for two-and-a-half hours a night.

ITC shows tri-network sales in record week

Independent Television Corp. last week reported a record five-day gross of \$11 million from March 3 to 7. Of the sales, \$8 million were to U.S. networks, \$2 million in foreign syndication and \$1 million in domestic syndication.

The network deals included: ABC picking up its option to continue *This Is Tom Jones* next season, as well as running the musical variety show through the spring and summer; ABC purchase of another musical variety hour series, with a host yet to be selected, for the 8-9 p.m. Friday slot during the summer: CBS purchase of *The Liberace Show* as a summer replacement for *The Red Skelton Show*, and the same network's resumption of *The Prisoner* as another summer replacement. NBC purchase of 12 editions of the *Kraft Music Hall* with Sandler and Young as hosts and two other one-hour Kraft musical variety shows starring Peter Cook and Dudley Moore.

NBC also signed for production of a 90-minute *Prudential On Stage* original drama, "Female of the Species," a sequel to this season's "Male of the Species"; NBC also plans to resume *The Saint* Fridays 10-11 p.m. beginning April 18.

WCBS cudgels get tied-up

WCBS New York, CBS-owned news and information station, took up the cudgels on behalf of railroad commuters in the New York area in a series of editorials—and with an ironic twist. The campaign by WCBS, directed specifically against the Penn Central Railroad, though also including other lines in its broadside, charged among other things that the railroad was derelict in communicating, to radio and to other media as well as to commuters themselves, delays and causes of delays, mishaps and disruptions in schedules. During the continuing series, a response by Nor-

man Stone, manager of public relations, was set for a first broadcast at 8:20 a.m. on March 13. It was postponed, the station noted, because "we were at that time broadcasting news of a Penn Central train delay."

MBS to pick up tempo of its news

Revamped format slated to go into effect May 1; affiliates endorse changes

MBS announced plans Saturday (March 22) for a major overhaul of its news programing, which radio network officials said would provide "an entirely new sound, pace and format." Mutual President Robert R. Pauley said there will be over a dozen policy changes in the gathering, production and broadcasting of the news, to provide a service that "is not like anything available in network radio today."

Among the changes will be increased use of actuality and voice reports in a "format which permits only constant forward movement from one news item to another." Such "forward movement" was described as including the elimination of capsule news highlights at the beginning and end of newscasts.

Mr. Pauley explained that "it seems to me a questionable use of valuable news time as well as at least a small insult to listeners to spend perhaps 20% or more of your allotted time telling them either what you're about to tell them in 30 seconds or what you have just told them earlier."

Mutual also said that "repetition of the news to an 'excessive' degree from one hour to the next . . . will be avoided to the greatest degree possible." While acknowledging that "there are always major news stories which carry interest and timeliness throughout the day," Mr. Pauley said that "we believe that their treatment need not remain so much the same in newscast after newscast and that we can take better advantage than others are doing of the abundance of good news items available to a worldwide news organization of our size from one hour to the next."

The network said that it will order new technical equipment for its major bureaus, including New York and Washington, to facilitate new production techniques. It said it also is investigating technical innovations which permit "significant" enhancement of the quality of voice reports over existing telephone broadcast lines.

The news programing innovations will apply to all of the 36 newscasts per day made by the network from 6:30 a.m. to

11:30 p.m., half of them network commercial news on the half-hour and half network-produced news for local use and sale by affiliates on the hour.

The network's *Operation Newslines*—seven daily closed-circuit feeds of supplementary and background information—also will undergo streamlining.

The new format is to go into effect May 1. The changes were endorsed at a special meeting of the Mutual Affiliates Advisory Committee in New York March 15.

'Citizens' express program preferences

Results of a "citizens media ballot" sent out by the Center of American Living Inc., (where), a nonprofit organization which describes itself as dedicated to improving American life, show that the respondents prefer "decent, family-type television programs and films"; show a "great concern for better television programs for children," and object to "programs that ridicule, deride or downgrade, in either a 'sophisticated' and oblique manner or by coarse jokes, fundamental virtues and ideals and traditional American standards and mores."

Included in the latter category, the center reported, are *Rowan and Martin's Laugh-In* on NBC-TV and *The Smothers Brothers Comedy Hour* on CBS-TV. Favorite programs of the respondents include *Family Affair*, *Julia*, *Lawrence Welk*, Walt Disney Productions, *Doris Day* and *Red Skelton*.

The center originally printed 200 "media" ballots and distributed them to "civic organizations we usually work with," but has since mailed over 10,000 to individuals who heard about the ballot through the community organizations and requested copies. The center reported it received an 83% response.

The "citizens media ballot" was a project undertaken by the center after its forum on the "Influence of the Communications Media on the Caliber of American Civilization" last fall.

Fiorentino forms own special-projects unit

Imero Fiorentino Associates Inc., New York, lighting designers and consultants on TV programs, commercials and industrial presentations for the past 10 years, is expanding into the area of TV programing and packaging.

The company has formed a special-projects unit, headed by producer-director Jack Cox, which will develop entertainment specials, sports programing and other forms of TV presentations. Immediate projects are the TV adaptation of an off-Broadway play and a series of programs in the sports area.



CONGRATULATIONS TO ALL OF THE COMPOSERS AND PUBLISHERS WHOSE PERFORMING RIGHTS WE LICENSE AND WHOSE MUSIC WAS AN INTEGRAL PART OF 22 OF THIS YEAR'S 40 COVETED NARAS AWARDS

And these three contenders for The Record of the Year Award which will be announced later:

HARPER VALLEY P.T.A.
Recorded by Jeannie C. Riley
Composer: Tom T. Hall
Publisher: Newkeys Music, Inc.

HEY JUDE
Recorded by the Beatles
Composers: John Lennon
Paul McCartney
Publisher: Maclen Music, Inc.

MRS. ROBINSON
Recorded by Simon and Garfunkel
Composer: Paul Simon
Publisher: Charing Cross Music

• **Best Original Score Written for a Motion Picture or Television Special**
THE GRADUATE
Composer: Paul Simon
Publisher: Charing Cross Music

• **Album of the Year**
BY THE TIME I GET TO PHOENIX
An album recorded by Glen Campbell and containing these BMI-licensed works:
BY THE TIME I GET TO PHOENIX
Publisher: Johnny Rivers Music
HOMEWARD BOUND
Composer: Paul Simon
Publisher: Charing Cross Music
TOMORROW NEVER COMES
Composers: Ernest Tubbs
Johnny Bond

Publisher: Noma Music, Inc.
MY BABY'S GONE
Composer: Hazel Houser
Publisher: Central Songs, Inc.
BACK IN THE RACE
Composers: Glen Campbell
Vic Dana

Publisher: Campbell-Allison Music
HEY LITTLE ONE
Composers: Barry DeVorzon
Dorsey Burnette

Publisher: Tamerlane Music, Inc.
BAD SEED
Composer: Bill Anderson
Publishers: Stallion Music, Inc.
Moss Rose Publications, Inc.

I'LL BE LUCKY SOMEDAY
Composers: Lee Martin
Dicky McBride
Bob Wills

Publisher: Hill and Range Songs
YOU'RE YOUNG AND YOU'LL FORGET
Composer: Jerry Reed
Publisher: Vector Music Corp.
LOVE IS A LONESOME RIVER
Composers: Glen Campbell
Kella Christian
Publisher: Campbell-Allison Music

• **Best New Artist**
Jose Feliciano

• **Best Instrumental Theme**

• **Best Instrumental Arrangement**

• **Best Instrumental Performance**

(non-jazz)
CLASSICAL GAS
Recorded by Mason Williams
Composer: Mason Williams
Publisher: Irving Music, Inc.

• **Best Performance by a Contemporary Pop Vocal Duo or Group**
MRS. ROBINSON
Recorded by Simon and Garfunkel
Composer: Paul Simon
Publisher: Charing Cross Music

• **Best Performance by a Chorus**
**MISSION: IMPOSSIBLE/
NORWEGIAN WOOD**
Recorded by the Alan Copeland Singers
MISSION: IMPOSSIBLE
Composer: Lalo Schifrin
Publisher: Bruin Music Co.
NORWEGIAN WOOD
Composers: John Lennon
Paul McCartney
Publisher: Maclen Music, Inc.

• **Best Rhythm and Blues Song**
• **Best Rhythm and Blues Male Vocal Performance**
(SITTIN' ON) THE DOCK OF THE BAY
Recorded by Otis Redding
Composers: Otis Redding
Steve Cropper
Publishers: East Memphis Music Corp.
Time Music Co., Inc.
Redwal Music Co., Inc.

• **Best Rhythm and Blues Female Vocal Performance**
CHAIN OF FOOLS
Recorded by Aretha Franklin
Composer: Don Covay
Publishers: Fourteenth Hour Music, Inc.
Pronto Music, Inc.

• **Best Performance by a Rhythm and Blues Duo or Group**
CLOUD NINE
Composers: Norman Whitfield
Barrett Strong
Publisher: Jobete Music Co., Inc.

• **Best Country Female Vocal Performance**
HARPER VALLEY P.T.A.
Recorded by Jeannie C. Riley
Composer: Tom T. Hall
Publisher: Newkeys Music, Inc.

• **Best Country Male Vocal Performance**
FOLSOM PRISON BLUES
Composer: Johnny Cash
Publisher: Hi-Lo Music, Inc.

• **Best Performance by a Country Duo or Group**
FOGGY MOUNTAIN BREAKDOWN
Composer: Earl Scruggs
Publisher: Peer International Corp.

• **Best Folk Performance**
BOTH SIDES NOW
Recorded by Judy Collins
Composer: Joni Mitchell
Publisher: Siquomb Publishing Corp.

• **Best Instrumental Jazz Performance (Small Group)**
BILL EVANS AT THE MONTREUX FESTIVAL
An album recorded by the Bill Evans Trio and containing these BMI-licensed works:
ONE FOR HELEN
Composer: Bill Evans
Publisher: Ludlow Music, Inc.
NARDIS
Composer: Miles Davis
Publisher: Musical Frontiers Publishing Co., Inc.

WALKIN' UP
Composer: Bill Evans
Publisher: Acorn Music Corp.

• **Best Sacred Performance**
BEAUTIFUL ISLE OF SOMEWHERE
An album recorded by Jake Hess and containing this BMI-licensed work:
WHEN I'VE LEARNED
Composers: Buddy Killen
Ray Baker
Delbert Whitson
Publisher: Tree Publishing Co., Inc.

• **Best Soul Gospel Performance**
THE SOUL OF ME
An album recorded by Dottie Rambo and containing these BMI-licensed works:
THE SOUL OF ME
JUST ENOUGH HEAVEN
REACH OUT FOR THE LIFE LINE
HE AIN'T NEVER DONE ME NOTHING BUT GOOD
I'VE BEEN TALKIN' TO THE LORD
Composer: Dottie Rambo
Publisher: Rambo Music Co.
HIS STEPS DIDN'T STOP AT CALVARY
Composer: Dottie Rambo
Publisher: Heartwarming Music Co.
WHEN THE GREAT TRUMPET SOUNDS
I HAVE A FATHER WHO CAN
Composer: James Hendricks
Publisher: Heartwarming Music Co.

• **Best Gospel Performance**
THE HAPPY GOSPEL OF THE HAPPY GOODMAN FAMILY
An album recorded by the Happy Goodman Family and containing these BMI-licensed works:
THE ONE WHO DIED FOR ME
Composers: Ike Davis
Ray E. Heady

Publishers: Canaanland Music
PITY THE MAN
Composer: Joe Hemphill
Publisher: Journey Music Co.
THE KEYS TO THE KINGDOM
Composer: Jenny Lou Carson
Publisher: Hill and Range Songs
WELCOME HOME
Composer: Lester George Beasley
Publisher: Beasley & Barker Music Publications

WHEN THEY RING THE BELLS OF HEAVEN
Composers: Albert Brumley
Marion Easterling
Stamps-Baxter Music Co.
I SEE THE LIGHTS
Composer: Ray Lewis
Publisher: Journey Music Co.

I'M WILLING LORD
Composer: Joe Hatfield
Publisher: Journey Music Co.

• **Best Album Cover**
UNDERGROUND
An album recorded by Thelonious Monk and containing these BMI-licensed works:
UGLY BEAUTY
RAISE FOUR
BOO BOO'S BIRTHDAY
GREEN CHIMNEY
Composer: Thelonious Monk
Publisher: Thelonious Music
EASY STREET
Composer: Alan Rankin Jones
Publisher: Beechwood Music Corp.

• **Best Album Notes**
JOHNNY CASH AT FOLSOM PRISON
An album recorded by Johnny Cash
Annotator: Johnny Cash

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Complaints against KPIX(TV) rejected

FCC finds students' charges of fairness violations to have no substance

University of California law school students at Berkeley who had complained to the FCC about KPIX(TV) San Francisco lost their case last week.

The students had argued that the station, in presenting a broadcast by Governor Ronald Reagan on the matter of student unrest, had violated the fairness doctrine as well as commission rules on disclosure of the source of programming.

The commission, in a staff letter to the students, said there was no basis for either charge.

Target of the complaint by the Boalt Hall Student Association was a half-hour *Report to the People*, furnished by Californians for a Creative Society, which was aired Dec. 8. It dealt with student unrest and disorder, the governor's preferred measures for dealing with them, and the issue of obscenity.

The commission letter noted that the station had submitted a number of programs it had carried on issues surrounding student unrest. And the staff rejected a complaint that an offer to appear on a KPIX interview program, *Newsmaker: 69*, did not meet the station's fairness doctrine obligation.

The commission staff saw the "narrow question" in the case coming down to whether the station "complied with fairness doctrine as to two brief references (of about 20 seconds) to the matter of obscenity" in the governor's 30-minute broadcast.

The letter said there was no basis for holding that KPIX's offer to appear

How it looks on CBS-TV

CBS-TV last week announced six summer replacement shows.

Starting May 8, reruns of *Animal World* will replace *The Queen And I* (Thursday, 7:30-8 p.m.). *The Jonathan Winters Show* (Thursday, 8-9 p.m.) will be replaced by reruns of *Prisoner* on May 29, and reruns of *Tarzan* will take the place of *The Glen Campbell Goodtime Hour* (Wednesday, 7:30-8:30 p.m.) June 4.

The Carol Burnett Summer Show and *The Summer Brothers Smothers Show* will start June 16 and June 22 respectively, filling in for *Carol Burnett* (Monday, 10-11 p.m.) and *Smothers Brothers Comedy Hour* (Sunday, 9-10 p.m.). *The Liberace Show* will appear instead of *The Red Skelton Hour* (Tuesday, 8:30-9:30 p.m.) July 15.

on *Newsmaker: 69* would not have afforded the Boalt Hall group an opportunity to respond to the 20 seconds of discussion.

The allegation that the station had not complied with the rule requiring disclosure of program sources involved the assertion that the students had been "thwarted" in efforts to learn the identities of officers of Californians for a Creative Society until Jan. 10, when they obtained a list of the officers.

The station, however, said it obtained a list of members and of the executive committee on Dec. 12, and had made it available to the public during normal business hours. That was all that was required, according to the commission staff letter.

Ludden strip to replace O'Connor

Metromedia Producers Corp. last week came up with a new 90-minute daily strip, *Ludden's Galley*, a personality-variety TV show starring Allen Ludden. The new entry, to be produced by Mr. Ludden's Albets Productions in association with Metromedia Television, will be syndicated nationally by MPC.

Earlier in the month MPC had announced its daily, 90-minute *Donald O'Connor* show would end on June 1. As was the case with the *O'Connor Show*, the new strip will be produced at Metromedia's KTTV(TV) Los Angeles. It will begin production in April and is already set for showing on Metromedia's KTTV, WNEW-TV New York, WTTG (TV) Washington, KNEW-TV San Francisco and KMBC-TV Kansas City, Mo.

MPC also is picking up the *Evans-Novak Report*, produced at WTTG, for syndication. The weekly half-hour, originating in Washington, features columnists Rowland Evans and Robert Novak.

AP membership increases; new printer due in '69

Broadcast membership in the Associated Press rose by 81 to 3,124 during the past year, according to the report of AP general manager Wes Gallagher, which was released last Friday (March 21).

Mr. Gallagher said subscribers to AP PhotoColor, a slide service for TV stations, had increased from 52 to 80, while 61 radio stations received Voice Features, weekly audio tapes, during the past year. One example of improved technology cited by Mr. Gallagher was the Miniprinter, which will be available for broadcast and newspaper members in 1969 on a limited basis. It weighs 12 pounds; has less than a dozen moving parts and uses a ribbonless, thermal printing method on heat-sensitive paper.

Two-week Oscar festival receives KHJ-TV airing

KHJ-TV Los Angeles makes a big thing on local television out of the movie industry's Academy Award presentations. The station doesn't own any television rights to the annual Oscar ceremonies, but it does own an extensive feature-film library. And, for the fourth consecutive year it will cull award-winning films of the past for airing the two weeks prior to Oscar night.

Beginning March 30 and ending on April 13, an all-Academy-Award-winning film festival will be offered in prime time. On the Sunday eve before the national Academy Award telecast, KHJ-TV will put on its own 90-minute, live, color *Academy Award Special* to climax its two-week festival.

This year Vincent Price will be host for the program which, as always, will include film clips from each of the films nominated for Oscars. KHJ-TV viewers may call in their votes for favorite actor, actress and picture, with movie starlets and models answering the phones in the station's studio.

Last year 43,261 votes of viewers were tabulated throughout the two-week promotional period and during the actual telecast of the special.

Household Finance Corp., Los Angeles, has half-sponsorship of the upcoming *Academy Award Special*. It will mark the fourth consecutive year that HFC has been at least partial sponsor of the telecast.

Gabriel awards go to radio-TV

The Catholic Broadcasters Association, 11133 Bellflower Road, Cleveland, presented its annual Gabriel Awards for outstanding radio and TV achievements at its annual convention last week in St. Louis.

Individual programs or series cited were: *Watts Made of Thread*, by Paulist Productions, Pacific Palisades, Calif.; *The Healer*, by Montage Series, WKYC-TV Cleveland; *The Church for Others: A Report from Sweden*, by WTMV Milwaukee; *Nightcall*, by Television, Radio and Film Communications of the United Methodist Church; *The Secret of Michelangelo*, by ABC; *A City Called Hope*, by WJAR-TV Providence, R. I., and the Rhode Island Council of Churches; *In the Name of God*, by ABC and the 3M Co., and *Telespots*, by St. Francis Productions, Los Angeles.

Awards for general station excellence were presented to KMOX St. Louis for radio, and to WKYC-TV Cleveland for television.

The Special Achievement award was presented to Miss Doris Ann, manager of religious programming for NBC-TV.

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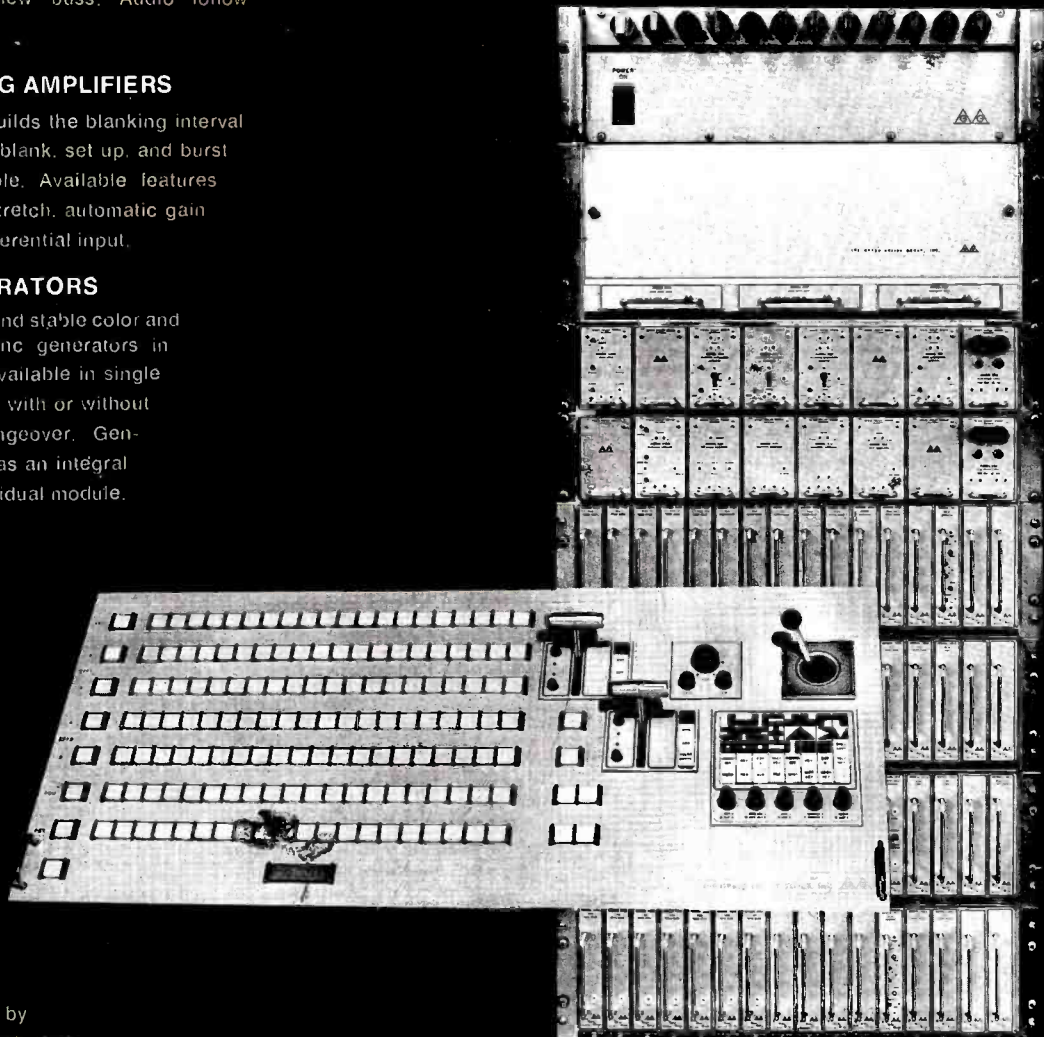


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Little 'Traveler' makes mark in syndication

Not all of television is big business. George Carlson and Associates, a small program-production business in Seattle, has turned out the 300th first-run, half-hour episode in a travel-adventure series called *Northwest Traveler* locally, *The Traveler* nationally. As Seattle's first and only locally-produced syndicated series (as well as being George Carlson's only program property) the show is sold in nine markets ranging from Portland, Ore., to San Juan, P. R. "I possess the lunacy to keep going in a battle in a field of giants," says producer Carlson, who also is on-camera host of the syndicated series.

Mr. Carlson is not the only businessman of small means involved in the production. The series relies totally on the talents and product of free-lance, guest film-makers working with 16mm film. Some of them are professionals, including TV-news cameramen, producers of industrial films, camera-store owners. But many others are strictly amateurs or hobbyists who happen to be able to produce quality photography. Some of the film-makers who have turned out programs in the series are an aerospace engineer, a dentist, clergymen, educators, housewives, scientists and physicians.

These guest film-makers share in Mr. Carlson's small business. They receive \$125 for what usually amounts to 20 minutes of film, upon play of their segment of the program in the Seattle and Portland markets. They also receive a percentage of the sales of the program in other markets.

How did a local TV programmer come to produce and sell nationally? Mr. Carlson used to be the full-time execu-



Mr. Carlson watches the shooting of harbor-front scenes

tive director of the Republican State Central Committee in Seattle. He also ran a lecture bureau. This endeavor generated two short-lived, cultural "oasis-type," panel-discussion shows, which he moderated on KIRO-TV Seattle.

Among Mr. Carlson's on-stage, live-performance lecturers were 16mm film-makers who discussed their travel-adventure films. In 1961, he turned this entertainment-educational performance and product into a half-hour weekly TV program, *Northwest Traveler*, for KIRO-TV. The program later moved to KOMO-TV Seattle.

Mr. Carlson found that he could not make a profit producing a local travel-adventure program, so he began bombarding stations around the country by mail, hoping to sell the program in other markets. In 1966, KOIN-TV Portland, Ore., made the first purchase of Mr.

Carlson's program outside of Seattle.

It took \$25,000 to capitalize the program for syndication. Among other things, the opening and closing credits had to be changed from *Northwest Traveler* to *The Traveler*. The first 39 shows for syndication were produced in color film. But the film transfer process proved to be too expensive and the subsequent 65 programs were produced for syndication in color video-tape.

Currently, there are 104 episodes of the travel-adventure series in syndication (the some 200 other episodes in the series were for Seattle-market presentation only). It used to be that Mr. Carlson was his own sales agent for the program. He still makes a lot of personal sales calls to individual stations, but he now has a working arrangement with Sandy Frank Program Sales Inc., New York.

'Mothers-In-Law' now local

United Artists Television has placed *The Mothers-In-Law* half-hour series into syndication for a fall start. The series has been on NBC-TV for the past two seasons and consists of 56 color episodes. UA TV said the program is available for stripping on local stations.

Program notes:

Pumpkins in April ■ CBS-TV has scheduled a rebroadcast of the musical version of Rodgers and Hammerstein's *Cinderella* on April 17, 7:30-9 p.m. EST. The special was originally telecast Feb. 22, 1965.

Two specials ■ Two Westinghouse Broadcasting Co. documentaries are scheduled for airing this spring on WBC stations. *The Other Americans*, which describes effects of poverty on

children, will be telecast the week of March 24. The hour-long film was produced by WJZ-TV Baltimore. *The Doomed City: Berlin*, an hour-long TV special narrated by Rod MacLeish, is scheduled for the week of April 28. This film is the second in a series of three "Cities at War" programs, produced by Granada Television of Manchester and London. WBC's WBZ-TV Boston, KYW-TV Philadelphia, KDKA-TV Pittsburgh, WJZ-TV Baltimore and KPPIX-TV San Francisco will carry both documentaries.

Brubeck at Easter ■ A TV premiere of Dave Brubeck's oratorio—"The Light in the Wilderness"—and a first performance by the jazz pianist-composer of his work comprise a special Easter show April 6 produced by CBS News (Sunday, 10-11 a.m. NYT on CBS-TV). The show will originate at the

Washington Cathedral and feature the accompaniment of his combo, an organist, a soloist and a choir of 300.

Protocol opening with John Daly news special

The establishment by Vavin Inc., New York, of an independent unit, Protocol Productions, that will package programs for TV was announced last week by Richard de Rochemont, president of Vavin, an informational film production company.

Franklin Heller, senior director and general executive for Goodson-Todman Productions, New York, since 1954, has been named head of Protocol. The firm's first venture will be a news-oriented special built around John Daly. Protocol also expects to engage in feature film production.

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It starts Sunday morning, March 23rd and runs until Tuesday evening, March 25th.

For the other half of the fun? Paramount is in the Military Room, 20th Century-Fox in the Lincoln Room West and Screen Gems in the Lincoln Room East.



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Commonwealth steps aside in W7 takeover

Commonwealth United Corp., Beverly Hills, Calif., has agreed to withdraw its proposed tender offer to acquire Warner Bros.-Seven Arts Ltd., thus paving the way for the acquisition of W7 by Kinney National Service Inc., New York.

A joint announcement from Commonwealth United and Kinney stated that Kinney will purchase \$1.5 million face amount of W7 6% convertible debentures owned by Commonwealth for \$4.5 million, the same amount Commonwealth paid for the debentures, plus interest. In addition, Kinney will pay \$1.5 million to Commonwealth in reimbursement of expenses, fees and other costs incurred by Commonwealth in connection with its proposed tender offer for W7.

A. Bruce Rozet, board chairman of Commonwealth, said that the company will withdraw its proposed tender offer registration statement, now pending at the Securities and Exchange Commission, and will grant Kinney an irrevocable proxy to vote Warner common shares owned by Commonwealth at the forthcoming W7 shareholder meetings.

The boards of directors of Kinney and W7 signed an agreement on March 12 for the acquisition of substantially all Warner assets by Kinney in exchange for Kinney securities and the assumption of W7 liabilities by Kinney (BROADCASTING, March 17). The shareholders of both companies must approve the agreement.

Kaiser revenues double; syndication is eyed

Kaiser Broadcasting Corp., Oakland, Calif., group station owner, reported it more than doubled its 1968 revenues and revealed plans for program syndication, network formation and subscriptions-television utilization in the annual report of its parent, Kaiser Industries Corp.

Kaiser Broadcasting had total television and radio revenues of \$9,767,000 in 1968, compared with \$3,962,000 in 1967, reflecting substantial gains in revenue from its WKBD-TV Detroit, WKBS-TV Burlington, N. J.-Philadelphia, WKBG-TV Cambridge-Boston, KBHK-TV San Francisco and WKBF-TV Cleveland, all UHF's. However, development of the San Francisco and Cleveland outlets was principally responsible for an increase in Kaiser Broadcasting's op-

erating loss. The company lost \$6,883,000 in 1968 compared to \$3,581,000 the previous year.

Other Kaiser stations are KFOG(FM) San Francisco; WCAS and WJIB(FM), Cambridge-Boston, and KBCS-TV Corona-Los Angeles. Kaiser increased its ownership of the Boston radio and TV stations in October 1968 to 90% from 50%, purchasing 40% from the *Boston Globe*.

Kaiser Industries' annual report revealed that the broadcasting division is exploring the development of programs for its stations and for sale to other outlets, and that one of its long-range goals is to form TV networks having the present Kaiser stations as their base. All of Kaiser's stations are independents.

If the FCC's December authorization of subscription television is upheld by the courts, STV will have particular significance for Kaiser Broadcasting, which holds an option to use Zenith Radio Corp.'s pay-TV system. Kaiser's KBCS-TV would exercise that option and supplement its regular program schedule with first-run movies and sports events previously unavailable for local telecast.

Kaiser Aerospace & Electronics Corp., another wholly owned subsidiary, increased during the year its production and sale of CATV equipment, and the installation of cable systems.

Kaiser Industries Corp. had net revenues of \$823.2 million for the year ended Dec. 31, 1968, compared to \$795 million in 1967. Net income was \$35 million, or \$1.42 per share in 1968 compared to 1967's \$71.2 million or \$3.02 per share.

Company reports:

Wometco Enterprises Inc., Miami, reported increases in gross and net income for the first two months of the year. The company also announced that its registration statement covering \$15 million of 5½% subordinated convertible debentures has become effective. The debentures are convertible at \$23.20 per share, adjusted for a previously declared three-for-two split.

For the eight weeks ended Feb. 22:

	1969	1968
Earned Per share	\$0.11	\$0.09
Gross Income	10,900,000	9,000,000
Net income	625,000	495,000
Average shares outstanding	5,648,381	5,268,367

Notes: All figures are unaudited. Shares outstanding are adjusted for three-for-two stock splits in January 1968 and March 1969. 1969 figures include company's Puerto Rico theatre operations, which were acquired after the comparable 1968 period.

General Electric Co., reported an 8% advance in sales but a slight decline in net income for the year ended Dec. 31, 1968:

	1968	1967
Earned per share	\$3.95	\$4.01
Sales	8,381,633,000	7,741,233,000
Net income	357,107,000	361,389,000

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March 14, 1969

The Broadcasting stock Index

A weekly summary of market activity in the shares of 81 companies associated with broadcasting, compiled by Roth Gerard & Co.

	Stock Symbol	Ex-change	Closing March 20	Closing March 13	Closing March 6	1968-1969 High Low		Approx. Shares Out (000)	Total Market Capitalization (000)
Broadcasting									
ABC	ABC	N	61½	59½	63	76½	43¾	4,709	\$ 299,000
Atlantic States Industries		O	10	9½	10	15½	9½	1,798	20,200
Capital Cities	CCB	N	64	65	65	89½	42¾	2,811	194,000
CBS	CBS	N	50¾	46¾	46¾	60¾	43¾	24,150	1,147,100
Corinthian	CRB	N	28½	30½	32½	40¾	22¾	3,384	108,700
Cox	COX	N	49	48	48	64½	43¾	2,879	137,500
Gross Telecasting		O	36	35½	35½	39	28	400	14,000
Metromedia	MET	N	45	43½	44½	57½	34½	5,394	222,500
Pacific & Southern		O	21½	22½	21½	25	9	1,614	33,900
Reeves Broadcasting	RBT	A	22½	23½	23½	43½	9½	2,188	50,900
Scripps-Howard		O	28¾	28¾	29	34	24	2,589	73,800
Sonderling	SDB	A	32½	34	35½	47½	23½	930	33,100
Taft	TFB	N	37½	36½	36½	45½	30¾	3,431	119,200
						Total		56,277	\$ 2,453,900
Broadcasting with other major interests									
Avco	AV	N	37½	34	38½	65	33¾	14,075	\$ 541,900
Bartell Media	BMC	A	15½	16¾	16¾	23½	9	2,106	33,700
Boston Herald-Traveler		O	44	44	44	71	38	574	25,800
Chris-Craft	CCN	N	47½	45¾	46¾	58¾	26½	1,153	56,600
Cowles Communications	CWL	N	15	14¾	14	18½	12¾	3,625	51,200
Fuqua	FQA	N	37½	37½	37½	47½	32½	4,700	178,600
Gannett	GCI	N	39½	40¾	39½	40¾	39	4,736	184,700
General Tire	GY	N	27¾	28	29¾	36¾	23½	17,402	511,200
Gray Communications		O	10	9½	10	15	9	475	5,000
Lamb Communications		O	5½	6	6	10	5	2,468	16,700
Liberty Corp.	LC	N	20¾	20¾	22½	23¾	20¾	7,036	158,300
LIN		O	13¾	15¼	18½	31	13½	1,550	30,600
Meredith Corp.	MDP	N	49½	49	50¾	59¾	23¾	2,754	134,300
The Outlet Co.	OTU	N	23½	23¾	24	34	20¾	1,184	28,100
Plough Inc.	PLO	N	66¾	65	66¾	78¾	56¾	6,761	453,000
Post Corp.		O	25	22½	22½	40	17	566	11,900
Rollins	ROL	N	32	32¾	34¾	38¾	31¾	7,946	267,200
Rust Craft	RUS	A	30	30	31¾	38¾	29¾	1,184	38,200
Storer	SBK	N	48½	46½	44¾	64¾	36	4,188	185,300
Time Inc.	TL	N	76¾	78¾	83	109¾	75¾	7,018	605,300
Wometco	WOM	N	32	29¾	32	38	17¾	3,815	116,400
						Total		95,316	\$ 3,634,000
CATV									
Ameco	ACO	A	10¾	10¾	10¾	19¾	7½	1,200	\$ 12,800
Columbia Cable		O	14	14	13¾	15½	13¾	580	8,100
Cox Cable Communications		O	18½	17¾	17¾	25	15	2,550	44,000
Cypress Communications		O	15	15	15	23	4	808	12,100
Entron		O	5½	5	7½	12	4	607	4,600
H & B American	HBA	A	14¾	14¾	15½	28½	9¾	4,973	74,600
Sterling Communications		O	6¾	7	7¾	9¾	6¾	500	3,800
Teleprompter	TP	A	48¾	49¾	50	83	23¾	994	48,800
Television Communications		O	12¾	12¾	12	20	11¾	2,426	28,500
Vikoa	VIK	A	26½	24¾	27	39¾	12¾	1,587	44,400
						Total		16,225	\$ 281,700
Programming									
Columbia Pictures	CPS	N	33¾	31¾	33	45¾	23½	5,390	\$ 183,300
Commonwealth United	CUC	A	16¾	15	16	24¾	6¾	6,087	98,900
Disney	DIS	N	72¾	72¾	75¾	93¾	41¾	4,368	327,100
Filmways	FWY	A	30	28¾	30¾	42	16¾	1,100	34,700
Four Star International		O	5¾	6	6¾	10	5	666	4,300
Gulf & Western	GW	N	36¾	35¾	37½	66¾	34¾	11,680	429,200
MCA	MCA	N	37	39¾	38¾	53¾	36¾	7,764	296,000
MGM	MGM	N	40¾	40¾	41¾	55	35¾	5,759	244,800
Transamerica	TA	N	35¾	33	32¾	38¾	32	57,766	1,913,500
Trans-Lux	TLX	A	37½	39¾	42¾	83¾	21¾	979	44,100
20th Century-Fox	TF	N	34¾	32¾	33¾	41¾	24¾	7,035	274,400
Walter Reade Organization		O	11¾	11¾	11¾	17	7	2,079	24,900
Warner-Seven Arts	WBS	A	53¾	54¾	52¾	64¾	26¾	3,810	215,300
Wrather Corp.		O	17	17¾	19¾	22¾	10	1,710	30,400
						Total		116,193	\$ 4,120,900
Service									
John Blair		O	24¾	24¾	26¾	29¾	23	2,271	\$ 60,700
Comsat	CQ	N	43¾	43¾	44¾	64¾	41¾	10,000	453,800
Doyle Dane Bernbach		O	27¾	27¾	27¾	41	27	2,104	58,400
Foote, Cone & Belding	FCB	N	14¾	14	14¾	20¾	13	2,157	31,500
General Artists		O	17	17	17¾	27	10	610	10,400
Grey Advertising		O	13	13¾	13¾	20	12	1,201	16,800
Movielab	MOV	A	12¾	11¾	12¾	17¾	10¾	1,407	15,800
MPO Videotronics	MPO	A	15	15¾	16	22¾	10¾	517	8,300
Nielsen		O	35¾	35¾	33¾	43	27	5,130	170,600
Ogilvy & Mather		O	28	25¾	23	28	14	1,090	25,100
Papert, Koenig, Lois	PKL	A	18¾	15¾	18¾	30¾	4¾	791	18,300
Wells, Rich, Greene		O	15¾	15¾	14¾	22	12	1,501	22,500
						Total		28,779	\$ 892,200
Manufacturing									
Admiral	ADL	N	16½	15¾	16½	25¾	15	5,110	\$ 85,600
Ampex	APX	N	37¾	35¾	33	42¾	26¾	9,629	321,400
General Electric	GE	N	90	88¾	88	100¾	80¾	91,068	7,877,400

(Continued on page 116)

OVER KOMO COUNTRY... MAIDEN FLIGHT OF THE LATEST BOEING



Photo courtesy of The Boeing Compa

LARGEST JETLINER . . . HUGE MARKET . . . BEST COVERAGE. On February 9th, the Boeing Company's Model 747 took off from Paine Field, Everett, for its first flight over Western Washington. The 360 or more passenger Model 747 is the world's largest commercial jetliner. 231 feet long, it dwarfs the 37-foot F-86 jet beside it. As of February 14, 28 airlines had ordered 167 Boeing 747 superjets at an approximate cost of \$20,000,000 each—a powerful stimulus to

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The Broadcasting stock index

(Continued from page 114)

Stock Symbol	Ex-change	Closing March 20	Closing March 13	Closing March 6	1968-1969		Approx. Shares Out (000)	Total Market Capitalization (000)	
					High	Low			
Manufacturing									
Magnavox	MAG	N	53½	50½	50½	62½	36½	15,442	758,600
3M	MMM	N	102½	99½	98	119½	81	53,793	5,123,800
Motorola	MOT	N	112½	114½	110½	153½	97	6,122	665,800
RCA	RCA	N	42½	42½	43	55	41½	52,606	2,739,000
Reeves Industries	RSC	A	8½	8½	8½	10½	4½	3,240	26,300
Visual Electronics	VIS	A	19½	21½	20	50½	19	1,344	28,900
Westinghouse	WX	N	66½	65½	65½	78½	59½	38,064	2,488,400
Zenith Radio	ZE	N	51½	52½	52½	65½	50½	18,860	973,600
							Total	305,278	\$21,088,800
							Grand total	618,068	\$32,471,500
Standard & Poor Industrial Average			108.89	107.15	107.38	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 Feb. 28		

Culver City studio sold for over \$9 million

Perfect Film and Chemical Co., New York, which acquired the studio only last year, has agreed in principle to sell its Culver City, Calif., film lot on a rental-purchase basis valued at \$9.25 million to Roberts Realty of the Bahamas Ltd. The buyer is a fully owned subsidiary of OSF Industries Ltd., Toronto, supplier of furniture, fixtures and decor for the food-service industry.

The studio facility in Culver City, now to be called the Beverly-Culver Studio, once was owned by Desilu Productions Inc. However, when Gulf & Western Industries Inc., New York, acquired Desilu in 1967, it accepted a consent decree with the U. S. Department of Justice under which it had to sell the Culver City facility.

Canadian financier Louis Chesler will become chairman of the board of Beverly Hills Studios Inc., a firm newly formed on behalf of Roberts Realty, to own and operate the studio property. TV and motion picture executive Martin N. Leeds, formerly West Coast business affairs official for CBS, will be president and chief executive officer. Actor Hugh O'Brian will be vice president in charge of creative planning. Another actor, Douglas Fairbanks Jr., is deputy chairman of Roberts Realty.

Trans-Lux gets financing

Trans-Lux Corp., New York, announced last week it has entered into a revolving credit and term-loan agreement with the Bank of New York and the Philadelphia National Bank for \$10 million.

Richard Brandt, president of Trans-Lux, said a revolving credit of up to \$10 million will be made available to the company until Jan. 2, 1971, at interest of ¼ % of 1% above the prime

rate. He said that any time prior to that date. Trans-Lux may convert such revolving credit into a five-year term loan with interest of ½ % of 1% above prime.

Mr. Brandt reported that proceeds of the loan would be used to finance the company's "rapidly expanding" business.

Sonderling profits rise 41% in 1968

Sonderling Broadcasting Corp. last week reported a 21% increase in revenues and 41% gain in operating income to record levels in 1968.

Net income before taxes and extraordinary charges rose 25% over the previous year. All figures were restated to reflect the pooling of interests of three companies acquired during 1968 by Sonderling: Modern Teleservice, Trim Co.'s and Bernard Howard & Co., station representatives.

For the year ended Dec. 31, 1968:

	1968	1967
Earned per share	\$ 1.20	\$ 1.08
Gross revenues	13,674,196	11,313,155
Operating income	3,852,846	2,732,204
Pretax income	2,786,447	2,229,290
Net Income	1,265,447	1,063,473

CATV program supplier files for public offer

Intervideo Programming Systems Inc., principally owned by Vic and Claude Piano of Vic Piano Associates, New York-based station representative, has gone public.

The company has filed a registration statement with the Securities and Exchange Commission, offering 150,000 shares for public sale through S. B. Cantor & Co., New York, at \$4 per share and has agreed to sell to the underwriter 7,000 shares at one cent per share.

Intervideo supplies taped programs to the CATV industry on a fee basis. Of the net proceeds of the stock sale, \$158,000 will be used to pay initial salaries and \$125,000 will be used for acquiring, leasing and licensing program material. The balance will be added to working capital.

The company has outstanding 293,000 shares, of which Vincent C. Piano, vice president, owns 33.10%, and Claude E. Piano, president, and C. Elvin Feltner, Jr. each own 25.59%. Purchasers of the 150,000 shares will acquire 33½ % interest in Intervideo for \$600,000.

Commonwealth now goes for a Perfect match

Commonwealth United Corp., Beverly Hills, Calif., which earlier in the week announced it has withdrawn from the competition with Kinney National Service Inc. for control of Warner Bros.-Seven Arts Ltd. (see page 112), later last week revealed plans for a merger with Perfect Film & Chemical Corp., New York, which earlier in the week sold its West Coast film studios for more than \$9 million to a Canadian firm (see this page). A. Bruce Rozet, chairman of Commonwealth, heavily engaged in the fields of entertainment and leisure time products, and Martin S. Ackerman, president of Perfect Film, involved in photo finishing, book publishing and production of musical instruments, said directors of the two companies will be presented with the merger proposal sometime this week. Terms of the merger were not given.

It was indicated, however, that the merger plan would be subject to an independent appraisal of the fairness of any exchange and other terms of the consolidation as well as approval of directors and stockholders of all companies involved. The merger would in-

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clude the consolidation of Plume & Atwood Industries Inc., a 50.6%-owned subsidiary of Perfect Film, which is based in New York and operates a brass mill in Thomaston, Conn. It's expected that Mr. Rozet will be chief executive officer of the merged firms, with Mr. Ackerman, who is selling all of his 50,000 shares in Perfect Films, serving as a consultant. Commonwealth has agreed to buy as much as 86,000 shares of Perfect Film common shares from Mr. Ackerman and other stockholders for a total of up to \$7 million. Earlier this month Mr. Ackerman retired as president of Curtis Publishing Co., owner of the now defunct *Saturday Evening Post*.

National Video directors sued by stockholders

Two stockholders of National Video Corp., Chicago, filed suit in U.S. district court there last week seeking damages and charging that certain directors of the color TV-tube maker concealed and made personal use of inside information. The firm recently filed a petition for reorganization and suspended operations (BROADCASTING, March 3).

The stockholders, Zachary and Isidore Glucksmann of New York, claimed that the firm's officials concealed financial facts preceding and following failure of stockholders to approve a proposal for encumbering assets as loan security at last fall's annual meeting. They also charged concealment of a crisis was effected to protect personal stock holdings. The suit also sought an accounting of personal profits and the extent of stockholder damages.

Bell Records becomes Columbia Pictures arm

Columbia Pictures Industries Inc., New York, has acquired all the assets and affiliated companies of Bell Records Inc., also New York, for approximately \$3.5 million in Columbia stock.

Larry Uttal, president of Bell, was named president of a newly created Columbia Pictures record division which will be organized around the Bell operations. The division will function under the aegis of Screen Gems.

Prior to acquiring Bell, CPI produced records through its Colgem Records and SGC Records, but distribution was handled by RCA and Atlantic Records. These arrangements will continue. For the first time, through its acquisition of Bell, Columbia Pictures Industries will both produce and distribute records, with the latter function including labels it owns as well as those of other companies.

Who traded stock during February

The Securities and Exchange Commission has reported the following stock transactions of officers and directors and of other stockholders owning more than 10% of broadcasting or allied companies in its *Official Summary* for February (all common stock unless otherwise indicated):

■ ABC—Frank L. Marx sold 2,250 shares, leaving 5,086. S. B. Siegel sold \$119,400 of 5% convertible subordinated debentures, leaving none.

■ Ampex Corp.—James F. Coonan sold 6,000 shares, leaving 4,134 held personally and 1,703 held as custodian. C. P. Ginsburg sold 500 shares, leaving 500. Daniel J. Yomine exercised option to buy 625 shares, giving him a total of 981.

■ Avco Corp.—W. D. Gaillard exercised option to buy 500 shares.

■ Boston Herald-Traveler—Harold E. Clancy bought 3,000 shares and sold 2,000 shares, giving him a total of 6,150 held personally and 18 held by wife.

■ Capital Cities Broadcasting Corp.—William J. Casey sold 2,000 shares, leaving 43,216. Robert W. Gelles sold 300 shares, leaving 650. Donald A. Pels exercised option to buy 1,200 shares, giving him a total of 10,200 held personally, 500 held by wife and 200 held by children.

■ CBS—William S. Paley transferred 56,104 shares to a partnership, giving him a total of 1,431,438 held personally, 98,296 held by partnership, 292,645 held in trusts, 67,507 held by wife and 159 held by stepson.

■ Chris-Craft Industries Inc.—C. L. Gordon exercised option to buy 325 convertible preferred shares, giving him a total of 6,382 convertible preferred shares held personally and 219 convertible preferred shares held by wife. John Hopkins bought \$15,000 of 6% convertible subordinated debentures. Mr. Hopkins' son holds \$5,000 of 6% convertible subordinated debentures.

■ Corinthian Broadcasting—Robert F. Bryan bought 15,775 shares, giving him a total of 19,775.

■ Cox Broadcasting Corp.—Garner Anthony bought 100 shares, giving him a total of 3,000.

■ Cypress Communications—David Graham as trading account bought 7,472 shares and sold 7,515 shares, leaving 48,887 held as trading account and 1,193 held personally.

■ Walt Disney Productions—R. T. Morrow exercised option to buy 515 shares, giving him a total of 1,169.

■ Doyle Dane Bernbach—B. M. Bryan Jr. sold 272 shares, leaving none. Bert Steinhauer exchanged 13 class B shares for 1,250 shares, giving him a total of 6,500.

■ Entron Inc.—W. C. Koplovitz sold 800 shares, leaving 1,800.

■ Filmways Inc.—A. C. Greenberg bought 500 shares and sold 600 shares, leaving 500. Lee Moselle sold 600 shares, leaving 3,134.

■ Four Star International Inc.—F. Phillip Turner jointly with wife bought 100 shares.

■ General Tire & Rubber Co.—John O'Neill received as incentive award 610 shares, giving him a total of 343,371 held personally, 1,555 held by wife and 15,246 held by children.

■ LIN Broadcasting Corp.—Thomas I. Unterberg as partnership bought 16,782 shares and sold 19,906 shares, leaving 836 held as partnership, 7,102 held personally and 200 held by wife and daughter.

■ MCA Inc.—Berle Adams received in incentive plan 5,000 shares, giving him a total of 22,992. Daniel L. Ritchie received as compensation 3,500 shares, giving him a total of 10,250. M. M. Schrier received in incentive plan 600 shares, giving him a total of 29,308 held personally and 1,200 held by wife.

■ Meredith Corp.—Wayne A. Miller sold 300 shares, leaving 2,300 held personally and 36 held by wife. Lester H. Muzee sold 200 shares, leaving 2,500. Darwin Tucker bought 600 shares, giving him a total of 2,000.

■ MGM—Robert H. O'Brien exercised option to buy 6,615 shares, giving him a total of 25,714.

■ A. C. Nielsen Co.—J. Don Book sold 180 class B common shares, leaving 160 class B common shares.

■ Ogilvy & Mather International—James Benson sold 500 shares, leaving 6,765. Andrew Kershaw sold 5,500 shares, leaving 12,907. David Ogilvy sold 4,800 shares, leaving 90,000.

■ RCA—Carroll V. Newsom received in incentive plan 109 shares, giving him a total of 1,288.

■ Reeves Broadcasting—J. D. Hastie sold

100 shares, leaving none.

■ Rollins Inc.—John W. Rollins sold 29,800 shares, leaving 965,140 held personally, 7,494 held by minor children and 3,500 held by wife. O. Wayne Rollins sold 10,200 shares, leaving 3,377,416. H. B. Tipple exercised option to buy 5,625 shares, giving him a total of 76,001 held personally, 24 held as custodian and 53,800 held as co-trustee.

■ Sonderling Broadcasting—M. A. Loundy sold 1,700 shares, leaving 48,500.

■ Storer Broadcasting Co.—K. L. Bagwell exercised option to buy 1,600 shares, giving him a total of 4,400. L. M. Carino exercised option to buy 800 shares, giving him a total of 4,000. Grady Edney sold 500 shares, leaving 3,375. Warren C. Zwicky exercised option to buy 1,900 shares, giving him a total of 2,000.

■ Tele-Tape Productions—Henry Schuette sold 3,000 shares, leaving 113,400 held personally and 26,400 held by wife.

■ Time Inc.—B. M. Auer bought 2,400 shares, giving him a total of 9,792. Otto Fuerbringer sold 100 shares, leaving 14,365 held personally and 50 held by daughter.

■ 20th Century-Fox Film Corp.—David Brown exchanged \$9,000 of 5% convertible subordinated debentures for 360 shares, giving him a total of 3,004. Darryl F. Zanuck exchanged \$191,700 of 5% convertible subordinated debentures for 7,668 shares, giving him a total of 55,608 held personally, 100,000 held by wife and 102,628 held in trusts.

■ Vikoa Inc.—Arthur Baum sold 3,000 shares, leaving 113,506 held personally, 205,599 held as trustee, 130,671 held by wife and 60,766 held as co-trustee. Elliot B. Paley sold 200 shares, leaving 1,377. Theodore Baum bought 4,000 warrants.

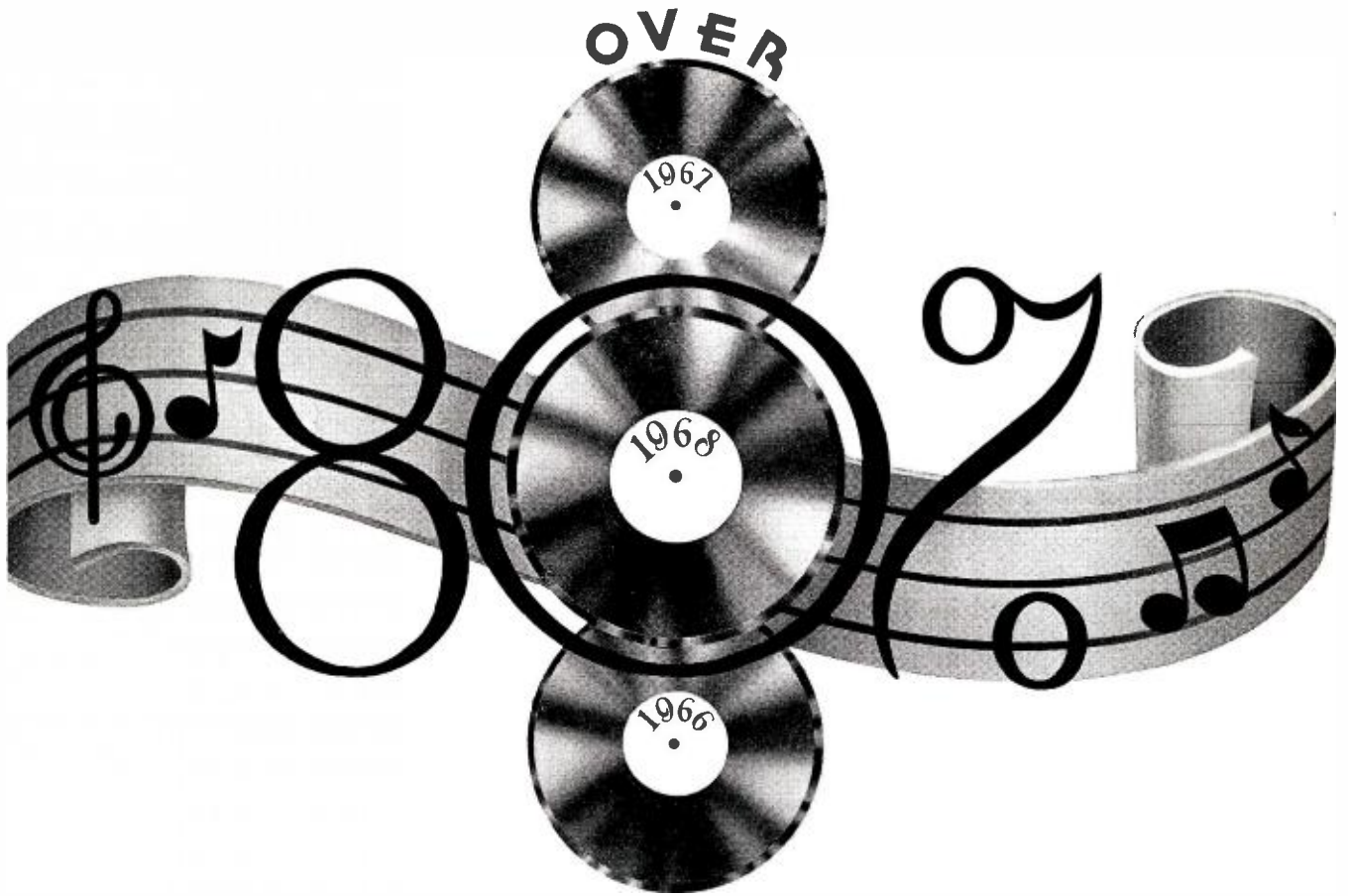
■ Visual Electronics—Salter Co. sold 1,000 shares, leaving 144,200.

■ Walter Reade Organization Inc.—W. H. McElnea Jr. as trading account bought 2,210 shares and sold 1,805 shares, giving him a total of 361 held as trading account and 50 held personally.

■ Wrather Corp.—John L. Loeb as trustee sold 900 shares, leaving 6,550 held as trustee, 120,304 held personally and 54,331 held by wife. Richard S. Stevens bought 100 shares.

Financial notes:

- Capital Cities Broadcasting Corp. has declared a regular quarterly dividend of 12½ cents per share on cumulative convertible preferred stock, payable March 17 to stockholders of record March 1.
- Doyle Dane Bernbach has declared a quarterly dividend of 22 cents per share, payable April 15 to stockholders of record March 31.
- Music Makers Group Inc., New York, has agreed in principle to acquire six movie theaters located in shopping centers in New Jersey and in New York for an undisclosed amount of cash. A new division—Music Makers Theaters—will also look into further acquisitions of movie houses in the East.
- United Artists division of Transamerica Corp. has declared a quarterly dividend of 25 cents per share, payable April 24 to stockholders of record April 10.
- Filmways Inc. has agreed to acquire Concert Associates, Los Angeles, for an undisclosed amount of stock. Concert Associates develops and promotes live concerts.
- Newly formed Communications Financial Corp., Philadelphia, a holding company, will offer long-term equipment leasing and over-all station financing. CFC is headed by Aaron J. Katz who left U. S. Communications Corp., Philadelphia, last month as vice president for plans and administrations.



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Plans to produce and market new electronic systems to improve picture quality on television and sound quality on both television and radio were announced yesterday (March 23) by CBS Laboratories.

The two systems, which operate independently, will be shown for the first time at the National Association of Broadcasters convention in Washington this week.

The sound system, called a dynamic presence equalizer, is said to enhance sound signals as they are transmitted to home TV and radio sets to eliminate frequency distortion and maintain sound clarity. Officials said it would be marketed at less than \$1,000.

The video system, called the crispened comb image enhancer, is patterned after the CBS Labs image enhancer introduced a year ago, but is said to employ for the first time the "crispened comb" technique, which acts like an "electronic retoucher" to eliminate picture noise and improve picture crispness. It will be priced at about \$3,500.

The CBS Laboratories professional products department will produce and market both products internationally. Stafford L. Hopwood Jr., vice president for business development and professional products, said first deliveries are expected this year and that initial markets will include the more than 10,000 commercial and educational TV and radio stations in the U.S., Canada and Europe.

The Dynamic Presence Equalizer, said to be the first of its kind to be produced for broadcasters, is described as resembling a TV-station control panel insert and as weighing less than 10 pounds. It was developed by the CBS Labs, acoustics and magnetics department.

The DPE is said to employ highly sensitive monitors to examine sound signals automatically and continuously as they are transmitted. When a signal frequency varies or a deficiency is detected, the DPE equalizes it and makes the proper adjustment to prevent loss of clarity before the signal reaches home sets.

The new image enhancer is said to

incorporate a new electronic circuit—the "crispened comb"—that automatically sharpens TV images without affecting their color or causing picture noise or "snow" on home screens. It was developed by Renville H. McMann, vice president and director of engineering of CBS Labs. CBS Labs officials said the new technique permits image enhancement for the first time without an accompanying increase in picture noise.

Both of the new systems were said to incorporate several advances in solid-state electronics.

Color TV sales up 27% in January EIA report

The Electronic Industries Association last week reported that TV and radio sales to dealers were up for January this year compared to the same month in 1968.

Color TV sales jumped 27%; black and white 6.6%. Total TV sales increased by 17.1%.

Home radio sales moved up 3.5%, with automobile radio sales increasing by a good 24.1%.

For the first month of the year:

	Television	
	1969	1968
Color	515,169	405,753
Monochrome	402,543	377,651
Total	917,712	783,404
	Radio	
Home	694,901	671,546
Auto	941,247	758,503
Total	1,636,148	1,430,049

Land-mobile warfare resume on Hill

Representative John D. Dingell (D-Mich.) will have members of the President's Task Force on Telecommunications testify during hearings by his Small Business Subcommittee "shortly after Easter" on land-mobile spectrum needs. The hearings, not yet firmly scheduled, will provide a forum for UHF and land-mobile spokesmen and a review by the FCC ("Closed Circuit," Feb. 10).

The FCC's appearance, subcommittee counsel said last week, would follow testimony from the still unnamed task force members, whose report has been impounded at the White House, a representative of the All-Channel Television Society and a land-mobile users' spokesman?

Certain to be discussed, it was indicated, was an also unreleased report by the Stanford Research Institute on

frequency space for land mobile (BROADCASTING, Feb. 17).

BROADCASTING's publication of the Stanford report's "summary of findings" and "implications of findings for the FCC," which indicated that frequencies already assigned to land-mobile services are being inefficiently used, is understood to have irked Congressman Dingell, who has cooperated with business users' legislative appeals for more spectrum space. It can be expected that Mr. Dingell will register a protest with the FCC on the material's unauthorized distribution.

Word from Mr. Dingell's office, where no copy of the Stanford report has yet been received, is that complaints have been registered with him by land-mobile advocates that the summary findings were presented out of context and as such were either misleading or incorrect.

IEEE lists 52 sessions, four floors of exhibits

The annual international convention of the Institute of Electrical and Electronics Engineers runs today (March 24) through Thursday (March 28) at the New York Coliseum and New York Hilton hotel.

More than 200 papers are to be de-

livered at the 52 technical sessions scheduled in the hotel. The coliseum's four floors will be used for equipment display, including a "microwave hall" with special microwave presentations.

Among convention segments of interest to broadcasters are "Broadcasting Tomorrow," at 10 a.m. Tuesday, and "Electronically Expanding the Citizen's World" at 8 p.m. Tuesday. Theme of this year's convention is "Unlocking the Future."

CATV on air still stirs controversy

Hughes-Teleprompter offers separate transmitter plan; broadcasters want more study

Comments filed with the FCC last week shed some light—and a little heat—on the commission's proposal to permit use of the 12.7-12.95 gc band for local CATV distribution service.

The rulemaking centers around Teleprompter Corp.'s experiments with the Amplitude Modulated Link system, which sends signals on a high-frequency band (in place of cable trunklines) to a head-end, and cable to distribute the

signals from the head-end to subscribers. Teleprompter is using the 18 gc band for experimental AML systems in New York and rural areas around Farmington, N. M., and Eugene, Ore., but was turned down when it asked the commission to establish a nationwide allocation of frequencies in that band for local distribution service. As an alternative, the commission proposed that such services share the 12.7 gc band with the Community Antenna Relay Service.

Since equipment for this use of the 12.7 gc band is not available, Hughes Aircraft Co.—which was instrumental in the development of AML and which will develop Teleprompter's equipment—has proposed a separate transmitter for each television signal carried by the CATV system. Hughes said in its comments that "the VHF channels [then] are spaced as broadcast with channels 2-to-13 each requiring 6 mc of spectrum capacity per channel. The UHF channels to be relayed by such a system would be translated into the alternate channels that are normally left vacant in the VHF band."

For CATV systems requiring more than 12 channels, Hughes said "the channels can be stacked in whatever manner is most convenient for converter design. This permits UHF channels to be delivered along with VHF



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channels. . . [thus] four 6 mc single-sideband channels can be accommodated in any one 25 mc channel assignment now occupied by an FM transmitter system operating in the CARS band."

Both Hughes and Teleprompter, in separate filings, argued that no spectrum congestion will result from the proposed reassignment since their proposal conserves spectrum space, and since present users of the 12.7 gc band have not fully utilized the space available to them.

Broadcast organizations filing comments took a dimmer view of the proposal. The All-Channel Television Society opposed such reallocation pending resolution of the larger questions raised by the commission's proposal to open up UHF channels to land-mobile radio (BROADCASTING, Feb. 10 et seq.). ABC said the proceeding is "premature," since the commission has only recently begun its major inquiry into precisely what services may be provided by CATV's.

The Association of Maximum Service Telecasters questioned the public benefit to be derived from the proposed service, and urged the commission to "adhere to the policy of conservation of the spectrum irrespective of the immediate presence (or absence) of conges-

tion in the frequencies involved."

The National Cable Television Association acknowledged in its filing that some frequency congestion might result from the reallocation, but added that this problem is outweighed by the desirability of providing for local distribution service.

FM set sales spurt ahead for '68 record

A burgeoning market for FM set sales is seen this year, based on an analysis of 1968 factory sales of both domestic label and foreign manufactured radio receivers, being issued by the Electronic Industries Association today (March 24).

Last year, according to the report, 47% of all domestic label and 49% of all imports in the home radio category were FM units. This compares with 42.3% and 38% in 1967. The FM table model was the principal set type in both classes, 54.5% domestic and 43% foreign.

Noted also was the fact that the average value of FM sets decreased, from \$26.55 in 1967 to \$24.92 in 1968.

Even in the auto-radio field, FM sets moved up: from 10% in 1967 to 11% in 1968.

Technical briefs:

New camera ■ International Video Corp., Sunnyvale, Calif., has added a low-priced three-Plumbicon color TV camera to its product line. The IVC-300, the Maverick, sells for \$29,500. It weighs 86 pounds with lens.

Disk units ■ Data Memory Inc., Mountain View, Calif., has started production on a new line of stop-action, slow-motion, magnetic disk recorders for color TV and closed circuit. The VDR-222 series has four new recorders priced from \$24,500 to \$69,500.

Christmas in March ■ WTEN(TV) Albany, N. Y., has donated a 695-foot tower to WRPI(FM) Troy, N. Y. The tower, valued by WTEN at \$100,000, will enable the student-operated educational radio station of Rensselaer Polytechnic Institute to increase its power to 20 kw from 530 w. WRPI is on 91.5 mc.

Heavier motor ■ Tapecaster TCM, Rockville, Md., has announced a new, high-torque motor as standard equipment in its series 700 tape cartridge machines. The new heavy-duty motor is also available for direct replacement in all series 600 and 700 units.

Station colorization ■ KMEX-TV Los Angeles, Spanish-language UHF, is

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spending \$500,000 for expansion and remodeling, including re-design of the master control room, complete conversion of the studio facilities to color production, installation of three Norelco PC-70 color cameras and a PCF 710 color film chain, and the addition of two Ampex 2000 videotape units. The station's general offices in Hollywood also are being remodeled. By

April, KMEX-TV expects to have full color capability for production of commercials and entertainment programs. **For CATV use** ■ Sony Corp. of America, New York, has introduced a portable model EV-310 one-inch video tape recorder suitable for use by CATV systems. The recorder features two-channel audio, editing and slow-motion and stop action in the playback mode.

Ampex switcher buy ■ Ampex Corp., Redwood City, Calif., has announced purchase of the audio and video switcher line of AMP Inc., Harrisburg, Pa., a manufacturer of electronics components. Ampex will receive inventory, manufacturing design and patent license rights to AMP switchers, which range from manual to computer-controlled models.

International

Intelsat control still unsettled

Structure of governing body also left to be decided at meeting in fall

The first session of the 68-nation International Satellite Communications Consortium conference ended in Washington Friday (March 21) with reported agreement on 75% of the agenda items, but with the unsettled 25% covering the most crucial subjects.

Plans are to continue discussions through a special "working group" and to resume the plenary conference some time next fall.

Sticking points involve the management of the Intelsat system and the structure of its governing body.

The U. S. Communications Satellite Corp. has been managing the Intelsat system since 1964. There are now communications satellites over the Atlantic and Pacific oceans, and in July the last in the Intelsat 3 series is scheduled to be launched for orbit over the Indian Ocean.

Under the present weighted voting formula, based on investment and traffic use, any action by the current 18-man Intelsat board requires an affirmative vote by the U. S., which holds a 53% interest, plus 12.5% of the other members.

Suggested during the conference was the establishment of an international assembly, with each nation having a single vote, and an international secretariat to conduct the affairs of Intelsat. The United States favors the idea of an assembly, but opposes the creation of a secretariat. It urged the continuance of the present arrangement with Comsat managing and operating the system.

Any changes in the current Intelsat structure must be voted by two-thirds of the members. The conference, in addition to members, attracted "observer" delegations from 28 nonmembers, among them Russia, Bolivia and the Ivory Coast.

Leonard H. Marks, former director

of the United States Information Agency and a Washington communications lawyer, is chief of the U. S. delegation and chairman of the conference. Mr. Marks said he expects to resign this post to permit President Nixon to appoint a new delegation chief when the conference resumes later this year.

Swedish director cleared of flag-trampling charge

Pertin Hamberg, the news director of Swedish state radio-TV who had been brought to trial on charges of insulting a foreign nation, has been freed by a Stockholm jury. The trial stemmed from an incident last January in which television viewers saw a report on a Maoist group which included footage showing feet trampling the U.S. flag, in violation of Swedish law.

After a reporter who filmed the scene testified that he colored his report by filming his own feet trampling the flag, defense counsel successfully convinced the jury that it was "ridiculous" to try Mr. Hamberg on the basis of a spurious scene he was unaware was false.

Flat-screen TV coming from two Japanese firms

Two Japanese electronics manufacturers, Matsushita Electric Industrial Corp. and Mitsubishi Electric Corp., both Tokyo, announced separately last week they have developed flat-screen, tubeless TV set prototypes.

Both tubeless sets make use of a principle referred to as "electroluminescence" for displaying images instead of the ordinary cathode ray tube. Matsushita said its model can be hung on a wall. A Matsushita spokesman said his company's set is of the console type at

present but eventually is expected to be adapted for wall use.

An official of Mitsubishi said it would take three to four years for the sets to be mass produced. Its TV screen is about three-by-four inches and the screened images are not as clear as those on ordinary TV, he stated. But company engineers hope to solve this problem before the sets are mass produced.

Matsushita will show its flat-panel image display system at the Institute of Electrical and Electronics Engineers show opening in New York this week. The display panel's viewing area is said to be equal to that of a 13-inch cathode ray tube. In the U.S. and Canada the sets will be marketed under the Panasonic label. Spokesman for the company in New York said it has not been determined when the model will be mass produced.

CRTC program probe draws double broadside

The Canadian Radio-Television Commission public inquiry into the Canadian Broadcasting Corp's controversial *Air of Death* program has prompted protests by the Association of Television Producers and Directors and by the Conservation Council of Ontario. The hearing, which opened March 18 in Toronto, follows an Ontario government committee report which challenges the program's claims of dangerous air pollution in the Dunville area of Southern Ontario. The CRTC expects to determine the extent of measures taken by the CBC to insure accuracy of information.

The ATPD has expressed concern about potential "substantial damage" to the careers of the persons involved and the possibility that the inquiry may overly intimidate broadcast journalists and their supervisors in future productions.

The latter concern was also voiced by the Conservation Council at its March 13 meeting. All but 15 of the

150 delegates in attendance supported a resolution critical of all government attempts to review the contents of the program, despite charges by delegate J. F. Walker that the program had "no basis of fact" and was "utter fiction."

CBC employes back after one-day strike

Hundreds of employes of the Canadian Broadcasting Corp. returned to their jobs last week after a one-day unofficial strike Monday (March 17) by members of the Association of Radio and Tele-

vision Employes of Canada.

CBC radio and TV stations in Toronto, Winnipeg, Man., and Edmonton, Alberta, were affected. Management men filled in for announcers who had walked off their jobs. Other ARTEC members who walked off their jobs were sales and clerical employes and international-service workers.

The walkout occurred after talks between the CBC and ARTEC broke down early Monday morning. The union, affiliated with the Canadian Union of Public Employes, had asked for a 20% wage increase in a one-year contract and an additional 7% increase for members who must be bi-

lingual.

During Monday's strike 500 of the 560 ARTEC members in Toronto walked off the job and in Winnipeg, Man., all 75 members on duty walked out. In Edmonton, Alberta, all but one of 50 members walked out. The CBC said that there were no walkouts in Montreal.

A labor department spokesman in Ottawa last week said that two federal labor department conciliators had been appointed in an attempt to get talks going again.

The two men appointed were Stuart Gunn of Ottawa and Charles Poirier of Montreal.

Promotion

Major Armstrong awards go to 15 FM stations

Fifteen FM stations in the U.S. and Canada were honored over the weekend in the fifth annual major Armstrong Award competition sponsored by the Armstrong Memorial Research Foundation and administered by Columbia University in New York.

Commercial FM stations receiving \$500 prizes and bronze plaques were CHUM-FM Toronto in two categories, news and educational; WNCN(FM) New York, musical; and WFBM-FM Indianapolis, community service. Noncommercial winners were WUHY-FM Philadelphia, musical; WAMU-FM Washington, educational; WHA-FM Madison, Wis., news; WBUR-FM Boston, community service.

Certificates of merit were presented to the following commercial runners-up: WQXR-FM New York, musical; WLIR-FM New York, educational; KMET (FM) Los Angeles, and KPLX (FM) San Jose, Calif., community service; and KNX-FM Los Angeles and WMAQ-FM Chicago, news.

Noncommercial runners-up were WRVR (FM) New York, musical and community service; WGBH-FM Boston, educational; WUHY-FM Philadelphia and KPFK (FM) Los Angeles, community service.

Promotion tips:

Lifetime membership ■ At its 25th annual dinner, the Radio Television Correspondents Association presented a lifetime honorary membership to Julian Goodman, president of NBC. Mr. Goodman, a former RTCA president, is the first nongovernment recipient of the award.

New York: 'tuned-in' ■ The newly

formed New York Market Radio Broadcasters Association, consisting of 25 radio stations in the metropolitan area, reports that its member outlets will begin an on-the-air promotional campaign proclaiming that "New Yorkers are tuned-in people—reach them with radio." Stations will carry a minimum of 15 spots per week pointing up the values of New York radio as an advertising medium.

Travel show ■ WFAS, White Plains, N. Y., in conjunction with the Association of Westchester Travel Agents, is sponsoring a "Westchester Travel Fair," March 28-30, featuring international exhibits, travelogues, and public symposia. Twenty airlines, five steamship and cruise lines, and various foreign governments and travel organizations will participate.

Gilmore aims at 500 ■ Two cars and drivers sponsored by Gilmore Broadcasting Corp. will attempt to qualify for the Indianapolis 500. One of the cars, a turbo-charged wedge-shaped Offy, will be used for the first time at the 500.

Scripture support ■ Family Stations, San Francisco, group station operator, has gathered over 100,000 signatures supporting the right of astronauts Lovell, Anders, and Borman to read scripture during a space mission. The drive was prompted by an atheist petition protesting the Christmas message of the Apollo 8 crew.

Lovebirds are wed ■ WLWT (TV) Cincinnati's Paul Dixon married two rubber chickens on his morning fun show March 12. Wedding apparel, a trousseau, and a heart-shaped bed were among the items donated by interested viewers. Hundreds of well-wishers attended the reception.

New medium ■ NBC and Walt Disney Productions later this year will co-produce a touring show for presentation in arenas around the country. To be called the "Cavalcade of Disney," the show is described as a "three-dimensional combination of a Disney family motion picture and television show, presented in person by live performers in lavish production numbers." A 27-week first season is planned, with the show traveling to major indoor arenas in North America. NBC Domestic Enterprises will be responsible for the administration and management of the project, under the direction of Robert Maxwell as general manager. Walt Disney Productions will produce "Cavalcade."

Look at Detroit life

WJBC Detroit has invited the Michigan state legislature to visit Detroit April 14 for a one-day seminar on life and problems in that city, including visits to inner city neighborhoods, schools, and police precinct headquarters. The seminar is designed to bring about a greater understanding of Detroit's needs and point up the progress underway.

NCAI awareness move

The National Congress of American Indians, Washington, has started a national campaign "The American Indian—A New Awareness and Readiness" that will include radio-TV public service announcements explaining the Indian's culture, his contribution to American society, and his value today as an employe in industry. The project will be directed by an all-Indian policy committee assisted by a council of professional media specialists.

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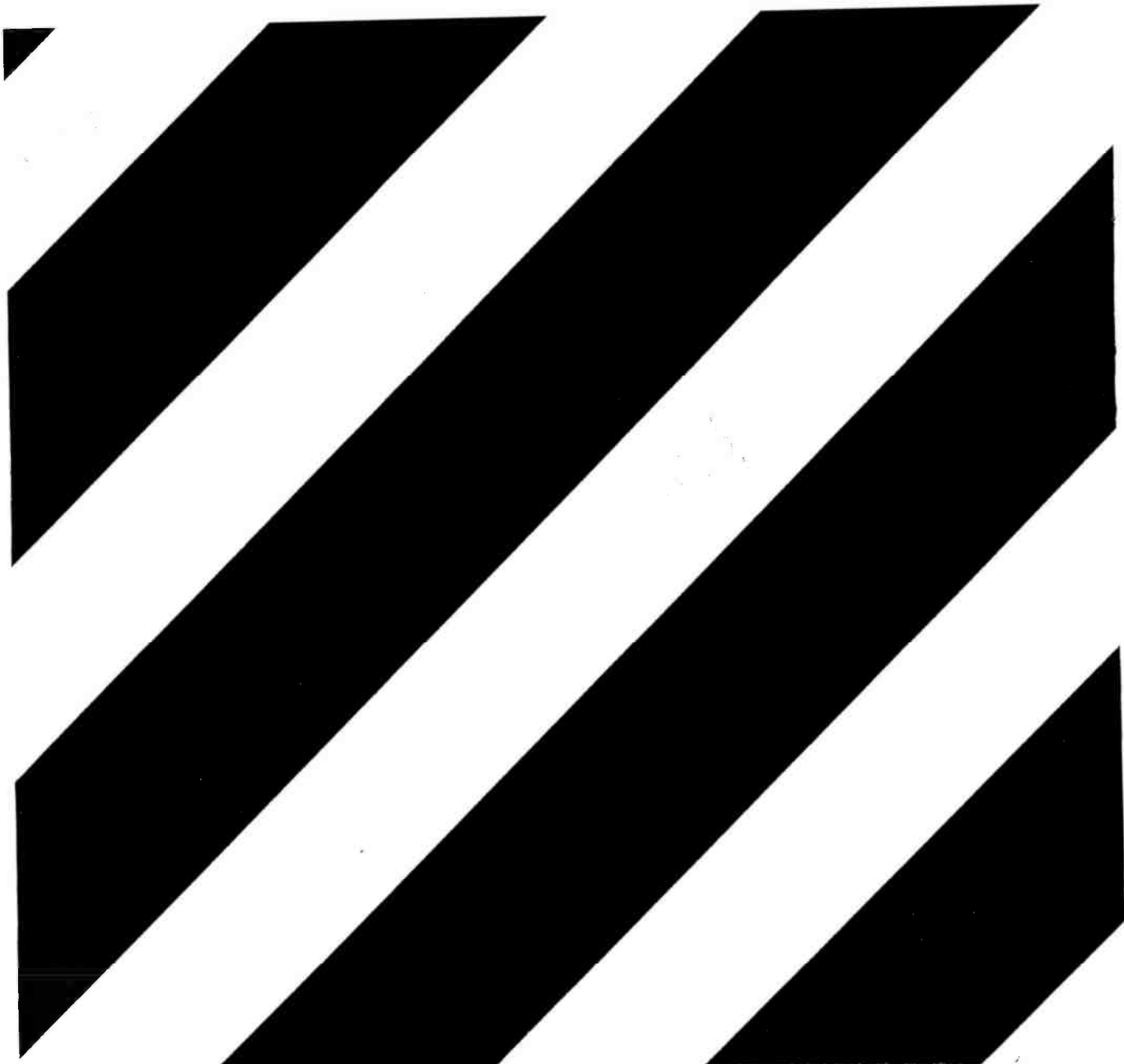
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Rating Council to track hypoing

It adopts standards it intends to enforce by requiring disclosure of figure inflation

Standards undertaken to define and crack down on "hypoing" of ratings were announced last week by the Broadcast Rating Council.

The council emphasized that both the Federal Trade Commission and the FCC have been officially on record against hypoing—popularly defined as inflation of ratings by unusual means—since 1965.

The council, which referred to hypoing as "audience buying" or "figure buying" by special promotions at or near rating periods, said that when it concludes that hypoing has in fact occurred, it will instruct the rating services to "insert a prominent notation to this effect" in their rating reports for the markets involved.

The announcement also urged that the council be notified when such practices are detected, "whether they are conducted by a broadcaster or by an advertiser on behalf of a product." Complaints should be accompanied by "suitable evidence" (such as "tear sheets from consumer publications, tapes containing air checks, samples of direct-mail pieces, etc."), and "if it is so desired, the council will not disclose the source of the information."

The standards, adopted by the council and made public by Kenneth H. Baker, executive director, were drafted by the Committee on Local Television and Radio Audience Measurement (COLTRAM), which is composed of broadcast researchers and was headed,

until his death late last year, by Howard Mandel, research vice president of the National Association of Broadcasters. Philip Harding, assistant to the research vice president, has coordinated COLTRAM's efforts since that time.

In stressing its concern over hypoing, the council noted that audience estimates are "sold and bought on the presumption that they are 'typical' of a station's long-term performance," and that when they are inflated by special promotions around rating-survey time "their use in selling is considered a deceptive practice." On the other hand, the council said it could not "have any opinion regarding audience-buying when it can be shown to be a year-round programing format."

Three forms of hypoing are defined in the standards:

- "Figure-buying—as a form of hypoing—will be considered as any effort such as 'sweepstakes,' 'contests,' 'give-aways' or other similar type of activity in which listening or viewing is required for participation, or as an aid in preparing entries, or gives the participant an advantage over the nonviewer or nonlistener. Such activity shall be deemed hypoing if it occurs only during the survey period or less than one week prior to the beginning of the survey period."

- "That [practice] which urges the public to report to an interviewer that they listen to or view a certain station in the hope that, for saying so, they

will receive some sort of reward. Examples are: 'Don't say hello, say I am listening to WAAA, and, if you are answering our call, we will send you one silver dollar'; and 'when our Silver Dollar Lady calls at your door, just tell her you listen to WAAA and she will give you one silver dollar for each member of your family.' This form of hypoing will be noted [in rating books] if it occurs during the rating period or 12 weeks prior to the beginning of the survey period."

- "Another practice which will be noted [in rating books] when reported and confirmed is that of calling the public's attention to the fact that a survey is being conducted and/or urging them (through whatever medium) to 'vote' for a particular station or program, or to send diaries to the station for 'registration' for prizes."

Broadcasters cited by the council "for any of these practices" will be notified prior to the publication of the report involved.

The council noted that the FTC in 1965 published hypoing guidelines designed to help "in avoiding possible violation of the Federal Trade Commission Act," and that FCC subsequently sent copies of the FTC guidelines to all broadcast licensees with a warning that noncompliance would be taken into account in passing upon a station's performance in the public interest.

There have been recurrent reports that the FTC is amassing evidence and intends to move against several stations on charges of hypoing, but FTC officials last week denied they were doing anything in this area.

The FCC, however, late last year included hypoing charges against two AM stations in Hot Springs, Ark.—KZNG and KXOW—among issues to be considered in a hearing on their mutually exclusive applications for an FM station in Hot Springs (BROADCASTING, Dec. 2, 1968).

Agency appointments:

- Carling Brewing Co., Cleveland, has named N. W. Ayer, Philadelphia, to handle the test marketing for the new Heidelberg Light Pilsener beer. Another Carling Heidelberg product has been

TV network news

Prime buy for S&L group

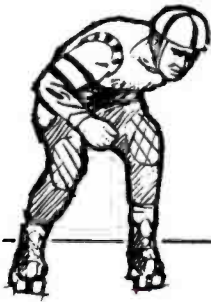
The Savings and Loan Foundation is buying time on all three network TV news shows this spring and summer. The foundation is placing spots on 10 news and public-events programs in March and April and 14 news programs in June and July.

Buys include CBS's *Evening News with Walter Cronkite*; NBC's *Huntley-Brinkley Report* and *The ABC Evening News with Frank Reynolds*; *The ABC Weekend News*; *CBS Saturday News with Roger Mudd* and *CBS Sunday News with Harry Reasoner*; NBC's *Saturday Huntley-Brinkley Report* and Sun-

day *Frank McGee News*; ABC's *Issues and Answers* and CBS's *Face the Nation*. Earlier this year, the foundation participated in coverage of the presidential inauguration on both ABC and CBS.

The foundation said it also is buying into the networks prime-time movies, with the ABC *Wednesday Night Movie* April 2, NBC's *Saturday Night at the Movies* April 5, and the CBS *Thursday Night Movie* April 10.

The foundation's total national television budget for the year is just over \$2 million, or about 75% of its total advertising expenditures, the rest going into print. McCann-Erickson is the agency.



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handled by N. W. Ayer-F. E. Baker, Seattle, for five years.

▪ Waltham Watch Co., Chicago, has named Gerson, Howe & Johnson, Chicago, replacing M. M. Fisher.

▪ Norman, Navan, Moore & Baird, Inc., Detroit, has been named for the Great Lakes district of General Electric's major appliance division.

▪ Sick's Rainier Brewing Co., Seattle, has named McCann-Erickson, Seattle, to succeed Wells, Rich, Greene, New York, on its \$1.5 million Rainer beer account. The account is regional in the Pacific Northwest.

▪ Milwaukee area Buick Dealers Association has named North Advertising, Chicago, North has handled Chicago area Buick dealers for six years.

▪ J. M. Korn & Son, Philadelphia, has been assigned the frozen foods line of Mrs. Paul's Kitchens, Philadelphia.

Reviled on one hand, supported on the other

Despite the controversy about cigarette-smoking and health, which prodded the FCC earlier this year into announcing its plans to ban cigarette advertising from the airwaves unless Congress orders it not to do so (BROADCASTING,

Feb. 10), another federal agency continues to spend billions helping tobacco growers and tobacco export firms.

Last week Agriculture Secretary Clifford M. Hardin approved a one-year extension of an annual \$210,000 government subsidy to help pay for cigarette advertising programs in Japan, Thailand and Austria. The program uses counterpart funds in those nations to help advertise cigarettes that use American tobacco. The funds, which have been at this level for the last three years, account for only one-third of the entire advertising campaign, which is two-thirds underwritten by American tobacco exporters and the cigarette monopolies in the nations involved.

But this is only one aspect of the Agriculture Department's spending on behalf of cigarettes and other tobacco products. As of Jan. 30, the department had outstanding \$830 million in loans to tobacco growers under the farm price support program. These loans are supposed to be repaid with interest, but for the 35 years that the national farm-price support program has been in existence (1933-1968), a hefty \$53.8 million is still owing. The tobacco support is a fraction of the total price support farm program, it is estimated to be 1/4 of 1% of the total crop support program.

In addition, the Department of Agri-

culture in fiscal 1968 extended a \$28-million subsidy to tobacco exporters.

And, for fiscal 1969, which began July 1 last year, the department has spent \$2.7 million on research for tobacco growers; almost \$1.9 million on utilization programs, and \$321,000 on marketing aids.

Five agencies benefit from Borden billings

Borden Foods, a division of Borden Inc., New York, last week parceled out to five advertising agencies an estimated \$3 million in billings handled until recently by Young & Rubicam, New York.

Borden's full line of cheese products, refrigerated dough products and its Danish-flavor margerine will be handled by Ross Roy of New York Inc.

The Drake bakeries division goes to Grey Advertising Inc., New York. Grey is the only agency involved not previously assigned to handle a Borden account.

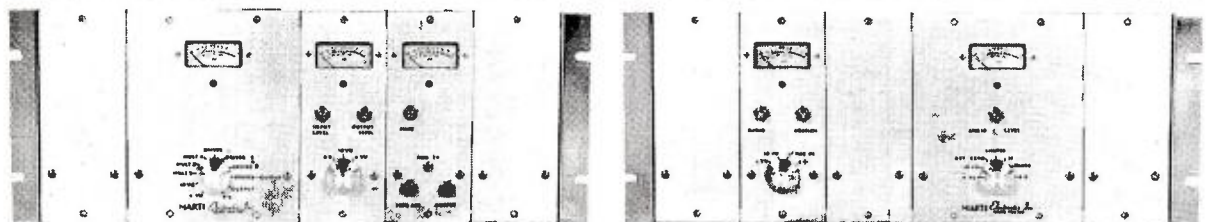
Borden instant potatoes will be handled by Allen, Anderson, Niefeld and Paley, Chicago.

None Such mince meat goes to Richard K. Manoff Inc., New York.

Borden's Dutch chocolate-flavored mix will be handled by Needham,

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of the
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WOR/AM... America's number one adult radio station.



*Source: ARB, Jan./Feb., 1969, 6 AM-12 Mid. Monday-Sunday (total area) **Brand Rating Index—New York

Harper & Steers, New York.

Also acquired by NH&S last week was the Bermuda Department of Tourism and Trade, which bills approximately \$1 million. Bermuda's tourist advertising had been handled for the last four years by D'Arcy Advertising, New York. The switch is effective July 1.

Metromedia gives in on rep controversy

Tells FCC that its Metro TV Sales will drop KTVU as client

Metromedia Inc. notified the FCC last week that its Metro TV Sales would give up its commission-banned representation of KTVU(TV) Oakland-San Francisco on July 1, even though it had not been given a chance to argue the issue and would lose money on the deal.

The notification, by letter, came less than a week after the FCC had ruled that commission policy is violated if the sales arm of a broadcast licensee represents a locally competing station (BROADCASTING, March 17, also see page 148). Metromedia owns KNEW-TV

San Francisco; Metro TV Sales gave up representation of that UHF station last fall to represent Cox Broadcasting's KTVU, a V.

Metromedia's letter also asked the commission to proceed with grants of the renewal applications of the company's California stations. The FCC had deferred consideration of the applications pending resolution of the KTVU representation issue.

The letter, from Thomas J. Dougherty, assistant secretary of Metromedia, said the decision to terminate representation of KTVU had been taken "despite our belief that we have not violated any law, rule or defined commission policy."

The decision, Mr. Dougherty noted, "entails a considerable financial sacrifice on Metromedia's part, inasmuch as Metro TV Sales was required to 'buy out' the contract of KTVU's prior representative (a member of SRA) at a substantial cost."

The cost of buying out the contract, from H-R Television, was not specified, but observers have speculated that it came to about \$250,000.

Mr. Dougherty's SRA reference was to the Station Representatives Association, whose petition not only sparked the ruling in the Metro-KTVU case, but also led the FCC to direct the staff to draft a notice of rulemaking to prohibit multiple-station licensees from representing stations other than their own in the sale of radio and TV time.

Mr. Dougherty said the FCC's ruling against Metro TV's representation of KTVU meant that Metromedia "has not been afforded the opportunity to respond to the SRA petition on the merits," even though it had sought permission to do so and "despite the fact that the question presented by the SRA petition is one of first impression."

Mr. Dougherty told the commission, which had said its ruling was consistent with its policy of promoting competition by banning cross-interests between stations in the same area, that "by contract Metro TV Sales does not represent KTVU (1) within a 60-mile radius

of KTVU's transmitter location and (2) in the five [California] counties of Sacramento, Monterey, San Joaquin, Fresno and San Luis Obispo."

In addition, he said, Metro TV Sales "has no control over either the rates or programming of KTVU," and KTVU "has an absolute right to accept or reject any business submitted to it by Metro TV Sales."

The July 1 termination date was selected to give KTVU time to choose a new representative and permit an orderly transition of the business, Mr. Dougherty said. He noted that the FCC had allowed two years as a "reasonable" transition period when it ordered CBS and NBC to give up their representation of independently owned TV affiliates in 1959.

He told the commission that SRA had "sought to exert additional leverage against Metromedia" by petitioning the FCC to deny renewal applications of Metromedia in Los Angeles, as well as its San Francisco-Oakland stations, although "for reasons best known to it, SRA did not utilize this tactic on the other licensees against whom it lodged petitions."

This was a reference to the other primary targets of SRA's petitions and of the FCC's ruling, Golden West Broadcasters and Storer Broadcasting and their joint control of the Major Market Radio rep firm.

In Los Angeles, Storer owns KGBS and Golden West owns KMPC, which is represented by MMR, and the FCC invoked the same policy against "cross-interests" that it did in the Metro-KTVU case.

Storer presumably solved its problem and also Golden West's by promptly selling its 20% interest in MMR back to the company.

The Metromedia renewal applications that were held up pending resolution of the representation issue are those for KLAC, KMET(FM) and KTTV (TV) Los Angeles, KNEW Oakland and KSAN(FM) San Francisco, as well as KNEW-TV.

RADIO

TELEVISION

CATV

MEDIA

We Have No Listings

We do not maintain extended files on buyers or sellers. Every transaction is handled on a personal, customized basis which assures an absolutely private, confidential relationship between buyer and seller.

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Walliser-Tice, Inc.

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New York, N.Y. 10020

In Washington, during NAB Convention,
Call 202-659-3961

In New York, Call 212-245-2870

Suggestion: Clip this ad and file for future reference

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Because of the special nature of our industry, banks are often reluctant to offer needed financial services to broadcasters.

Communications Capital Corporation specializes in:

1. The purchase of notes and other negotiable paper resulting from the sale of a station.
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Communications Capital will be pleased to analyze and make constructive recommendations for solutions to the financial problems of broadcasters. Preliminary services without obligation. All inquiries are confidential.

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3948 Time and Life Building, New York 10020 212-CI 5-2870

During NAB Convention Phone 659-3961 for appointment.

He ended the Vietnam War. For 5 minutes.

For a lot of Wisconsin families, a WOKY newsman named Bill James did what many nations and millions of fighting men couldn't do.

In a small way, for a little while, he ended the war.

Not the fighting. Not the dying. But some of the loneliness. Some of the anxiety. Some of the grief of men living with death and families living without men.

He gave a small part of his life to go where 30,000 Americans gave all of theirs.

But he didn't go alone. A lot of Wisconsin families went with him. In his tape recorder. In 5-minute messages on 30,000 feet of tape.

He brought their voices to friends and loved ones in rice paddies and foxholes, on planes, tanks and aircraft carriers.

He talked with the men and their leaders, flew with them on combat missions and wrote about their war in an average of 5 news releases a day.

And when he left for home, he brought the boys with him. In that

same tape recorder. In 5-minute messages to those same families.

Bill James works for the people of Milwaukee because he works for radio station WOKY. WOKY does small things for Milwaukeeans like putting up their biggest Christmas tree and big things like ending a small part of the war.

Being grateful people, Milwaukeeans give WOKY nice things in return. Like the Milwaukee Press Club Award for '66, '67 and '68. The Northwest News Association Award every year since '64. And, because the music and entertainment are as up-to-the-minute as

the news coverage, more different listeners and more average quarter-hour listeners turn to WOKY than any other Milwaukee station.

But no other Milwaukee station has people like Bill James behind every microphone, every typewriter, every show.

Which is why, if you've got anything to say to Milwaukeeans, they're waiting to hear it on WOKY.



WOKY

RADIO 920/MILWAUKEE
3500 NORTH SHERMAN BOULEVARD
MILWAUKEE, WISCONSIN 53216

Freberg goes in for Thyme-buying

Puts own new firm on agency merry-go-round and grabs the three rings from Ballantine

Stan Freberg, entertainer turned advertising man, announced Thursday (March 20) at an unorthodox news conference in New York the formation of a time-and-space buying company to complement his creative consultant firm, Freberg Ltd. In the plaza of the Time-Life building, Mr. Freberg announced to reporters and passersby that Thyme Inc. ("a division of Parsley, Sage, Rosemary and Osborne") had opened for business in New York's Algonquin hotel.

Mr. Freberg, who over the 12 years he has worked as a creative consultant has built a reputation for rescuing floundering advertisers, also announced his first client would be P. Ballantine & Sons, Newark, N. J. He will create and place the advertising for Ballantine beer, which he described as having "special problems." Estimated billings are \$4 million yearly. Ballantine ale is handled by Lennen & Newell.

The Ballantine beer account had resided at Sullivan, Stauffer, Colwell & Bayles, New York, from 1965 until last October when an amicable split was announced. The difference between client and agency at that time centered around the brewery's retaining of Freberg Ltd. to create advertising that presumably would be placed by SSC&B. The agency opted to resign the account rather than resign creative control.

Mr. Freberg said that his new company would buy time for advertisers who were not clients of his creative con-

sultant firm, but only if the advertising met with his approval.

Mr. Freberg said he has staffed his New York office with "from two to three people." His media director is Ruth Jones, a veteran of 11 years with J. Walter Thompson Co. and recently freelance media buyer for Richard Nixon during his presidential campaign.

In making his announcement, Mr. Freberg said he did not believe in rating points and that he did not believe in creating exemplary advertising only to be hampered by uninspired buys. Frequently quoting Marion Harper, the former chairman of Interpublic, Mr. Freberg explained Thyme Inc.'s business philosophy: "The day of the platoons of account executives is going to disappear." Thyme Inc., he emphasized, would find "a nicer, simpler way to work."

Ballantine's marketing difficulties he attributed to "inept management, and they certainly did not have advertising agencies who could cope with the problem." The campaign he has created for Ballantine will make heavy use of spot radio and spot TV. The campaign broke on New York television Thursday on NBC's *Tonight Show*. The radio campaign began in New York on Friday.

Philadelphia will also be included in the first leg of the campaign since Ballantine is one-third sponsor of the Philadelphia Phillies, whose exhibition season is already under way.

Ballantine is distributed in 18 eastern seaboard states. The timetable for extending the ad campaign into all eastern markets is undetermined, but estimates range from eight to 10 weeks.

The television spots will run approximately 25 times per week per market in the initial phase and the radio spots will run approximately 120 times per week. Mr. Freberg's first campaign for Ballantine will incorporate a character he has created, "Herman Ballantine," and Mr. Freberg will play the off-camera role of Herman Ballantine's psychoanalyst. He describes the campaign as a continuous commercial with each spot running for 10 days to two weeks and serving as one episode. After 10 to 12 weeks a new campaign satirizing traditional beer commercials will be inaugurated.

Also in advertising:

Carlín signed ■ Ozark Air Lines, St. Louis, has signed comedian George Carlín as its commercial spokesman. Ozark, through D'Arcy Advertising, St. Louis,

plans heavy use of TV-radio this year. Radio will include some 150 stations in 59 markets and TV will include 40 stations in 20 markets.

New suite ■ New York-based agency Kingen Feleppa O'Dell Inc., is moving to new offices at 295 Madison Avenue, today (March 24). Phone: (212) 689-6877.

Permanent headquarters ■ N. Lee Lacy Associates Ltd. has moved into general production and executive offices at 160 East 61st Street, New York.

Petry move ■ Edward Petry & Co. has moved its Philadelphia office to 1420 Walnut Street. Phone: (215) 546-4454.

L&N's western thrust ■ Lennen & Newell/Pacific has acquired Dawson Turner & Jenkins Inc., Portland, Ore., which has billings of approximately \$2 million. The agency will continue under the direction of Richard I. Turner, vice president and general manager.

Animation unit ■ Wakeford/Orloff Inc., Hollywood-based commercial film production house, has formed an animation unit to handle various educational, industrial, as well as commercial film, projects. Dan Bessie has been appointed to head the new unit and will also serve as animation director.

KBS data ■ Coverage figures in terms of persons as well as homes are available for small-market radio from the Keystone Broadcasting System, Chicago, for its 1,134 stations. The information was provided KBC by the Pulse Inc., which has completed a survey of radio markets with less than 50,000 populations.

Clients snap-up sports on Hughes network

Twelve advertisers have bought into two TV basketball and golf productions by Hughes Sports Network in March and April.

The East-West College All-Star basketball game in Indianapolis, March 29, 2 p.m. EST, is sold out to eight sponsors: Shell Oil (Ogilvy & Mather), Bristol-Myers (Young & Rubicam), Noxell (William Esty), Dupont (Ayer), Reynolds Tobacco (Dancer-Fitzgerald-Sample), Gillette (BBDO), Chrysler (Young & Rubicam) and the F. & M. Schaefer Brewing Co. (BBDO) on a regional basis. The game will be on approximately 180 stations.

The Greater Greensboro Open, in Greensboro, N.C., April 5-6, has attracted five TV sponsors: Allied Chemical (Benton & Bowles), Kemper Insurance (Clinton E. Frank), Dupont (Ayer), Eastern Air Lines (Young & Rubicam) and Uniroyal (Doyle Dane Bernbach). The golf tournament has been scheduled on 125 stations so far.



Mr. Freberg

APRIL 1, 1969

WTAR

N O R F O L K

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of the

HENRY I. CRISTAL COMPANY, INC.

as the

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WTAR AM and FM

WTAR RADIO

THE VOICE OF PUBLIC SERVICE TO VIRGINIA SINCE 1923



Measure of a Great
Radio Station

AAAA: Don't knock the other guy

Agency association to work with ANA to minimize radio-TV spots that belittle competitor's products

The American Association of Advertising Agencies issued a policy statement last week censuring the disparagement of competitors in advertisements and TV-radio commercials.

The statement, adopted by the AAAA's board of directors, noted that the board "believes wholeheartedly in competition in advertising." But it pointed out that in instances in which advertising disparages competitive products or services, "such advertising diminishes the effect and value of the advertising and public confidence in all advertising."

The AAAA said it was "irrelevant" whether the disparagement is direct or implied, and added:

"We especially deplore advertising which makes use of a competitive company's trademark or brand name in an effort to trade on the reputation which that brand has built. We believe that such use of competitors' brand names, packages and trademarks without the express permission of such competitors should be discouraged."

The board invited complaints from any advertiser who believes he has been exploited through disparaging advertis-

ing. The statement said complaints will be submitted to the "interchange" conducted jointly by the AAAA and the Association of National Advertisers. The AAAA's board explained that the interchange may ask the advertiser and agency to correct a complaint considered "serious," and if a satisfactory response is not received within 30 days, the ANA and AAAA boards are notified "for whatever persuasion they can help to exercise."

The interchange, consisting of 10 agency and 10 advertiser officials, deals only with questions of taste and opinion, not covered by law. It was pointed out that an advertiser who feels he has been legally damaged by disparaging advertising has access to the courts.

The new statement was adopted by the AAAA board, as recommended by a committee of the board on improving advertising, headed by Charles F. Adams, president of MacManus, John & Adams and AAAA's director-at-large.

Mr. Adams said the statement was proposed because his committee was "increasingly disturbed" over "negative allusions to competitors in commercial

and advertisements." The committee felt, he said, that if this practice grew, "the public soon would become distrustful of all advertised claims and would lose confidence in advertising as a source of information."

He stressed that the AAAA is "not against all comparisons," but said "it is easy for positive 'comparison' to slip over into negative 'disparagement.'" Mr. Adams said that for this reason the association is inviting advertisers to complain if they feel exploited so that professional opinion can be exercised.

The new statement updates an earlier AAAA position, adopted in 1966. The previous version was on "comparative advertising" and dealt mainly with the use of identified brand names, trademarks and packages. The current statement is broader since it tackles the general issue of disparagement, whether or not competitors are identified, and for the first time invites advertisers to complain to the AAAA.

A spokesman later said it is the association's policy not to divulge the names of complainants or of alleged offenders since the interchange has been found to work effectively when it operates on a confidential basis.

Men's clothing group briefed on TV's values

Men's sportswear buyers were urged to get into the growing trend of retail advertising on television at a seminar in New York last week.

Louis M. Sirota, sales manager of HF/TV Division of Alderman Studios Inc., told a group attending the National Association of Men's Sportswear Buyers Show that "it is better to be the first one in on a trend," and that television is much less expensive than they realize. Retailers can use nonprime time because "the girl is important in the buying decision," he said, and new UHF stations offer lower costs to retailers.

High production costs of commercials are solved by using television "mats" such as his company produces, Mr. Sirota pointed out. His presentation included slides and films of commercial packages made by HF/TV for Arrow and Alligator, and the announcement that Timely Clothes would be financing a similar package.

Television advertising should not be used to the exclusion of print media, he advised. Television is a good way to

NOTICE

Following FCC approval, the sale of WRTH, Wood River, Illinois (St. Louis, Mo.) was consummated on March 14, 1969.

Seller was Madison County Broadcasting Co., Inc., whose principals are Robert and Margareta Sudbrink. Buyer was Avco Broadcasting of California, owned by Avco Broadcasting Corporation, a subsidiary of Avco Corporation.

Sales price: \$3,345,000, plus a covenant not to compete.

Representative of the seller in these transactions was:

H. B. La Rue

La Rue Media Brokers, Inc.

116 Central Park South

New York, N. Y. 10019

212-265-3430

SUPER-TORQUE
is a sound idea!!!

SEE PAGE 122

Know ourselves

What really causes violence, crime, rioting, permissive sex? There are those who hold television responsible. Their attacks on our industry are loud and clear. Our defense is muddled, uncertain.

But does either side have evidence of the actual effects of television on those who watch? Does anybody really know how much influence our medium has on thought and behavior?

It's time we found out. It's time we stop merely reacting to our critics and begin to find real answers. The issues run much deeper than simple industry ethics or rhetorical assumptions — they touch on the roots of every major domestic problem our nation faces.

Like unwarranted criticism, artificial solutions contribute nothing.

We suggest that our industry spearhead the establishment of a new kind of studies — a permanent program at the university level — on the influence television programming may or may not have on its audience. Let us have continuing, impartial research that will broaden understanding.

Indignant reaction may slow the tide of criticism, but only the truth can stop it. With it, we will also begin to know ourselves better.



JAMES S. GILMORE, JR.,
President



James S. Gilmore, Jr., president

GILMORE BROADCASTING CORPORATION

GENERAL OFFICES: 202 MICHIGAN BUILDING KALAMAZOO, MICHIGAN 49006

WEHT-TV
Evansville

KODE-TV
Joplin

WSVA-TV
Harrisonburg

KODE-AM
Joplin

WSVA-AM
Harrisonburg

WSVA-FM
Harrisonburg

establish the identity of the store, rather than advertise specific products, he suggested, and repetition is more important in building a reputation rather than a single high-cost commercial.

Another manufacturer introducing an Electronic Mat is McGregor-Doniger Inc., working through Caldwell Davis Co. advertising agency and Gemini Films. McGregor's kit includes five minutes of film, from which retailers select the 60 or 30 seconds they want. The Electronic Mat was announced in the clothing trade press last week.

The possibility of providing such a service has also been discussed by the Sportswear Buyers Association, but the organization currently lacks the staff and budget for such an undertaking.

Upswing in research reported by agencies

Research activities of leading advertising agencies are increasing, not decreasing as some experts have maintained, according to a study made public last week by the American Association of Advertising Agencies.

The study, under the direction of Thomas Dunkerton of Compton Advertising, vice chairman of the AAAA Research Committee, was based on a survey of the top 50 U.S. agencies, of which 39 responded. It covers such factors as research staff size, budget, use of outside research firms and main types of research activities not only at present but as they were five years ago and as they are expected to be five years hence.

Where five of the 39 agencies had computers or computer time-sharing facilities available to them on the premises five years ago, 20 do now and 38 expect to have them five years from now. Future use of computers by agencies was expected to be in media and research areas primarily.

Increased research activity by agencies is also expected to aid outside research services such as A. C. Nielsen Co. and American Research Bureau. Of

24 agencies reporting expenditures on this point, the average annual investment for such services was \$76,000 five years ago, is \$129,000 now and is expected to be \$183,000 five years from now.

Site for showdown on cigarette law

House Commerce unit calls hearing next week on advertising legislation

In a surprise move last week the House Commerce Committee scheduled hearings next week on cigarette advertising and packaging legislation. The sessions, expected to last several weeks, will begin March 31 before the full committee.

Prospects for extension of the Cigarette Labeling Act beyond its expiration date of July 30 are still considered extremely chancy but the Commerce Committee hearings insure that the tobacco and advertising interests that seek a continuation of present policies will at least have an opportunity to make their case before Congress.

The committee has a number of cigarette bills before it for consideration. Some are diametrically opposed in their intended impact. A total of 21 separate bills are in the committee files on the subject.

Tobacco interests are expected to line up behind H.R. 6543, introduced by Representative David Satterfield (D-Va.), a Commerce Committee member, which would simply extend the present law and provide no future expiration date. The present law requires the health warning that packs must carry but precludes the Federal Trade Commission specifically, and the FCC indirectly, from requiring a stronger warning or restrictions on cigarette advertising.

An opposition bill, submitted by another committee member, Represent-

ative John E. Moss (D-Calif.), would require a "death warning" and require its use in all advertisements as well (BROADCASTING, Feb. 3). The Moss strategy would be to prefer that this bill not pass, and that the present law be allowed to expire, thus freeing the FTC to order the same changes the bill would enact. In addition, the law's expiration would free the FCC to implement its already-announced decision to ban cigarette advertising from the airwaves.

A second Moss bill (H.R. 1237) would, if enacted, go the FCC one step further and ban broadcast cigarette commercials by law rather than by an FCC decision.

The first day's hearing next Monday will feature testimony from Congressmen Carl D. Perkins (D-Ky.), Watkins M. Abbitt (D-Va.), Wilmer (Vinegar Bend) Mizell (R-N. C.) and Edward I. Koch (D-N. Y.). Others may be added. The first outside witnesses are expected to be FTC members, a majority of whom are on record as favoring harsh treatment for cigarette advertising. FCC witnesses may follow.

Taxes on advertising proliferate in six states

Recent action in the Maryland House of Delegates proves that state taxes on advertising are still a very lively issue. A rider added last week to Maryland's general sales tax bill proposed that the increase from 3% to a 4% sales tax should also be applied to advertising receipts. The bill zipped through the house and now faces state senate hearings.

Similar activity is occurring in other states; some of the legislation is new, some of it has been faced before (BROADCASTING, Feb. 10).

In Missouri there are two bills pending. One would permit the two largest cities in the state to levy a 10% tax on advertising, with the proceeds going to city police, fire and public health departments. The second bill, introduced on March 5, is for an omnibus tax increase to 3% on sales, including advertising.

In Connecticut a 5% sales tax on ads has been proposed, and it now faces, due to mobilized opposition, a lively hearing in the house.

In Massachusetts hearings have been held on a proposed 5% tax on gross advertising receipts. The joint commit-

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tee findings have not been reported.

In Rhode Island three bills to extend the state's 5% sales tax are being considered by committee. In Nebraska a hearing has reportedly been scheduled for April 12 to consider a change in the present 2% sales tax. And in the District of Columbia the revised 2% figure is still being considered on Capitol Hill.

Meanwhile, the deadline for filing for U. S. Supreme Court review of an already passed tax in Iowa is fast approaching. The Iowa tax, which is "not apportioned" and applies to advertising placed in the state for distribution there and in any other state, is being challenged as a threat to interstate commerce. Deadline for certiorari filing is April 14.

RKO TV rep moves to de-escalate paperwork

RKO Television Representatives Inc. announced last week it has adopted a new policy designed to ease the pressure of paperwork at agencies in the buying and selling of spot television.

RKO Television sent to all agencies earlier this month a copy of RTVR's Standard Terms and Conditions and a covering letter from Henry Greene, the company's vice president, which said: "Hereafter, all time orders given by

your agency will be accepted by us on the standard terms and considerations set forth in the attached contract folder. In other words, our acceptance of each order and these Standard Terms and Conditions will constitute the agreement between us, and no other contract will be submitted."

This policy means, according to Mr. Greene, that a single "confirmation of order" sent by RTVR to the agency is the only piece of paper involved and the agency's shipment of film completes the agreement.

Magnuson puts name on consumer column

Senate Commerce Committee Chairman Warren Magnuson (D-Wash.) is going into the newspaper business—as the co-author of a syndicated column on consumer affairs. The first offering, to be written with Jean Carper, who also co-authored a book—"The Dark Side of the Marketplace"—with the senator, will be sent to subscribing newspapers for use during the week of April 6.

The weekly column will be carried initially by "about two dozen" newspapers, including the *Chicago Daily News*, the *Newark (N. J.) News* and the *Seattle Post Intelligencer*. The syndicator is Columbia Features.

FTC proposes guides on drug ads, free offers

The Federal Trade Commission last week issued two separate, proposed "guides" for advertising of over-the-counter drugs and of allegedly "free" products.

The proposals, which FTC emphasized are not final actions, were issued for comment by industry and interested members of the public.

The proposal concerning over-the-counter (non-prescription) drug advertising would prohibit advertising "which misrepresents directly or by implication the efficacy, therapeutic benefits or safety of an over-the-counter drug," or any of its ingredients. For example, the FTC said, such drugs should not be represented as a cure or preventive measure "if in fact it will only provide a palliative relief from some of the symptoms commonly associated with [a] condition or disease."

Additionally, FTC said, the advertising of drugs should be consistent with information which appears on the label, and should not contain direct or indirect representation that it is superior to any other product unless the advertiser has established and can prove his product's superiority.

On advertising of "free" products,

Tape Producers & Distributors:

Don't tie up large investments in tape stock for your program series.

Contact Bradley Kemp in Suite D706-8 at the Sheraton Park Hotel to find out how the Vidtronics Division of Technicolor can help you make substantial savings in your tape duplicating and distribution activities.



Technicolor
Greatest Name in Color
HOLLYWOOD • LONDON • ROME

FTC proposed that, since such offers are usually made contingent upon purchase of another product or service at regular price, the price of the merchandise which must be purchased should not be increased when the "free" offer is made. There should also be no reduction in the "quantity, quality, or size" of the merchandise to be purchased, and no other "strings or conditions" attached to the offer other than the basic requirement that the article be purchased in order for the "free" offer to be effected, FTC said.

Kinestasis latest Madison Avenue darling

What may be the coming trend in television commercial-production technique was largely developed in a Los Angeles basement by a 25-year-old fledgling filmmaker. The technique is called kinestasis. It has been popularized via network-TV airing by Chuck Braverman, currently a film coordinator on the staff of *The Smothers Brothers Comedy Hour* series.

The kinestasis process takes still photographs or a combination of stills and motion-picture film and sets them in motion by use of cartoon-type exposure sheets and an animation camera. Mr. Braverman, who was noticed by

Tom Smothers for his film work at the University of Southern California, created "American Time Capsule," a kinestasis film, after a month of concentrated work in a friend's basement. The film depicts 200 years of American history (from the Declaration of Independence through President Nixon), compressed into two minutes and 45 seconds. It consists of a series of stills, taken from historical books, set in motion by an animation camera. The shortest visual image in "American Time Capsule" is two frames, or one-twelfth of a second, with the longest visual 12 frames, or one-half of a second.

This year, Mr. Braverman, the son of the late Herb Braverman, an NBC director, produced for CBS "The World of '68," a four-and-a-half-minute capsule of the events of last year, which combined motion picture footage with still pictures to produce 1,300 separate scenes.

These exposures of the kinestasis technique on network television have alerted, "just about every major advertising agency in the country," says Mr. Braverman. Advertisers and agencies, faced with the necessity of telling a sales story in a short time, in the most unusual, eye-catching way and at efficient cost, have attempted to woo Mr. Braverman into commercial production. But the young film-maker, who

hopes to direct a feature film, doesn't want to be typecast in the kinestasis role. However, he is currently making a commercial using the technique for a local advertiser in Southern California. He is also producing a trailer in the kinestasis process for a feature film. "Kinestasis is the cheapest way of making motion pictures," he explains. "There's no other way of saying so much in so little time."

The ABC-TV promotion department is using the kinestasis technique as an introduction to the news shown by the company's owned TV stations. And apparently there is a good deal more commercial use of the kinestasis technique planned. "There's going to be a lot of commercials coming in this technique," predicts Mr. Braverman.

Reach McClinton losing rapport with Shulton Inc.

Shulton Inc.'s cosmetic and toiletries division will move an estimated \$2-\$3 million worth of accounts out of Reach McClinton effective June 15. No reason was given by Shulton for the switch.

The Corn Silk make-up line, Ice-o-Derm medicated skin products and several new cosmetic products will be handled by Jack Tinker and Partners. Desert Flower Fragrances will go to Compton Advertising, which already has the Technique line of hair coloring products and Man-Power toiletries.

Reach McClinton continues as the agency for Taji and Nina Ricci fragrances.

Corn Silk and Desert Flower spent an estimated \$875,000 in broadcast advertising in 1968, all in network television.

Next-season sales run strong at ABC-TV

During a preview of its 1969-70 programming in New York last Thursday (March 20), ABC-TV announced that over \$100 million in business has been sold after two weeks in the marketplace.

J. B. Williams Co. and Eastman Kodak Co. have made major purchases in *The Lawrence Welk Show* and *Bewitched*, respectively, and the Ford Motor Co. will return as sponsor of *The F.B.I.* Other advertisers already signed in major buys include Bristol-Myers, Colgate-Palmolive, American

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March 23-26

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GLoucester CITY, N. J.
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Tobacco, American Home Products, Warner Lambert Pharmaceutical, Beecham Products, Lever Brothers, Miles Laboratories, Oscar Mayer, Sterling Drug, Noxell Corp., Wolverine Worldwide, and Oldsmobile Division of General Motors.

Baltz: Radio is good for the blade business

A month late for the holiday, radio last week received a glowing valentine from a leading West Coast advertising agency executive. Observed Edward F. Baltz, senior vice president and general manager of Compton Advertising Inc., Los Angeles: "I liked radio. I still like radio. I like the frequency; I like the flexibility of it."

Speaking to the regular monthly meeting in Hollywood of the Southern California Broadcasters Association, Mr. Baltz, one of whose major accounts is the Schick Safety Razor Co., pointed out that he particularly favors radio for the advertising of razor blades. His reason: The last razor blade in a cartridge costs the four major companies in the safety-razor industry an estimated \$10 million a year because the consumer forgets to buy a new pack and gives the last blade far more shaves than other blades. This \$10 million

Rep appointments:

- WTAR-AM-FM Norfolk, Va.: Henry I. Christal Co., New York.
- WEXT West Hartford, Conn.: Harold H. Segal & Co., Boston.
- WPAW East Syracuse, N. Y.: John C. Butler & Co., New York.
- KYAK Anchorage and KDOL Mojave, Calif.: Advertising Sales West, San Francisco.

adds up to about 5% of the \$230 million-a-year razor business. Radio, through its frequency ability, can constantly remind consumers to buy another pack of blades.

Advertising Council elects new chairman

Henry M. Schachte, chairman of the executive committee of J. Walter Thompson Co., was elected last week as chairman of The Advertising Council. He succeeds Albert L. Cole of the Reader's Digest Association.

Elected vice chairmen were Thomas C. Dillon, BBDO president; Donald H. McGannon, president, broadcasting, learning and leisure time, Westinghouse

Electric Corp., and Thomas B. McCabe Jr., vice president and group executive, Scott Paper Co. John Crichton, president of the American Association of Advertising Agencies, and Peter W. Allport, president of the Association of National Advertisers, were re-elected secretary and treasurer respectively.

The elections were held March 20 at the annual meeting of the public-service organization's directors, at which time Robert P. Keim was re-elected president of the council.

Clutter solutions may guide future marketing

Herbert Zeltner, senior vice president, Needham, Harper & Steers Inc., told a group of Canadian advertising men that the problem of clutter would be important in shaping the marketing of the '70's.

Speaking before a luncheon meeting of the Advertising and Sales Club of Toronto at the Royal York hotel, Mr. Zeltner said that advertisers were fighting back with "greater naturalness, charm and excitement" in commercials. Advertisers, said Mr. Zeltner, are combatting the "27 different commercial messages on a major radio station during only one hour of traffic time" with "a whole new style of communication."



FIXTUNED RADIOS



Only FIXTUNE Electronics offers a complete line of AM or FM 'Fixtuned' Sets in both portable and table models — all precisely set at your station frequency. Exclusively designed and engineered for maximum performance yet selling at a price well within your promotional budget.

FM sets all have fine tuning controls for sharp pinpoint tuning, and guaranteed AFC drift-free reception even in fringe areas.



**FMT — Walnut Cabinet
Table Model**

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See the complete line of FIXTUNED sets at the NAB and NAFMB Conventions. Our Suite at the Hilton Hotel is always open so call any time it is convenient.

FIXTUNE SOLID STATE ELECTRONICS INC., 1 West 30th Street, New York, N.Y. 10001 (212) 683-9353.

Facts called advertising's key

Western ANA meeting told there is new trend in criticism; study of effective ads due soon

Discussions of social trends and attitudes were laced throughout the 23d annual western regional meeting of the Association of National Advertisers, held last week in Coronado, Calif., but for the most part the four-day convention (March 16-19) was concerned with creativity in advertising and the continuing effort needed, especially in inter- and intra-industry relationships, to communicate better and thus make advertising more effective.

ANA President Peter W. Allport gave advance word of an ANA survey taken to determine how, and by whom, ads and commercials were approved by advertisers. He told of one member ANA company (which otherwise remained unidentified) that developed a procedure "to make a living document" out of its advertising code, "relevant to the specific problems and issues of the day, and which could serve as guidelines throughout their advertising and marketing organization." These advertising code guidelines ask the creators of commercials or ads such questions as: Has the use of minority groups as models or actors been considered?" and "does the ad in any way conflict with our national social aspirations?"

In his speech, Mr. Allport also focused in on the changing nature of the criticism of advertising. "We seem no longer to be criticized on relatively simple and relatively straightforward grounds," he pointed out to the some 200 ANA members and their agency guests attending the sessions at the Del Coronado hotel.

"Out-and-out deception, flagrant bad taste, and other traditional reasons for being critical of advertising may still be with us, but they are now confined to the fringes," he said. "Certainly that sort of abuse of the privilege of doing business, and of the privilege of advertising, is a rarity on the national advertising scene."

Instead, he suggested that the nature of criticism has changed and is now more complex with solutions perplexing. "It's no longer enough to be just truthful and in good taste," Mr. Allport contended.

He listed some of the complexing and perplexing issues that the advertising industry somehow must resolve:

- The antitrust or anticompetitive problem.
- The moral problem of false values.
- The issue of consumer information.
- The capacity which advertising has

to annoy.

- The fear among many that advertising—or the advertiser's interests—dominates our media of communications.

- The possibility that advertising as a whole will be over-regulated to keep it from being effectively used by the fringe of gyp artists.

His recommendation for finding solutions: "A continuing search for facts and a continuing dialogue."

In a session on creative communications, Robert M. Prentice, marketing information and services director for Lever Brothers Co., New York, also alluded to the forthcoming ANA report on how member companies go about assuring themselves that they will get effective advertising (the report, based on written questionnaires, is scheduled for release in two weeks).

Mr. Prentice urged advertisers to take the initiative and review their own creative operations, take their advertising associates into their confidence, solicit their opinions and their suggestions about what can be done individually and jointly to make advertising as good as it can be and needs be in today's changing climate.

During that same session, Chester L. Posey, vice chairman of McCann-Erickson Inc., New York, came out strongly for high-risk advertising, which in his view also means high-reward advertising. "I do believe the greatest rewards are waiting for those advertisers who seek the unexpected and willingly assume the higher risks that go along with it."

Jack Roberts, vice chairman and creative director of Carson/Roberts/Inc., Los Angeles, explored the client-agency relationship in a presentation aided by film techniques and light bulb testing. At one point in Mr. Roberts' talk (similar to one he gave at the 59th annual meeting of the national convention of ANA last fall) (BROADCASTING, Nov. 4, 1968), people in the audience expressed their views by lighting battery-operated light bulbs.

"I don't think there are good clients and bad clients, good agencies and bad agencies," Mr. Roberts said. "I think there are good relationships or bad ones." For the good ones, he suggested that advertisers and agencies tune in culturally and professionally, turn on people with challenge and freedom ("hand out kite strings instead of hamstrings") and for them to hang tough in standards of excellence and with the

people expected to meet and share in these standards.

Clare J. Connell, senior vice president of the Avco Delta Division of Avco Corp., told his corporate story by use of a five-screen, multiple image, visual extravaganza.

In a session on the relationship of research to creativity, Paul Gerhold, president of the Advertising Research Foundation, New York, came out flatly for completely stopping all routine copy testing and for reorientation of "the whole copy research function, for committed participation in the creation of better advertising, rather than for passing judgment on somebody else's creative proposals." In other words, he thinks that advertisers and agencies "might profitably think about stopping copy testing," and that they might, too, use research not destructively but as a direct contributor to the improvement of advertising.

John E. O'Toole, senior vice president-creative director of Foote, Cone & Belding Inc., New York, joining in this discussion, made it firm from the start that he approves of research, considers it "an essential element in the creative process." But Mr. O'Toole didn't go overboard in this endorsement, making it equally clear that research is only one of the elements in the complex process of creation.

Arthur Pearson, director of market planning research for Bristol-Myers Co., New York, the third member of the research discussion group, favors more social and management science applied to creativity, indeed, thinks that this is the wave of the future in research. As does Mr. Gerhold, Mr. Pearson is of the opinion that "most of what is done in copy research is worthless or worse."

Away from the nitty gritty of advertising research and creativity, Maurice B. Mitchell, chancellor of the University of Denver and a former broadcaster of many years, took a look at the forces that are changing the world—the same forces that are at work on the university campuses. He found that the impact of mass communications on the young generation "has a deep significance few of us understand because we haven't been around long enough to see the results." This generation of young people, he pointed out, reflect the whole mass communications revolution that has changed a lot of the ground rules of society.

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*Visit SESAC'S HOSPITALITY SUITE at the N. A. B., March 23rd through
March 26th, Suite G-200 Shoreham Hotel, Washington, D.C.*

Rapp & Collins moves into agency status

Foote, Cone & Belding's direct marketing division, Rapp & Collins, on April 1 will become an independent advertising agency owned by Stanley Rapp and Thomas Collins.

The agencies said last week that the separation was amicable, but that they would continue to cooperate on accounts of joint clients, such as Famous Artists School. Among the reasons cited for the split were the inability of FC&B to supplement its own direct-marketing capabilities for its clients through Rapp & Collins, and the inhibition of development of new clients by Rapp & Collins because of FC&B's extensive client list. Rapp & Collins, organized in 1965, will maintain its present offices at 90 Park Avenue, New York.

Debate flares again on network TV pricing

The old argument over whether network TV pricing does or does not discriminate in favor of big advertisers is back in the news, this time in the scholarly *Journal of Business* of the University of Chicago.

Actually, the new argument is over an earlier article in the *Journal of Business*, written by Dr. David M. Blank, vice president in charge of economics and research for the CBS/Broadcast Group, and published in early 1968 (BROADCASTING, March 18, 1968).

In the latest go-round, William N. Leonard, Hofstra University professor of economics, undertakes to show that Dr. Blank was wrong in reaching his conclusion that network TV pricing is

nondiscriminatory, and Dr. Blank comes back with a reply taking the Leonard article apart as being "replete with errors and inaccuracies" that do nothing to prove its claim that network TV pricing does discriminate.

Both articles appear in the recently published January issue of the *Journal of Business*.

Cost summary guide refined by Katz TV

Katz Television's publication of its latest cost summary last week was accompanied by a "cost-per-rating-point guide," which enables advertisers and agency media planners to estimate costs of schedules based on gross rating points.

The guide uses averages metro ratings (where available) on the three stations with the highest ratings in each market in each day part, based on American Research Bureau figures for February/March 1969. Area-of-dominant-influence ratings were used where ARB metro ratings were not available. Rates are based on five announcements per week, generally fixed-position, for the second most expensive station in each market as of August 1968.

Katz has also made changes in the cost summary: Rates for prime-time half-hours and "transition preceding" announcements have been eliminated, 30-second rates are shown for all day parts with cumulative totals for the first 150 markets; rates are based on five announcements per week; markets are ranked by ADI TV households as shown in the 1968 ARB analysis; and a column has been added showing TV homes in the ADI as a percentage of the U. S.

Tony Curtis stars in antismoking spots

Screen actor Tony Curtis announced last week an antismoking drive including radio and TV spots that he launched in an appearance on NBC-TV's *Today* show March 12.

Appointed president of the American Cancer Society's I.Q. program, which stands for "I quit smoking cigarettes," Mr. Curtis said Tuesday (March 11) at a news conference in New York: "We hope we can make as good a commercial as a Salem commercial."

Mr. Curtis, an exsmoker whose father died "because he smoked cigarettes," described the first spot he would make for the cancer society as "an approach that smacks of today." He said he is investigating the possibility of enlisting rock-music groups into service for ACS spots.

Mr. Curtis added that he would not refuse to appear on a program sponsored by a cigarette manufacturer. He called such an approach "censorship," and suggested that the appeal of cigarette smoking could be eliminated without the elimination of cigarette advertising.

Mr. Curtis also said he had received a pledge of support from George Schlatter of Schlatter-Friendly Productions, producer of *Rowan and Martin's Laugh-In*. Although Mr. Schlatter will not be directly involved in the I.Q. campaign, said Mr. Curtis, "maybe he'll give the fickle-finger-of-fate award to cigarette manufacturers."

In appointing Mr. Curtis William B. Lewis, former head of Kenyon & Eckhardt and now chairman of the board of the American Cancer Society, noted, that eight months ago the late actor Bill Talman made anticigarette spots for the society after learning that the ACS had trouble getting entertainers to volunteer. The cancer society, said Mr. Lewis, still had difficulty finding celebrities willing to make antismoking spots.

ARB honors 12 for use of research

James A. Landon, Cox Broadcasting Corp., was awarded first place in American Research Bureau's innovator awards program designed to recognize the most effective and creative uses of audience research by television station. Second prize went to Bob Hosfeldt, KNTV(TV) San Jose, Calif., and third prize to Harold Barker, WFGA-TV Jacksonville, Fla.

Nine telecasters received special mention: Reese Barkley, WNAC-TV Boston; A. James Ebel, KOLN-TV Lincoln and KGIN-TV Grand Island, both Nebraska; Ron Gleason, KABC-TV Los Angeles; Ben F. Hovel, WKOW-TV Madison, Wis.;

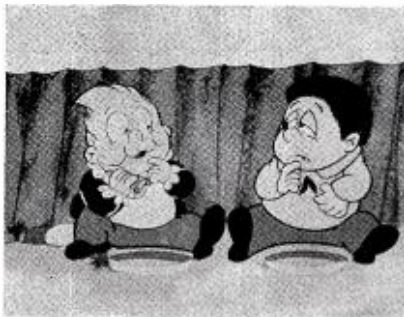
Old-line comic strip to sell Pepto-Bismol

"The Captain and the Kids," a United Feature Syndicate comic strip, will be animated for a new commercial for Pepto-Bismol, through Benton & Bowles.

The kids will snitch some of Mamma's pies in 60- and 30-second episodes. They overeat the loot and are

captured by the Captain and the Inspector, but Mamma comes to the rescue with Pepto-Bismol for their upset stomachs.

The commercials will appear on such shows as *Today*, *Star Trek* and *Daniel Boone* on NBC-TV and *Hollywood Palace* and *The Newlywed Game* on ABC-TV. The campaign will run through 1969.



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Scene from Futz. Harper's Bazaar Photo

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Yes, we've got a lot to offer for an off-Broadway

show. Logos maintains a staff of production and direction experts that is unsurpassed. If you want a New York team, Logos has a full crew on Broadway.

We're red, white and mobile with three fully equipped units to go where you need us. Logos flexibility is what attracts people at NET, Westinghouse and Storer. You've seen us with the Pope, at the Cape, even at Augusta.

The Logos post-production program could put the other boys in the band to shame—every service you'll need including editing, dubbing, kinescopes and 1" tape to film processing.

Logos is out to do your own thing better.

LOGOS TELEPRODUCTION CENTER



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Arlington, Virginia 22206
(703) 671-1300**

Michael T. Malone, KTTV(TV) Los Angeles; Stan Rudick, WTTG(TV) Washington, and Reg Stagmaier, WRCB-TV Chattanooga.

Business briefly:

General Foods Corp., White Plains, N. Y., through Benton & Bowles, New York, will introduce its frozen dessert, "Cool 'n Creamy", in Boston; New York; Syracuse, N. Y.; Philadelphia; Baltimore, and Washington this month with a heavy schedule including spot and network TV.

Telecredit Inc., through Carson/Roberts/Inc., both Los Angeles, will introduce a new check cashing service, in Southern California in April. The broadcast campaign will extend for 11 weeks with the heaviest concentration in the first three weeks. Television spots are scheduled on five stations in Los Angeles, three in San Diego, and three in Bakersfield. Radio will be used only during the first three weeks of the campaign on seven San Diego and 13 Los Angeles stations.

Hallmark Cards Inc., Kansas City, Mo., through Foote, Cone & Belding, Chicago will repeat *Hallmark Hall of Fame* production, "Victoria Regina", on NBC-TV Friday, May 2 (8:30-10 p.m. EDT). **Volkswagen of America Inc.**,

Englewood Cliffs, N. J., through Doyle Dane Bernbach, New York, has purchased participations in six prime-time NBC-TV programs. New buys are:

Royal Crown Cola Co., Columbus, Ga., through D'Arcy Advertising, New York, in seven night-time shows, and **Kellogg Co.**, Battle Creek, Mich., through Leo Burnett Co., Chicago, in eight series in prime-time plus NBC's *First Tuesday*.

Noxell Corp., Baltimore, has bought network TV and spot radio for a summer campaign. Schedules include *Mission: Impossible* and the Thursday and Friday night movies on CBS-TV, *Mod Squad* and *The Dating Game* on ABC-TV as well as special teen-age appeal shows on the networks. Spot radio is planned in 13 markets. Agency: Sullivan, Stauffer, Colwell & Bayles, New York.

Massey-Ferguson Inc., Des Moines, Iowa, through Needham, Harper & Steers, Chicago, this week begins spring radio spot campaign on more than 100 stations in northern U. S. and Canada.

Baskins-Robbins ice cream stores, through Carson/Roberts/Inc., both Los Angeles, has started its initial TV campaign for 16 weeks in 11 California markets. The markets are being covered by a regional CBS-TV network, supplemented by spot buys.

Canandaigua Industries, Canandaigua, N. Y., through Hutchins Advertising Co., Rochester, N. Y. will advertise on *Howard Cosell Sports* on ABC's Contemporary radio network in March.

Pennzoil Co., Houston, through Eisaman, Johns & Laws, Los Angeles, has placed its third 52-week order on CBS Radio's *Walter Cronkite Reporting*.

Pepsi-Cola Co., New York, is sponsoring a series of five-minute public service radio programs in major markets spotlighting black women who are active in politics, medicine, the law, the arts and in government. The series is produced and distributed by Hartwest Productions, New York.

General Motors Acceptance Corp., New York, through Campbell-Ewald Co., that city, has bought participations on NBC Radio's *Monitor News on the Hour* and *Ring Around the World*.

Sullivan county in New York, through Wyse Advertising, New York, will use spot radio in a \$500,000 campaign that will break at the end of March, with the radio campaign coinciding with the opening of the new Sullivan county airport in June. Markets will be determined when Mohawk Airlines draws up routes serving Sullivan county airport. The radio campaign will run in cities where flights originate.

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How to sell a college education door-to-door

In this rich country there are still bright young people who never make it beyond high school. They come from impoverished backgrounds where a college education is "the impossible dream."

An imaginative project in New Jersey convinced many of them that it's not impossible.

A mobile College Information Center, housed in an office-type trailer, made the rounds of low-income neighborhoods in ten New Jersey cities. It was staffed by a member of the faculty of Union College and was stocked with current information on college curricula, admission requirements, available scholarships and financial aid.

This traveling college counseling service was

funded by a grant from the Bayway plants of Humble Oil and Enjay Chemical. More than 900 young people received the information and encouragement that could mean the difference between a career and a dead end.

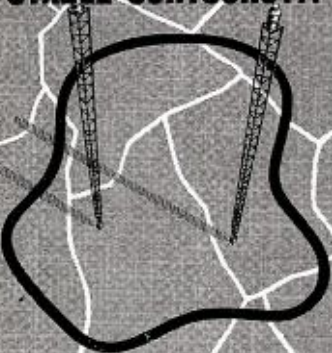
This is only a small start on a big job. But it is a start. And we're glad to have a part in it. Because we've learned, as we go about our business of making good products and a fair profit, that there's added satisfaction in doing something extra for people.

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■ FCC engineers can be mighty critical when they investigate your radiation pattern. That's why phasing equipment is so important to successful broadcasters. Your equipment must not only divide power to the towers for precise radiation patterns, it must also maintain this precision under any condition. And that's where PER's Total System Capability can help. We provide you with the finest, most complete and most reliable line of phasing equipment, including . . .

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High stakes in house-rep breakup

65 stations in many major markets could be cut loose by FCC move

The biggest upheaval in station-representation history will result if the FCC adopts its proposal to bar group-station owners from selling time for stations they do not own—and if it then makes the prohibition stick.

The spot-sales representation of at least 65 television and radio stations—and incalculable millions of dollars in spot billings—would be up for grabs.

The pot would be even bigger if the commission should also force cutbacks on so-called "independent" station reps that have been acquired by station groups (such as McGavern-Guild-PGW, which is owned by Atlantic States Industries Inc., and Bernard Howard & Co., recently acquired by Sonderling Broadcasting Corp.), and against independents that have themselves acquired station interests.

The FCC's proposal thus far, is just that—a proposed rulemaking to prohibit multiple-station owners, including radio networks, from representing stations other than their own in national spot sales (BROADCASTING, March 17). No dates have been set for submission of comments or for argument; drafting of the notice of rulemaking itself had not been completed last week.

One thing is certain, however: Group-owned reps will fight the proposal. And they have also made clear that they will

do all possible to involve independent reps that have station-ownership ties. It was petitions by the independents' Station Representatives Association that ignited the fire that the FCC set under the group-owned reps (BROADCASTING, Nov. 4, 1968, et seq.). About half of SRA's 20 member firms are believed to be involved in station ownership.

If group owners were banned from representing stations they do not own, and if the ban survived the court appeals that would almost inevitably follow, they and the stations thus being cut loose presumably would be allowed a period of months if not years to make the transition. When the commission ordered TV networks to stop representing independently owned stations, in October 1959, the effective date was projected more than two years ahead, to Dec. 31, 1961 (BROADCASTING, Oct. 12, 1959).

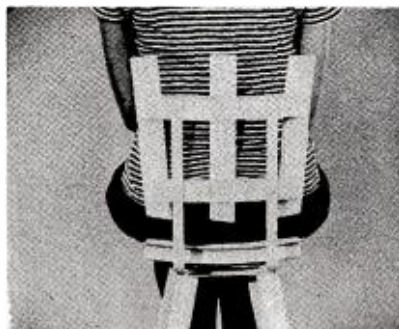
The number of stations and volume of billings that would be involved now would dwarf those at stake then. The 1959 order cut loose 13 TV stations: eight represented by CBS and seven by NBC (ABC had no TV spot-sales arm; radio networks were then excluded on the ground that they lacked the powers that TV networks might exert over affiliates in order to get their sales representation). The combined spot billing

Sego places pitch at bulging waistline

The country, which already has experienced "black power" and "green power," now will be tested with "will powder." A multi-media consumer campaign, built around the punny "will powder" theme, has been prepared for Sego Instant Diet Food Mix (a product of the Milk Products of Pet Inc., St. Louis, Mo.) by Gardner Advertising Co., St. Louis, using the creative and production

services of Klein/Barzman/Hecht Film, Hollywood.

Humor and satire are the principal ingredients in the Sego campaign. Typical 30-second TV spots will ignore the traditional product and benefit approaches used by diet-food advertisers in the past and instead will sock it directly to people with bulging waists, expanding derrieres, triple chins and uncontrollable sweet urges. The first phase of the campaign will include four 30-second television and five 60-second radio commercials.



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How TV-network billings stand in BAR's ranking

Broadcast Advertisers Reports' network-TV dollar revenue estimate—week ended Mar. 9, 1969 (net time and talent charges in thousands of dollars)

Day parts	ABC		CBS		NBC		Total minutes week ended Mar. 9	Total dollars week ended Mar. 9	1969 total minutes	1969 total dollars
	Week ended Mar. 9	Cume Jan. 1-Mar. 9	Week ended Mar. 9	Cume Jan. 1-Mar. 9	Week ended Mar. 9	Cume Jan. 1-Mar. 9				
Monday-Friday Sign-on-10 a.m.	\$ 4.9	\$ 4.9	\$ 140.8	\$ 1,146.6	\$ 366.0	\$ 3,383.5	90	\$ 511.7	767	\$ 4,535.0
Monday-Friday 10 a.m.-6 p.m.	1,507.8	13,952.7	2,792.6	28,049.6	2,439.0	25,226.5	920	6,739.4	8,701	67,228.8
Saturday-Sunday Sign-on-6 p.m.	1,401.1	11,821.0	1,099.3	12,174.1	719.6	7,080.5	308	3,220.0	2,778	31,075.6
Monday-Saturday 6 p.m.-7:30 p.m.	304.7	3,422.5	771.6	7,438.0	734.5	7,715.5	94	1,810.8	884	18,576.0
Sunday 6 p.m.-7:30 p.m.	345.7	1,859.6	239.8	2,484.6	435.6	2,579.3	29	1,021.1	222	6,923.5
Monday-Sunday 7:30-11 p.m.	5,581.2	54,183.5	6,972.5	70,243.1	6,693.3	69,949.0	422	19,247.0	4,200	194,375.6
Monday-Sunday 11 p.m.-Sign-off	712.3	3,697.5	40.8	683.0	509.6	4,684.5	88	1,262.7	722	9,065.0
Total	\$9,857.7	\$88,941.7	\$12,057.4	\$122,219.0	\$11,897.6	\$120,618.0	1,951	\$33,812.7	18,274	\$ 331,779.5

of the 13 stations was estimated at \$15 million.

No valid estimate is available for the billings of independently owned stations currently represented by the sales arms of group-station owners, but the category includes at least 34 radio and 34 television stations (three of the TV stations are satellites of a fourth).

In radio the lists range from 13 non-owned stations represented by Metro-media's Metro Radio Sales to two each represented by RKO Radio Representatives and Major Market Radio. In television the lists range from nine independently owned stations represented by Metro TV Sales to three represented by Storer TV Sales.

Firms and stations that would be affected if the commission did impose its proposed ban include the following:

- Metro Radio Sales represents 19 stations, 13 of which are not owned by Metro-media. Those nonowned stations are WCFL Chicago; WKNR Detroit;

WEMP Milwaukee; WSAI Cincinnati; WBNB Buffalo, N. Y.; WQXI Atlanta; KMBZ Kansas City, Mo.; KIRO Seattle; WINZ Miami; KIMN Denver; WSNB New Orleans; KONO San Antonio, Tex., and KSL Salt Lake City.

- Metro TV Sales represents the following non-Metro-media stations: WFLD-TV Chicago (which Metro-media is buying subject to FCC approval); WPHL-TV Philadelphia; KTVU(TV) Oakland-San Francisco; KPLR-TV St. Louis; WTTV(TV) Bloomington-Indianapolis; WCIX-TV Miami; WVUE(TV) New Orleans; KCPX-TV Salt Lake City, and WPTA(TV) Fort Wayne, Ind.

- RKO Representatives has two non-owned stations: Wixz McKeesport, Pa., and WWTC Minneapolis.

- Major Market Radio represents the Golden West stations (KMPC Los Angeles; KSFO San Francisco; KEX Portland, Ore.; KVI Seattle), six of the Storer stations (WJBK Detroit; WSPD Toledo, Ohio; WJW Cleveland; WHN New York; WJBG

Philadelphia; WGBS Miami), and two others, WLOL Minneapolis and WAIT Chicago.

- Storer TV Sales Inc. represents three nonowned stations: WLW-TV Miami, WGHP-TV High Point-Greensboro, N. C., and WNEM-TV Flint, Mich.

- CBS Radio Spot Sales, in addition to CBS-owned radio outlets, represents WTOP Washington, WCCO Minneapolis, WKAT Miami, WERE Cleveland and KCMO Kansas City, Mo.

- Television Advertising Representatives, a Westinghouse Broadcasting Co. company, reps all five of WBC's TV stations and five "outside" outlets: the Post-Newsweek stations, WTOP-TV Washington and WJXT(TV) Jacksonville, Fla.; Jefferson Standard Broadcasting's WBT(TV) Charlotte, N. C., and WWBT(TV) Richmond, Va.; and KATU(TV) Portland, Ore.

- Radio Advertising Representatives, Westinghouse's radio rep, also has outside stations—KNOW Denver, KXOK St. Louis and WCAR Detroit.

- Avco Radio-Television Sales Inc. is rep for 16 television stations. In addition to five of its stations, Avco reps the Kaiser stations (WKBG-TV Boston; WKBF-TV Cleveland, WKBD-TV Detroit; KBSC-TV Los Angeles; WKBS-TV Philadelphia, and KBHK-TV San Francisco) plus WBRZ(TV) Baton Rouge; KDTV(TV) Dallas; WILX-TV Lansing, Mich.; WAVY-TV Norfolk, Va., and WAND(TV) Springfield-Decatur-Champaign, Ill. In radio, it reps four Avco-owned stations plus WYSL Buffalo, N. Y.; WRR Dallas; WWWW(FM) Detroit; KARM Fresno, Calif.; KGU Honolulu; KOST(FM) Los Angeles; WSIX Nashville; WQXR New York and WBBF Rochester, N. Y.

- Tele-Rep Inc., owned by the Chris-

SOLD SINCE JANUARY 1, 1969

KTLN-AM — Denver

KMPX-FM — San Francisco

KPPC-FM — Pasadena-Los Angeles

KSJH-AM-FM — Hemet

KMEC-TV — Dallas

Hogan-Feldmann, Inc.

MEDIA BROKERS • CONSULTANTS

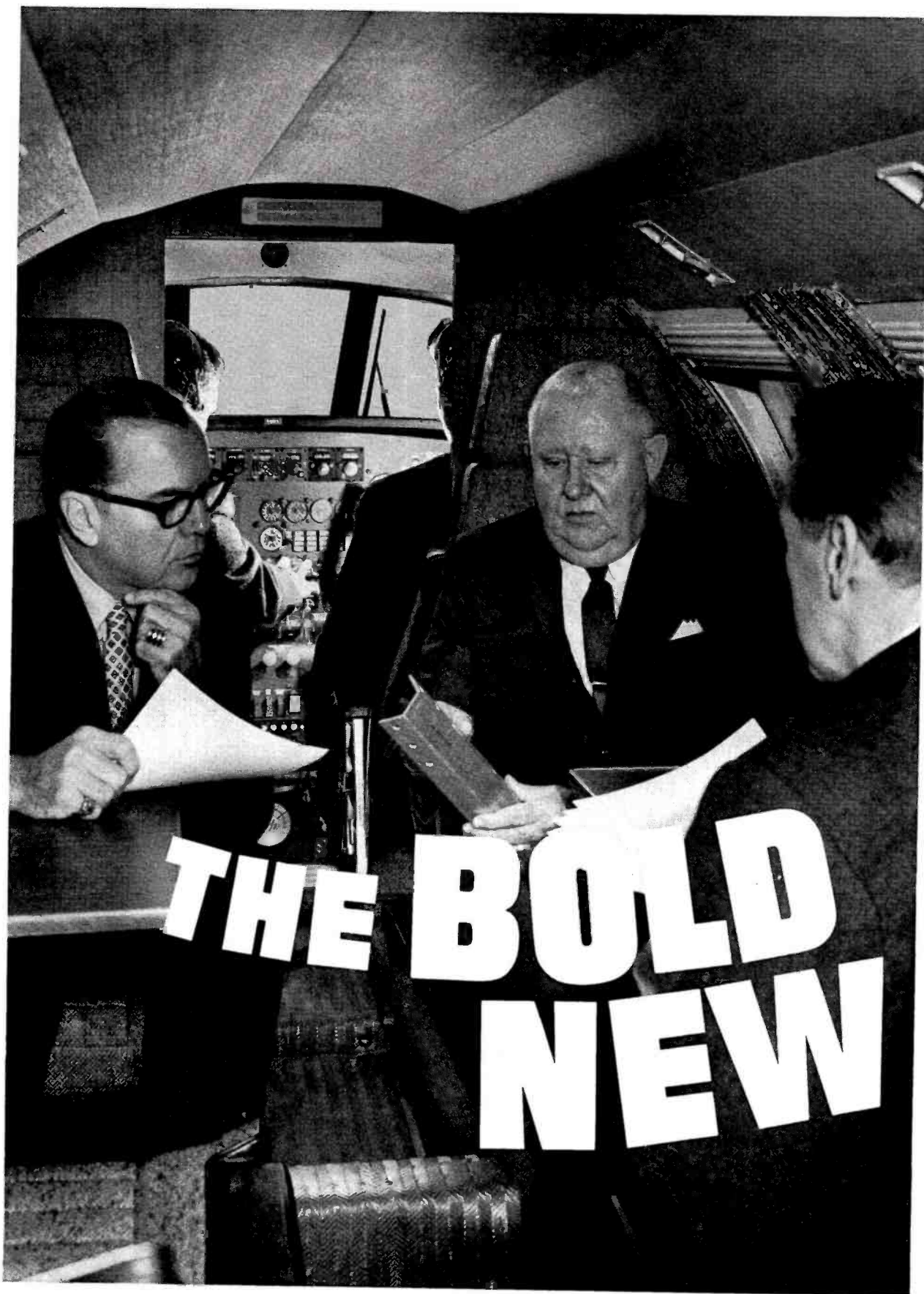
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The 13,000 members of ASCAP extend their greetings to The National Association of Broadcasters and best wishes during this 47th Annual Convention. ASCAP members are extremely proud of their long association with the Broadcasting Industry. Through the creative efforts of our Society's composers, lyricists, and publishers, we pledge to continue to provide Broadcasters with the widest choice of music for today's and tomorrow's programming.



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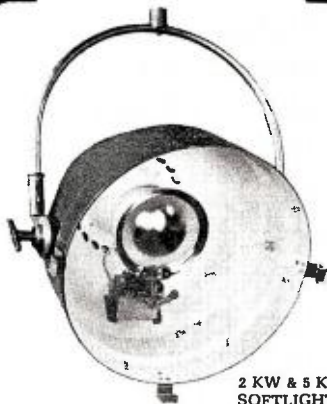
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Craft broadcasting division of Chris-Craft Industries, in addition to three Chris-Craft TV's, represents the following "outside stations:" The Kansas State Network (KARD-TV Wichita; KCKT[TV] Great Bend; KGLD[TV] Garden City, all Kansas, and KOMC[TV] Oberlin, Kan.-McCook, Neb.); KVOO-TV Tulsa, Okla., and KTNT-TV Seattle-Tacoma.

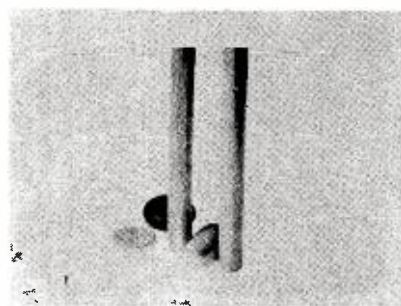
Ayer still expanding, adds Hixson & Jorgensen

N. W. Ayer & Son, Philadelphia, will pick up its fourth subsidiary agency in the past two years when it acquires Hixson & Jorgensen, Los Angeles, next week.

Ayer estimated the purchase would increase its annual billing by more than \$10 million to a total of over \$150 million. Approximately half of Ayer's 1968 billing was spent in radio and television.

The acquisition, in an exchange of stock, of Hixson & Jorgensen is similar to the addition of F. E. Baker Inc., Seattle, in April 1968. Ayer also purchased a majority interest in Alexander-Butterfield Ltd., in August 1967, and Pubbli-Market, Milan, Italy, last November.

Effective March 31, Hixson & Jorgensen will become N. W. Ayer/Jorgensen/Macdonald Inc., with headquarters in the present H & J offices at 3540 Wilshire Boulevard. Kai Jorgensen will be chairman and Tyler Macdonald will be president of the new subsidiary. Brydon S. Greene, Ayer's executive vice president and general manager of the Pacific region, and Neal W. O'Connor, president of Ayer, will become members of the subsidiary's board. Robert J. Parr, now senior vice president and manager of the San Francisco division of H & J, will remain in charge there.



Contac subs 'ah-so' for 'ah-choo' in spots

Menley & James Laboratories' latest commercial for Contac cold capsules let's go commercial.

The 60- and 30-second versions begin by comparing other cold medicines to Chinese food—"Most cold medicine like Chinese food. Very good. But, after three or four hours your cold is hungry again. Not so with Contac."

The video portion, showing chopsticks picking up cold capsules, is accompanied by music performed on actual Chinese instruments. The commercial first appeared on the March 18 NBC-TV Tuesday Night Movie, and will be broadcast on all three networks in package buys for both day and nighttime spots. Foote, Cone & Belding is the agency, and VPI handled the production.

The agencies had been sharing the accounts of two clients—Atlantic Richfield and the Carrier Corp. Ayer handles Atlantic's eastern advertising and two divisions of the Carrier Corp., Carrier Air Conditioning Co. and the Elliott Co. H & J served Richfield in the West and two other Carrier divisions, Day & Night and Payne Co.

Fates&Fortunes

Broadcast advertising



Mr. Brundage

business manager. Benton & Bowles. New York. named VP's.

Howard D. Brundage, VP-finance. J. Walter Thompson, New York, elected to newly created position of executive VP-finance.

Alice S. Goldberg, associate director of research, and **Cecilia M. Mulrooney**, business manager. Benton & Bowles. New York. named VP's.

Michael M. Minchin Jr., senior VP and manager of Los Angeles office, Erwin Wasey Inc., named executive VP.

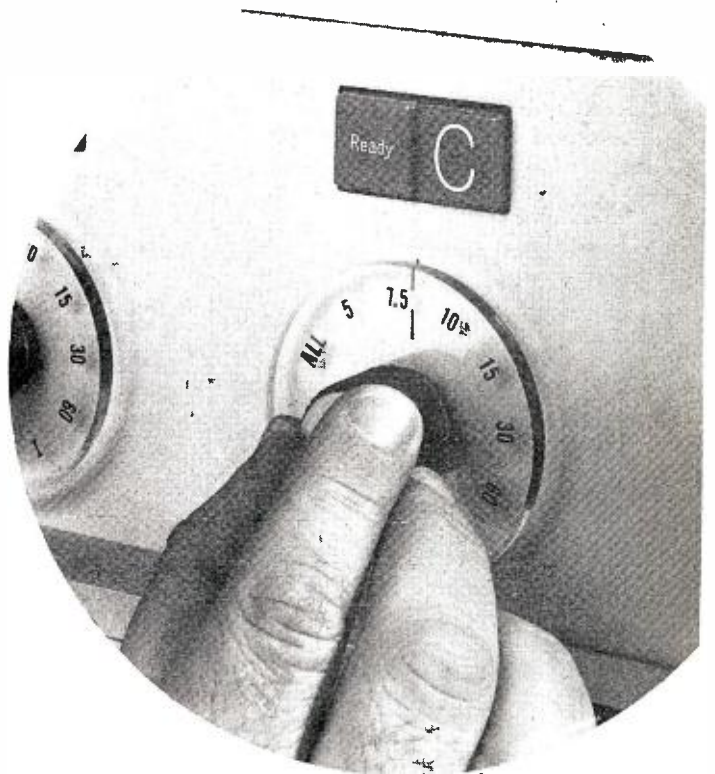


Mr. Overholser

Ted Bates, New York, elected VP's.

Charles E. Overholser Jr., VP and director of marketing/research department, Young & Rubicam, New York, named senior VP.

Donald D. Ashley and **Herbert S. Ehrental**, account supervisors.

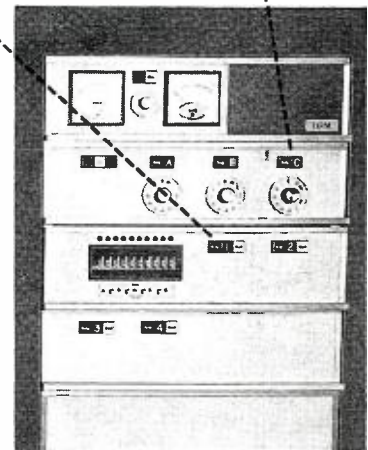


The MOST FLEXIBLE automation system – now more flexible still!

IGM Series 500 control systems have always had the distinction, exclusive with IGM, of separate controls for voice inputs and music inputs. No other system makes it so easy to program your commercials and "talk" events. You simply set IGM's voice channel modules, as shown at upper right, to the desired frequency and features are scheduled automatically on a real time basis. Format may vary from hour to hour. Changes of spot load are simple to make without changes to the music format.

Now, new music modules, standard in all 500 systems, provide the same flexibility and ease of control of music channels. A new music module, with a portion of the new music sequencer, is shown at upper left. Start with one, two, three or four music inputs. Add more later, if you wish. You may order music modules individually, or with a 10- or 20-step sequencer where sequential control over music is required.

With the new music modules and optional sequencer an IGM Series 500 system gives you almost unlimited ability to control any music format. Call or write International Good Music, P.O. Box 943, Bellingham, Wash. 98225. Tel. (206) 733-4567.



See the Series 500 music modules and other new IGM equipment; audition newest IGM taped music services at

NAB, Booth 317
Sheraton Park

"Tomorrow's engineering today"



Richard L. Cullen, with Leo Burnett Co., Chicago, named VP-client service.

Warren A. Dechter and **Robert Schoenfein**, account supervisors, Grey Advertising Inc., New York, elected VP's. **Betty Coumbe** and **Marilyn Watts**, associate research directors, also elected VP's.

Edward Hunt, manager of eastern regional offices, Peters, Griffin, Woodward Inc., New York, joins KTUL-TV Tulsa, Okla., as general sales manager.



Mr. Siano

VP and copy chief.

William J. James, executive VP, Tracy-Locke Co., Dallas, named temporary manager of new New York office. Address: 280 Park Avenue.

Ronald C. Yarnick, radio salesman, H-R Representatives, Detroit, appointed Detroit radio sales manager. **John J. Danahy**, general manager, www(FM)

SBE installs officers



Mr. Wetzel

zation's annual meeting in Washington yesterday (March 23). He succeeds **Albert H. Chismark**, director of engineering for Meredith Broadcasting Co., Omaha, who becomes director. **Robert W. Flanders**, director of engineering, WFBM-AM-FM-TV Indianapolis, is new VP.

Other new board members: **Robert Z. Ingalls**, of University of Washington's CCTV services; **Vir N. James**, engineering consultant and owner-operator of Frequency Measuring Service, Denver, and **Glenn H. Lahman**, engineering manager, KDKA-TV Pittsburgh. Inducted as honorary member at meeting was **Senator Barry Goldwater** (R-Ariz.).

Detroit, succeeds Mr. Yarnick.

William M. Shaner Jr., account executive, Daniel & Charles Inc., New York,

joins Firestone & Associates there as director of sales promotion and merchandising, New York office.

William O. Edholm, general sales manager, KGGM-TV Albuquerque, N. M., named VP-sales.

Bob Hess, with sales department, KATV-TV Little Rock, Ark., named general sales manager.

G. William Ryan, account executive, Television Advertising Representatives, Chicago, joins WKBS-TV Burlington, N. J.-Philadelphia, as local sales manager.

Doug Schull, with Supersound Inc. Nashville, joins WTMR Camden, N. J., as sales manager.

Hugh McTernan, formerly with NBC Spot Sales, Los Angeles, joins The Meeker Co. there as office manager.

Thaddeus E. Hill, account executive, WL18 New York, appointed local sales manager.

Edward J. Ruppe, assistant sales director, WEX-TV Petersburg-Richmond, Va., appointed local sales manager.

Idelle Groat, with Edward Petry & Co., Chicago, opens own radio-TV station rep office. Address: 360 North Michigan Avenue, Chicago. (312) 236-1195.

Media



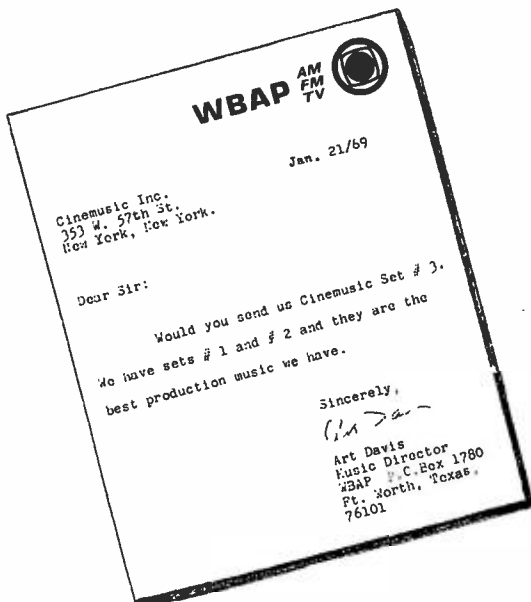
Mr. Swafford

named manager, music rights, West Coast.

Edward J. Degray, president, WXTV-TV Patterson, N. J., elected president and treasurer of Trans-Tel Corp., Patterson, N. J., and New York, licensee of WXTV-TV. He succeeds **James Jacobson**, who becomes chairman of Trans-Tel executive committee.

Richard V. Zimmerman, director of systems and program planning, American Airlines, New York, joins ABC there as director of systems and data processing.

—Love Letters to Cinemusic!—



Thanks, Art Davis and WBAP.

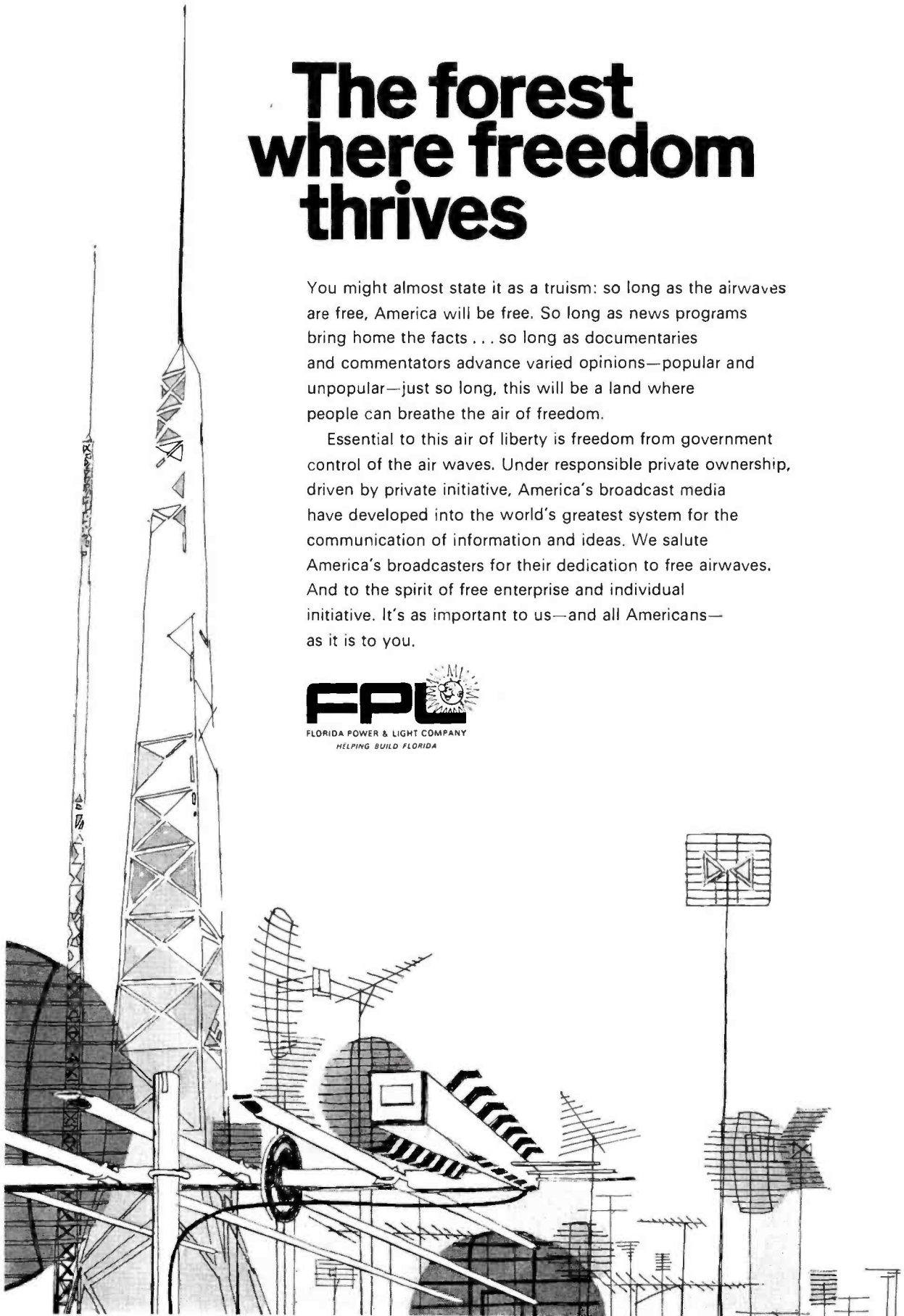
CINEMUSIC INC. Production and Mood Music
353 W. 57th St., New York, N. Y. 10019 • 212-757-3795



The forest where freedom thrives

You might almost state it as a truism: so long as the airwaves are free, America will be free. So long as news programs bring home the facts . . . so long as documentaries and commentators advance varied opinions—popular and unpopular—just so long, this will be a land where people can breathe the air of freedom.

Essential to this air of liberty is freedom from government control of the air waves. Under responsible private ownership, driven by private initiative, America's broadcast media have developed into the world's greatest system for the communication of information and ideas. We salute America's broadcasters for their dedication to free airwaves. And to the spirit of free enterprise and individual initiative. It's as important to us—and all Americans—as it is to you.



Vinten



The Pneumatic
Television Camera
Pedestal
Type 556

DON'T BE DEFLATED — VITEN PEDESTALS KEEP THEIR PRESSURE

- Full 21" counter balanced column movement.
- Accepts loads up to 400 lbs.
- Finger tip lifting combined with crab steering.
- Requires no external power supply.
- Passes through 33" opening.
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The new Model TP-1A is a rugged, dependable and field tested unit. It is easy to operate and fills a need in every station using cartridge equipment. Will handle all reel sizes. High speed winding at 22 1/2" per second. Worn tape in old cartridges is easy to replace. New or old cartridges may be wound to any length. Tape Timer with minute and second calibration optional and extra. Installed on winder or available as accessory. TP-1A \$99.50, with Tape Timer \$124.50.

Write or wire for complete details.

Spotmaster

BROADCAST ELECTRONICS, INC.
8800 Brookville Road
Silver Spring, Maryland



Mr. Hepburn

Mr. Hepburn, Washington, joins communications law firm of Keller & Heckman there.



Mr. Howe

William Buchan, account executive, Robert E. Eastman & Co., Chicago, joins WPAW East Syracuse, N. Y., as station manager.

Robert D. Williams, general manager, KGGM-TV Albuquerque, N. M., Charles T. Jones Jr., general manager, KGGM, and Romeo DiLallo, general manager, KVSF Santa Fe, N. M., named VP's. All are New Mexico Broadcasting Co. stations.

Leonard Sable, VP and general manager, KCBQ San Diego, joins WJBK Detroit, as general manager. He succeeds William F. Sherry, who joins WIBG Philadelphia as general sales manager. WIBG and WJBK are Storer stations.

Jack Bankson, with KVI Seattle, named general manager. He succeeds Randy Archer, who resigns.

David Leonard, director, Educational Television Stations division of National Association of Educational Broadcasters, Washington, resigns to join Pennsylvania Public Television Network, as general manager.

Programming

David Lombardo, program coordinator for *Monitor*, NBC Radio, New York, named administrator, program operations, for network.

Jack Wartlieb, production manager, Group W Productions, New York, named to newly created position of manager/program and productions services. William D. Weyse, assistant program manager and executive producer, succeeds Mr. Wartlieb.

Louis F. Polk Jr., VP of finance and development, General Mills Inc., Minneapolis, joins Metro-Goldwyn-Mayer

Ted Hepburn, general manager, WSAI Cincinnati, joins R. C. Crisler & Co. there as VP. He will specialize in handling broadcast properties.

David L. Hill, with Council of State Governments, joins communications law firm of Keller & Heckman there.

Bob Howe, station manager, WRTH Wood River, Ill., (St. Louis), appointed general manager.

Tom Goodgame, national sales manager, KATV-TV Little Rock, Ark., named station manager.

Inc., New York, as executive VP. Frank E. Rosenfelt, secretary of MGM, elected VP and general counsel.

Irwin Margulies, VP in charge of business affairs, Warner Brothers-Seven Arts, New York, named senior VP.

Arnold Nemiroff, with Universal Studios, North Hollywood, Calif., named director of business affairs for network programming.

Bernard Roederer, business manager, King Screen Productions, Seattle, producer of TV commercials, industrial and educational films, named general manager. He succeeds Roger Hagan, who becomes creative director of King Broadcasting Co., parent organization of King Screen.

W. T. Arnold, with Pams Inc., Dallas, appointed national sales manager.

William J. Wheatley, general manager, WMIN St. Paul, joins WRIZ Coral Gables, Fla., as operations and program manager.

Frederick R. Barber, program operations manager, WLOS-TV Asheville, N. C., joins WBTB-TV Charlotte, N. C., in same capacity.

Walt Turner, with WSAI Cincinnati, appointed program director.

Donald A. Brown, program manager, WLLH Lowell, Mass., joins WGY Schenectady, N. Y., in same capacity.

John Pela, announcer and air personality, WWL-TV New Orleans, moves to WWL as program director.

News



Mr. Arrowsmith



Mr. Beale

Marvin L. Arrowsmith, AP assistant bureau chief, Washington, named bureau chief. He succeeds William L. Beale Jr., who retires after 39 years of AP service. Ray Stephens, head of special assignment team in Washington, succeeds Mr. Arrowsmith as assistant bureau chief. Gaylord Shaw, member of investigative team, succeeds Mr. Stephens.

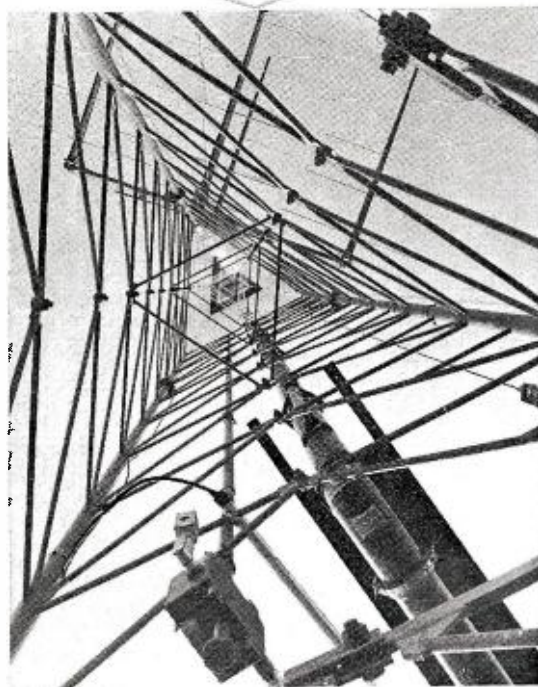
Charles J. Bierbauer, with Westinghouse Broadcasting Co., New York, named Eastern European correspondent. He will have headquarters in Vienna.

Dick Riley, news producer, and Terry Morrison, cameraman, KRON-TV San Francisco, appointed executive producer

E-Z WAY'S NEW

Features New
Engineering
Concept

1000 FT. TOWER FOR WBBH-TV



- ★ Lower Cost!
- ★ Less Windloading!
- ★ Shorter On-Site Assembly Time!
- ★ New Shipping Ease!
- ★ Simplified Erection!

E-Z Way's new installation has all the above and much more! Recently completed for WBBH-TV, Fort Myers, Florida, this new 1000-ft. tower features a totally new engineering concept never before attempted in a structure of this size.

This prefabricated modular tower was designed and constructed by E-Z Way Products, Inc. . . . and this Model 720 is engineered for heights up to 1500 feet.

For full particulars . . . or specifications on your next tower job . . . write, wire or call:

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- Requirements Analysis
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ONE OF THE WESTERN
HEMISPHERE'S QUALITY
TOWER SYSTEM SUPPLIERS
CUSTOM
COMMUNICATIONS STRUCTURES

and chief cameraman, respectively. **Clark Biggs**, news director, KOVR(TV) Stockton-Sacramento, Calif., joins KRON-TV as assignment editor; **Richard Doughty**, reporter, KCRA-TV Sacramento, Calif., and **Mike Mills**, reporter, *San Francisco Chronicle*, join as field reporters, and **Norm Hartman**, reporter, KFRE-TV Fresno, Calif., joins station as news writer.

William Aber, with WKBN-AM-FM-TV Youngstown, Ohio, named news director. He succeeds **Marc McCulloch**, who joins WKBN sales staff.

Peter Stevens, announcer-newsmen, WBVP Beaver Falls, Pa., joins WFRA Franklin, Pa., as news director. He succeeds **Art Jordan**, who joins WHOT Campbell, Ohio, and **WRED(FM)** Youngstown, Ohio, as newsmen.

Paul Glynn, with WABC New York, appointed special projects editor. He succeeds **Roy Wallace**, who becomes editorial director, WABC-AM-FM-TV.

Jerry DelColliano, with WIBG Philadelphia, joins WIP there as member of news staff.

Steve Oien, with WINH Georgetown, S. C., appointed news director.

William Cleveland, with KOVR(TV) Stockton-Sacramento, Calif., appointed city editor.

Bill McKay, with news department, WAKR Akron, Ohio, appointed acting news director. He succeeds **Jack Fitzgibbons**, who is now deputy mayor of Akron.

Joseph Tomko, with WMAR-TV Baltimore, joins General Electric Broadcasting Co., Schenectady, N. Y., as news-film cameraman, Washington news office.

Michael J. Parker, with KBBQ Burbank, Calif., named news director.

Thomas M. Russell, Lansing bureau chief, WILX-TV Lansing (Onondaga) Mich., appointed news director.

David T. Dolson, assistant city editor,

Detroit Free Press, joins WKBD-TV there as assignment editor.

Douglas Drake, investigative reporter, WLWT(TV) Cincinnati, joins WKYC-TV Cleveland, in same capacity.

Mark Bentley, with NBC News, New York, joins WNEP-TV Scranton-Wilkes Barre, Pa., as reporter.

George Fischer, assistant manager WJAX Jacksonville, Fla., joins wsb Atlanta, as member of news staff.

Promotion

Irv Mandell, director of professional services, Grey & Davis Inc., New York, named VP. **Gilbert Wald**, director of administration; **Carl Lundquist**, director of sports; **Charles Engelhardt**, director of sales promotion, and **Tina Santi**, director of radio and television, also named VPs.



Mr. Walsh

TV, appointed coordinator of public service announcements.

John Druckenbrod, public relations director for National Cable TV Association, Washington, joins Washington Metropolitan Area Transit Authority there effective April 1. Mr. Druckenbrod's replacement has not been announced.

Donald E. Harrington, product manager, Kool-Aid division, General Foods Corp., White Plains, N. Y., named corporate manager of promotion services.

Paul W. Nichols, art director, Lily Tulip Cup Corp., Augusta, Ga., joins WRDW-TV there as promotion director.

Gene Walsh, manager, business and trade publicity, NBC, New York, named director, program publicity, NBC press department. **Cecilia Garruthers**, production assistant, religious programs unit, NBC-

Equipment & engineering



Mr. Sidwell

management department, instrumentation division, Ampex Corp., Redwood City, Calif., named marketing manager of division. He succeeds **Thom Harleman**, who resigns.

Deaths

Elizabeth C. Smith, 67, retired FCC hearing examiner, died March 15 at Washington Hospital Center, Washington, after long illness. Miss Smith was with commission for 35 years before retiring in January.

Carl Schneck, 55, VP, Fuller & Smith & Ross, Chicago, died March 12 in Chicago, following heart attack. He had been with agency 10 years. He is survived by his wife, Rose, two daughters and son.

Frank F. Donghi, 54, former NBC News bureau chief in Saigon, died March 13 in Guerneville, Calif., of apparent overdose of sleeping tablets. Mr. Donghi resigned his Saigon post three months ago. Prior to his association with NBC, he worked for CBS and Acme Newspictures. He is survived by daughter and two sons.

Willard D. Eberhart, Oregon state manager, UPI, died March 12 in Portland, Ore., of lung cancer. Mr. Eberhart had previously served as head of Seattle, Honolulu and Montreal bureaus, and as executive editor for Canada. He is survived by his wife, Ernestine, and son.

Mrs. Elizabeth P. Blair, mother of John P. Blair, former chairman and president, John Blair & Co., and of E. Blake Blair Jr., former secretary and treasurer of Blair, died March 11 in Chicago, after long illness. She is survived by her two sons.

Peder N. Wick, veteran newsmen and news director of KIT-AM-FM Yakima, Wash., died March 15 in Yakima. He is survived by his wife, Helen, and daughter.

R. C. CRISLER & CO., INC.

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CENTRAL DYNAMICS
AUTOMATIC PROGRAMMING SYSTEMS

TWO OF THEM!

Two working systems! Titling, fading,
audio dipping, prerolling—according
to time of day and duration of program!

NAB See them both at the show
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BOOTH 517
MARCH 23-26



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3133 Frontera Way, Suite 403, Burlingame, Calif., 94010. Phone: (415) 697-3211

2236F Ashley Oaks Drive, Atlanta, Georgia, 30329. Phone: (404) 636-0594

As compiled by BROADCASTING, March 12 through March 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

Application

■ Lebanon, Pa.—Hudson Broadcasting Corp. seeks UHF ch. 59 (740-746 mc); ERP 759 kw vis., 142 kw aur. Ant height above average terrain 927 ft.; ant. height above ground 396 ft. P.O. address: c/o Edgar K. Smith, Box 3433, Harrisburg, Pa. 17105. Estimated construction cost \$720,300; first-year operating cost \$275,000; revenue \$200,000. Geographic coordinates 40° 18' 58" north lat., 76° 56' 57" west long. Type trans. Ampex TA-30BT. Type ant. RCA TFL-30J. Legal counsel McKenna & Wilkinson; consulting engineer Gautney & Jones, both Washington. Principals: James A. McKenna Jr., director (80%), et al. Mr. McKenna is attorney and owns WMAD Madison, Wis.; KQRS-AM-FM Golden Valley, Minn.; 80% of WCMB-AM-FM Harrisburg, Pa., and 32% of WAWA-AM-FM Milwaukee, Ann. March 13.

Other actions

■ Review board in Minneapolis, TV proceeding, Docs. 15841-43, 16782-83, petition filed March 6 by Midwest Radio-Television Inc. and Twin City Area Educational Television Corp. for extension of time to March 21 to file responsive pleadings to part of Control Data's Feb. 24 pleading which constitutes petition to dismiss is granted; request for extension of time to file reply to that part of Control Data's Feb. 24 pleading which constitutes reply to oppositions is denied. Action March 12.

■ Review board in Minneapolis, TV proceeding, Docs. 18381-82, granted motion filed March 7 by Viking Television Inc., extended to March 27 time to file oppositions to further petition to enlarge issues filed by Calvary Temple Evangelistic Association. Action March 12.

■ Review board in Minneapolis, TV proceeding, Doc. 18381-82, granted motion to enlarge issues filed Dec. 16, 1968, by Viking Television Inc. Action March 17.

■ Review board in Minneapolis, TV proceeding, Docs. 18381-82, denied petition for deletion of issues filed Dec. 16, 1968, by Calvary Temple Evangelistic Association. Action March 17.

■ Review board in Medford, Ore., TV proceeding, Docs. 17681-82, granted to extent that time to file exceptions to initial decision is extended to March 27, motion to extend time for filing exceptions filed March 5 by Medford Printing Co. and further motion to extend time for filing exceptions filed March 10 by Oregon Broadcasting Co. Action March 12.

Actions on motions

■ Hearing Examiner Forest L. McClenning in Jacksonville and Miami, both Florida, and Asheville, N. C. (Florida-Georgia Television Co., Community First Corp., The New Horizons Telecasting Co., Florida Gateway Television Co., Wometco Enterprises Inc., Wometco Skyway Broadcasting Co.), TV proceeding, granted motion by Antwin Theatres Inc. to extent that hearing presently scheduled for April 1 is continued to April 8 at location to be specified (Docs. 10834, 17582-4, 18185-6). Action March 13.

■ Hearing Examiner Chester F. Naumowicz Jr. in Minneapolis (Viking Television Inc. and Calvary Temple Evangelistic Association), TV proceeding, granted petition by Viking Television Inc. for leave to amend application to proffer financial statement; to show additional broadcast interest; by separate action ordered Viking Television Inc. to answer interrogatories of Calvary (Doc. 18381-2). Actions March 12-13.

■ Hearing Examiner Chester F. Naumowicz Jr. in Minneapolis (Viking Television Inc. and Calvary Temple Evangelistic Association), TV proceeding, granted petition by Calvary for leave to amend application. Docs. 18381-2). Action March 18.

Existing TV stations

Final actions

■ WBMO-TV, ch. 36, Atlanta—Broadcast Bureau granted mod. of CP to change ERP to 1,347 kw vis. and 202 kw aur.; specify studio location as 1810 Briarcliff Road, Northeast; change type trans.; change type ant.; ant. height to 1,080 ft.; conditions. Action March 12.

■ WGN-TV, ch. 9, Chicago—Broadcast Bureau granted CP to install auxiliary ant. at 875 North Michigan Ave., Chicago. Action March 19.

Actions on motions

■ William B. Ray, Chief FCC Complaints and Compliance Division informed Boalt Hall School of Law of University of California at Berkeley that KPIX(TV) San Francisco did not violate fairness doctrine in airing broadcast by Governor Reagan. Action March 19.

■ Office of Opinions and Review in Moline,

Ill. (Moline Television Corp. [WQAD-TV], Community Telecasting Corp.), TV proceeding, granted in part and denied in part petition by Community Telecasting Corp. for extension for time to file exceptions to initial decision. Extended to April 7 time to file exceptions and briefs, and to April 28 time to file replies to exceptions (Docs. 17993-4). Action March 11.

■ Hearing Examiner Isadore A. Honig in Newark, N. J. (Atlantic Video Corp. [WRTV(TV)], Vikom Broadcasting Corp. and Ultra-Casting Inc.), TV proceeding, granted petition by Atlantic Video Corp. for leave to amend application. (Docs. 18403-4, 18448). Action March 14.

■ Hearing Examiner David I. Kraushaar in Waterbury, Conn. (WATR Inc. [WATR-TV]), TV proceeding, granted motion by Robert W. Bray, subpoenaed witness, and Connecticut Television Inc., respondent, and ordered subpoena duces tecum served on them quashed (Doc. 18376). Action March 17.

■ Hearing Examiner David I. Kraushaar in Pocatello, Idaho (KBLI Inc. [KTLE(TV)] and Eastern Idaho Television Corp.), TV proceeding, dismissed as moot. Eastern Idaho's motion to compel, etc. (Docs. 18401-2). Action March 18.

■ Hearing Examiner Chester F. Naumowicz Jr. in Lynchburg, Va. (WLVA Inc. [WLVA-TV]), TV proceeding, granted motion by Roanoke Telecasting Corp. and continued to March 25 date for informal exchange of engineering exhibits and to April 1 date for exchange of written exhibits (Doc. 18405). Action March 17.

Call letter application

■ Custer Broadcasting Corp., Miles City, Mont. Requests KYUS-TV.

Call letter actions

■ California Enterprises Inc., San Jose, Calif. Granted KFAS-TV.

■ UHF-Hawaii Inc., Honolulu. Granted KUII-TV.

■ KVKM-TV, Grayson Enterprises Inc., Monahans, Tex. Granted KMOM-TV.

New AM stations

Applications

■ Banning, Calif.—Charles Landis seeks 1490 kc, 250 w. U. P.O. address: 1655 Avbend, Bend, Ore. 97701. Estimated construction cost none; first-year operating cost \$46,400; revenue \$55,000. Principals: Charles Landis, sole owner. Mr. Landis seeks facilities of KPAS Banning. Mr. Landis is employe of *The Bend Bulletin*, Bend, Ore.; and owns less than 25% of KENN Farmington, N. M., and of KURV Edinburg, Tex. Ann. March 13.

■ Tallahassee, Fla.—B. F. J. Timm seeks 1070 kc, 10 kw-D, P.O. address: Box 1874, Tallahassee 32302. Estimated construction cost \$7,500; first-year operating cost \$72,000; revenue \$100,000. Principals: B. F. J. Timm, sole owner. Mr. Timm owns WANM(FM) Tallahassee and WBOM Jacksonville, both Florida; 50% of Douglas Televiewers Inc., Douglas, Ga., CATV systems; 49% of WTIF Tifton and 45% of WRBN-AM-FM Warner Robins, and has interest in WDMG Douglas, all Georgia. Ann. March 4.

■ Cuthbert, Ga.—R. G. Blaskow seeks 850 kc, 500 w-D, P.O. address: Route 3, Box 483, Gardendale, Ala. 35071. Estimated construction cost \$32,085.99; first-year operating cost \$24,035.83; revenue \$30,000. Principals: R. G. Blaskow, 100%. He is engineer for WVOK Birmingham, Ala. Ann. March 4.

■ Owensboro, Ky.—L & L Broadcasting Co. seeks 1140 kc, 500 w-D, P.O. address: c/o Wells T. Lovett, 208 West 3rd Street, Owensboro 42301. Estimated construction cost \$60,300; first-year operating cost \$70,000; revenue \$70,000. Principals: Wells T. Lovett and Guy H. Latham (each 50%). Mr. Lovett is attorney and has interests in investment and insurance companies. Mr. Latham owns 33 1/3% of WABD-AM-FM Fort Campbell, Ky. Ann. March 4.

■ Jackson, Miss.—The Jobie Martin Co. seeks 1350 kc, 500 w DA-D, P.O. address: c/o Jobie Martin, Suite 717, Deposit Guar-

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ality National Bank Building, Jackson 39205. Estimated construction cost \$49,300; first-year operating cost \$45,000; revenue \$80,000. Principals: Jobie L. Martin, president (51%), et al. Mr. Martin is school teacher and announcer for WJDX and WLBT(TV) Jackson, Miss. Ann. March 13.

■ Clayton, N. C.—Clayton Broadcasting Co. seeks 1590 kc, 5 kw DA-D. P. O. address: c/o William R. Britt, Court House Square, Smithfield, N. C. 27577. Estimated construction cost \$66,915; first-year operating cost \$40,000; revenue \$47,500. Principals: John Norwood Denning and William Ross Britt (each 50%). Mr. Denning owns farming operation, two service stations, real estate rental firm, 50% of wholesale and retail gas firm and 25% of other farming operation. Mr. Britt is attorney, member of North Carolina state legislature and owns 46% of WKYX-AM-FM Paducah, Ky. Ann. March 4.

■ Lubbock, Tex.—Caprock Radio Inc. seeks 1090 kc, 5 kw DA-D. P.O. address c/o Jamle E. Hamby, 147 East Mistletoe, San Antonio, Tex. 78212. Estimated construction cost \$95,663; first-year operating cost \$98,720; revenue \$180,000. Principals: Billy J. McCombs, director (51%) et al. Mr. McCombs owns 80% each of automobile franchise and of new automobile rental and leasing firm and 50% each of diversified investment company and of discount financing of automobile contracts firm. Ann. March 4.

■ Ozona, Tex.—Ozona Broadcasting Co. seeks 1090 kc, 1 kw-D. P.O. address: c/o Marvin Hanz, 423 Irving, San Angelo, Tex. 76901. Estimated construction cost \$15,225; first-year operating cost \$15,000; revenue \$39,000. Principals: Marvin C. Hanz (51%) Annie Emmons (39%) and Joel E. Wharton (10%). Mrs. Emmons owns ranch and oil concerns. Mr. Wharton is consulting engineer. Ann. March 4.

■ Plainview, Tex.—Panhandle Broadcasting Inc. seeks 1090 kc, 1 kw-D. P.O. address: c/o Ralph E. Wayne, 3304 West 5th Street, Plainview 79072. Estimated construction cost \$30,249; first-year operating cost \$53,700; revenue \$68,000. Principals: Ralph E. Wayne, president (60%), William W. Rives, chairman of board (35%), and Billy W. Clayton, secretary-treasurer (5%). Messrs. Wayne and Clayton are Texas state legislators. Mr. Wayne owns 20% of KWKC Abilene, Tex. Mr. Rives has interests in apartment houses, farms and ranches. Ann. March 4.

Start authorized

■ WPXC Prattville, Ala.—Authorized program operation on 1410 mc, 1 kw, 5 kw DA-2U. Action March 7.

Other actions

■ Review board in East St. Louis, Ill., AM proceeding, Docs. 17256-57, granted petition filed March 11 by East St. Louis Broadcasting Co., extended to March 24 time to file reply briefs to exceptions and briefs in support thereto filed to initial decision. Action March 13.

■ Review board in Mankato, Minn., AM proceeding, Docs. 18075-18078, granted motion filed March 12 by The Waseca-Owatonna Broadcasting Co., extended to April 2 time to file exceptions to initial decision. Action March 13.

■ Review board in Franklin, N. J., AM proceeding, Docs. 18251-53, 56-57, denied petition to enlarge issues filed Jan. 17 by Lake-River Broadcasting Corp.; granted petition to accept late opposition to petition to enlarge issues filed Feb. 3 by Mid-State Broadcasting Co. Action March 17.

■ Review board in Warwick, N. Y., AM proceeding, Docs. 18274-77, denied in part, and balance thereof dismissed as moot, petition for enlargement of issues filed Aug. 26 by Warwick Broadcasting Corp.; granted joint petition for approval of agreement as modified filed Jan. 22, 1969, by Warwick Broadcasting Corp. and Everett Broadcasting Co.; granted petition for leave to amend filed Jan. 22, 1969, by Warwick Broadcasting Corp. Action March 14.

■ Review board in Parma, Ohio, AM proceeding, Docs. 18368-69, granted petition filed March 10 by Howard L. Burriss, extended to March 24 time to file reply to Broadcast Bureau's comments on joint request for dismissal of application. Action March 12.

Action on motions

■ Review board denied request for stay of hearing examiner's memorandum opinion and order filed March 7 by Hudson Millar Jr. and James Jerdan Bullard in Sumiton, Ala., AM proceeding (Docs. 18204-5). Action March 13.

■ Office of Opinions and Review in Bayamon,

P. R. (Augustine L. Cavallaro Jr.), AM proceeding, granted petition by applicant and extended to March 17 time to file application for review of review board's decision (Doc. 16891). Action March 11.

■ Office of Opinions and Review in Washington Court House, Chillicothe and Weston, all Ohio (The Court House Broadcasting Co., The Family Broadcasting Co.), AM proceeding, granted request by the Broadcast Bureau and extended to April 4 time to file exceptions to the initial decision (Docs. 17977-9). Action March 13.

■ Hearing Examiner Isadore A. Honig in Warwick and Walden, both New York, and Pittsfield, Mass. (Warwick Broadcasting Corp., Everett Broadcasting Co., Blue Ribbon Broadcasting Inc. and Taconic Broadcasters), AM proceeding, granted petition by Everett Broadcasting Co. for leave to amend application to reflect application of Hubert P. Michels, principal in Everett, for a new AM at Stirling, N. J., as amended to show applicant as K & M Broadcasters Inc. of which Michels is an officer, director and 50% stockholder (Docs. 18274-7). Action March 13.

■ Hearing Examiner Isadore A. Honig in Wanchese and Midway Park, both North Carolina (Outer Banks Radio Co. and Onslow County Broadcasters), AM proceeding, set certain procedural dates; scheduled hearing on June 3 on qualifications issues; scheduled hearing for July 1 (Docs. 17886-7). Action March 14.

■ Hearing Examiner Millard F. French in Slidell, La., and Bay St. Louis, Miss. (Faulkner Radio Inc. and Bay Broadcasting Corp.), AM proceeding, granted petition by Faulkner Radio Inc. and dismissed with prejudice application for AM at Slidell (Docs. 18412-3). Action March 17.

■ Hearing Examiner Chester F. Naumowicz Jr. in Boynton Beach, Fla. (North American Broadcasting Co., Radio Boynton Beach Inc. and Boynton Beach Community Services Inc.), AM proceeding, denied petition by Radio Boynton Beach Inc. to reopen record and admit additional exhibit (Docs. 18310-2). Action March 13.

■ Hearing Examiner Chester F. Naumowicz Jr. in Lexington and China Grove, both North Carolina (Harry D. Stephenson and Robert E. Stephenson and China Grove Broadcasting Co.), AM proceeding, granted motion by Stephenson for leave to amend application to modify programing and financial proposals, and to correct error in specification of trans. site (Docs. 18385-6). Action March 17.

■ Hearing Examiner Herbert Sharfman in Lebanon and Bagnell, both Missouri (Risner Broadcasting Inc. and Lee Mace), AM and FM proceeding, on unopposed oral request of Risner, extended to March 28 time for filing replies to proposed findings of fact and conclusions (Docs. 17899, 18013-4). Action March 13.

Rulemaking actions

■ Honesdale, Pa. and Yorktown Heights, N. Y. (Peter L. Pratt and The General Broadcasting Corp.), AM applications accepted for filing, FCC waived provisions of rules on applications for frequencies adjacent to class I-A chs. and accepted for filing applications of Peter L. Pratt for new AM daytime on 850 kc, with 250 w. in Honesdale Pa., and The General Broadcasting Corp. for a new AM daytime on 850 kc, with 250 w. in Yorktown Heights, N. Y.; in same action denied motion by Wayne County Broadcasting Corp. to dismiss Pratt appli-

cation. Action March 12.

Designated for hearing

■ FCC set for consolidated hearing applications of Summit Broadcasting, CBM Inc. and Broadcasters 7 Inc. for new AM's on 1300 kc. DA-D. Action March 13.

■ FCC remanded for further hearing application of Sioux Empire Broadcasting Co., Sioux Falls, S. D., for CP for new daytime AM at Sioux Falls; action in response to application for review filed by KISD Inc., licensee of KISD Sioux Falls. Action March 12.

■ FCC designated for hearing applications by Benjamin F. Thomas and Roy A. Grove as Greencastle Broadcasting Co., Greencastle, Pa., and TV Cable of Waynesboro Inc., Waynesboro, Pa., for new AM's on 1130 kc, 1 kw DA-D. Action March 13.

Existing AM stations

Application

■ KRRC Portland, Ore. Seeks CP to change frequency to 89.1 mc, ch. 206; change ant.-trans. location; operate remote control from studio; install new trans.; new ant.; changes in ant. system, TPO, ERP and ant. height. Action March 12.

Final actions

■ KAVA Burney, Calif.—Broadcast Bureau granted CP to change frequency to 1450 kc, 250 w, 1 kw-LS. U: install new type trans. Action March 11.

■ KDTA Delta, Colo.—Broadcast Bureau granted CP to change frequency to 1400 kc, 250 w, 1 kw-LS. U: install new type trans. Action March 11.

■ WNUS Chicago—Broadcast Bureau granted remote control. Action March 17.

■ WKMI Kalamazoo, Mich.—Broadcast Bureau granted license covering change in nighttime pattern. Action March 17.

■ KHEN Henryette, Okla.—Broadcast Bureau granted license covering permit for changes. Action March 17.

■ KRGV Weslaco, Tex.—Broadcast Bureau granted mod. of license covering operation by remote control; conditions. Action March 17.

■ WMON Montgomery, W. Va.—Broadcast Bureau granted license covering increase in daytime power; installation of new type trans.; specify type trans. Action March 17.

■ WAKN Superior, Wis.—Broadcast Bureau granted mod. of license to change studio location to 404 West Superior Street, Duluth, Minn.; waiver of provisions of rules granted to permit relocation of main studio location outside of city limits of Superior. Action March 12.

■ WMNT Manati, P. R.—Broadcast Bureau granted license covering installation of auxiliary trans. Action March 17.

Initial decisions

■ Hearing Examiner Chester F. Naumowicz Jr. in initial decision revoked James L. Hutchens' CP for KPTN Central Point, Ore., and denied applications for new FM there and new AM at Gold Beach, Ore.; dismissed license-revocation order against KFLY Corvallis, Ore., and granted license to cover CP for KFLY-FM Corvallis and license to cover permit for auxiliary trans. there (Docs. 18079-84). Action March 18.

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■ Hearing Examiner Herbert Sharfman in initial decision denied application by Voice of the New South Inc. for CP for WNSL Laurel, Miss., nighttime (Doc. 17634). Voice of the New South Inc. is licensee of WNSL-FM Laurel. Action March 18.

Other action

■ KYSN Colorado Springs—FCC notified that broadcast of commercials containing voice of former announcer Jay Cook, prospective candidate for political office, does not require that station to afford equal opportunity to all other candidates for same office. Action March 12.

Actions on motions

■ Chief, Broadcast Bureau granted request of Seattle. Portland and Spokane Radio (KXL) to extend that time for filing comments and reply comments is extended to March 24 and April 7, respectively, in matter of amendment of rules (hours of operation of dominant and security stations) (Doc. 18421). Action March 12.

■ Hearing Examiner Basil P. Cooper in Ogden, Utah and Golden, Colo. (North American Broadcasting Co. and Norman Broadcasting), renewal of licenses of KSVN and KICM, scheduled further prehearing conference for March 20 (Docs. 18343-4). Action March 17.

■ 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, in order following March 17 prehearing conference, scheduled further prehearing conference for April 11; postponed to April 29 for exchange of exhibits; rescheduled hearing to May 6 at Medford, Ore. (Docs. 18349-53). Action March 17.

■ Hearing Examiner Jay A. Kyle in Superior, Neb. (Robert J. Kelly [transferor] and William L. Gratopp [transferee]), transfer of control of KRFS, continued without date evidentiary hearing presently scheduled for March 19 (Doc. 18407). Action March 18.

■ Hearing Examiner Chester F. Naumowicz Jr. in Cedar City, Utah (New Era Broadcasting Co. and Southern Utah Broadcasting Co. (KSUB)), AM proceeding, continued prehearing conference to April 15 (Docs. 18458-9). Action March 13.

Fines

■ WSER Elkton, Md.—FCC notified of apparent liability forfeiture of \$5,000 for violation of rules in that licensee apparently falsified station's operating logs in order to conceal absence from duty of properly licensed operators. Action March 13.

■ WJPW Rockford, Mich. and WNOP Newport Ky.—FCC notified of apparent liability forfeiture of \$250 each for failure to file financial reports. Action March 13.

■ WTTF Tiffin, Ohio—FCC notified of apparent liability forfeiture of \$1,000 for violations of terms of station's license and for failure to make log entries. Action March 13.

■ KVLB Cleveland, Tex.—FCC notified of apparent liability forfeiture of \$2,000 for failure to comply with terms of license and for rule violations. Action March 12.

Call letter application

■ WTTO, Shepard Broadcasting Corp., Toledo, Ohio. Requests WMAX.

Call letter actions

■ KWSL, Clark-Knoil & Associates, Grand Junction, Colo. Granted KQIL.

■ WQXQ, Morris Broadcasting Co., Ormond Beach, Fla. Granted WDAT.

New FM stations

Applications

■ *Alamosa, Colo.—Adams State College. Seeks 90.9 mc. ch. 215, 10 w. Ant. height above average terrain 90 ft. P.O. address c/o Dr. Michael Lowenstein, Alamosa 81101. Estimated construction cost \$3,500; first-year operating cost \$3,500; revenue none. Principals: Public Educational Institution of the State of Colorado, John A. Marvel, president of college and board of trustees, et al. Ann. March 13.

■ Ames, Iowa—Stephen E. Dinkel. Seeks 97.7 mc. ch. 249, 2.49 kw. Ant. height above average terrain 197 ft. P.O. address 2633

Hunt Street, Ames 50010. Estimated construction cost \$16,481; first-year operating cost \$26,655; revenue \$36,000. Principals: Stephen E. Dinkel, sole owner. Mr. Dinkel is announcer-salesman for KLFM(FM) Ames. Ann. March 13.

■ *Fairfield, Iowa—Parsons College. Seeks 89.5 mc. ch. 208, 1 w. P.O. address c/o Norman E. Jorgensen, Campus Radio Station, Fairfield 52556. Estimated construction cost \$1,000; first-year operating cost \$1,000; revenue none. Principals: Board of trustees, William E. Weiss Jr., chairman, et al. Ann. March 13.

■ Ardmore, Okla.—Arbuckle Broadcasters Inc. Seeks 95.7 mc. ch. 239, 100 kw. Ant. height above average terrain 451 ft. P.O. address c/o Gene T. Ritter, Box 486, Ardmore 73401. Estimated construction cost \$65,252, first-year operating cost \$52,547.44; revenue \$20,000. Principals: Harold E. Cochran, president (49.6%), et al. Mr. Cochran is district sales manager of K'TEN-TV Ada, Okla. Ann. March 12.

Starts authorized

■ *KOBC(FM) Joplin, Mo.—Authorized program operation on 91.1 mc, TPO 10 w. Action March 12.

■ *KNOS(FM) Marshall, Mo.—Authorized program operation on 91.7 mc, TPO 10 w. Action March 6.

■ WMHR(FM) Syracuse, N.Y.—Authorized program operation on 102.9 mc, ERP 6.7 kw, ant. height above average terrain 720 ft. Action March 6.

Final actions

■ Apache Junction, Ariz.—Weldon Brown, Broadcast Bureau granted ch. 296, 3 kw. Ant. height above average terrain minus 58 ft. P.O. address: 614 North MacDonald, Mesa, Ariz. 85201. Estimated construction cost \$18,698.51; first-year operating cost \$29,730.06; revenue \$34,500. Principal: Mr. Brown, sole owner, operated theaters in Oklahoma until 1964. Action March 18.

■ New Port Richey, Fla.—Richey Airways Inc. Broadcast Bureau granted ch. 288, 1.65 kw. Ant. height above average terrain 130 ft. P.O. address Box 1500, New Port Richey, Fla. 33552. Estimated construction cost \$9,791; first-year operating cost \$4,200; revenue \$4,500. Principals: Donald Armstrong, president (45%), Thad M. Lowrey, vice president (35%), et al. Messrs. Armstrong and Lowrey own WGUL New Port Richey, Fla. Action March 11.

■ Buford, Ga.—Buford Broadcasting Inc. Broadcast Bureau granted ch. 272A, 3 kw. Ant. height above average terrain 300 ft. P.O. address: c/o Robert P. Joseph, Thompson Mill Road, Box 307, Buford 30518. Estimated construction cost \$17,255; first-year operating cost \$10,500; revenue \$12,750. Principals: Robert P. and Jacqueline A. Joseph (jointly 100%). Principals own WDXB Buford and have application for new AM at Clarkesville, Ga. Action March 18.

■ *Honolulu—University of Hawaii. Broadcast Bureau granted ch. 213, 10 w. Ant. height above average terrain 106 ft. P.O. address: 2560 Campus Road, Honolulu 96822. Estimated construction cost \$6,600; first-year operating cost \$12,000; revenue none. Principals: University of Hawaii Board of Regents. Principals operate *KHET(TV) Honolulu and *KMEB(TV) Wailuku Maui, both Hawaii. Action March 18.

■ *Gaston, Ind.—Harrison-Washington Community School Corp. Broadcast Bureau granted ch. 216, 15 kw. P.O. address: R.R. #1, Gaston 47342. Estimated construction cost \$7,372; first-year operating cost \$2,000; revenue none. Principals: Board of School Trustees. Action March 18.

■ Farmington, N. M.—E. Boyd Whitney. Broadcast Bureau granted ch. 245C, 29.5 kw. Ant. height above average terrain 301 ft. P.O. address: Box 1529, Farmington 87108. Estimated construction cost \$23,105; first-year operating cost \$25,000; revenue \$30,000. Principals: E. Boyd Whitney, sole owner. Mr. Whitney owns KRZE Farmington. Action March 13.

■ *Youngstown, Ohio—Youngstown State University. Broadcast Bureau granted ch. 203, 22.4 kw. Ant. height above average terrain 109 ft. P.O. address: c/o Dr. John J. Coffelt, 410 Wick Avenue, Youngstown 44503. Estimated construction cost \$57,000; first-year operating cost \$60,000; revenue none. Principals: Youngstown State University board of trustees, Dr. John J. Coffelt, vice president for administrative affairs, et al. Action March 11.

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■ Poteau, Okla.—Indian Nation Broadcasting Co. Broadcast Bureau granted ch. 297, 70 kw. Ant. height above average terrain 1810 ft. P.O. address: Highway 271, Poteau 74953. Estimated construction cost \$56,631.23; first-year operating cost \$23,682; revenue \$37,500. Principals: V. F. Nowlin and Hosea Austin (each 50%). Mr. Nowlin is salesman and announcer for KNED McAlester, Okla. Mr. Austin has land and livestock holdings. Action March 10.

Other actions

- Review board in Miami. FM proceeding. Docs. 17401-17403. granted motion to postpone oral argument for March 27. Action March 14.
- Review board in New Orleans. FM proceeding. Docs. 17607-17608. granted petition for leave to amend filed Feb. 19 by Loyola University. Action March 14.

Actions on motions

- Hearing Examiner Basil P. Cooper in Fort Smith and Hot Springs, both Arkansas (KFPW Broadcasting Co., KZNG Broadcasting Co. and Christian Broadcasting Co.), FM proceeding. scheduled evidentiary hearing for March 27 (Docs. 18241, 18387-8). Action March 17.
- Hearing Examiner Basil P. Cooper in San Clemente, Calif. (El Camino Broadcasting Corp. and South Coast Broadcasting Co.), FM proceeding. granted motion by El Camino Broadcasting Corp. and continued hearing to April 23 (Docs. 17648-9). Action March 17.
- Hearing Examiner Millard F. French in Tulare, Calif. (Mineral King Broadcasters and Arthur Nersisyan), FM proceeding, to formalize ruling made at March 17 prehearing conference, scheduled further prehearing conference for May 21 and continued hearing to date specified at May 21 prehearing conference (Docs. 18418-9). Action March 17.
- Hearing Examiner Jay A. Kyle in Gahanna and Delaware, both Ohio (Christian Voice of Central Ohio and Delaware-Marysville Broadcasting Service Inc.), FM proceeding. denied petition by Delaware-Marysville Broadcasting Service Inc. for acceptance of petition for extension of time and denied request for prehearing conference (Docs. 18308-9). Action March 12.
- Hearing Examiner Herbert Sharfman in Flora and Salem, both Illinois (Flora Broadcasting Co., Doyle Ray Flurry and Salem Broadcasting Co.), FM proceeding, on unopposed joint oral request of applicants. extended certain procedural dates and extended hearing to April 25 (Docs. 18288-90). Action March 12.

Designated for hearing

- FCC set for consolidated hearing competing applications of E.S.H. Co. and Glendale Broadcasting Corp., both Glendale, Ariz., for new FM at Glendale on ch. 222. FCC denied informal objections filed against both applications by Aztec Radio Inc., licensee of KNIX(FM) Phoenix. Action March 12.

Existing FM stations

Final actions

- Broadcast Bureau granted licenses covering following new stations: WELR-FM

Roanoke, Ala.; WTLN-FM Apopka, Fla.; WMJM-FM Cordele, Ga.; *WDGC-FM Downers Grove, Ill.; *WLCC(FM) Lincoln, Ill.; WSBM(FM) Saginaw, Mich.; *WTSD(FM) Waterford, Mich. Actions March 17.

- WLBK-FM DeKalb, Ill.—Broadcast Bureau granted CP to install new ant.: change ERP to 9.5 kw; ant. height to 155 ft.; condition. Action March 11.

- WSBT-FM South Bend, Ind.—Broadcast Bureau granted request for subcarrier frequency of 67 kc. Action March 14.

- KJRL(FM) Liberal, Kan.—Broadcast Bureau granted mod. of CP to change type trans., type ant.; make changes in ant. system. Action March 14.

- WBAB-FM Babylon, N.Y.—Broadcast Bureau granted CP to install new type trans., new type ant.; ERP to 3 kw; ant. height to 115 ft.; condition. Action March 19.

- WRKB-FM Kannapolis, N.C.—Broadcast Bureau granted license covering changes; specify type trans. Action March 17.

- WCHC-FM Washington Court House, Ohio—Broadcast Bureau granted request for subcarrier frequency of 67 kc. Action March 13.

- WCCV-FM Charlottesville, Va.—Broadcast Bureau granted mod. of CP to change ant.-trans. location to 2 miles east of Charlottesville; change type ant.; make changes in ant. system, ant. height to 450 ft.; condition; remote control permitted. Action March 11.

- WNHV-FM White River Junction, Vt.—Broadcast Bureau granted remote control. Action March 17.

Actions on motions

- Hearing Examiner Forest L. McClenning in San Antonio, Tex. (Bexar Broadcasting Co. and Turner Broadcasting Corp. [KBUC-FM]), FM proceeding. granted request by Turner Broadcasting Corp. and continued date for exchange of rebuttal exhibits to April 1; continued hearing to April 3 (Docs. 18238-9). Action March 12.

Rulemaking application

- KKWB-FM Valley City, N.D.—Requests amendment of rules to substitute ch. 285 for ch. 269 and for order to show cause why CP for KKWB-FM should not be mod. to specify ch. 285. Ann. March 17.

- WGMF Watkins Glen, N.Y.—Requests amendment of table of FM assignments to specify assignment of ch. 285A to Watkins Glen-Montour Falls, Schuyler county, all New York area. Ann. March 17.

Call letter applications

- FM Park Lane, Inc., Del Ray Oaks, Calif. Requests KPLN(FM).
- Reading Community Schools, Reading, Ohio. Requests *WERC(FM).

Call letter action

- WGVM-FM, Mid-America Broadcasting Co., Greenville, Miss. Granted WDMS (FM).

Renewal of licenses, all stations

- FCC issued conditional grants of license

renewal applications by RKO General Inc. for KHJ-AM-FM Los Angeles and KFRC and KFMS(FM), both San Francisco. Action March 13.

- Broadcast Bureau granted renewal of licenses for following station and co-pending auxiliary: KWKC-AM-FM Abilene, Tex. Action March 17.

- Broadcast Bureau granted renewal of licenses of following stations and their co-pending auxiliaries: KHEN-AM-FM Henryetta, Okla.; KOPY Alice, Tex.; KRKD-AM-FM Los Angeles; *KTOY(FM) and *KTFS (TV) both Tacoma, Wash.; WIBW-AM-FM Topeka, Kan.; WORA Mayaguez, P.R. Action March 14.

Other actions, all services

- Broadcast Bureau granted licenses covering changes in following: KIOI(FM) San Francisco; *WREK(FM) Atlanta; WFMS (FM) Indianapolis; WVCM(FM) Carrollton, Ky.; WKRX(FM) Louisville, Ky.; WFYC-FM Alma, Mich.; WFUR-FM Grand Rapids, Mich.; KBEW-FM Blue Earth, Minn.; WJDX-FM Jackson, Miss.; KCFM(FM) St. Louis; WLDB Atlantic City; WIZR Johnstown, N.Y.; WHNC-FM Henderson, N.C.; KEBC(FM) Oklahoma City; WMNT Manati, P.R.; KIKK-FM Houston. Action March 17.

- KODI Cody, Wyo.; WLAT Conway, S.C.; WRIV Riverhead, N.Y.; WFMA-FM Rocky Mount, N.C.; KLUE-FM Longview, Tex.; WITN-FM, Washington, N.C., and WENC-FM Whiteville, N.C.—FCC ordered forfeiture of \$200 each for repeated failure to make required equipment performance measurements, to provide data on these measurements, or both, in violation of rules. Action March 13.

Translator actions

- WLOX Broadcasting Co., Laurel, Miss.—Broadcast Bureau granted CP for new VHF translator to serve Laurel on ch. 9 by rebroadcasting WLOX-TV, ch. 13, Biloxi, Miss. Action March 11.

- Board of Cooperative Educational Services, Second Supervisory District, Greene, Delaware, Schoharie and Otsego counties and Davenport, all New York—Broadcast Bureau granted CP for new VHF translator to serve South Worcester, Davenport and Davenport Center on ch. 7 by rebroadcasting WMHT (TV), ch. 17, Schenectady, N.Y.; WCNY-TV, ch. 24, Syracuse, N.Y., and WDDT(TV), ch. 13, Newark, N.J. Action March 13.

- North Central Educational Television Inc., Valley City, N.D.—Broadcast Bureau granted CP for new VHF translator to serve Valley City on ch. 2 by rebroadcasting KFME(TV), ch. 13 Fargo, N.D., Action March 5.

- Tranco Inc., Cascade Locks, Ore.—Broadcast Bureau granted CP's for new UHF translators to serve North Bonneville, Stevenson and Carson, all Washington, and Cascade Locks on ch. 75 by rebroadcasting KOIN-TV, ch. 6, Portland, Ore., and ch. 78 by rebroadcasting KGW-TV, ch. 8, Portland. Action March 5.

- Paul Kafoury, Otter Rock, Ore.—Broadcast Bureau granted CP for new UHF translator to serve Newport, Ore., and Otter Rock on ch. 78 by rebroadcasting KP7V (TV), ch. 12, Portland, Ore. Action March 11.

- Apple Valley T.V. Association Inc., Wenatchee, Wash.—Broadcast Bureau granted CP for new UHF translator to serve Washington rural areas of Stemilt, Colocum and Wenatchee on ch. 79 by rebroadcasting KHQ-TV, ch. 6, Spokane, Wash. Action March 11.

CATV

Application

- Electrovision Inc.—Requests distant signals from WDEF-TV Chattanooga, to Smyrna, Ga. (Atlanta ARB 19). Ann. March 17.

Final actions

- KOTA Cable TV Co., Brookings, S.D.—FCC waived CATV rules on distant signals to carry WTCN-TV, ch. 11 to Brookings-Sioux Falls (ARB 93). Action March 19.

- South Dakota Cable Inc., Lead, Deadwood, Sturgis, Spearfish, and Belle Fourche, all South Dakota—CATV task force dismissed petition for waiver of non-duplication rules, or in alternative, for declaratory ruling filed Jan. 24. Action March 14.


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Summary of broadcasting

Compiled by BROADCASTING, Mar. 20, 1969

	Licensed	On Air CP's	Total On Air	Not On Air CP's	Total Authorized
Commercial AM	4,238 ¹	9	4,247 ¹	62	4,309 ¹
Commercial FM	1,942	33	1,975	168	2,143
Commercial TV-VHF	496 ²	10	506 ²	13	519 ²
Commercial TV-UHF	123 ²	53	174 ²	156	332 ²
Educational FM	364	7	371	34	405
Educational TV-VHF	71	5	76	1	77
Educational TV-UHF	73	27	100	12	112

Station boxscore

Compiled by FCC, Mar. 3, 1969

	Com'l AM	Com'l FM	Com'l TV	Educ FM	Educ TV
Licensed (all on air)	4,235 ¹	1,936	618 ¹	357	144
CP's on air (new stations)	10	35	62	8	32
Total on air	4,245 ¹	1,971	678 ¹	365	176
CP's not on air (new stations)	62	172	171	38	13
Total authorized stations	4,307 ¹	2,143	841 ²	403	189
Licenses deleted	1	0	0	0	0
CP's deleted	0	1	2	0	0

¹ Includes three 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.

Ownership changes

Applications

■ KMEQ-AM-FM Phoenix—Seeks assignment of licenses from KMEQ Associates to Southwestern Horizons Inc. for exchange of stock with Media Horizons Inc. Principals of KMEQ Associates: Limited partners Jesse Karter, George Marks, et al. (as a group 75% before, none after) and Southwestern Horizons (25% before, 100% after). Principals of Southwestern Horizons: Joel and Bertram Harnett, Martin K. Cowan (each 26 2/3%) and Seymour S. Ross (20%). Southwestern Horizons is wholly owned by Media Horizons Inc. For principals of Media Horizons see below. Limited partners will receive stock of Media Horizons Inc. Ann. March 13.

■ KMEQ-AM-FM Phoenix: WRAN Dover, N.J.; WGNV Newburgh, N.Y.—Seek transfers of control of KMEQ Associates, Lion Broadcasting Co. and Hudson Horizons Inc., respectively, from Joel W. Hartnett, Martin K. Cowan, et al. to Media Horizons Inc. for exchange of stock. Principals of KMEQ Associates (see above). Application of Lion Broadcasting (assigned to Jersey Horizons Inc. pursuant to FCC consent for license). Principals of Jersey Horizons: Joel Hartnett (21%), Martin K. Cowan, Sydney G. Hartnett, Bertram Hartnett (each 10%), Samuel Kravetz (19.5%), Irwin Towers (8%), Laurence Gross, Myron I. Sterngold (each 5%) et al. Principals of Hudson Horizons: Joel Hartnett, Martin K. Cowan (each 25%), Bertram and Sydney Hartnett (each 12 1/2%), Irwin Towers (10%), Laurence Gross, Myron I. Sterngold (each 6 1/4%), Stanley White (2 1/4%) et al. Principals of Media Horizons: Joel W. Hartnett, Martin K. Cowan, Bertram Hartnett, Sydney G. Hartnett, Irwin Towers, Laurence Gross, Myron I. Sterngold, Stanley White, Samuel Kravetz, Seymour S. Ross et al. Media Horizons will wholly own Hudson Horizons, Jersey Horizons and Southwestern Horizons, with latter becoming licensee of KMEQ-AM-FM. Ann. March 13.

■ KZIN Yuba City, Calif.—Seeks assignment of license from Northern Capital Land Investment Co. to General Broadcasting Co. for \$100,000. Sellers: James H. Burke, general partner, et al. Buyers: Gerald D. McLevis, president, and James A. Fosdick, secretary (each 50%). Mr. McLevis is general manager of KOWN Escondido, Calif. Mr. Fosdick is former automobile dealer. Ann. March 13.

■ WAAG Adel, Ga.—Seeks assignment of license from Cook County Broadcasting Co. to Timberland Communications Inc. for \$100,000. Sellers: Esther S. Forshee, president, et al. Buyers: Ralph L. Deen, president-treasurer (10%), and W. George Deen Sr., vice president-secretary (90%). W. G. Deen owns hardware and building supply dealership. R. L. Deen is former general manager of WULF Alma, Ga. Ann. March 18.

■ KNUI Makawao, Hawaii—Seeks transfer of control of Qualitron Aero Inc. from E. G. and Doris Panissidi et al. (100% before, none after) to Tenneco Corp. (none before,

100% after) for exchange of stock. Principals: Tenneco Inc. (73.77%), et al. Gardiner Symonds, chairman of board, et al. Ann. March 16.

■ WFLD-TV Chicago—Seeks assignment of license from Television Chicago to Field Communications Corp. for \$2,500,000. Sellers: Harry and Elmer Balaban et al. Messrs. Balaban and other principals control WJCS (TV) Springfield, WICD (TV) Champaign, WTVO (TV) Rockford, all Illinois, and WHNB-TV New Britain, Conn. Messrs. Balaban own a chain of motion picture theaters and hold CP for new TV at Flint, Mich. Buyers: Field Enterprises (100%), Bailey K. Howard, president, et al. Field, which already owns 50% of WFLD-TV, publishes *Chicago Daily News* and *Sun-Times* and other newspapers and is involved in educational publishing. It also holds CP for WCAN-TV Milwaukee, which it intends to surrender or sell. Ann. March 13.

■ KYND Burlington, Iowa—Seeks assignment of license from Sudbrink Enterprises Inc. to Burlington Broadcasting Corp. for purpose of corporate reorganization. No consideration involved. Sellers: Robert W. and Margareta S. Sudbrink (each 50%), and James Smith (20%). Robert W. and Margareta S. Sudbrink each own 50% of WRMS Beardstown, Ill. Mr. Smith will be general manager of KYND. Ann. March 16.

■ KJEM-AM-FM Oklahoma City — Seeks transfer of control of Radio Oklahoma Inc. from Cameron & Cameron (79.6% before, none after) to C. B. Cameron (10.2% before, 50.1% after) and C. W. Cameron (10.2% before, 49.9% after). No consideration involved. Ann. March 13.

■ KGAL Lebanon, Ore.—Seeks assignment of license from Radio Wonderful Willamette Inc. to Lebanon Broadcasting Co. for \$182,850. Sellers: Glen M. Stadler, president, et al. Sellers are former owners of KGAY Salem and KEED Eugene and are applicants for reassignment of KORE-AM-FM Springfield-Eugene, all Oregon. Buyers: Western Communications Inc., 100%. Robert W. Chandler, president, votes stock for Western Communications. Mr. Chandler is president and editor of *The Bend Bulletin*, Bend, Ore., and has interest in KATL Miles City, Mont., KGRL Bend, KACI The Dalles and KTIX Pendleton, all Oregon. Ann. March 16.

■ WIZO Franklin, Tenn.—Seeks assignment of license from Harpeth Valley Broadcasting Co. to Harpeth Valley Broadcasting Inc. for purpose of incorporation. No consideration involved. Principals: Robert Sewell, president, Frank Beasley, vice president (each 37 1/2%), and Revis V. Hobbs, secretary-treasurer (25%). Ann. March 16.

■ WDEB-AM-FM Jamestown, Tenn.—Seeks assignment of licenses from Fentress County Broadcasting Co. to WDEB Inc. for \$85,000. Sellers: R. Gene Gravens and Denton E. Burden (each 50% before, 33 1/3% after). Buyer: Frank Alexander (none before, 33 1/3% after). Mr. Alexander is general manager of WDEB-AM-FM. Ann. March 13.

■ KVMC Colorado City, Tex.—Seeks assign-

ment of license from Colorado City Broadcasting Co. to Ledrew L. Ballard for \$65,000. Sellers: Eldon B. and John B. Mahon. Buyer: Ledrew L. Ballard, sole owner. Mr. Ballard is general manager of KVMC. Ann. March 16.

Actions

■ KAOR Oroville, Calif.—Broadcast Bureau granted assignment of license from James E. Walley to Hill Radio Inc. for \$115,000. Principals: Duane E. Hill, president (32.5%), Jay E. Tabor, treasurer, Velma Fay Tabor (each 31.25%) et al. Mr. Hill is account executive for WISM Madison, Wis., and Mr. Tabor is business manager of automobile dealership. Action March 18.

■ KSTR Grand Junction, Colo.—Broadcast Bureau granted transfer of control of Mountain States Broadcasting Corp. from Dorothy E. and Lincoln D. Coit (each 25% before, 18% after) to Robert A. Collins (none before, 6.6% after) and Roy H. Adamson (50% before, 57.4% after). Consideration: \$4,100. Sellers: Mr. Coit is lawyer and Mrs. Coit is housewife. Buyers: Mr. Adamson owns mining claims. Mr. Collins is employe of KSTR. Action March 13.

■ WBHF Cartersville, Ga.—Broadcast Bureau granted 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. Action March 13.

■ *KDPS-TV Des Moines, Iowa—Broadcast Bureau granted assignment of license from Des Moines Independent Community School District to State Educational Radio and Television Facility Board at request of state legislature. No consideration involved. Assignor: Roger L. Hudson, assistant secretary, board of education, et al. Assignor is licensee of *KDPS-FM Des Moines. Assignee: Robert Ray, chairman of board, et al. Assignee is applicant for new educational TV on ch. 12 at Iowa City, Iowa. Action March 12.

■ WMTE Manistee, Mich.—Broadcast Bureau granted transfer of control of Manistee Radio Corp. from Leonard Schoenherr and Raymond Plank (each 50% before, none after) to Charles E. Hedstrom (none before, 100% after). Principal: Mr. Hedstrom is radio account executive for Avco Radio-Television Sales Inc. Consideration: \$220,000. Action March 13.

■ KTTs-AM-FM Springfield, Mo.—Broadcast Bureau granted assignment of licenses from Independent Broadcasting Co. of Springfield to Radio 14 Inc. for \$55,000. Principals: J. H. Cooper, president (71%), et al. Principals own KTTs-TV, Radio 14 Inc. is wholly owned subsidiary of Independent Broadcasting Co. Action March 13.

■ WELV Ellenville, N.Y.—Broadcast Bureau granted transfer of control of Catskill Broadcasting Corp. from Seymour G. Lubin, David Levinson, Harry Borwick, Henry L. Schipp and Joseph K. Schwartz (as a group 100% before, none after) to Saul and Alfred Dresner et al. (as a group none before, 100% after). Principals: Saul Dresner owns 50% of broadcast supplies sales company and Alfred Dresner is attorney. Consideration: \$17,050. Action March 14.

■ KHOB-AM-FM Hobbs, N. M.—Broadcast Bureau granted transfer of control of Permian Basin Radio Corp. from Charles R. Scott (97.44% before, none after) and Nell R. and James D. Scott (each 1.28% before, none after) to L. Dickson Griffith (none before, 100% after). Principal: Mr. Griffith owns 25% of travel agency and formerly was senior vice president and less than 5% stockholder of Kenyon & Eckhardt, New York, advertising agency. Consideration: \$379,876. Action March 18.

■ WHRY and WMSH-FM, both Elizabethtown, Pa.—Broadcast Bureau granted assignment of licenses from Hershey Broadcasting Co. to East Penn Broadcasting Corp. for \$225,000. Seller: Hershey Estates, James E. Bobb and Arthur R. Whiteman vote stock of Hershey Estates. Seller is candy manufacturer. Buyers: Stanley S. Stoller, president, James H. Von Frank, treasurer, and Joseph A. Barrett, vice president-secretary (each 33 1/3%). Mr. Stoller is former vice president of sales and local sales manager for WWDC-AM-FM Washington. Mr. Von Frank is president of Rockville, Md. bank. Mr. Barrett has interests in Washington stock brokerage firm. Action March 12.

■ WBHT-AM-FM Brownsville, Tenn.—Broadcast Bureau granted assignment of license from Brownsville Broadcasting Co. to

(Continued on page 176)

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Central Pennsylvania daytime—needs program director with first ticket. No maintenance. Well paced, personality station with MOR music. Must have voice, delivery, personality, ideas. Could be opportunity for deejay looking for first program director assignment. Name your price if qualified. No cats, please. Box C-345, BROADCASTING.

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Executive Salesman, blue chip account. Southern California multiple group, management potential. Complete reference check. Box C-331, BROADCASTING.

Will guarantee you what you are worth. Will consider salesman or experienced radioman wishing sales Dale Low. KL55/KSMN, Mason City, Iowa 50401.

24-hour modern country—opening for young, aggressive salesman. Guarantee plus commission and expenses. Application including salary requirements to Sales Manager, WCJW, 118 St. Clair, Ne., Cleveland Ohio 44114

Aggressive—Productive radio salesman for a growing organization with openings in two Virginia markets. One, four station market, and one eleven station market. Our young hard hitting organization is on the move, and looking for men who are on the move too. We'll pay well for your experience. Let me know what you need, it's a good bet we'll guarantee it, and also pay top commissions. WENZ, is the metro market station, broadcasting 24 hours-a-day, and one of Richmond, Virginia's top three Pulse rated stations. Both stations use a top R&B format. If you're looking for a great future and high income, write or call, Gary L. Green, Sales Manager, WENZ Radio, 111 North Fourth Street, Richmond, Virginia 23219, phone 703-643-7437.

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Salesman needed. Salary plus-commission. Permanent Full/part time. 219-563-4111.

Radio time sales. Career opportunity with major NYC-FM radio station. Primarily local sales with some regional potential. Must be self-starter & creative. Liberal compensation & benefits. Write or call Sales Manager, Radio NY Worldwide, Inc., 485 Madison Ave., 752-3322

Sales—(continued)

Salesman needed in California Resort area. Salary plus commission. 714-347-3463

Interested in \$800-\$1000 monthly? If you can sell and want to work send resume to Box 475, Mexico, Mo. 65265

Announcers

Major market station looking for first phone rock jock. If you want to work in S.E. Florida we want you. Send tape and resume to Box C-153, BROADCASTING.

First phone experienced announcer, permanent position, mid-western station. Only complete air check and resume considered. Box C-163, BROADCASTING.

Announcer-with first phone. Small market station near metropolitan New York. Send tape, resume to Box C-190, BROADCASTING.

Experienced announcer. Join an Eastern MOR station with quality, sound Top rated operation needs man to run board with some ability to gather and write local news. Box C-194, BROADCASTING.

Minnesota station in fantastic vacationland has just been purchased. Switching to modern country soor. Need young, production-minded PD/announcer to take command. Staff is young (x-rock jocks). Mgr is 25. Salary \$125.00, with regular raises if you put station on map. Hustle extra bucks if you wish to sell. Tape, picture, resume to Box C-208, BROADCASTING.

Immediate opening for combination announcer-engineer with first class ticket. Must be fully qualified. Starting salary range \$175-\$200 per week. Please send complete information plus tape and photo when replying. Our employees know of this ad. Box C-302, BROADCASTING.

Major market operation with immediate opening for a strong, (Top 40), personality with production ability. Salary open. Send tape and resume. Box C-325, BROADCASTING.

Need personality jock for metro midwest group station. Modern format. Send tape, resume soonest to Box C-327, BROADCASTING.

Central Pennsylvania daytime—needs program director with first ticket. No maintenance. Well paced, personality station with MOR music. Must have voice, delivery, personality, ideas. Could be opportunity for deejay looking for first program director assignment. Name your price if qualified. No Cats, please. Box C-346, BROADCASTING.

Popular good music station in metro west Texas market. First phone preferred. Send tape, resume first letter. Box C-359, BROADCASTING.

Leading AM/FM/TV operation seeks experienced first phone announcer with production ability. Contact Michael Gordon, PD, KBIM, Roswell, New Mexico or call 505-622-2120.

Good news voice with desire to help service and sell. Ability and experience will determine salary. Send tape, resume and photo to Pete Sanders, KDLA, Box 46, DeRidder, La. 70634

Opportunity—staff announcer. Sports. Resume tape, KFRO, Longview, Texas 75601.

Soul jock—Number 1 soul station in Texas needs strong, heavy, tight soul jock. Send tape and complete resume. Dick Oppenheimer, KYOK, 613 Preston, Houston, Texas 77002.

First phone announcer, no maintenance. WACL, Wavcross, Georgia 31501

First phone Top 40 announcer... get in on ground floor of a growing, aggressive Northwest Ohio contemporary station. Contact Jim Burnside, WCT, Lima, Ohio

Announcer/First Phone—no maintenance—permanent position—five day week. Excellent salary plus fringe benefits. Contact Robert C. White, Radio Station WFRO, Fremont, Ohio 43420

Announcers—(continued)

Mid-day, ten year man has moved to top five market. If your solid, mature, contemporary man, send tape, photo, resume and salary. Manager, WILS-AM-FM, 600 W. Cavanaugh, Lansing, Michigan 48910.

Sports director, fulltime for Radio and TV, 25-35, immediate opening for experienced sportscaster—football, basketball, plus daily radio and TV shows. Rush resume, tapes and photo to Manager, WIMA Radio, 223 N. Main Street, Lima, Ohio 45802.

Getting older and going nowhere? If you're concerned about your future you may be a part of ours. The Malrite Group operates in Minneapolis, St. Paul, Detroit, Milwaukee, Rochester, New York and mid-Ohio. We want a potent professional broadcaster to join us at WMIN, Our Twin city, twenty four hour modern country giant. How far you go is up to you. Contact Dave Woodling, National PD, WMIN, 611 Fontenac Place, St. Paul, 55104. Telephone 612-645-7577.

Join the Tittletown-Team on radio station WNFL. We need MOR-first phone announcer. No maintenance. Excellent working conditions, top fringe benefits and stability. Send tape, resume, photo and salary requirements to Hugh Boice, Jr., General Manager, WNFL, Box 520, Green Bay, Wisconsin 54301.

Our morning man must return home for family reasons. Can you handle his contemporary MOR format in this comparative six-station surveyed market? Your air check is important. Send with resume to WRTA, Altoona, Pennsylvania. All tapes returned.

Suburban Detroit opening—Modern country jock. First phone helpful. WSDS Ypsilanti, 313-484-1480.

Announcer-salesman. Opportunity for good announcer to get into sales in a good MOR small medium market station. Pay is good. Send resume, snapshot and audition tape. Chance for man with limited experience or a well-trained beginner with potential. Reply by mail to J. A. Gallimore, WSNW Radio, Seneca, S. C.

First phone announcer, preferably experienced for Wisconsin AM-FM fulltime operation. Send air-check and resume. Robert Booden, General Manager, WSWW, Box 1, Platteville.

Wanted, announcer with production and promotion ability: Twenty-four hour country operation. Send tape, picture, resume and minimum salary requirements to: Jim Wilkie, Operation Manager, WTID Radio Suite 500 Golden Triangle, Norfolk, Virginia 23510.

Good pay for experienced staff announcer at WTWA, Thomson, Georgia.

5 kw MOR Independent serving Southern Wisconsin and Northern Illinois looking for experienced sign-on man. Excellent opportunity with enterprising station for qualified applicant seeking permanency and unlimited growth potential. Accepting applications now for opening around May 1st. Send resume, salary requirements, and off-air tape to: William Dommer, Box 1108, Beloit, Wisconsin 53511

Potential unlimited. Established company branching into Broadcasting. Building group operation in Pacific Northwest. Need First Phone announcers, programmers news, and sales. Send tape or resume to P D Burns, Sterling Broadcasting, 975 John St., Seattle, Washington 98109. An Equal Opportunity Employer

Mature, experienced, versatile announcer for the only station in a progressive and growing market. Send tape and resume to Arthur L. Martin, Box 518 Marion Ohio

Growing Mor Company (AM/FM) needs announcer/news help if you want work we've got it! Reply Box 475, Mexico, Mo. 65265

Experienced announcer who can come across in "Drakelike" format Radio Station. Top salaries and position with large corporation. Tape, picture and resume requested. P.O. Box 3467, Knoxville, Tennessee 37917.

RADIO—Help Wanted

Announcers—(continued)

We need MOR-first phone announcer. Excellent working conditions. FM soon. Send tape, resume, photo & salary needs to Box 740, Pontiac, Illinois.

Announcer who is creative in the Production Studio, \$500 as a starter—Send picture, tape and resume to: John Woodside, Box 2090, Casper, Wyoming 82601.

Technical

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.

Immediate opening. Experienced chief engineer 1000 W directional. Midwest. New Studios. Equipment only 1-3 years old. State salary requirements first reply. Box C-232, BROADCASTING.

KNET has installed new 1kw transmitter, applied for FM, will build new studios soon. Need CE to look after us. Minimum board work. Salary open. Apply Box 649, Palestine, Texas 75801. Telephone Ben Slack 214-729-6077.

Chief engineer for long established Michigan 5000 watt directional AM and 3 kw FM. Excellent permanent position either for man with chief experience or qualified staff man wanting to move up to chief position. Contact general manager WPAC, Ann Arbor, Michigan.

A native Texan with first phone license to train for TV engineering at this central Texas color equipped and network affiliated VHF station. Call 713-846-7777.

The ABC Radio Network will have vacation relief positions open for technical personnel starting approximately April 1, 1969. Applicants should be strong in tape editing and fast board operation. Contact Harry Curtis, Manager of Technical Operations, East Coast, ABC Radio, 1926 Broadway, New York, New York 10023.

We need a chief engineer who loves his work. We are AM-FM stereo. 5 years old. and still growing. Need capable, experienced, doer. Call 219-462-1534

NEWS

News Director, major university town, Northeast. Good day for go-getter. Box C-97, BROADCASTING

Position available for experienced on air news reporter in medium sized midwestern market CBS affiliate. Will be back up for top director and have own weekend news show. Box C-212, BROADCASTING.

Excellent opportunity: Fast-moving Midwest radio news bureau suddenly finds itself with opening on seven man staff. In order to maintain our fast paced, highly respected and professional approach in field of news, we need a man with experience, not afraid of work, a man who appreciates a friendly atmosphere in a growing organization. Although 80% of the man's work will be on a beat, there'll also be a newsroom board shift. Send tape and complete resume to Box C-251, BROADCASTING

Local news makes the ratings in this important New Jersey market. If you are young, aggressive, experienced and enjoy being associated with a solid organization, send tape immediately. Box C-300, BROADCASTING.

Newsman-combo, expanding news department, send tape & resume, WBNR, Beacon-Newburgh, N.Y.

Wanted—Number 2 newsman to work in top news station in state. Man with sports and play-by-play interest would be valuable. Salary to match experience and background. Great opportunity for enterprising man with ambition. Send resume and tape or call immediately Hugh Mix, News director, or Jack Cennaro, Manager, WFHR/WWRW, Wisconsin Rapids, Wis. phone 715-423-7200.

M.O.R. DJ with good feeling for news, both writing and delivery. If you have sound we want, length of experience not important. Attractive salary—send tape and resume to Program Director WILM Radin, 920 King Street, Wilmington, Delaware. 15801.

Immediate opening for experienced newsman. Send tape, photo, resume and salary. Manager, WILS-AM-FM, 600 W. Cavanaugh, Lansing, Michigan 48910.

State Capital offers opportunity for growth and learning. Complete fringe benefits plus strinner fees. News staff small but well equipped and aggressive. Send tape and resume to Manager, WITL, Lansing, Michigan

News—(continued)

Needed immediately—newsman who's good on coos and courts and won't accept a no from any news source. A real digger. Live in the country's most beautiful capital. Plenty to do and lots to cover—a real challenge for a real newsman who won't let the community rest. Join Wisconsin's "number one radio news operation." Tape and resume NOW to P. K. Powers, News Director, WISM, Box 2058, Madison, Wisconsin.

Immediate opening: Net sounding newsman: N B C. OGO: Contact Richard Chamberlain, WJAS Radio, Pittsburgh, Pennsylvania.

Suburban Detroit—Hard working newsman needed immediately. Dig-write-deliver. Three man department. First phone helpful. WSDS, Ypsilanti: 313-494-1490.

Immediate opening for radio-TV reporter. Must have experience or will consider journalism grad. Complete company benefits with station in midwest. Call Manager 219-523-1960, days.

Interested in news and feature writer for Southern College with 3100 students and faculty-staff of 1000. Journalism degree or experience. Also interested in second person to handle electronic section of college information bureau. Send credentials to Information Bureau, J. J. Johnson III, Tuskegee Institute, Alabama.

Program, Production, Others

Wanted: Owner-Operator, community-oriented West-of-Mississippi station who seeks #2-man to make news, information, and public-service programming produce results. Transplanted Westerner, now in top ten Northeast market, interested in stable station, any size city, for July move. Box C-334, BROADCASTING.

Situations Wanted

Management

Got a station? Got a headache? Completely experienced manager knows answers for functional profitable operation. Moving West soon. Box C-270, BROADCASTING.

Let me show you my success stories. Major market only. A real worker. Good at details and overall planning. Diplomatic in handling others. Adaptable. Willing to work long hours to get job done. In-cisive, Organized. Neat. Knows F.C.C. rules, books, budget controls and broadcasting thoroughly. Inventive and original, yet realistic. Will spend your dollars like they were mine. Married. Outstanding references. Replies confidential. Will be in Washington for NAB Convention. Box C-251, BROADCASTING.

Highly qualified broadcast and CATV engineering executive with group management experience seeking good growth position or ownership potential deal. Let's visit at N.A.B. Leave note at main NAB registration desk or reply Box C-301, BROADCASTING.

General Manager with sales-oriented record of success, including sales management, national TV sales, promotion and radio management. Excellent recommendations. Management only and no FM's. Midwest or west. Metro or medium market preferred. Box C-332, BROADCASTING.

Ambitious, experienced account executive—top 15 market network affiliates—seeking sales management or top sales position offering management opportunity. College, family, age 33. Prefer West Coast or Southwest. Box C-339, BROADCASTING.

Let me give you a new Cadillac in April "Chevrolet" if you are in a small market or cash. No gimmicks just a lot of hard work on my part and profit for each of us, excellent references. Write Box C-361, BROADCASTING.

Sales

Heavy experience sales & management. Seeking position in medium market. Mature. Confidential to Box C-143, BROADCASTING.

Turn up the dollar volume with creative sales management. Top salesman seeks advancement opportunity. Potential more important than immediate dollars. Box C-218, BROADCASTING

Experienced: Sales, promotions, all facets. So. Calif. Box C-314, BROADCASTING.

I am ready to move up. Are you ready for a top notch man with extensive sales experience and a first phone? Tape and resume available upon request. Box C-340, BROADCASTING.

Sales—(continued)

Salesman-announcer, large or medium market. State salary plus commission. Adult. Good sales record. Desires position with advancement. N.Y., Mich., Fla., Calif or Conn. Box C-352, BROADCASTING.

No tickle, no laundry; seller, no payee. If you have a radio station in a medium or small market east of the Mississippi, I could make you an extra \$5,000 in the next three months. No investment on your part. Best of references. Phone 703-353-0578, collect between 5-6 pm Monday thru Friday.

Announcers

Negro announcer, broadcasting school graduate, third phone endorsed, beginner. Box B-83, 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.

Disgruntled, experienced MOR personality wants underground or progressive rock. East. Box C-98, BROADCASTING.

DJ, tight board, good news, commercials, 3rd phone. Box C-151, BROADCASTING.

Progressive rockers!!! 15 years experience—thorough knowledge of rock, jazz, classical music. Seeking west coast position of challenge and imagination. Intelligent, relaxed air personality—Strong creative writing, news production. Box C-222, BROADCASTING.

DJ/Announcer. Beginner, determined and eager. Broadcast School, Third Endorsd. Desire Top 40 or R/G.B. Will relocate. Box C-255, BROADCASTING.

Experienced announcer engineer—first ticket—maintenance—specify format. Box C-262, BROADCASTING.

April Army discharge. College graduate. Limited experience. Will locate anywhere. Box C-264, BROADCASTING.

Summer replacement: 20, first phone, 2½ years extensive experience, good voice. College town desired. Small metro top 40. Box C-292, BROADCASTING.

Announcer/promotion director. Let me do my thing at your radio place, morning or afternoon. Top 40/MOR. \$190.00 weekly buys ten years experience, top ratings, leadership ability. Desire D.C., Maryland, Penna., Jersey or Carolinas. Box C-294, BROADCASTING.

10 years experience. College graduate, 29. Married. Excellent recommendations, Good music, talk, MOR. Dependable, mature. \$175 wk. 3rd endorsed. Write Box C-297, BROADCASTING.

Top money buys top personality for top ratings! Box C-303, BROADCASTING.

1st phone, top 40, vet., married, prefer far west. Box C-305, BROADCASTING.

Experienced dj-announcer, newscaster. 3rd endorsed, married, no floater. Box C-306, BROADCASTING.

Humorous personality DJ 15 years experience. College graduate consistently top rated MOR, afternoon drive-time. Unusual? Try me. \$300 wk. Box C-307, BROADCASTING.

First phone, good voice, over 10 years experience. Willing to relocate, prefer west. Must have at least \$175 a week. Box C-310, BROADCASTING.

Experienced first phone announcer seeking full-time employment. 914-452-2838 or Box C-311, BROADCASTING

Sports announcer/director—currently sports Director/D.J.—reason for change too much D.J. work—not enough sports. Excellent play by play in baseball, basketball and football. Three years playing pro baseball. Looking for permanent position—forever. Any market considered. Married, family—service completed. Salary negotiable. Box C-316, BROADCASTING.

First phone—Top 40, tight board, up personality, mature voice, draft exempt, far Western states only. Box C-318, BROADCASTING.

Top 5 market part-timer, collegian, seeks full-time shift in major market this summer. Have had experience in your format. First phone, hardworker, excellent references. Box C-324, BROADCASTING.

Soul lock—veteran, married, 27, 3rd., good tape, news & copywriting ability. Box C-328, BROADCASTING.

Announcers—(continued)

First phone, dynamic, aggressive, young, pleasing personality, little experience, married, open format. Box C-337, BROADCASTING.

First phone, College Degree, MOR, married, Western region only. Box C-338, BROADCASTING.

Looking for a sharp, mature, family man with a first phone and a strong sales background who is able to produce results in MOR, news and sales? You have found him! Tape and resume furnished upon request. Box C-341, BROADCASTING.

Top Notch experienced jock in major mkt wants jock slot in major or med mkt or P.D. in med mkt. Flawless production, military complete, 3rd end. Single, available now and will travel. MOR, Rock or Progressive. Box C-344, BROADCASTING.

DJ-news-caster, tight board, versatile salesman. School graduate seeking rock, R/G or MOR station. Draft exempt. Third endorsed. Will travel. Box C-351, BROADCASTING.

Sales-minded DJ/announcer. Married, mature family man—dependable, 3rd class license. Control board operator/news-caster seeker of permanent position. Box C-356, BROADCASTING.

Experienced and college educated wants play-by-play baseball. Box C-360, BROADCASTING.

Experienced every phase. Left small market radio to work agency avenue. Returned—but picked wrong station. If you care about programming, write. First phone. Box C-363, BROADCASTING.

Two years experience, third, some college, good voice. Box C-366, BROADCASTING.

First phone announcer/dj/news. Almost a year solid experience MOR or good music format sought on Long Island, Nearby Upstate New York, New Jersey or Connecticut areas. Make good offer. Box C-367, BROADCASTING.

Beginner, determined and eager Broadcast school, Third, Desire Top 40 or R/G. Will relocate. Sharp, Apt. 302, 2060 East 83 St., Cleveland, Ohio 44103.

Country dj—third class special endorsement. \$125.00 to start. 319-372-8548, Joe Reeves.

Recent Conn. school of broadcasting graduate. Have 3rd phone—not endorsed. Give me just enough to live on—I'm yours. It's radio I'm interested in—that's the only life! Call me anytime 201-872-6063, Mike Colombo, 16 Cedar Street, Rockville, Connecticut 06066. Tape and resume are available.

1st phone major market announcer looking for responsibility and adequate compensation in medium or small market where radio is more than an air shift. Want MOR or stable rock. College. Family. Wife teaches. Phone 919-338-8052 days.

Program Director/DJ (Top-40 mod-contemporary) enthusiasm motivator, knows music. 3rd-class. now . . . 513-631-5428 after 5 p.m.

First phone—available April 15th. Good voice, happy sound, with authority. Box 2332, Waterloo, Iowa 50205.

Top 40 beginner looking for big break in Conn area. Viet vet., 3rd endorsed, 2 broadcast schools, young & eager. Personal interview preferred. Edward Rice, 123 Henry Street, New Britain, Conn.

Broadcast School Grad. 3rd. endorsed, single, draft exempt, tight board. Will relocate—New England area. Larry Spalluto, Spring St., Windsor Locks, Conn. 06096. Tel. (203) 623-7444.

Broadcasting School graduate, 3rd class, will relocate. Beginner, ready for first job, willing to learn. Contact Joseph Jantzon, 6521 Heliotrope, Apt C, Bell, Calif. 90201

Florida-Southeast: If you're looking for a versatile announcer with over fifteen years in broadcasting (age thirty-six) including valuable experience in equipment maintenance (first phone) let's get together. Personal interview preferred but not mandatory. Rod Arkell, High Springs, Florida. Phone: 904-454-1373.

Just graduated from Broadcasting school, 3rd endorsed. I am a beginner and I don't believe it is a handicap but just that—a beginning of something big. I have talent, desire, and a basis in the fundamentals. All I need is that first break. Tape and resume on request Brian Clendene, 322 Hudson St., Hartford, Conn. 06103.

Midwest area-school grad, married, reliable, good delivery, studied tight board, third endorsed. I may be the one. Write J. R. Wade, LaCygne, Kansas. 66050, Call 913-737-4452 after 6.

Announcers—(continued)

Combo-man, first phone, 1 year experience, married, 1Y classification. Prefer MOR or CGW—Contact: Mr. Larry Frear, 316 7th St. Se., Mason City, Iowa 50401.

Ivy League June graduate with six years sports experience on three stations seeks play-by-play opportunity in the east or southeast area. Experience includes play-by-play, writing, announcing and interviewing in all sports. Currently employed. Write Jay Levine, WHCU Radio Station, Box 69, Ithaca, New York.

Technical

Management oriented Chief Engineer, first phone, experienced at AM & FM Stereo construction, maintenance, proofs, etc. Looking for challenge and part ownership. Available in June. Will be at NAB convention. Box C-197, BROADCASTING.

Florida-Southeast: See my ad under "announcers". Limited maintenance experience (FM, AM, directionals some automation). Rod Arkell, High Springs, Florida. Phone. 904-454-1373.

NEWS

Financial writer—wire service, broadcast news experience, MA, available April, N.Y.C. Box C-224, BROADCASTING.

New York City FM experienced. Informed. Professional. References. No hurry. Box C-240, BROADCASTING.

Top 10 market, Summer replacement or full time. Heavy experience. Authoritative. Professional. Box C-241, BROADCASTING.

Experienced, well educated newscaster in large-medium desires news position in top 30. Box C-259, BROADCASTING.

Hard-working news director at East Coast Major Suburban information-oriented station seeks similar post west of Mississippi in July. Fourteen-year radio veteran looking for "settling-down" post at stable station in growth potential market. Box C-333, BROADCASTING.

News Director at major New York City FM university station. 3rd phone, commercial board and mike experience. Wants full time summer. Contact Dan Reilly, WFUV, Fordham University, Bronx, N.Y. 10458.

Programing, Production, Others

Producer-director, studio production, film, 14 years solid experience. Capable. Competent. Seeks a position with east coast station. Box C-227, BROADCASTING.

Morning man/promotion/program director. Isn't that a beautiful combination? Top 40/MOR. \$190.00 weekly buys ten years experience, top ratings, leadership ability. Desire D.C., Maryland, Penna., Jersey, or Carolinas. Box C-295, BROADCASTING.

\$200 wk for top calibre, professional broadcaster. Experienced P.D., operations manager. University graduate. 10 years in business. 3rd endorsed. No top 40 or CGW Married. Fully dependable. Box C-298, BROADCASTING.

Don't answer this if pay-day comes only after salesmen make collections. Necessary top male copywriter relocate immediately. Southern-most tier of states, west of Mississippi preferred. Best references. Copy samples on request. Box C-299, BROADCASTING.

"Desire job as on-air director or production" "Go to Broadcasting school: I go. Study TV production. "Sorry. Must have 1st phone" "I get it "Sorry. You have no experience" or "We give you low paying job in engineering" "But I want production" Wife. Relocate, \$160 wk. Box C-309, BROADCASTING

Up-Tight Top-40 first phone Music Director. PD, personality seeking new position. Currently Music Director-DJ number one 200,000 plus market. Available April 15. Box C-323, BROADCASTING.

TELEVISION—Help Wanted MANAGEMENT

Producer-Director for top station in top ten market. We need an aggressive, creative Producer-Director who is interested in doing contemporary television and can deliver top product. Box C-317, BROADCASTING

News producer/writer for management position which requires excellent writer, and knowledge in film and VTR production. No air work, but major news production responsibility in our news-oriented major group operation. Box C-354, BROADCASTING.

Sales

Local sales. Career opportunity in California. 25th US market. Generous commission, fringes. Must be experienced, preference Indie background. Earnings unlimited, advancement certain for a worker and driver. Write Box C-355, BROADCASTING.

Television Salesman wanted—Miami's dynamic Channel 23 seeking hard selling TV professional. Excellent draw, high commission. Send resume: General Sales Manager, WAJA-TV, 695 N.W. 199th Street, Miami, Florida 33169.

Announcers

Bright, glib, young (22-34) personality for TV talk show in Florida market. No hatchet man. Box C-296, BROADCASTING.

Technical

Chief engineer with experience in UHF transmitter & Color equipment—Midwest—replies kept confidential. Box C-286, BROADCASTING.

Position open for number two man in full color small market operation, expanding organization, all new RCA equipment. Excellent opportunity for family man. Fastest growing community in Montana offers best of schools and family living conditions. Send full resume to KCVO-TV, Box 1503, Missoula, Montana 59801.

UHF CBS affiliate seeking assistant chief engineer with thorough knowledge of RCA television equipment including TTU-30 Transmitter, TK-27 Film Camera, TR-50 VTR, and TVM-6 Microwave. Good salary to right man. Send complete resume to Ken Warren, Chief Engineer, KMST-TV, Box 1271, Monterey, California 93940.

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.

Operations desk—Traffic supervisor wanted, to receive and channel commercial materials, instructions, coordinate with traffic. Resume and salary requirements to George White, WCIX-TV, Box 1151, Miami, Florida 33101.

Immediate opening for first phone engineer. Broadcast experience preferred, but not required. Contact C/E, WKFE-TV, Dayton, Ohio, 513-263-2662.

Chief engineer at established UHF station, WJRT-TV, Atlanta. Send complete resume with recent photograph, or will be available for interviews at NAB at Sheraton Park Hotel. Contact Bob McKinsey, General Manager.

Engineer—First Phone needed for one of country's outstanding educational television stations. Prefer camera experience—will consider others. Presently building largest, most modern studio facility in ETV. Contact Fred Edwards, Director of Engineering, WQED, 4337 Fifth Avenue, Pittsburgh, Pennsylvania 15213.

Summer relief positions for technicians available now for full color Chicago ETV station. Contact Chief Engineer, WTTW, 5400 N. St. Louis Ave., Chicago, Illinois 60625, Tel: 312-583-5000.

TV Studio Technicians: Experienced, first class phone. Regular increases. Temporary vacation help also needed. Write, Chief Engineer, WWJ-TV, Detroit.

Technical supervisor for State ETV network. Require five (5) years experience with TV systems and color VTR. FCC 1st phone. University benefits. Send experience, references, and salary requirements direct in c/o James Potter, Indiana Higher Education Telecommunication System, 1100 West Michigan Street, Bowers Building, Indianapolis, Indiana 46202.

NEWS

Good looking on camera? Good mature voice? Like News? We're looking for such a man for our news department. We're medium-size, but rank among the top-twenty network affiliates in the country, in share of audience. The man we're searching for must not be a floater, and his record must check out. Good salary; paid vacations; insurance program, etc. Write Box C-343, BROADCASTING and send VRT with resume. Top radio newscaster will be considered if photography can be mastered.

Experienced newsmen-news-caster for south Florida leading local news operation. If you can write, gather and report, send resume and VTR to: News Director, WPTV, 5 Coconut Row, Palm Beach, Florida.

Programing, Production, Others

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.

TELEVISION—Help Wanted**Program, Production, Others****(continued)**

Art Director with creative ability, experience and enthusiasm needed at major western network television station. Send portfolio, resume and photograph with first letter to Box C-175, BROADCASTING.

Meteorologist: Major market VHF is seeking professional meteorologist. Must present an authoritative and personable approach to the weather. Only those with previous broadcast experience need apply. Send resume and VTR to Box C-291, BROADCASTING.

Operations desk—Traffic Supervisor wanted. To receive and channel commercial materials, instructions, coordinate with traffic. Resume and salary requirements to George White, WCIX-TV, Box 1151, Miami, Florida 33101.

TELEVISION**Situations Wanted—Management**

General manager—currently VP-marketing, previously engineering manager and sales manager. Harvard MBA. Understand PGL requirements. Long record of previous successes in TV broadcast industry. Well known for leadership and producing results. Box C-214, BROADCASTING.

Directive sales management (Do this, do that) is easy. Robot salesmen work ok if you're there, calling every shot. Participative sales management is harder. It encourages salesmen to work to capacity, strive for excellence and assume responsibility. Contact a mature, results-oriented sales manager who can mold a dynamic, creative sales force. 32, married, degrees, experience in every department of your station. Box C-287, BROADCASTING.

Professional television sales promotion manager with know-how and administrative ability seeking right opportunity with aggressive broadcaster. For complete information, write Box C-349, BROADCASTING.

Television department coordinator with major university (assistant professor) seeks affiliation with New York college or university television department or educational TV station. Available September, 1969 on fulltime or part-time teaching and/or administrative basis. Box C-364, BROADCASTING.

Sales

Mature, aggressive, producer of results with broad sales background and first phone is moving up. Resume and tape upon request. Box C-342, BROADCASTING.

Sales management position desired—experienced, stable, family. A real credit to any organization. Looking for good family town. Box C-358, BROADCASTING.

Announcer

Former Los Angeles Timesman with 8 years of radio and TV news experience in major markets plus Vietnam guarantees first rate TV talk or interview show. Also available to host "Today" type program. I'm 32, handsome and original. Box C-237, BROADCASTING.

After a 2 year hiatus, I want to get back into broadcasting. Versatile pro experienced staff, news, weather & sports including writing and production. Will consider summer replacement position in major market Box C-313, BROADCASTING.

Summer/or full-time weathercaster. Age 33. Eight years experience. Resume and video tape. Box C-348, BROADCASTING.

Technical

Manager of engineering—Currently responsible for major AM/FM/TV group operation. Hold degree. Have built many complete broadcast facilities from ground up. Knowledgeable on budgets, union relations, FCC, personnel and operations. Box C-215, BROADCASTING.

1st phone and production school. 5 months experience TV cameraman. Desire audio, video or camera. \$160. Box C-288, BROADCASTING.

Experienced TV technician, 1st phone, will relocate, familiar with transmitter and studio operations, some maintenance. Box C-315, BROADCASTING.

NEWS

Young, fast-moving on-air newsman needs new challenge. Shoot film, write and edit. Currently doing prime-time news in 500,000 market five evenings. Nine years experience in all phases radio and television news. Box C-105, BROADCASTING.

Top TV talent—15 years pro.—versatile—news—weather & sports. Currently sales—return to first love. Box C-271, BROADCASTING.

Television Radio newsman, masters degree. Deliver, write show, process, edit. Experienced director. Good background, looking to become a working member of a professional team, where advancement is possible through effort, performance, and merit. No urgency to change, this should be the last move. Box C-308, BROADCASTING.

Top 20 markets—if you don't have an attention-grabbing sportscast on your news hour, you need me! Mature professional will bring colorful commentary, interviews, film coverage, and production of excellent sports specials to your operation. TV and/or Radio. Box C-312, BROADCASTING.

TV-Radio newsman with five years experience, bachelor's degree, young (22), and willing to work. Box C-326, BROADCASTING.

TV-Assignment Editor, Newsman, B & W and Color photography expert. 9 yrs. Radio-TV. Box C-329, BROADCASTING.

Producer/News and special events—top five market. Ten years experience including network. Available as Executive Producer or News Director. Excellent references. Married. Box C-330, BROADCASTING.

Creative challenge wanted as investigative reporter, hostess or in public affairs. Attractive, articulate, bright, authoritative—with news experience in top 20 market. Ph.D. psychology—but don't look at it. Top references. Available immediately. Box C-336, BROADCASTING or (206) EA 9-3561.

Anchorman, Editor, Reporter . . . 11 Years Experience . . . Good Ratings. Box C-353, BROADCASTING.

All phases news experience. Raised, married and formerly worked on west coast. Want west again. Creative, enjoy special in-field air reports, news specials and cinematography. Five years experience. Reasonable. 8615 North Baltimore, Kansas City, Missouri 64155.

Vietnam correspondent seeks news directorship and/or anchor slot-SOF assignment work in major market. Also excellent at talk-interview program. Salary secondary to opportunity. Available now for personal interview-audition. Write Box 92, Rockford, Illinois 61105. All correspondence confidential.

Program, Production, Others

Television director of award winning series, competent in all phases of remote and studio color production. Seeks new challenge on the coasts. Available May 1969. Box C-225, 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.

Need 10 KW FM transmitter and other accessories for operating FM stereo station with sideband. Give complete description and price in first letter and where equipment can be inspected. Box C-321, BROADCASTING.

Private College Educational FM radio station seeking contributions of new or used radio equipment. Contributions tax deductible. Shipping paid. Send description of equipment to John W. Schuerman, WECL, Earlham College, Richmond, Indiana 47374.

450 to 500 foot self-supporting tower. Give details & price Mr. Lee, WSBG, 2400 W. Madison Street, Chicago, Ill. 60612.

FOR SALE—Equipment

Coaxial-cable—Helix, Stvoflex, Sioroline, 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.

For Sale: RCA TP-16 film projector, color modified. RCA TK-20 film camera TARC CA-7010 video AGC amplifier. RCA TA-5 stabilizing amplifier. RCA TG-1 sync generator RCA MI26853 orbiting generator RCA TA-1 distributing amplifier. RCA WA-3 grating generator RCA TG-10 field sync. generator RCA TS-10 field video switcher. RCA 590 power supply, RCA WP33 power supply. Box C-293, BROADCASTING.

FOR SALE—Equipment**(continued)**

Fairchild 660 limiter—\$650.00. 600 Conax—\$250.00. 613 Dynalizer—\$110.00. All like new. KNXR, Rochester, Minnesota.

Bauer 10 KW-FM transmitter—Moseley Exciter—SCA generator. Complete Schafer Stereo Automation System—used 10 months. 3 Bay Jampro antenna tuned to 92.3 80 feet jacketed 1 3/8 coax Dick Garvin - K5JO, Box 5190, San Jose, Calif., 408-246-6060 or Washington Hilton, 3/24-27.

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.

Remote control your station. New Tape-Athon Automatic Broadcasting System. A complete audio control complex that may be customized to any radio format. KWUN, Box 1490, Concord, Calif. 94522.

Schafer Automation System with time clock. Sacrifice equity. Also sacrifice CCA Remote Control System—1 year old. Box C-199, BROADCASTING.

Collins 300G transmitter, now in service, increasing power, available middle May. Box C-213, BROADCASTING.

New Moseley SCG4T Sub Carrier Generator. 67KC. Transistorized, never used. Make offer. Box C-250, BROADCASTING.

2 RCA TK-15 vidicon complete camera chains, excellent condition. P.O. Box 1875, Monterrey, Mexico.

Spotmaster, Scully, Magnecord, Crown, CBS Audimax/Volumax, QRK, Russco, Fairchild. Write for list. Finance-lease. Audiovox, Box 7067-55, Miami, Florida 33155.

UTC (Gates) CG-307 plate transformer. Like new, \$90. Box 90, Kingsville, Texas.

Nems-Clark 108-E. Will monitor up to 8 towers. \$395.00. R. Barrett, P.O. Box 1031, New London, Conn. 06320.

Self-support towers 1—133' \$1,000.00. 3—210' \$3,000.00. 1—300' \$4,000.00. Bill Angle, P.O. Box 55, Greenville, N.C. 919-752-3040.

MISCELLANEOUS

Deejays! 11,000 classified gag lines, \$10.00 Unconditionally guaranteed. Comedy catalog free. Edrund Orrin, Mariposa, Calif. 95338.

"Jokes for Jocks" over 2,000 one liners, definitions and funny bits. \$10.00 Box 7815, Atlanta, Ga. 30309.

Sounds great. Over 1,000 of the past decade's contemporary hits alphabetized and dated. Free details. Box C-365, BROADCASTING.

Be prepared! 300 Christmas laughs, \$3.00. Jacobs. Box 362, Pomeroy, Ohio 45769.

"365 Days of Laughs." Only Daily Radio gag service prepared by deejays for deejays. \$5 per month. Box 3736, Merchandise Mart Station, Chicago, Ill 60654.

Drop-ins: Wanna trade? I have hundreds gathered from comedy albums. Trading is cheaper than buying. Drop me a line. Jack Allen, WLOB Radio, Portland, Maine.

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 Institute in Chicago, 14 East Jackson Street. Chicago, Illinois 60604.

Elkins is the nation's largest and most respected name in First Class FCC licensing. Complete course in six weeks. Fully approved for Veteran's Training. Accredited by the National Association of Trade and Technical Schools. Write Elkins Institute, 2603 Inwood Road, Dallas, Texas 75235.

First Class License in six weeks. Highest success rate in the Great North Country. Theory and laboratory training. Approved for Veterans Training. Elkins Institute in Minneapolis, 4119 East Lake Street, Minneapolis, Minnesota 55406.

INSTRUCTIONS—(cont'd)

The Masters, Elkins Radio License School of Atlanta, offers the highest success rate of all first Class License schools. Fully approved for Veterans Training. Elkins Institute in Atlanta, 1139 Spring Street, Atlanta, Georgia 30309.

Be prepared First Class FCC License in six weeks. Top quality theory and laboratory instruction. Fully approved for veterans training. Elkins Radio License School of New Orleans, 333 St. Charles Avenue, New Orleans, Louisiana 70130.

Announcing, programing, production, newscasting, sportscasting, console operation, disk jockeying and all phases of radio and TV broadcasting. All taught by highly qualified professional teachers. The nation's newest, finest and most complete facilities including our own commercial broadcast station—KEIR Fully approved for veterans training. Accredited by the National Association of Trade and Technical Schools. Elkins Institute, 2603 Inwood Road, Dallas, Texas 75235.

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.

Radio Engineering Incorporated Schools has the finest and fastest course available for the 1st class Radio Telephone License (Famous 2 week course). Total tuition \$360. Class begins at all R.E.I. Schools Apr. 21. Call or write the R.E.I. School nearest you for information.

R.E.I. in Beautiful Sarasota, the home office 1336 Main Street, Sarasota, Florida 33577. Call (813) 955-6922

R.E.I. in Fascinating K. C. at 3123 Gillham Rd., Kansas City, Mo. 64109. Call (816) WE 1-5444.

R.E.I. in Delightful Glendale at 625 E. Colorado St., Glendale, California 91205. Call (213) 244-6777.

R.E.I. in Historic Fredericksburg 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, 10600 Duncan, Manhattan Beach, Calif. 90266 (213-379-4461).

Tape recorded lessons for first phone plus one week personal instruction in Boston, Detroit, Atlanta, Seattle, Denver, New Orleans, Portland. Five years of proven results. Bob Johnson License Training, 10600 Duncan, Manhattan Beach, Calif. 90266.

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 programmed methods and earn while you learn job opportunities. Contact AT5, 25 W. 43rd St., N.Y.C. Phone OS 5-9245 Training for Technicians Combo men, and announcers

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

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. Orden Radio Operational Engineering School, 5075 Warner Avenue, Huntington Beach, California 92647 (Formerly of Burbank, California.)

Fast first phone . . . four weeks . . . \$295.00. Accelerated audio visual techniques with results guaranteed. Rooms \$9.00 weekly. Next class April 14. Tennessee Institute of Broadcasting, 2106-A 8th Ave. South, Nashville, Tenn. Phone 297-8084.

See our display ad under instruction on page 179. Don Martin School of Radio & TV, 1653 No. Cherokee, Hollywood, California 90028. HO 2-3281.

RADIO—Help Wanted

Management

Group Owner

is searching for the right man. This man is an experienced radio manager, with proven track record, especially strong on sales and organization. If you are worth in excess of \$20,000 yearly, and can prove it, send complete resume to

Box C350, Broadcasting.

RADIO—Help Wanted

Can You Help Solve Our Growing Pains?

Your future may lie with Susquehanna Stations, one of America's fastest growing broadcast groups. We have immediate openings for:

- A top-notch program executive—for a corporate program position, involved in all phases of program development.
- A heavy-hitting salesman—to take over an established account list—billing more than 100,000, both agency and direct.
- Two bright experienced air personalities.

Susquehanna Station personnel will be at Mayflower Hotel during NAB Convention. Or Call: Steve Trivers, Personnel Director, Broadcast Division at (717) 764-1826.

Nationwide Management Consultants Will Be At The NAB Convention To Meet With Station Owners Concerning Executive Recruitment.

*Call 312-337-5318
To Arrange A Confidential Meeting
With Us In Washington*

Help Wanted Management—(cont'd)

COMMUNICATION PRODUCT DIRECTOR

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.

McMartin Industries, Inc.
3104 Farnam Street
Omaha, Nebraska 68131

Announcers

**ATTENTION DJ'S
EV WREN
PROGRAMING CONSULTANTS**
Needs rock, C & W, MOR jocks newsmen & engineers for various major markets. (no employment fees.) Regardless of experience, we would like to hear your audition. Rush tap & resume to:
EV WREN PRODUCTIONS
2375 S. Bannock St.
Denver, Colo. 80223
no placement agencies, please!

FM MANAGER

Upper Midwest TV-AM-FM combination needs a General Manager for its FM station. Salary \$12,000 to \$15,000, depending on qualifications. Strong sales background required for this position. Send resume to:

Ron Curtis, President
Nationwide Management Consultants
645 N. Michigan Avenue
Chicago, Illinois 60611

Help Wanted

Technical

CUSTOMER CONSULTANT

ATC Division/Gates Radio Co. has opening for energetic young engineer to fill broad responsibilities—including field checkout of broadcast automation systems. Excellent over-all technical background and friendly, outgoing personality required. Salary commensurate with ability and experience. College graduate preferred. Write or phone Andy Rector, Manager, Customer Service, ATC Division/Gates Radio Company, Bloomington, Ill. 61701, 309-829-7006.

An Equal Opportunity Employer

RADIO—Help Wanted

Technical—(cont'd)

TECHNICAL

1st Class engineer desired for 3rd shift position with a top Radio Station in the Midwest. No announcing, beginners welcome. Union scale. Contact: Don Clausen, WIRL-TV, 109 SW Jefferson, Peoria, Ill. 61602.

Phone: 309-676-8911

NEWS

Radio Newsmen

CBS owned station needs top newsmen 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**

Mid-Western News Operation expanding!

Need news reader in addition to a qualified broadcast journalist. Good salary. Unlimited future with growing chain. All replies confidential. Equal Opportunity employer. Send tape, resume and picture to

Box C-347, BROADCASTING

Situations 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.



Columbia School of Broadcasting

4444 Geary Blvd., San Francisco 94118
Telephone: (415) 387-3000

(Not affiliated with CBS, Inc. or any other institution)

Situations Wanted—Programing, Production, Others

Can You Beat Bill Drake?

We're obviously in one of the nation's best markets. And, it's worth a top salary plus \$50,000 bonus to a Programmer able to beat Drake.

Send Qualifications Today:

Box C-357, Broadcasting.

PROGRAM DIRECTOR

Top 20 market rock P.D. looking for *right* station. Prefer west, Rock or MOR. Will consider all. Proven record. Majors only.

Box C-320, Broadcasting.

Television Help Wanted

Technical

Professional Man

Engineer wanted for AM-FM-TV station in top 10 market to plan and supervise installation of new studio and transmission facilities. Report directly to manager. No operating duties. E.E. degree or equivalent; management ability; available for travel to industry meetings and manufacturer's plants as needed. Salary good, commensurate with education and experience. Young man preferred. Should be available for interview during NAB.

C-362, Broadcasting.

Programing, Production, Others

TV RESEARCH DIRECTOR

Progressive, group-owned television station in top 10, East coast market requires experienced and aggressive research director. Applicants should be well versed in all aspects of TV research and especially adept in sales presentations. Position open now. Send resume and salary requirements to:

Box C-282, Broadcasting.

RADIO-TV WEATHERMAN

Prefer AMS member. Need man to tell the "why" not just the "what." VHF network affiliate in Ames-Des Moines market. Best equipment and radar. Salary open. Send tape, resume and picture to:

**WOI-TV-AM-FM
Iowa State University
Ames, Iowa
Equal Opportunity Employer**

Read it and Reap

NYC Advertising-Motion Picture independent needs a young, highly inventive production man right now! Recording, editing, scoring, mixing skills a must. Writing ability is a definite bonus. Good pay, rapid advancement (Presidency well within 100 years). No resumes please—Write me a letter, send your tape—pray.

Box C-304, Broadcasting.

TV—Situations Wanted

Management

MARKETING EXECUTIVE

12 years sales and management experience on professional and industrial TV equipment. Wide domestic and international contacts with OEM, Nets, and stations. Can contribute capital, accessory products and experienced staff to existing organization or new venture.

Phone for NAB appointment 202-783-3733 or Box C-202, Broadcasting.

**Mr. Board Chairman
Mr. President**

I have 20 years of seasoning in successful radio and regional network management; Journalism management; law enforcement (organized crime) research and administration; and much congressional and state legislative liaison in the northeast.

I'm available due to completion of a contractual research assignment, and feel qualified for single or multi station management (radio)—group or network executive or assistant to a chief executive officer as trouble shooter and get-things-done-man, in radio or CATV.

Will be in Washington Mar. 23 thru 25th; leave message for Mr. Washburn (my middle name) at main NAB registration desk or message center or write Box C-290, Broadcasting.

WE RECRUIT EXECUTIVES

AND OTHER IMPORTANT TV/RADIO PERSONNEL

Call 312-337-5318
For Search Charges



Nationwide Broadcast Consultants

645 NORTH MICHIGAN AVENUE
CHICAGO 60611

PROGRAM/PRODUCTION MANAGER AVAILABLE

Experienced radio executive east coast 50kw; four years Radio/TV/PR consultant to industry and government. Background includes programing, promotion, production, writing, documentaries, broadcasting, etc. Prefer Phoenix, San Francisco or Washington, D.C. Interviews arranged during NAB Convention by phoning Miss Smith, 333-0009. If no answer, leave message with secretarial. Replies in strict confidence. Box C-335, Broadcasting.

Attn: Los Angeles area Station, Program Producer, or Ad Agency who is not yet "No. 1" . . .

Producer-Director of unique major market TV concept . . . nation's longest "live" daily show . . . plans return home to L.A. 24 years all phases of Radio-TV: own production company, broadcast consultant to sponsors and agencies, net and station exec, air personality. Fulltime creative talents available—even to "No. 1"—if challenging growth goals exist.

Box C-319, Broadcasting.

INSTRUCTIONS

F.C.C. 1st PHONE in six weeks

- EDUCATION •
- COMPREHENSION •
- KNOWLEDGE •

Finest Instructors

- Years of practical experience

Intensive Methods

- Animated Electronic Films

Reasonable Costs

- Only one charge to completion

Selected Accommodations

- Student rates at Hollywood-Plaza Hotel

Top Results

- Our students obtain their 1sts.

LEARN

at the Nation's oldest and most respected

School of Broadcast Training
DON MARTIN SCHOOL OF RADIO & TV
(established 1937)

Next Accelerated Class Starts
APRIL 21, 1969

for additional information call or write:
DON MARTIN SCHOOL OF RADIO & TV
1653 No. Cherokee, Hollywood, Cal.
HO 2-3281

FOR SALE—Equipment



ED RIES AND ASSOCIATES

FOR SALE: Tektronix solid-state dual trace scopes 453, 520, Vectorscopes, 527 & 529 waveform. Conrac 17" & 21" color and 8", 14" & 17" monitors.

414 NO. ALFREDO ST. / LOS ANGELES / CALIF. 90048 / U.S.A.
CABLE ADDRESS: EDRIESTV, LOS ANGELES / (213) 651-5090

WANTED TO BUY—Stations

50% Ownership Wanted for Management Services

Let me show you my success stories. Small, Medium and Major Market Experience. All my employers have made money but me. There is no substitute for hard work and long hours. I will work for both of us. Married. Outstanding references. Replies confidential. Will be in Washington for the NAB Convention.
Box C-280, Broadcasting.

FOR SALE—Stations

Confidential Listings
RADIO—TV—CATV
N.E.—S.E.—S.W.—N.W.

G. BENNETT LARSON, INC.
R.C.A. Building, 6363 Sunset Blvd., Suite 701
Hollywood, California 90028 - 213/469-1171
BROKERS-CONSULTANTS

Lx Rue Media Brokers Inc.

116 CENTRAL PARK SOUTH
NEW YORK, N. Y.
245-3430

**Hospitality Suite
Mayflower Hotel**

at
NAB

In attendance: H. B. LaRue, President, P. G. Johnson, E. M. Young.



Bob Graham will make over \$48,000 this year.

Bob owns a Columbia School of Broadcasting franchise. He has over 3 years of broadcast education experience and a university degree.

He is the calibre of individual that has made Columbia School of Broadcasting No. 1 in the Broadcast Education field.

We have remaining a few major markets in which we have no enrollment facilities. These areas are available to qualified broadcast principals only. We require a minimum of 5 years broadcast experience, impeccable moral character and a sincere desire to help young men enter broadcasting.

If you feel you meet these requirements, we suggest you write to us, on company letterhead, asking for our free booklet entitled A COLUMBIA SCHOOL OF BROADCASTING FRANCHISE. It's free and tells the whole remarkable story of the No. 1 broadcast school in the country.

The minimum investment required begins at fifteen thousand dollars.

Please attach coupon to letterhead.

To: Mr. Wm. A. Anderson,
President Columbia School
of Broadcasting
4444 Geary Boulevard
San Francisco, CA 94118
Please forward a copy of:
A Columbia School of
Broadcasting franchise.

Name _____
Street _____
City _____
State _____ Zip _____

Not affiliated with Columbia Broadcasting System, Inc. Or any other institution.

La.	small	profitable	\$ 89M	29%	West	small	profitable	\$ 70M	nego
S.C.	small	daytime	75M	29%	Midwest	medium	FM	135M	50%
N.E.	small	daytime	120M	29%	N.E.	metro	profitable	600M	29%
Ky.	medium	FM	70M	terms	Midwest	suburb	FM	135M	50%
N.E.	major	profitable	800M	terms	West	major	AM & FM	450M	29%

NAB Convention: Windsor Park Hotel



2045 Peachtree Road

Atlanta, Ga. 30309

(Continued from page 168)

Brownsville Broadcasting Inc. for \$100,000. Seller: Roy Davis, sole owner. Buyers: Ben M. Gaines, president (49%), Ludie M. Gaines, vice president (1%), Edgar R. Perkins, secretary-treasurer (49%) and Demetra Perkins, vice president (1%). Buyers have respective interests in WHDM McKenzie, Tenn. Messrs. Gaines and Perkins own building and supply company. Mr. Gaines owns 50% of upholstered furniture manufacturing company. Action March 13.

■ KWKC Abilene, Tex.—Broadcast Bureau granted assignment of license from Steve Gose Enterprises Inc. to Texas Communications Inc. for \$328,500. Seller: Stephen Mathus Gose Jr., sole owner, by Ben M. Gilbert, receiver in bankruptcy. Seller is former owner of KWKC-FM Abilene (see below). Buyers: Neal L. Spelce Jr., president. C. Donald Rogers, vice president-secretary. Ben F. Barnes, vice president-assistant-treasurer. Ralph E. Wayne, chairman of board and Walter M. Mischer, vice president-treasurer (each 20%). Mr. Spelce is executive assistant for automobile dealers association and owns 20% of KJOE Shreveport. La. Mr. Rogers also owns 20% of KJOE and is general manager of KOKE Austin, Tex. Messrs. Barnes and Wayne are state representatives. Mr. Rogers owns 20% of KPCN Grand Prairie, Tex., Mr. Mischer is chairman of board of bank and president of construction company. Action March 17.

■ KWKC-FM Abilene, Tex.—Broadcast Bureau granted assignment of license from Steve Gose Enterprises Inc. to Key City Broadcasters Inc. for \$21,500. Seller: Stephen Mathus Gose Jr., sole owner, by Ben M. Gilbert, receiver in bankruptcy. Seller is former owner of KWKC Abilene (see above). Buyers: Frank Junell, president (31.24%), Dossie M. Wiggins, vice president-secretary-treasurer (37.52%), Marvin Lewis, vice president (10%), and Bill J. Parsley (21.24%). Mr. Junell is president of bank and owns 39.8% of KKUB Brownfield, 36% of KEYE Perryton and 35.6% of KILE Galveston, all Texas. Mr. Wiggins is chairman of executive committee of bank, and owns 40% of KKUB, 36% of KEYE and 35.6% of KILE. Mr. Lewis is president of vending company. Mr.

Parsley is vice president of college and has interest in KKUB and KNIT. Action March 17.

■ WELK Charlottesville, Va.—Broadcast Bureau granted transfer of control of WELK Inc. from Jackson Park Realty Co. (55% before, none after) to Robert W. Stroh, president (37.5% before, 65.5% after). Harold B. Wright Jr., secretary (3% before, 10% after). James T. Graves, treasurer (2% before, 13.32% after), et al. Sellers: H. A. Haden, president, et al. Buyers: Mr. Stroh is WELK vice president-general manager and Mr. Wright is WELK chief engineer-operations director. Mr. Graves owns two cab companies and a real estate development company and has interest in a loan company. Consideration: \$120,000. Action March 13.

■ KUJ Walla Walla, Wash.—Broadcast Bureau granted assignment of license from KUJ Inc. to VBR Broadcasters Inc. for \$225,000. Sellers: H. E. Studebaker, president (56%), et al. Buyers: Laverne D. Russell, president, and Barbara L. Russell, treasurer (jointly 51%); Robert L. Thome, vice president and James F. Alyward (jointly 49%). Mr. Russell is KUJ assistant manager. Mrs. Russell has no other business interests indicated. Messrs. Thome and Alyward are with small business investment company. Mr. Alyward is vice president of diversified lending firm. Action March 17.

Community-antenna activities

The following are activities in community-antenna television reported to BROADCASTING, through March 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*.

■ *Jefferson County, Ala.*—Telvue Cable Alabama Inc. has been awarded a nonexclusive

franchise for unincorporated areas near Bluff Park, Vestavia Hills and Hoover. Alabama TV Cable Co. already holds a non-exclusive franchise for other county areas.

■ *Albany, Calif.*—Vumore Cablevision has applied for a franchise. The system would provide 12 channels for \$4.50 a month, or \$3.95 a month if customers pay annually in advance. The firm would pay the city \$5,000 for the first full year of service, \$10,000 the second year, \$15,000 the third year, \$20,000 the fourth year, and \$20,000 or 10% of the net profit each year afterward. Twenty years after the city has accepted the completed installation, it may buy the system from the company.

■ *Laurel, Md.*—American Telecab Service Inc. has applied for a franchise. Subscribers would pay \$10 for installation and \$4.95 monthly.

■ *Moss Point, Miss.*—Crest Broadcasting Co. (WPMP-AM-FM Pascagoula-Moss Point, Miss.) has been awarded a 25-year franchise. The firm will charge \$9.95 for installation and \$4.95 monthly. The city will receive 6.1% of all sales revenue.

■ *Eden, N. C.*—Community Cable TV Inc. has applied for an exclusive 30-year franchise.

■ *Ashtabula, Ohio*—Ashtabula Cable TV Inc. has applied for a 10-year franchise. The firm would pay 5% of its annual gross receipts and charge \$5 per month.

■ *Anderson, S. C.*—Act Co., represented by attorney John Grisso, has applied for a franchise. Installation would be about \$15 and the monthly fee would be \$5.

■ *Beaumont, Tex.*—Beaumont Cablevision Inc., a subsidiary of Gulf and Western Industries, has been awarded a franchise. Another applicant for the franchise had been Jefferson Cablevision Inc., in which Time-Life Broadcast Inc. was the majority stockholder.

Addenda, corrections to 1969 'Yearbook'

Following are corrections and additions to the 1969 BROADCASTING YEARBOOK. For the reader's convenience, the information is arranged in order of YEARBOOK section and page number.

Section A—Facilities of Television

A-50—WSJS-TV Winston-Salem, N.C.—personnel should read: Gordon Gray, chmn; Harold Essex, pres & gen mgr; Richard Barron, exec VP; Harry B. Shaw, VP sis; John Comas, VP prog; Carl Wiegold, film dir; Wayne Willard, news mgr; F. O. Carver, dir of PR; Lee Wallenbaupt, dir of engrg.

Section B—Facilities of Radio

B-25—KATY San Luis Obispo—power should be 1KW-D, 250 w-N.

B-30—Add KGEK Sterling, Colo. listing: KGEK Jan. 3, 1925: 1230 kc; 1 kw-D, 250 w-N. Box 830. (80751) 522-1607. Sterling Radio & TV Inc. (acq 12-1-66).

Net: ABC; Intermountain. Rep: Petry. William W. Whitlock, pres; Marvin George, gen mgr & chief engr; Jack Carpenter, coml mgr; John Dollar, prog dir; Don Gilbert, news dir; Mary Kopfman, women's dir.

B-52—WLRW(FM) Champaign, Ill.—special programming should read: C&W 14 hrs.

B-88—WKNX Saginaw, Mich.—personnel should read: William J. Edwards, pres & gen mgr; Howard H. Wolfe, stn mgr; Robert M. Chandler, VP-sis; Robert G. Dyer, prog dir; Robert D. Frye, dir tech opns.


B-170—KEEE-FM Nacogdoches, Tex.—listing should read: KEFM(FM) May 30, 1967: 103.3 mc; 100 kw. Ant. 428 ft. Stereo. Same licensee as KEEE.

B-170—KSFA-FM Nacogdoches, Tex.—listing should read: Not on air; target date unknown.

B-191—WTMJ Milwaukee—on-air date should be July 25, 1927.


Miscellaneous

Section E—Agencies, Reps, Networks.
E-14—National Broadcasting Co.—change department of Standards and Practices to Broadcast Standards; delete John Climpelman, director of practices; delete Ed Smith, West Coast administration, practices; add Hermilio Traviesas, director of broadcast standards.



DANIELS & ASSOCIATES, INC.
Cable TV brokers & consultants
announce the appointment of

GLENN LITTLEJOHN
as Vice-President in charge of
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EAST COAST DIVISION, P. O. Box 401
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At the Senate Communications Subcommittee hearings last week, as at similar hearings the week before and the week before that, Chairman John O. Pastore had at his side a faithful and familiar aide. From time to time the aide would whisper in the chairman's ear or discreetly slip him a paper from an ever-ready folder. In between he would lean back in his high-backed, overstuffed, leather-covered chair, a mate to those reserved for the tender sensibilities of members of the United States Senate, and, with a knowing smile, survey the witnesses squirming under the interrogation of senators he had probably briefed. It was, as he would be the last to deny, another Nick Zapple production.

In 20 years on the staff of the parent Commerce Committee, the last 18 as its communications expert, Nicholas Robert Zapple has staked out a specialty all his own. Although his influence is a subject of dispute, he is generally conceded to be the most knowledgeable man on Capitol Hill when it comes to broadcast regulation.

He has acquired his store of information by assiduous research. At almost any accessible gathering of broadcasters, especially if the wines are vintage and the cuisine dependable, Mr. Zapple is to be found collecting expertise, and often disseminating it.

This will be an exceptionally trying week for him. With the mass of broadcasting management concentrated in Washington for the convention of the National Association of Broadcasters, Mr. Zapple will be hard put to choose among the infinite variety of laboratories that will be presented for his scrutiny.

There is one session, however, at which he is certain to appear, despite the probable inferiority of the menu. It is today's management luncheon, to be addressed by Senator Pastore. During that performance Mr. Zapple would not be so crude as to whisper in the Rhode Island Democrat's ear or throw him a cue if he falters. But it is only logical to assume that the two will have been in consultation beforehand.

This is not to suggest that Mr. Zapple should be blamed for anything the senator may say. Entirely without professional help, Mr. Pastore is capable of taking on the whole broadcasting business barehanded. How much Zapple there is in such Pastore crusades as the current ones against sex and violence on television it is difficult to judge. There is some evidence, however that Mr. Zapple was at least in on the origination of the idea that the surgeon general of the United States should spend a million dollars trying to find out whether violence on television leads to violence in real life. Whether he had anything to do with Senator

The U.S. Senate's ever-watchful eye on broadcasting

Pastore's sudden discovery of sex in television programing and advertising is open to question.

Mr. Zapple became the Commerce Committee's communications man in 1951, replacing Ed Cooper who left to join the Motion Picture Association. He had joined the committee two years earlier as a staff counsel on a study of U.S. airlines. He was hired because of his experience as a trial lawyer at the Civil Aeronautics Board which he joined in 1946 after being mustered out of the Coast Guard.

It was in communications that he found his niche. Administrations have changed. Senators have come and gone. Parties have risen to power and fallen

from it. Nick Zapple goes on. He has kept his job under Commerce Committee chairmanships of Edwin Johnson (D-Colo.), Charles W. Tobey (R-N.H.), John W. Bricker (R-Ohio) and Warren G. Magnuson (D-Wash.), the incumbent.

There is hardly a piece of broadcasting legislation or congressional study that he hasn't been a part of over the last two decades: color TV, UHF, CATV, Section 315 amendments, Communications Satellite Act, the Corp. for Public Broadcasting.

After all these years as the Hill specialist on communications, it's not surprising that his name has come up from time to time as a candidate for appointment to the FCC. If pressed, Mr. Zapple will admit that "on several occasions" he has been sounded out on his interest in becoming FCC chairman. He has turned down these offers, he says, because he feels his present \$25,000-a-year job is more exciting and more satisfactory.

Outside his dominant concern with communications, Mr. Zapple has two principal interests: helping youth and spending summer weekends and vacations on Cape Cod. For 25 years, ever since as a youngster he played basketball there, he has been a devoted worker for the benefit of the Whittier House Boys Club in his native Jersey City, N.J. Until a few years ago Mr. Zapple undertook to supply the disadvantaged boys from his home town with their annual Christmas party. This youth work has been constant: in 1937 he was honored for doing the most for the youth of his city by the Jersey City Chamber of Commerce; in the early days of the American Veterans of World War II (Amvets), he was national chairman for youth opportunity. Even today, he's still a member, albeit an honorary one, of the board of directors of Whittier House.

His second great interest is the summer, when he and his wife, the former Jean Yereance—whom he met when both were Coast Guard lieutenants during World War II—and his six children, three girls, three boys in that order, move up to their cottage at Harwich Port, Mass., near the elbow of Cape Cod. There Mr. Zapple and his family swim and sail on Nantucket Sound.

Last week Mr. Zapple essayed a prediction on the future of domestic TV. The TV set, he said, will be the core of a home communications center fed principally by wire that will provide Americans with all manner of entertainment, information and services.

His emphatic reference to wire may give some anti-cable broadcasters reason for concern. Mr. Zapple may not have a vote on Capitol Hill, but there is no doubt he has the ears of some who do.

Week's Profile



Nicholas Robert Zapple (with Senator Pastore at left)—communications counsel, Senate Interstate and Foreign Commerce Committee. b. Oct. 17, 1914. Jersey City, N.J.; LL.B., John Marshall College (now part of Seton Hall University), 1941; assistant director and director, Whittier House Boys Club, 1935-41; trial attorney, Civil Aeronautics Board, 1946-49; professional staff, Senate Commerce Committee, 1949-present; enlisted, U.S. Coast Guard, Coast Guard Academy. commissioned as ensign and served as assistant legal officer, hearing officer and general duty officer aboard Coast Guard frigate in North Pacific, reaching rank of lieutenant (senior grade), 1942-46; m. Jean Yereance, Jan. 5, 1945; children: Margaret, 23; Barbara, 21; Elizabeth, 20; Robert, 18; Peter, 10; David, 7; hobbies, sailing, swimming. Home: Falls Church, Va.

This week in Washington

As is usually the case, the official agenda for the 47th annual convention of the National Association of Broadcasters in Washington this week doesn't impart earth-shaking information. Most of the formal speeches seem predictable, and the big public issue is crime, violence and sex in a judicially anointed atmosphere where anything goes in movies, plays and books but not on the air.

The day when public officials had nice things to say about broadcasters, their public service, their cultural enlightenment has long since passed. Broadcasting has become big business and bureaucrats don't fondly embrace in public those bearing that label.

These are the facts of life as the nation's broadcasters begin their biggest convention with some 8,000 in attendance. So the importance of the meeting isn't what is said in the public gaze but what is done at the several dozen satellite sessions of specialized broadcaster groups, of networks with their affiliates, of station representatives with their station ownerships (and these days with their lawyers, too) and of lawyers with their clients.

Word has finally filtered down to even the secondary licensee levels, and certainly to diversified companies, that the Washington problems are real and not merely the wailing of their representatives and their practitioners who might wish to make their jobs look important.

Many broadcasters have forgotten the simple lessons of survival under government regulation. There are two basic ways of resisting inordinate pressures, and both are in a real sense political since bureaucracy begins and ends with politicians.

The broadcaster must maintain rapport with the public he serves. The people must be indoctrinated with the genuine story of risk investment, short-term licenses, service rendered, and the ultimate rewards of the free-enterprise system—for those who make it. These publics, through their right to vote, must let their elected representatives know about their preponderant support of the broadcast service they're getting. That will come only if broadcasters do their jobs and offset the almost nationwide pandering of the organized do-gooders and the professional troublemakers.

But broadcasters, in getting involved in their communities, must undertake more than the "grass-roots" assignments. They must maintain man-to-man contacts with their public officials both at home and in Washington, where the action finally emerges.

The Nixon administration hasn't yet reached the broadcasters' level on its official agenda—and that embraces both manpower and the law. Inevitably it must. What evolves—whether it will be good or bad for the business of broadcasting—depends almost entirely on what broadcasters themselves do beginning this week in Washington.

The real violence in broadcasting

There were heartening indications last week that the Congress may be of a mind to put the brakes on the indiscriminate filing of challenges to license renewals and transfers. Action by the Congress cannot come too soon. As the FCC has now corrupted its own policies and rules, no licensee is secure from harassment.

A case in point is the challenge to WGN Continental's acquisition of WFMT(FM) Chicago. As reported in this publication last week, a loosely organized—or loosely disorganized—"Citizens Committee to Save WFMT" put on its

case in a three-day hearing before an FCC examiner in Chicago. The hearing adduced no evidence that would seriously question the right of WGN to buy the FM. When the commissioners examine the record of this squalid performance, they should cringe in embarrassment.

The case presented by the Chicago citizens represented dilettantism at its worst, compounded by at least some measure of personal vindictiveness and, perhaps, a hope of personal gain. Some factions within the citizens committee are known to have an abiding dislike for the *Chicago Tribune*, which is commonly owned with WGN Continental. One member, Charles Benton, son of the Encyclopaedia Britannica's William Benton, was, in his wife's words to a BROADCASTING reporter, an "unsuccessful bidder" for the station that WGN finally bought.

Mr. Benton's interest in acquiring WFMT was not made a part of the hearing record. An amendment inserted in the Communications Act in 1952 prohibits the FCC from entertaining rival bids in license-transfer proceedings. It does seem at least possible, however, that Mr. Benton's participation in the Citizens Committee to Save WFMT may be directed more toward saving the station for himself.

All of this is said less in defense of WGN Continental than in sorrow at the anarchy that now prevails in broadcast regulation. By its actions of recent months the FCC has created a condition that invites such transfer cases as that involving WFMT and such challenges to license renewals as have been filed against KNBC(TV) Los Angeles, WNAC-TV Boston and WLBT(TV) Jackson, Miss. (see story elsewhere in this issue). Congress now must be asked to undo the harm, and, if comments made last week during the Senate Communications Subcommittee hearings are to be taken as representative, it looks as if it may respond.

At minimum there is needed an amendment to the Communications Act requiring the FCC to find a licensee disqualified for renewal before rival applicants can file for the facility. That would restore at least some order in the process of giving an incumbent's license to someone else. Perhaps there ought also to be legislation to discourage the capricious or privately motivated filing of protests against station sales to qualified buyers.



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