



# Broadcasting

THE BUSINESSWEEKLY OF TELEVISION AND RADIO

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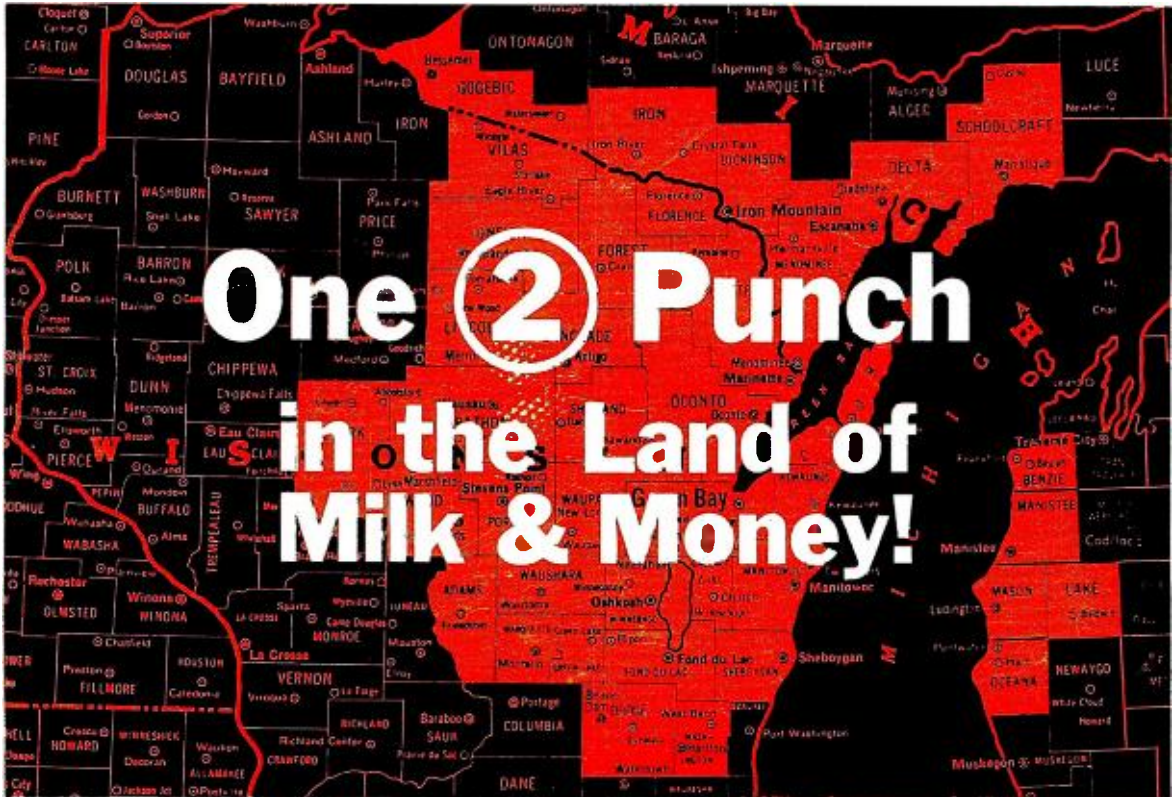
Local TV business takes its place in the sun. p21

P-N, Bonneville take major step in renouncing cigarettes. p32

Justice urges media cross-ownership break-ups in CATV p.38

CPB bids to remold shape of noncommercial TV. p44

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## Nighttime Dominance

Nineteen out of the Top Twenty-six Programs in Green Bay Television — Feb./Mar. 69 . . . NSI\*

**Weather/News  
Sports Dominance**

Total TV Homes Weekly . . . 6:00 & 10:00 PM	
WBAY-TV	803,000
Station Y	566,000
Station Z	000,000*
* No Weather, News, Sports Programming.	

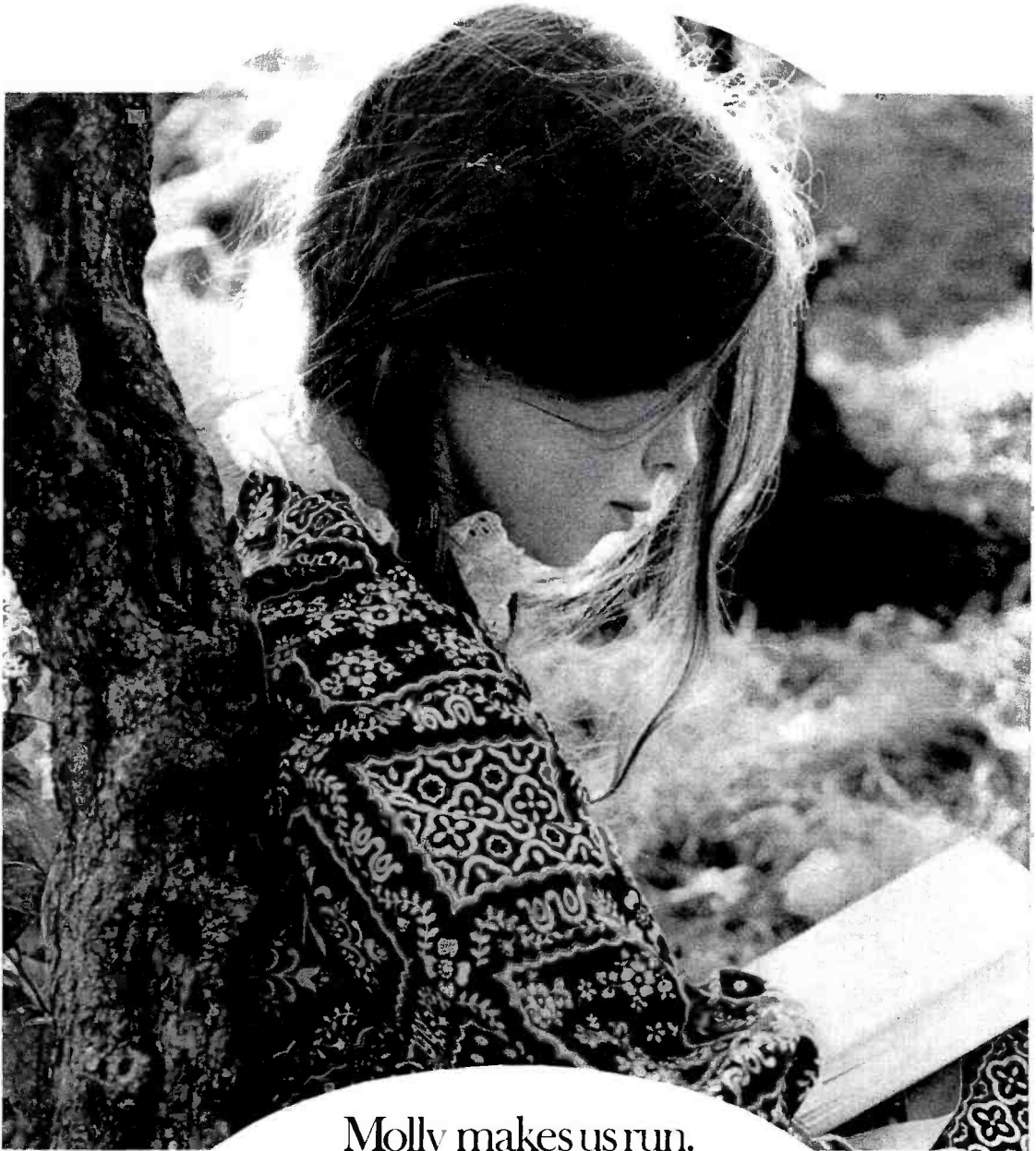
\* Subject to limitations of survey

The Resultstation

**WBAY  
GREEN BAY**



BLAIR TELEVISION



## Molly makes us run.

The Bell System has had to run to stay ahead of the high-speed nanosecond world that Molly was born into. In just the 11 short years of Molly's lifetime, our business has more than doubled in size.

And our nationwide phone network will continue to grow.

Day after day, an avalanche of new innovations—new ideas, new products and services—rolls onto our network. Pictures and diagrams and heartbeats and voices are switched instantly over it from anywhere to any of 110 million telephones and telecommunications devices.

As we continue to innovate, the network will be able to do more things for more people. For instance, we're getting ready to provide you with Picturephone® service, connect you with library or teaching sources, or let you talk directly with your

bank's computer by Touch-Tone® telephone.

This growing versatility and flexibility stimulates still more growth and more innovation in both services and equipment. Our network thus becomes both the cause and effect of better communications.

Growth in population, growth in human communications, growth in machine calling, all of these things, indicate that the job of universal communications will more than double in the next ten years alone.

Our job is to stay ahead of the demanding, breathtaking, incredible world Molly is growing up in. Today we're getting ready for Molly's 21st birthday.





# the other kids

They're the kind of teenagers you don't hear as much about. That's one of the reasons we produced "Driver's Seat To Judgment Seat," the story of Houston's Teen-age Jury.

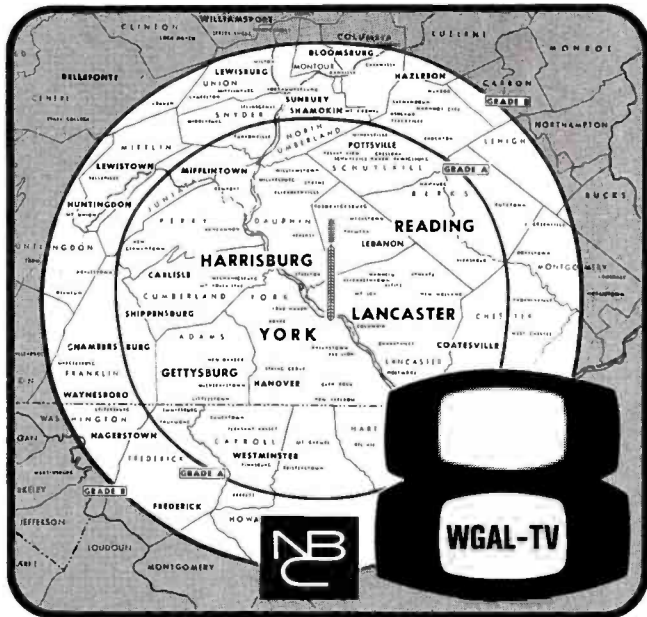
Pioneered here, juvenile driving offenders appear and are "sentenced" by the teen-age court. Many found guilty are asked to serve on the jury themselves for a stipulated number of sessions. Not a single defendant juror has reappeared in the role of defendant.

If your town doesn't have a teen-age jury, and you think it should, write us. We'll be happy to loan you a print of our show.

**ktrk-tv** HOUSTON  
CAPITAL CITIES BROADCASTING CORPORATION



**WGAL-TV  
reaches  
more  
big  
spenders!**



In the great Channel 8 coverage area, a whopping \$5,360,659,000† is spent annually in retail sales. WGAL-TV is an important influence in this spending. In this market: 978,700† TV homes, \$9,312,610,000† effective buying income, and WGAL-TV (with 36%\* color penetration) reaching more TV homes and influencing more people than all the other stations in the area combined\*.

**WGAL-TV**  
**Channel 8 • Lancaster, Pa.**

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

\*Based on Feb.-March 1968 Nielsen estimates for both metro area and ADI; subject to inherent limitations of sampling techniques and other qualifications issued by Nielsen, available upon request.  
†Sales Management Survey of Buying Power 6/10/68.

**STEINMAN TELEVISION STATIONS • Clair McCollough, Pres.**  
WGAL-TV Lancaster-Harrisburg-York-Lebanon, Pa. • WTEV Providence, R.I./New Bedford-Fall River, Mass. • KOAT-TV Albuquerque, N.M.

## Putting birds to use

High ranking officials of National Aeronautics and Space Administration have under consideration policy determination that might permit TV networks to use existing or future Applied Technology Satellites for distribution of TV programs to affiliates. ATS spacecraft are orbited to perform scientific experiments; when these are completed satellite is available for other use. TV networks would pay for construction of earth stations and other facilities; there would be no cost to government.

Proposal for pilot commercial satellite system by Communications Satellite Corp. has been pending before FCC for year. NASA plan would require no FCC approval, it's believed, since system would be noncommercial, experimental. Edward Roth, consultant to space agency and former broadcast official (NBC, WGM-TV Chicago, among other posts), is architect of NASA scheme.

## Hip shot

They're having second thoughts at White House on President Nixon's endorsement of Senator John Pastore's criticism of sex and violence on television. Nixon letter (BROADCASTING, March 31) expressed concern "with the ethical as well as the artistic level of many television programs and commercials" and referred to misuse "of this great medium." There's hindsight that Nixon letter was cleared without sufficient research and that "clarification" may be forthcoming.

Lesson learned from incident is that communications involving such sensitive areas as program controls, having censorship overtones, won't be handled at lower staff level henceforth out will entail top-policy scrutiny.

## Roadblock

Their silence on Post-Newsweek Stations' announced plan to substitute local commercials for cigarette messages in CBS programs (see page 32) does not mean CBS officials are taking it lightly. What it does apparently mean is (1) they did not receive copy of Post-Newsweek letter outlining plan to FCC; (2) they have not had chance to talk to Post-Newsweek officials and therefore (3) they have no first-hand knowledge of Post-Newsweek plans. But don't bet it'll stay that way; they consider it very serious matter. Betting among observers is that no network is likely to

sit quietly and let affiliates not only sell local time in network programming but do so at network expense.

## Haven for Smothereses?

Reports circulated late last week, apparently with some foundation, that William Morris Agency has put out high-level feelers at ABC about possibility of moving Smotheres Brothers to ABC-TV network next fall or, if not then, as midseason replacement early in 1970. ABC is not commenting on any phase of current Smotheres Brothers controversy, but it is widely believed that under normal circumstances network would be interested in negotiating. In present circumstances, however, ABC presumably would want to be sure that Smotheres are legally "free and clear"—that cancellation of their show by CBS will not end up in some sort of lawsuit into which ABC might be drawn.

## Changes in making

White House staff isn't permitting grass to grow in its quest for means of cleaning up what's generally regarded as "that communications mess" in Washington. Following preliminary meeting with representative group of broadcasters (BROADCASTING, March 31) White House officials have had informal conversations with other authorities dealing with licensing and regulatory policies and composition of commission itself. Example: Last Wednesday White House Assistant Dr. Clay T. Whitehead, met with NAB President Vincent T. Wasilewski and Joint Board Chairman Grover C. Cobb in follow-up discussion. Presumably intention is to talk with smaller groups as focus narrows.

Meanwhile no new names are being mentioned for possible appointment to FCC. Report persists that chances are good that Commissioner Robert E. Lee will move into chairmanship when Chairman Rosel H. Hyde's term expires June 30. Candidacy of Robert E. Button, special assistant to chairman of Comsat, reportedly is in forefront, with file now being examined at top-staff level. Mr. Button was formerly with NBC and has won considerable broadcaster support.

## USIA toasts

Odd's-on favorite for director of Voice of America in new administration is Elmer W. Lower, president of ABC News and veteran of 15 years as network news executive (he's been with

all three networks). It's also certain that Dr. Frank Stanton, CBS Inc. president, will be asked to stay on as chairman of U. S. Advisory Commission on Information, which sits over USIA at consultative policy level. Dr. Stanton had submitted his resignation with change in administration and reportedly has felt that with ex-CBS executive Frank Shakespeare as director of USIA, there would be "too much CBS" in organization. But administration reportedly does not want to lose Dr. Stanton's prestige and expertise and has asked him to continue for another three-year term.

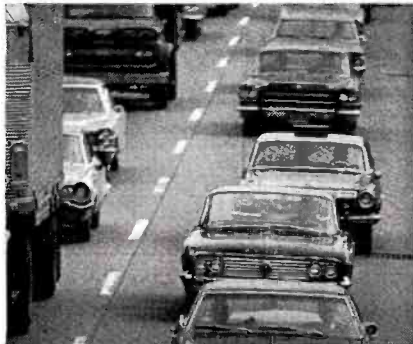
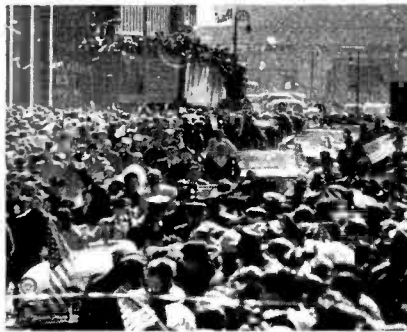
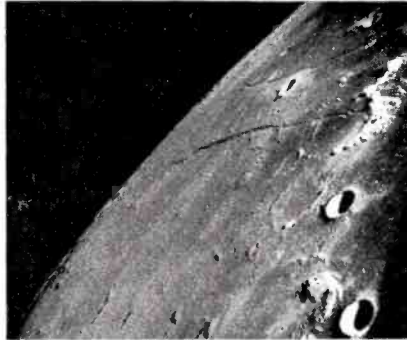
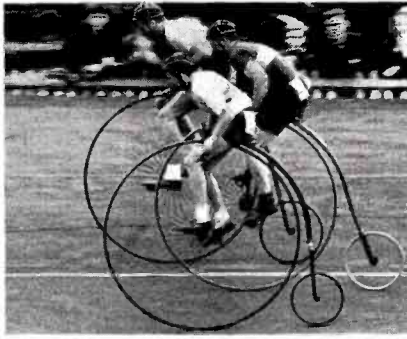
## Reps vs. reps

Efforts are being made to settle main points of dispute that has had Station Representatives Association and station reps owned by broadcast groups at swordpoint ever since SRA sparked FCC action and plan for rulemaking against group reps few weeks ago (BROADCASTING, March 17, 24). In retaliation, some group-owned reps and their lawyers have been compiling lists of broadcast ownership interests of SRA members—and also have been talking of petitioning FCC to require that station contracts of all reps be made public.

Word now, however, is that this tack might be abandoned if SRA would join group reps in proposing adoption of new FCC rule directed at another issue raised by SRA in its petition to FCC: whether group owners that produce and sell programming should be allowed to represent stations, too. Talks reportedly are being held on compromise plan, said to have been initiated on group-owner side, that would bar such dual activities only if representation were made condition of program sale, or vice versa. SRA members are said to be concerned that multiple owners can use programming as competitive advantage in gaining representation business. FCC officials have indicated their own rulemaking notice will not be issued before mid-May.

## Slight fakery

ABC is said to have informed FCC that some ABC personnel were involved in one of four news-staging incidents alleged to have occurred at Democratic national convention in August. Incident was one in which newsman put "Welcome to Chicago" sign in small street fire, and signaled cameraman to film scene.



**AS SOON AS IT HAPPENS.  
WASHINGTON  
HEARS ABOUT IT.**

**WTOP RADIO  
NONSTOP NEWS**  
A Post-Newsweek Station

Long-awaited breakthrough in local broadcast advertising is fueled by department-store advertising boom, affecting markets and stations of all types, from top-market VHF's to small-market U's. See . . .

## Local TV takes its place in the sun . . . 21

Post-Newsweek stations, which last year totaled \$700,000 in cigarette billings, announce intention to halt smoking ads. Bonneville International group is ready to make similar move. See . . .

## Two groups renounce cigarettes . . . 32

Justice Department urges FCC to ban CATV cross-ownership with newspapers, television stations—but takes mellow view of cable originations and advertising, recommending that both be permitted but not required. See . . .

## Justice hits cable combinations . . . 38

Corp. for Public Broadcasting moves to assume dominant role in noncommercial broadcasting field with proposals to establish interconnection distribution service and administer new programing grants. See . . .

## CPB bids to remold noncommercial TV . . . 44

Civic Communications Corp., which wants drawn-out WLBT(TV) Jackson, Miss., case remanded to FCC so new applicants—including itself—can file for the facility, gets little support from parties involved in case. See . . .

## Lonely voice in WLBT case . . . 46

Smothers brothers tell their side of dispute with CBS at news conference. Brothers have offer from Canada, none from American networks—but they're banking on "thousands and thousands of letters from viewers." See . . .

## Smotherses road show reaches New York . . . 50

FCC's Johnson, concurring in decision to reject complaints against WBAI(FM) New York, says industry itself is main source of censorship—except when free speech coincides with broadcasters' "monetary interests." See . . .

## Nick doubts media's sincerity . . . 52

Chairman of Senate Copyright Subcommittee says he can't accept, "in its present form," proposed amendment to pending copyright legislation that would grant recording stars royalties for their recorded performances. See . . .

## Outlook dim for Williams royalty plan . . . 54

CBS will join NBC and ABC in business of creating feature-length films for television. New CBS production unit, Cinema Center 100, will complete five made-for-TV films in 1969. See . . .

## Cameras roll at CBS's Cinema 100 . . . 56

Report from upstate New York on excessive color-TV radiation sets off Capitol Hill activity, including calls for implementation of Radiation Control Act of 1968, and demand for more inspections by TV-set-makers. See . . .

## X-ray scare raises its head again . . . 64

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### Broadcasting

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

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

**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.



**NBC  
oughta be  
PROUD  
of us!**

**W**e 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  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**



## Mexicans plan counter moves

Moves are underway in Mexico City to combat government efforts to break up broadcasting groups in that country and to acquire major interests in those properties at bargain-basement prices.

Some 300 Mexican broadcasters in special session of National Chamber of Broadcasters spent Thursday and Friday (April 10-11) behind closed doors in attempt to reach unified policy on situation.

On Dec. 31, 1968 government proposed law that would put 25% tax on all gross advertising revenues. Then in law proposed Feb. 15, government said tax would be waived if broadcasters sell 49% interest in their properties—at original per-share price—to government. Both laws are to become effective in June.

Chamber leadership had initiated a move to seek court restraining order after it met with government. At chamber meeting broadcasters were asked for support of court order.

"There are three factions opposing restraining-order plans," said one delegate who controls one of Mexico City's largest broadcast groups. One group, he said, "favors partial government ownership. Most of the members of this group have provincial stations suffering from a severe financial crisis. Another group wants to counter the government law with an offer to sell blocks of stock to the public under government supervision."

Reportedly, third—and smaller—group thinks problem could be solved by offering government 90 minutes of free air time daily.

## CATV flagged down

FCC has cracked down on telephone company and CATV system it has been serving with channel facilities that commission says were built in "flagrant disregard" of Communications Act and commission regulations.

Commission, in order released Friday (April 11), ordered Ashtabula (Ohio) Telephone Co. to stop operating 55½ miles of channel system constructed without authorization. Commission said telephone company had continued system without authorization after being told it was in violation of regulations.

Commission said telephone company may continue to operate 55½ mile stretch—which is part of 78-mile-system—only if it leases it free, and if its CATV customer, Ashtabula Cable

TV Inc., passes saving on to its customers.

CATV system, commission said, had "knowingly and willfully participated in the telephone company's unlawful conduct." It said that after first complaining to commission that telephone company was proceeding with construction without necessary authority, cable company threatened to sue Ashtabula Telephone if it did not provide channel facilities without awaiting commission approval.

## New equipment needed

FCC has notified common carriers to move fast in obtaining equipment necessary to provide educational broadcasters with free or reduced-rate service that is on par with service given commercial customers.

Commission's aim is to put stop to preemptions of facilities that have be-deviled Corp. for Public Broadcasting during six-month test of reduced-rate interconnection tariff provided by AT&T. Special offering is scheduled to expire May 31 (see page 44).

Commission view came in order adopting rules that required common carriers to report on free or reduced-rate interconnection service to non-commercial radio and TV broadcasters. Commission said carriers should treat costs of service as related to interstate service and include them in their total interstate rate base and operating expenses.

Rules, which become effective July 1, are first step in implementation by commission of provision of Public Broadcasting Act of 1967 that provides for free or reduced-rate interconnection service to noncommercial broadcasters. Rules, as adopted, require quarterly rather than semiannual reports, as originally proposed in 1968 rulemaking.

## Real-life drama

While vicissitudes of daily life in soap operas have long been staple of daytime TV, CBS-TV is about to add unparalleled element of documentary realism. Network announced Friday (April 11) that it will institute study of life in Washington ghetto as continuing feature of recently expanded *CBS Morning News with Joseph Bentli* (Monday-Friday, 7-8 a.m. EST).

Reports will focus on two blocks of capital city's Columbia Road, described as "a microcosm of ghetto problems." Network said some segments in series will be long and elaborate and others

narrow and brief, covering just one incident, but all "will attempt to show what life is like for the inhabitants."

## Mutual loses at FCC

Mutual Broadcasting System, which has asked FCC to put stop to ABC's four-network radio plan, won't have its way—not, at least, if commission follows its staff's recommendation. Mutual, which had charged ABC with using "slush fund" to buy affiliates for its four networks, claimed ABC was in violation of antitrust laws, and ask commission to halt continued operation of four-network plan.

Commission's staff, however, feels Mutual has not made its case in pleadings that were filed; if it wants to pursue matter, staff says, Mutual should bring court suit or ask Justice Department intervention.

ABC, however, would not escape unscathed, if staff's recommendations are followed. Proposal would bar ABC from signing up all radio stations in community with, say, no more than six outlets. It's understood staff says ABC should not be allowed to affiliate with more than half of stations in such communities to assure diversity of program sources.

In other filings, joint comments by 37 licensees supported proposal but urged commission to sponsor legislation that would bar applications for existing facilities until after renewal of existing license has been denied. ABC noted that commission can presently grant renewal up to 30 days before expiration of old license period, and urged adoption of corresponding 30-day cutoff date. CBS supported proposed rules without reservation.

## Only two opposed

National Citizens Committee for Broadcasting and Office of Communication of United Church of Christ were notable dissenters among those filing comments Friday (April 11) on FCC's proposals to set cutoff date for so-called "strike" applications and petitions to deny license renewal.

Most comments came from broadcasters—who, expectedly, supported and embellished commission's proposal, which would set cutoff date of 15 days prior to expiration of station license, and would require that local public notice of renewal applications be given during six-week period before rather than after filing of applications.

Citizens' groups, however, called for

## Week's Headliners

Warren Boorum, VP in charge of daytime sales, ABC-TV, promoted to VP and national sales manager, succeeding **Frederick Pierce**, who was named VP, planning, for network last November. **H. Weller Keever**, sales manager, eastern division, elected VP and director of sales, eastern division, replacing **Marshall Karp**, now VP in charge of daytime programing (BROADCASTING, March 31). **George H. Newi**, account executive, eastern division, succeeds Mr. Boorum as VP, daytime sales. **S. Reynolds Parke**, also account executive, named sales manager, eastern division, succeeding Mr. Keever.



Mr. Boorum



Mr. Keever



Mr. Newi



Mr. Parke

**Francis P. Barron**, executive VP of Storer Television Sales, elected president. He succeeds **Peter Storer**, who continues as executive VP of Storer Broadcasting Co., parent company. Mr. Barron has been with Storer Television Sales since its inception in 1961 and was named VP in 1962 and executive VP in 1967. Earlier he was general sales manager of Storer's WJW-TV Cleveland.



Mr. Barron



Mr. Hinckley



Mr. Pels

**Robert H. Hinckley**, member of board of ABC since 1946 and head of ABC's Washington office from 1946 to 1959, will retire from board and its executive committee May 20, date of annual stockholders meeting. Move is in line with new board policy setting maximum age for directors at 72. Mr. Hinckley, who is 77, joined ABC after

government service that included chairmanship of Civil Aeronautics Authority and two years as assistant secretary of commerce. He retired as Washington VP in 1959 but continued on board and executive committee. **E. Chester Gersten**, retired businessman, will also leave ABC board and executive committee as result of new retirement policy, adopted last December.

**Donald A. Pels**, executive VP and treas-

urer of Capital Cities Broadcasting Corp., New York, named president and chief executive officer of LIN Broadcasting Corp., Nashville. He succeeds **Joel M. Thrope**, a VP and director of LIN who has served as acting president since company's ousting of financier **Martin S. Ackerman** (BROADCASTING, Feb. 24). Mr. Pels is expected to be elected to LIN board at its stockholders meeting in May.

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

"widest possible competition in broadcasting," in words of United Church. It charged proposed rule would establish "procedural barriers designed to prohibit or prevent commission from selecting best-qualified licensee for every channel.

In letter to FCC Chairman Rosel H. Hyde, NCCB President Thomas P. F. Hoving argued that "citizens only now are awakening to their rights in broadcast matters. . . . To cut off the amount of time during which citizens might act on these matters would seem to us to be a direct contradiction of regulatory function in public interest that FCC is to serve."

Broadcasters generally took view that cutoff date is absolutely necessary, laudable step. Differences were over appropriate date. National Association of Broadcasters argued that competing applicants should file at same time licensee files.

### Two renewals denied

License renewal applications for KWLQ Wagoner, and KVIN Vinita, both Oklahoma, and KVIN's application for new FM at Vinita, were all denied in initial decision by Hearing Examiner David I. Kraushaar announced Friday (April 11).

KWLQ is owned by Lum A. Humphries; KVIN is 99%-owned by his son, Gene.

FCC issued notice of apparent liability for \$5,000 fine to KWLQ on Jan. 25, 1967, for failing to light antenna and for unauthorized presunrise operation.

Messrs. Humphries admitted to those violations, as well as to charging candidate higher rate than opponent; inadequate sponsorship identification of political announcements; failing to log political affiliation of candidates for public office; station operation by improperly licensed operators; improper

signing of logs, and other logging violations.

FCC held that Lum Humphries delegated full control of KWLQ to son and that false and misleading information given commission was "direct result of son Gene's ineptness and lack of attention."

### Alvin Bentley dies

Former Representative Alvin M. Bentley (R-Mich.) died Thursday (April 10) of inflammation affecting central nervous system, in Tucson, Ariz. Mr. Bentley, part owner of WKMX-TV Saginaw-Flint, Mich., served in House from 1954-1960. During his first term, he was wounded by Puerto Rican nationalists who opened fire on House floor from visitors' gallery. He is survived by his wife, Avella, three sons and two daughters.

Incomparable!

**Warner Bros.-Seven Arts Television Movie Library  
Now Playing from Coast-to-Coast...**

...is highlighted by

**239 ACADEMY AWARD  
NOMINATIONS**

and

**31 OSCARS**

Warner Bros.-Seven Arts' "Films of the 50's and 60's"...  
Television's finest entertainment and  
an extraordinarily profitable feature film investment.



**WARNER BROS.-SEVEN ARTS**

NEW YORK · CHICAGO · DALLAS · LOS ANGELES · TORONTO · LONDON · PARIS

If you ignore it, maybe it'll go away. And other famous cancer legends.

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



'What I don't know can't hurt me.' 'Never sick a day in my life.' The list of excuses is endless. We don't need any more slogans like these. Annual checkups can help save thousands more every year. Help yourself with a checkup. And others with a check.

American Cancer Society

THIS SPACE CONTRIBUTED BY THE PUBLISHER

April

- April 13-14—Spring board meeting and broadcasting day, Florida Association of Broadcasters, University of Florida, Gainesville.
- April 13—Institute on principles of supervisory management, National Association of Educational Broadcasters, Sheraton-Chicago hotel, Chicago.
- April 14—Radio Advertising Bureau regional sales clinic, Sheraton Chadillac 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 14-15—Northeast regional meeting of National Association of Farm Broadcasters, Washington hotel, Washington.
- 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—Annual stockholders meeting, CBS Inc. Agenda items include vote on increasing authorized CBS stock to 56 million shares. The Gateway Tower, St. Louis.
- April 16—Broadcast Pioneers Peabody Awards luncheon, Hotel Pierre, New York.
- April 16-17—Midwest convention of National Religious Broadcasters, Netherland Hilton hotel, Cincinnati.
- 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, MIEED is an international center where feature, TV, documentary film are traded. Participants on a worldwide scale, Milan, Italy.
- April 17—New deadline for 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 deviation.
- April 17—New deadline for comments on FCC's proposed rulemaking concerning establishment of FM translator and FM booster services. Previous deadline was Feb. 10.
- April 17—Deadline for reply comments on FCC's proposal to permit using a 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—Annual stockholders meeting, Time Inc., New York.
- 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 19—Spring meeting, Indiana AP Broadcasters Association, Ball State University, Muncie, Ind.
- April 20—Eleventh annual sales and distribution seminar, National Premium Sales Executives Inc., Americana hotel, New York.
- April 20-25—Annual technical conference, Society of Motion Picture and Television Engineers, Fontainebleau hotel, Miami Beach.
- April 21—Annual meeting, AP, Speaker: Secretary of State William P. Rogers, Waldorf-Astoria hotel, New York.
- April 21-23—Annual National Association of Broadcasters state presidents and executive secretaries conference, Washington.
- April 21-25—Ninth annual newsfilm 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—Annual stockholders meeting, WGN Radio Corp., Chicago.
- 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 Americana, New York.

TVB meetings

- Television Bureau of Advertising regional sales clinics:
- April 15—Plaza Inn, Kansas City, Mo.
- April 17—Sheraton-Dallas hotel, Dallas.
- April 30—Hotel Roosevelt, Jacksonville, Fla.
- May 2—Downtown Motor Inn, Durham, N. C.
- May 5—Sheraton-Mallbu Airport Inn, Denver.
- May 7—Cheshire Inn, St. Louis.
- May 9—Northstar Inn, Minneapolis.
- May 12—Wilshire Hyatt House, Los Angeles.
- May 14—Jack Tar hotel, San Francisco.
- May 16—Sheraton motor inn, Portland, Ore.
- May 19—Sheraton-Peabody hotel, Memphis.
- May 20—Pick Congress hotel, Chicago.
- May 21—Royal New Orleans hotel, New Orleans.
- May 23—Sheraton-Billmore hotel, Atlanta.
- May 26—Sheraton-Coham motor inn, Syracuse, N. Y.
- June 2—Sheraton Plaza hotel, Boston.
- June 4—Sheraton-Baltimore hotel, Baltimore.
- June 9—Sheraton-Gibson hotel, Cincinnati.
- June 11—Statler-Hilton hotel, Cleveland.
- June 13—Howard Johnson motor inn, Detroit.

# Joy Stick

**Gives you "cockpit control" of one or many cameras... fingertip response to varying picture quality.**

This versatile instrument belongs in a busy studio like yours.

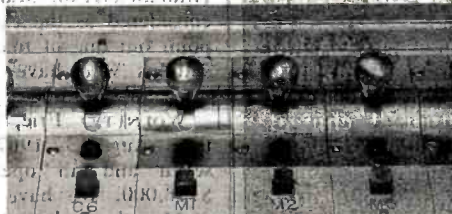
With Joy Stick, one video operator can monitor and adjust one or many cameras. Because all controls are within easy reach, a single operator can respond immediately to a rapidly changing video situation — such as uncontrollable lighting conditions in remote operations. That means the best possible on-air picture quality is constantly at his fingertips!

Equally at home in Master Control or a Mobile Van, Joy Stick can be used with either color or monochrome cameras. For color cameras, a Paint Control unit is available for quick and easy "repainting" of the color picture.

Price? Only \$375 for Joy Stick assembly. Just \$740 for Joy Stick assembly plus Paint Control. Small price to pay for so much self-control!

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

Joy Stick is so easy to use! Works like a pilot's joystick. Just move the stick backwards or forwards to control video level (iris). Turn the knob on top of the stick to control black level (set-up). Press the knob to switch a particular camera signal to a single monitor (individual monitors can be eliminated). Joy Stick Assembly or Joy Stick and Paint Control Assembly comes in a compact modular unit ready for installing — console style.



PROFESSIONAL PRODUCTS  
**CBS LABORATORIES**

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## Famous last words: "So go ahead and sue"

Juries, at best, are unpredictable. Especially in lawsuits for libel, slander, piracy, plagiarism, invasion of privacy or copyright violations. So if you're part of the communications industry, don't be tempted to say: "Go ahead and sue." Even when you're right, there's no assurance a jury will decide in your favor. Moral? Don't take chances. Take out an Employers Special Excess Insurance Policy instead. Simply decide what you can afford in case a judgment goes against you . . . we'll cover any excess. For details and rates, write to: Dept. E, EMPLOYERS REINSURANCE CORP., 21 West 10th, Kansas City, Mo. 64105; New York, 111 John; San Francisco, 220 Montgomery; Chicago, 175 W. Jackson; Atlanta, 34 Peachtree, N.E.

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that's heard  
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Commodore, New York.

April 24-28—Management seminar, *Inter-Market Association of Advertising Agencies*. Speaker: G. Maxwell Ule, consultant to Milwaukee Advertising Laboratory. Nassau Beach hotel, Nassau, Bahamas.

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

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—Ninth annual institute, with theme of "communications and the family," of *New York State College of Home Economics*, Ithaca, N. Y.

April 29—Annual stockholders meeting, *Reeves Industries Inc.* Agenda items include vote on increasing common stock from 4.5 million to 10 million shares. Roosevelt hotel, New York.

April 29-May 2—Twenty-sixth annual national convention, *Alpha Epsilon Rho*. 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—New deadline for comments on two FCC proposed rules that would permit sharing of UHF channels 14-20 with land-mobile radio, and would authorize additional land-mobile frequency space in 806-960 mc band. Previous deadline was March 31.

April 30-May 1—Meeting of *National Association of Broadcasters television code board*. NAB headquarters, Washington.

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

### May

May 1—Annual stockholders meeting, *Admiral Corp.* Chicago.

May 1—Annual shareholders meeting, *Scripps-Howard Broadcasting Co.* WCPO-TV Cincinnati.

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

May 1-2—Spring meeting, *Washington State Association of Broadcasters*. Speaker: Robert Cahill, FCC. North Shore Convention Center and Motor hotel, Coeur d'Alene, Idaho.

May 1-2—Fifteenth annual public utilities marketing seminar, co-sponsored by public utilities section of *American Marketing Association* and Cincinnati chapter of AMA. Speakers: Charles K. Murdock, VP and general manager, WLW Cincinnati and Edward L. Hearn, manager, Radio Advertising Bureau. Stouffer Inn, Cincinnati.

May 1-2—Spring meeting of *New York State Cable Television Association*. Holiday Inn, Elmira-Horseheads.

May 1-3—Meeting of *Pennsylvania AP Broadcasters Association*. Allenberry, Boiling Springs, Pa.

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 rules is July 2.

May 2—New deadline for comments on all portions of FCC's proposed CATV rules, except those dealing with program origination and diversification.

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.

## OpenMike

### Many 'spartan' ETV budgets

EDITOR: Lest your article, "Hard Times Come Upon ETV in Binghamton," (BROADCASTING, March 31), might be considered as the exception, I wish to point out one of many noncommercial stations who have yet to reach the "spartan \$275,000 a year" budget level.

WQLN(TV) Erie, Pa., began operations Aug. 13, 1967, with a staff of seven and an operating budget of \$118,000. We have grown to a staff of 11 and a budget still under \$200,000.

Great things are being expected from noncommercial stations and, hopefully, they can meet the challenge, but first the "public" must recognize that the service expected is many times impossi-

ble with the meager funds smaller non-commercial TV stations have available. At least once a week we must respond to viewers' suggestion for new programming, by admitting that it's good idea but without additional funds, we can't do it.—Robert J. Chitester, general manager, WQLN(TV) (ch. 54) Erie, Pa.

### Information pipeline

EDITOR: I want to commend BROADCASTING for carrying an article, "More Signs of Stiff Regulation" (BROADCASTING, March 24), to let the general public and the people directly involved for business reasons in the mass media know that the FCC is vitally concerned

**BROADCASTING PUBLICATIONS INC.**  
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# Broadcasting

THE BUSINESS WEEKLY OF TELEVISION AND RADIO

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Executive and publication headquarters: BROADCASTING-TELECASTING building, 1735 DeSales Street, N.W., Washington, D.C. 20036. Phone: 202-638-1022  
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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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with this problem (of concentration of control of mass media).

Your coverage of the KRON-TV San Francisco and WCCO-TV Minneapolis-St. Paul cases was very informative and objective. BROADCASTING, being a medium in itself, could easily slant the story or not print it at all, but instead stressed the importance of competition among the media which is so crucial in American society today.

I feel BROADCASTING holds a significant position in the media structure, because it lets us know what is going on behind what we see, hear, and read everyday in the newspapers, TV and radio.—Emily Moe, student, University of Wisconsin, Madison, Wis.

### Right collar, wrong face

EDITOR: May I thank BROADCASTING for carrying the text of the invocation given at the National Association of Broadcasters' convention by the Rev. Donald Connolly. . . .

With this particular invocation however, BROADCASTING had the wrong priest standing up. The clergyman pictured in your March 31 issue is the Rev. Leonard Hurley, radio-TV director for the Archdiocese of Washington and moderator of the Catholic Apostolate for Mass Media, a Washington communications organization. . . .



Father Connolly

Mistaken identity is an old story for Father Connolly and Father Hurley. Indeed, it happened on other occasions at this very same convention, since Father Hurley was involved with NAB functions.—Charles E. Reilly Jr., executive director, National Catholic Office for Radio and Television.

### 'False' antismoking spots

EDITOR: As a producer of radio and TV commercials, I find most anticigarette commercials distasteful and . . . in most cases, misleading and downright false. The government struck below the belt when it bowed to pressure groups, forcing broadcasters to run anticigarette spots for free.—Mike Dodd, Mike Dodd Co., Cleveland, Tenn.

### Kudos for Roper

EDITOR: Many thanks for the excellent story BROADCASTING did on Roper. It was really an outstanding job.—Bert R. Briller, executive editor, Television Information Office, New York.

(The survey of public attitudes toward television was conducted by Roper Research Associates and presented at the National Association of Broadcasters convention. [BROADCASTING, March 31].)



## RCA broadcast service performing 35 years behind the scenes

Broadcasters' repair, modification, and overhaul needs are strictly behind the scenes. And RCA Service Company experts keep on providing service to keep all your broadcast equipment operating at peak performance. Take advantage of RCA's experience in AM, FM & TV servicing — on a contract or per-call basis. Dial either of these offices for full information about fast, dependable RCA service:  
Chicago (312) WE 9-6117  
Philadelphia (215) HO 7-3300  
If you prefer, write: RCA Service Co., A Division of RCA Technical Products Service, Bldg. CHIC-225, Camden, N. J. 08101

# RCA

**This is Marine Corps  
Hospitalman Richard L. Lewis  
with an unidentified friend.**

**He's treating this 12-month old  
Vietnamese boy for malaria.**

**During three months of combat  
in Vietnam, Lewis has treated a  
variety of diseases, wounds, burns  
and fatigue.**

**He has been wounded five  
times himself.**

**Metromedia Television thinks  
everyone should know about  
Richard Lewis and his young friend.**

**Telling it like it is.**

That's why Metromedia Television stations across the country acquired the rights to televise for the first time the film "A Face of War."

This remarkable documentary factually records the experiences of Mike Company, Third Battalion of the Seventh Marine Regiment in Vietnam. During the 97 days of filming, more than half of Mike Company suffered casualties. (The film's producer, Eugene S. Jones, was wounded twice.)

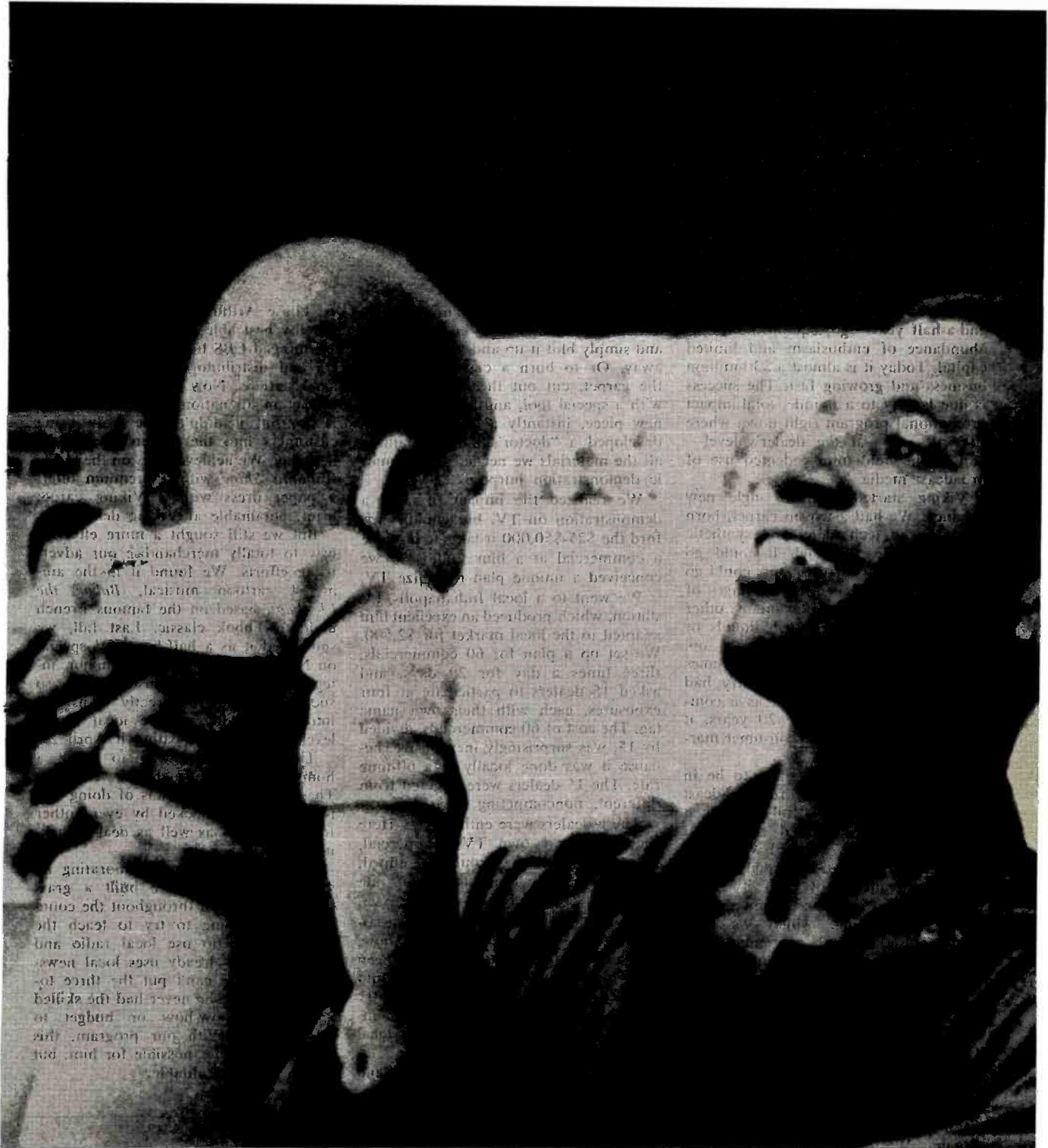
Metromedia Television's multi-city presentation of this remarkable film, "A Face of War" was immediately acclaimed by viewers and critics alike.

Bernie Harriman of the *Washington Star* said, "Metromedia's decision to buy and show the documentary 'A Face of War' on its TV chain should be applauded. Whoever watched it... could only come away... with a fuller understanding of what

fighting this war is like and an appreciation of the men who are fighting it and the helpless innocents who are caught in between."

The *New York Post* editorialized: "Now that they are back from their European exploration, we urge President Nixon, Secretary of State Rogers and Defense Secretary Laird to take time-out for a private screening. The film is called 'A Face of War'... it was shown on TV for the first time



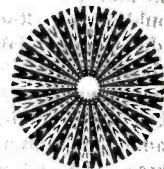


over Metromedia's Channel 5 Sunday night. It is an unforgettable documentary... nothing we have seen or read so compellingly states the case for a cease-fire while the diplomats continue their 'sluggish maneuvering'.

*Newsweek Magazine* said, "A Face of War" finally shows it the way it is... if peace were to come tomorrow, it still would be incumbent on every American to look at this film and see what has been done in

his country's defense, or name, or blindness."

Metromedia Television believes in becoming deeply involved in our nation's affairs... to participate in community happenings... to inform and educate... to responsibly "tell it like it is."



**METROMEDIA  
TELEVISION**

THE INDUSTRY'S NEW VITAL FORCE

KTTV LOS ANGELES / KNEW-TV SAN FRANCISCO

Represented by Metro TV Sales

Represented by H-R Television, Inc.

## Translating national broadcast advertising into local store sales

Viking Carpets was born only three-and-a-half years ago, equipped with an abundance of enthusiasm and limited capital. Today it is almost a \$30-million business and growing fast. The success is due largely to a unique, total-impact promotional program right down where the sales are—at the dealer's level—and to the bold unprecedented use of broadcast media.

Viking started with a single new product: We had a woven carpet, born of advanced technology and synthetic yarn that was so tough it could go where only hard surface floors could go before. It offered all the advantages of traditional carpeting, plus many other qualities—it did not absorb liquids or stains; spills were simply blotted up, stains sponged away; burns or holes repaired invisibly. While industry had enjoyed this type of carpet as a commercial product for over 20 years, it was revolutionary to the consumer market.

Our initial advertising had to be in print. We couldn't afford broadcast media, nor could we fully utilize it until we had established a national dealer structure. We started with small ads in home decorating annuals, which had the advantages of longevity, large audiences, and an honest claim to "national" advertising, which we then merchandised through newspaper mats for our dealers. The ads pulled thousands of inquiries.

National advertising in annuals was supplemented with occasional ads in a major mass publication like *Look* or *Life*, which always included dealer listings. Mrs. America, our major market, we found lived not so much in the large metropolises, but in the smaller cities such as Des Moines, Iowa, and Omaha. We found she constituted a tremendous listening audience to day-time radio and TV.

We couldn't yet afford TV, so we taped radio commercials and offered them without charge to dealers, who bought their own time on local radio. We worked with small-city radio stations to adapt the commercials to their specific area. The station people were very helpful in selling both the time to the dealer and the product to the audience.

The easiest way to sell our carpet was to demonstrate it visually—to ac-

tually spill some difficult-staining liquid, like grape juice or oil, on the carpet and simply blot it up and wipe the stain away. Or to burn a cigarette hole in the carpet, cut out the damaged area with a special tool, and repair it with a new piece, instantly and invisibly. We developed a "doctor's kit," containing all the materials we needed for dramatic demonstration purposes.

We realized the impact of such a demonstration on TV, but couldn't afford the \$25-\$50,000 it takes to produce a commercial at a film studio. So we conceived a unique plan to utilize TV.

We went to a local Indianapolis TV station, which produced an excellent film adapted to the local market for \$2,500. We set up a plan for 60 commercials, three times a day for 20 days, and asked 15 dealers to participate at four exposures, each with their own name tag. The cost of 60 commercials, divided by 15, was surprisingly inexpensive, because it was done locally at a 60-time rate. The 15 dealers were selected from different, noncompeting areas.

These dealers were enthusiastic. Here they had their own TV commercial, which ordinarily they could not afford, and they got the time at a lower rate than they could purchase on their own.

In our first national TV effort, a co-sponsorship of the *Andy Williams Show*, we did something that had never been tried previously. We had NBC cut into every local market across the country during the last 10 seconds of the commercial with a slide listing three local dealers in each specific area.

The next step was national radio, and

we chose Arthur Godfrey as the personality best able to tell our story. We encouraged CBS to try to sell our dealers and distributors adjacent time on local stations. Now we had advertising impact in all national media, on local levels, but it didn't necessarily bring customers into the dealers' stores the next day. We achieved this on the *Andy Williams Show* with a premium offer, a paper dress with a Viking carpet print, obtainable at Viking dealers.

But we still sought a more effective way to totally merchandise our advertising efforts. We found it in the animated cartoon musical, *Babar the Elephant*, based on the famous French children's book classic. Last fall, we sponsored it as a half-hour TV special on NBC-TV, supported by a major, integrated promotional push. It was so successful, and so directly translated into store traffic on the local dealer level, that we're repeating it April 21.

The most direct way to reach a homemaker is through her children. The most effective means of doing this is through TV, backed by every other form of media as well as dealer back-up material.

We plan to continue elaborating on this theme until we've built a grass roots organization throughout the country. We're going to try to teach the Viking dealer to use local radio and local TV. He already uses local newspapers, but he can't put the three together, because he never had the skilled specialists, know-how or budget to afford them. With our program, this not only becomes possible for him, but practical and profitable.



Wolfe R. Nichols is executive vice president of Viking Carpets Inc., New York. Mr. Nichols, who has been active in the floor-covering field for more than 30 years, joined in the formation of Viking to pioneer in kitchen carpeting. At the company, he directs all advertising, merchandising and promotion endeavors on both national and retail levels. Earlier in his career, Mr. Nichols spent 18 years as merchandising manager and buyer for a chain of home furnishings stores in Pennsylvania.

# THE BEST AIR FARE IN CHICAGO

## THE MIKE DOUGLAS SHOW

It's always nonstop entertainment with Mike Douglas in charge. 90 minutes of laughs and lively talk with top-name performers. Week nights.

## Girl Talk



Famous women let their hair down when they join hostess Virginia Graham in interesting and often astonishing conversations. Weekday mornings.

## THE JIM CONWAY SHOW

Special co-hostesses and guests join Jim to bring Chicagoland housewives thought-provoking ideas on subjects close to every woman's heart. Weekday mornings.

## STEVE ALLEN

Anything goes when the master of the offbeat free-wheels through an hour of hilarious comedy and conversation. Weekday afternoons.



## THAT SHOW



Comedienne Joan Rivers mixes celebrities with authorities from various fields to dish up one of the most sprightly talk shows on TV. Weekday mornings.

## DAVID



## SUSSKIND

Penetrating questions, revealing answers—you can always expect both when David Susskind interviews his famous guests. Sunday nights at 10:30.

*There's no TV station like our TV station.*

# WGN

TELEVISION · CHICAGO



**CG can get you ordered in Indiana. If you want greater sales on tap for your beer products, brew up a schedule with Blair Television.**

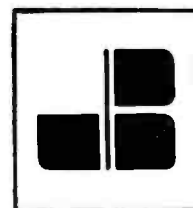
The Communicana Group Includes:

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

**WKJG-TV**  
FORT WAYNE **33** NBC

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BLAIR TELEVISION

THE COMMUNICANA GROUP  
INDIANA COMMUNICATORS  
**CG**

# Local TV takes its place in the sun

## Department-store surge in middle-size markets brings other retailers flocking into television

The department-store advertising boom of the past two years has reverberated to the most remote corners of the television broadcast industry, and has been hailed as a long-awaited breakthrough in retail advertising for the medium.

While it is true that the advertising blasts of the big guns in the retailing business—particularly Sears, Roebuck & Co.—have been spectacular, a careful look at television across the country during the past decade reveals less an advertising explosion than an accumulative thrust forward in a long evolutionary process.

The multimillion-dollar fireworks of such nationally important merchants as Sears, J. C. Penney Co. and Montgomery Ward were ignited by the coming together of an array of individual factors. And although the effects are being felt from the smallest UHF market to the big-city VHF stations, initiative and results vary widely in individual markets. The only generality that can be made is that local advertising is—well—localized.

Department stores have become the biggest local advertiser by category for stations in a major market on the West Coast, the Rocky Mountain area and the Midwest; financial institutions provide the biggest single chunk of local money for stations in two important markets in the upper Midwest and the Southwest; furniture stores are biggest for a station in a small Northeast market, and grocery chains head the meal ticket for a small Midwest market station.

Surveying stations, it becomes apparent that the source and amount of local advertising have grown randomly from a combination of local factors, spearheaded by the interest and aggressiveness of the station's sales forces and the competitiveness and television-awareness of merchants in each market. Individual market peculiarities can produce local sales anomalies such as in the economically booming Houston market. There expansion has made the highly competitive industrial building constructors an important local TV advertiser

category (although real estate and home building are not. One station sales manager explains: "We're still trying to learn how to sell real estate").

In addition to the massive chunks of money suddenly being dropped into television by the major department-store groups, one of the factors that has focused attention on the sudden spurt in local advertising is the fact that for the first time it is happening in the very top markets.

Observers of the local advertising scene are quick to acknowledge that the biggest markets have been the slowest to pick up important percentages of local advertising dollars, while many markets below the top 10 have long been leaders in mining important chunks of their earnings from home territory. The reason is obvious: The big markets are automatic buys for national advertisers and in them there has been less incentive to develop local accounts.

A glance at the FCC market-by-market figures (see page 22) tells the story: In 1967, the year before the depart-

ment-store explosion was touched off, only 11% of the total broadcast revenues in the New York market came from local accounts; in Los Angeles, 22%; Chicago, 17%; Philadelphia, 23%; Boston 25%. That's against an all-market average of 28%, and such individual performances as Charleston, S.C., 49%; Louisville, Ky., 33%; Minneapolis, 39%; Columbus, Ohio, 37%.

The current realization of the ready potential in local advertising finds stations in the largest and smallest markets now gearing up facilities for major production of local commercials, just as the leaders in local advertising in the intermediate markets are seeing their production decline.

Explained James E. Blake, sales manager for KSTP-TV St. Paul-Minneapolis: "While our big jump in local advertising dollars began in the fiscal year ended June '68, with the entry of the big department stores such as Sears, Penney's and Dayton's, we have never dragged our feet on local advertising. We have had some categories coming out of our ears, such as financial insti-

### How department stores use TV

Average number of commercials per week (January-September, 75 markets)

	1967	1968	% Change
Sears	825	2,163	+162%
Penneys	190	369	+94%
Wards	207	247	+19%
<b>Total (3 chains)</b>	<b>1,222</b>	<b>2,779</b>	<b>+127%</b>
Allied	91	128	+41%
AMC	270	456	+69%
Arkwright	55	79	+44%
Atkins	88	133	+51%
Gimbels	35	39	+11%
Macy	40	90	+125%
May Co.	38	71	+87%
Mutual	188	204	+8%
<b>Total (8 groups)</b>	<b>805</b>	<b>1,200</b>	<b>+49%</b>
Other department stores	1,095	1,600	+46%
<b>Total all department stores</b>	<b>3,122</b>	<b>5,579</b>	<b>+79%</b>

Source: TVB from Broadcast Advertisers Reports.

These department store chains and buying groups represent the major re-

tailers across the nation. The buying groups include the bulk of the important local stores. AMC (Associated Merchandising Corp.), for example, is made up of stores and their branches in 29 major markets, including Bloomingdale's, New York; Burdine's, Miami; J. L. Hudson, Detroit, and The Dayton Co., Minneapolis.

Arkwright's is made up of stores and branches in 42 markets, such as Omaha, Salt Lake City and Birmingham, Ala. Mutual stores cover about 25 markets of varying size, such as New Orleans, Nashville and South Bend, Ind., and include the retailer-group broadcaster Outlet Co., in Providence, R. I. Atkins is in 21 major markets and includes the Broadway stores on the West Coast, Neiman-Marcus in Texas and John Wanamaker, Philadelphia.

## How local TV advertising has grown

A market-by-market breakdown of local TV revenues shows the growing share of the total advertising dollar local business has garnered over a 10-year period. The market profiles are drawn from FCC figures and are based on the num-

ber of stations reporting per market, the total local revenues per market before commission to agencies, representatives and others, and the percentage local business represents of total broadcast revenues per market. The figures for the

Television Markets	1967			1966			1965			1964		
	Total stations reporting	Total local revenues (000)	% of total broadcast revenues	Total stations reporting	Total local revenues (000)	% of total broadcast revenues	Total stations reporting	Total local revenues (000)	% of total broadcast revenues	Total stations reporting	Total local revenues (000)	% of total broadcast revenues
Albany-Schenectady-Troy, N. Y.	3	\$2,226	26	3	\$2,144	25	3	\$1,836	23	3	\$1,569	2
Albuquerque, N. M.	3	1,741	52	3	1,809	52	3	1,667	51	3	1,606	5
Amarillo, Tex.	3	1,484	53	3	1,350	46	3	1,190	45	3	1,163	4
Anchorage	3*	593	64	—	—	—	—	—	—	—	—	—
Atlanta	4*	4,419	31	3	4,185	30	3	4,059	35	3	3,601	3*
Bakersfield, Calif.	3	749	40	3	884	43	3	945	46	3	916	4*
Baltimore	4*	4,349	27	3	4,383	28	3	3,750	27	3	3,171	2*
Bangor, Me.	3	648	40	3	663	39	—	—	—	—	—	—
Beaumont-Port Arthur, Tex.	3	1,046	43	3	1,111	44	3	1,045	43	3	897	4*
Binghamton, N. Y.	3	1,196	40	3	1,081	37	3	896	32	3	775	3*
Birmingham, Ala.	3	2,105	25	3	2,193	26	—	—	—	—	—	—
Boston	5	9,096	25	4	8,756	25	4	7,445	24	4*	6,778	2*
Buffalo, N. Y.	3	4,039	25	3	3,661	23	3	3,269	22	3	3,119	2*
Cedar Rapids-Waterloo, Iowa	3	1,275	32	3	998	26	3	842	24	3	782	2*
Charleston, S. C.	3	1,146	49	3	1,072	46	3	931	45	3	863	4*
Charleston-Oak Hill-Huntington, W. Va.-Ashland, Ky.	4	2,255	34	4	1,843	29	4	1,716	29	4	1,496	2*
Charlotte, N. C.	4*	2,254	26	3	2,070	25	3	1,710	22	—	—	—
Chattanooga	3	1,130	39	3	1,151	39	3	869	33	3	738	2*
Chicago	6	13,031	17	6*	11,863	16	5	10,876	16	5*	8,583	1*
Cincinnati	3	3,493	26	3	3,438	24	3	2,902	23	3	2,606	2*
Cleveland	3	7,516	24	3	6,141	22	3	5,637	22	3	5,211	2*
Colorado Springs-Pueblo, Colo.	3	847	41	3	860	42	3	908	45	3	784	4*
Columbia, S. C.	3	989	35	3	914	33	3	740	30	3	673	3*
Columbus, Ohio	3	4,501	37	3	4,272	35	3	3,355	30	3	2,996	2*
Corpus Christi, Tex.	3	942	47	3	921	43	3	715	36	3*	584	3*
Dallas-Fort Worth	6*	6,611	32	4	6,265	30	4	5,792	31	4	5,283	3*
Davenport, Iowa-Rock Island-Moline, Ill.	3	1,017	23	3	901	20	3	776	19	3	703	1*
Dayton, Ohio	4*	3,753	40	3	3,240	37	3	2,663	33	—	—	—
Denver	4	3,382	30	4	3,052	28	4	3,020	30	4	3,035	3*
Des Moines-Ames, Iowa	3	1,606	32	3	1,458	29	3	1,310	27	3	1,194	2*
Detroit	4	7,194	23	4	7,106	24	4	7,206	26	3	6,984	2*
Duluth, Minn.-Superior, Wis.	3*	828	28	3*	849	28	—	—	—	—	—	—
El Paso, Tex.	3	1,455	55	3	1,294	50	3	1,132	47	3	1,079	4*
Erie, Pa.	3	914	39	3*	818	36	—	—	—	—	—	—
Evansville, Ind.	3	1,385	44	3	1,212	38	3	1,155	39	3	992	3*
Fargo-Valley City, N. D.	3	1,238	41	3	1,068	38	3	820	34	3	756	3*
Flint-Saginaw-Bay City, Mich.	3	2,042	35	3	1,786	30	3	1,479	28	3	1,073	2*
Fort Wayne, Ind.	3	1,353	40	3	1,086	33	3	891	29	3	902	2*
Fresno-Hanford-Visalia, Calif.	5	1,550	36	6*	1,637	35	5	1,375	33	6	1,249	3*
Grand Rapids-Kalamazoo, Mich.	3	1,890	21	3	1,558	18	3	1,160	14	3	1,220	15
Green Bay, Wis.	3	1,249	37	3	1,167	30	3	867	25	3	859	25
Greensboro-High Point-Winston Salem, N. C.	4*	1,737	31	3	1,692	31	3	1,650	34	3	1,305	28
Greenville-Washington New Bern, N. C.	3	959	34	3	891	31	3	866	32	3	762	30
Greenville-Spartanburg, S. C.-Asheville, N. C.	4	1,445	27	4	1,611	32	4	1,017	23	4	898	23
Harrisburg-Lancaster-York-Lebanon, Pa.	5	1,882	31	5	1,761	29	5	1,478	26	5	1,351	26
Hartford-New Haven-New Britain-Waterbury, Conn.	5	3,194	21	4	2,378	16	4	1,985	15	4	1,525	13
Honolulu	4	3,117	59	4	3,057	58	4	2,460	56	4	2,711	65
Houston-Galveston, Tex.	4*	4,324	27	3	3,540	23	3	2,821	21	3	2,806	23
Huntsville-Decatur, Ala.	3	628	48	3	680	53	3	534	53	3	437	59
Indianapolis-Bloomington, Ind.	4	6,209	37	4	5,150	31	4	3,854	27	4	3,621	27
Jacksonville, Fla.	3	1,590	27	—	—	—	—	—	—	—	—	—
Johnstown-Altoona, Pa.	3	926	23	3	865	21	3	791	19	3	662	17
Joplin, Mo.-Pittsburg, Kan.	3*	449	24	—	—	—	—	—	—	—	—	—

tutions—savings and loan associations and banks that start doing a lot of advertising because their competitors do.

"We have done a lot of commercial production on spec; put a local business on video-tape to get it started advertising. But our experience is that once we've had them on for a while, they reach a degree of sophistication where they go out on their own and get their own agency."

Having broken in the major cate-

gories of local advertisers, Mr. Blake added, "Our days of big production are pretty much over."

In contrast are the biggest cities. Nine months ago, CBS set up local retail sales units for each of its five owned TV stations "to place special emphasis on the development of retail advertising through an understanding of what the unique requirements of retailers are."

Earlier, its KNXT(TV) Los Angeles

signed the May Co., Southern California's largest department store chain, to sponsor a specially produced daily half-hour woman's-format program, *Boutique*, designed as a television equivalent of the women's pages in a newspaper (TELEVISION, July 1968).

Last fall, the CBS Television Stations Division published the results of a study based on an ad campaign over WBBM-TV Chicago, for Sears (BROADCASTING, Nov. 18, 1968), and the stations divi-

Chicago, Detroit, Los Angeles, New York and San Francisco markets for 1961 to 1965 have been corrected in accordance with the FCC's public notice of error (BROADCASTING, Aug. 28, 1967). Not all TV markets were con-

sistently listed by the FCC over the 10-year span: For example, the Springfield-Decatur-Champaign-Urbana-Danville, consistently listed by the FCC over the 10-year span: for example only, in 1959. *Table continues overleaf*

1963			1962			1961			1960			1959			1958		
Total stations reporting	Total local revenues (000)	% of total broadcast revenues	Total stations reporting	Total local revenues (000)	% of total broadcast revenues	Total stations reporting	Total local revenues (000)	% of total broadcast revenues	Total stations reporting	Total local revenues (000)	% of total broadcast revenues	Total stations reporting	Total local revenues (000)	% of total broadcast revenues	Total stations reporting	Total local revenues (000)	% of total broadcast revenues
3	1,385	21	3	1,120	18	3	1,139	19	3	1,142	21	3	1,015	19	3	931	20
3	1,421	55	3	1,073	47	3	1,079	52	3	1,059	56	3	956	53	3	830	54
3	1,158	52	3	1,169	52	3	1,020	51	3	1,014	54	3	1,019	54	3	873	50
3	3,036	33	3	2,875	34	3	2,176	30	3	1,921	26	3	1,927	28	3	1,521	26
3	962	48	3	989	50	3	843	49	3	884	50	3	—	—	3	—	—
3	2,868	24	3	2,831	23	3	2,615	26	3	2,622	27	3	2,742	29	3	2,281	29
3	750	38	3	530	30	3	524	34	3	—	—	3	—	—	3	—	—
3	779	30	3	—	—	3	—	—	3	—	—	3	—	—	3	—	—
3	5,655	23	3	6,028	25	3	5,163	25	3	5,499	27	3	5,251	27	3	5,462	31
3	3,213	26	3	3,100	26	3	2,791	26	3	2,868	28	3	2,529	27	4*	2,867	38
3	611	21	3	534	20	3	508	19	3	486	18	3	407	16	3	356	16
3	873	43	3*	778	42	3	—	—	3	—	—	3	—	—	3	—	—
4	1,245	24	4	1,188	25	4	1,032	25	4	1,146	28	4	1,079	28	4	1,069	30
3	681	30	3	670	31	3	591	30	3	657	32	3	667	34	3	604	36
4	9,858	18	4	7,952	16	4	6,698	15	4	8,363	20	4	8,090	21	4	6,649	20
3	2,411	21	3	2,342	21	3	2,268	22	3	2,281	23	3	2,316	24	3	2,201	26
3	4,653	22	3	3,880	20	3	3,724	22	3	3,649	22	3	3,378	22	3	3,075	22
3	739	47	3	709	45	3	608	43	3	766	51	3	695	49	3	657	50
3	763	35	3	721	32	3	480	26	3	—	—	3	—	—	3	—	—
3	2,527	26	3	2,478	26	3	2,121	26	3	2,102	26	3	2,060	28	3	1,702	27
4	4,181	31	4	4,131	32	4	3,751	34	4	3,615	35	4	3,131	34	4	2,934	36
3*	402	11	3	—	—	3	—	—	3	—	—	3	—	—	3	—	—
4	2,672	33	4	2,311	30	4	2,269	32	4	2,459	35	4	2,541	38	4	2,469	40
3	1,003	24	3	872	22	3	696	19	3	686	19	3	623	18	3	561	19
3	4,492	21	3	4,361	22	3	3,584	20	3	4,239	23	3	4,406	25	3	4,263	27
3	996	46	3	1,053	50	3	885	49	3	883	46	3	781	44	3	791	47
3	833	34	3	746	34	3	789	39	3	836	41	3	702	40	3	540	38
3	890	24	3	740	22	3	689	23	3	624	23	3	573	23	4*	861	21
3	767	28	3	774	31	3	644	27	3	831	35	3	819	36	3	832	39
6	1,244	34	6	1,287	37	5*	904	31	3	870	30	3	804	29	3	699	28
3	945	13	3*	629	09	3	—	—	3	—	—	3	—	—	3	—	—
3	735	24	3	731	25	3	697	28	3	844	34	3	762	32	3	669	31
3	898	21	3	—	—	3	—	—	3	—	—	3	—	—	3	—	—
3*	621	28	3	—	—	3	—	—	3	—	—	3	—	—	3	—	—
4	771	22	4	926	28	4	864	28	4	780	26	4	697	29	4	664	31
5	1,231	25	5	1,183	25	5	1,149	25	5	1,149	27	5	1,060	26	6	872	25
4	1,340	13	5	1,136	11	5	1,334	14	5	1,377	15	6	1,265	16	4	1,007	18
4	2,537	65	4*	2,330	66	3	1,729	57	3	1,598	56	3	1,519	59	4*	1,148	55
3	2,358	23	3	2,240	23	3	1,775	21	3	2,306	28	3	2,432	31	3	2,553	35
4	2,737	23	4	2,686	25	4	2,343	24	4	2,504	27	4	2,258	26	4	2,244	28
3	616	16	3	579	14	3	526	15	3	700	20	3	611	19	3	627	21

sion is now in the process of doing a five-station study.

The stations division plans to do more such research and help retailers with production, although Ralph Daniels, head of that division, stresses that CBS does not plan to go heavily into either the research or production business for commercials. This is limited service the network plans to render to introduce its big-city owned-stations to local retail advertising not dealt with before but

which Mr. Daniels predicts "in the next few years . . . is going to be a big part of our income."

Although plans vary with each station, CBS has mapped a general program for building staffs to handle local retail over the next four to five years. Each of its five stations now has a retail sales manager and at least one man under him; wcbstv New York has three local retail salesmen.

In the future, Mr. Daniels said, sta-

tions will add production coordinators and "somebody in graphics because this is quite important in helping them [new advertisers] along, since they haven't been dealing with ad agencies. We have to help them understand TV, by providing them with the same type of person who would be assigned by a production house or agency."

At some stations, such as wcau-TV Philadelphia, plans include setting up a commercial production unit "which

## Local advertising (continued)

Television Markets	1967			1966			1965			1964		
	Total stations reporting	Total local revenues (000)	% of total broadcast revenues	Total stations reporting	Total local revenues (000)	% of total broadcast revenues	Total stations reporting	Total local revenues (000)	% of total broadcast revenues	Total stations reporting	Total local revenues (000)	% of total broadcast revenues
Kansas City, Mo.	3	3,336	26	3	3,341	25	3	2,615	21	3	2,121	15
Knoxville, Tenn.	3	1,168	30	3	1,018	26	3	967	27	3	1,119	31
Las Vegas-Henderson, Nev.	3*	1,359	70	3	1,743	71	5*	1,440	67	3	1,513	71
Lincoln-Hastings-Kearney, Neb.	5	1,178	37	5	1,095	33	5	1,023	32	4*	1,033	31
Little Rock, Ark.	3	1,901	43	3	1,852	45	3	1,152	33	3	1,197	31
Los Angeles	11*	20,460	22	9*	20,587	22	9*	22,041	27	9*	19,189	21
Louisville, Ky.	3	2,675	33	3	2,444	30	3	1,917	26	3	1,557	21
Madison, Wis.	3	822	28	3	847	30	3	756	28	3	672	21
Memphis	3	2,585	32	3	2,138	27	3	1,671	19	3	1,414	21
Miami	5*	4,034	25	3	3,808	25	3	3,454	25	3	3,448	21
Milwaukee	4	4,744	33	4	4,017	29	4	4,331	33	4	3,667	31
Minneapolis-St. Paul	4	7,277	39	4	6,652	37	4	6,427	38	4	5,182	31
Mobile, Ala.-Pensacola, Fla.	3	1,277	36	3	1,190	31	3	1,048	30	3	952	31
Montgomery, Ala.	3	880	40	3	982	41	3	807	37	3*	656	31
Nashville	3	2,926	40	3	2,800	39	3	2,511	39	3	2,408	31
New Orleans	4*	4,336	41	3	4,429	41	3	3,467	38	3	3,138	31
New York	7	14,201	11	7	12,779	10	6	10,206	9	6	9,813	9
Norfolk-Portsmouth-Newport News-Hampton, Va.	4	2,575	41	3	2,359	38	3	2,151	36	3	1,864	34
Odessa-Midland-Monahaus, Tex.	3	753	38	3	837	41	3	755	41	3	755	41
Oklahoma City-Euid	4*	1,820	23	4*	1,876	22	3	1,528	19	3	1,491	21
Omaha	3	1,894	30	3	1,797	28	3	1,719	27	3	1,622	25
Orlando-Daytona Beach, Fla.	3	1,698	36	3	1,545	34	3	1,436	34	3	1,431	36
Paducah, Ky.-Cape Girardeau, Mo.-Harrisburg, Ill.	3	641	21	3	615	21	3	426	16	3	371	15
Peoria, Ill.	3	1,618	45	3	1,563	44	3	1,100	35	3	1,000	34
Philadelphia	6	10,414	23	6	9,648	22	6*	7,194	19	3	5,680	16
Phoenix-Mesa	5*	3,323	41	4	3,269	41	4	2,785	39	4	2,668	42
Pittsburgh	3	5,805	26	3	5,890	25	3	5,751	24	3	5,282	24
Portland, Ore.	4	3,055	29	4	3,076	29	4	2,636	26	4	1,043	30
Portland-Poland Springs, Me.	3	1,145	30	3	1,231	31	3	1,030	27	3	2,746	29
Providence, R. I.-New Bedford, Mass.	3	1,949	23	3	1,999	23	3	1,694	21	3	1,571	20
Reno	3*	829	57	—	—	—	—	—	—	—	—	—
Richmond-Peterburg, Va.	3	1,785	39	3	1,518	34	3	1,532	35	3	1,199	31
Roanoke-Lynchburg, Va.	4	1,288	36	4*	1,261	36	3	1,168	35	3	1,050	34
Rochester, N. Y.	3	2,250	38	3	2,061	34	3	1,955	34	3	1,683	32
Rochester-Austin, Minn.-Mason City, Iowa	3	897	42	3	848	39	3	782	40	3	610	33
Rockford-Freeport, Ill.	3	1,329	40	3	1,253	38	—	—	—	—	—	—
Sacramento-Stockton, Calif.	3	3,037	29	3	3,001	28	3	2,844	30	3	2,475	28
Salt Lake City-Ogden-Provo	3	2,550	40	3	2,288	38	3	2,045	37	3	1,963	38
San Antonio, Tex.	4	2,788	43	4	2,474	39	4	2,146	35	4	2,133	38
San Diego	3	1,874	26	—	—	—	—	—	—	—	—	—
San Francisco-Oakland	5	8,657	21	4*	10,276	25	4	8,217	23	4	8,200	27
San Juan-Caguas, P. R.	5*	1,472	19	5	769	11	4	838	13	4*	784	14
Seattle-Tacoma	5	4,783	33	5	4,336	29	5	3,189	24	5	2,884	24
Shreveport, La.-Texarkana, Tex.	3	1,390	35	3	1,456	35	3	1,159	30	3	1,172	34
Sioux City, Iowa	3*	722	32	—	—	—	—	—	—	—	—	—
South Bend-Elkhart, Ind.	3	1,139	39	3	887	32	3	706	28	3	699	29
Springfield-Decatur-Champaign-Urbana-Danville, Ill.	5	2,329	41	5	2,160	38	5	1,689	33	5	1,553	32
Spokane, Wash.	3	1,119	29	3	1,173	29	3	1,041	27	3	940	26
St. Louis	4	3,773	20	4	3,592	19	4	2,971	17	4	3,520	22
Syracuse, N. Y.	3	1,781	23	3	1,643	21	3	1,374	19	3	1,294	19
Tampa-St. Petersburg, Fla.	4	2,886	31	4	2,774	30	4*	2,302	28	3	2,160	29
Toledo, Ohio	3	2,361	32	—	—	—	—	—	—	—	—	—
Tucson, Ariz.	4*	1,381	54	3*	1,332	53	3	1,208	52	3	1,276	57
Tulsa, Okla.	3	1,888	33	3	1,903	31	3	1,391	25	3	1,448	27
Washington	6	4,137	17	6*	4,093	18	5	3,452	17	5	3,295	19
Wichita Falls, Tex.-Lawton, Okla.	3	1,188	50	3	1,104	44	3	1,047	44	3	991	42
Wichita-Hutchinson, Kan.	3	1,855	38	3	2,026	38	3	1,741	32	3	1,591	32
Wilkes-Barre-Scranton, Pa.	3	1,449	36	3	1,296	32	3	1,161	30	3	1,075	30
Youngstown, Ohio	3	828	29	3	802	30	3	660	26	3	656	27

\* Not all stations in this market operated for the full year.

might be represented by a production coordinator who would help out in the commercial area." Some commercials have already been produced at WBBM-TV, and KMOX-TV St. Louis, but no production will be attempted at WCBS-TV because, among other things "prices are so tremendous."

In New York, advice will be given to new advertisers but it will be up to them to find their own production fa-

cilities. In all cases, Mr. Daniels said, "I don't want us in the position of being out there competing with big commercial production houses. We're doing the commercial production only to sell the product to get them [the advertiser] involved. We want to move that business out as soon as we can move them."

Big city independents are making similar moves. Richard Hogue recently moved from manager of retail sales

under Mr. Daniels at WCBS-TV to become retail sales head at Metromedia's WNEW-TV New York.

Despite the high cost of New York production, Mr. Hogue is setting up a production studio at his station, in addition to assembling retail marketing and sales staffs.

"In big markets, production scares retailers to death," Mr. Hogue said. "In smaller markets it has been easier for



Stations reporting	1963			1962			1961			1960			1959			1958		
	Total local revenues (000)	% of total broadcast revenues	Total stations reporting	Total local revenues (000)	% of total broadcast revenues	Total stations reporting	Total local revenues (000)	% of total broadcast revenues	Total stations reporting	Total local revenues (000)	% of total broadcast revenues	Total stations reporting	Total local revenues (000)	% of total broadcast revenues	Total stations reporting	Total local revenues (000)	% of total broadcast revenues	
3	2,442	24	3	2,349	24	3	2,083	23	3	1,940	23	3	2,041	25	3	1,585	22	
3	962	32	3	930	32	3	892	35	3	793	33	3	863	38	3	699	36	
3	1,519	74	3	1,368	73	3	860	69	3	788	66	3	698	63	3	742	72	
3	948	36	3	870	36	3	710	29	3	808	34	3	718	32	3	724	33	
3	915	32	3	896	33	3	710	29	3	808	34	3	718	32	3	724	33	
9*	17,664	29	8*	17,886	32	7	14,600	32	7	17,507	39	7	16,992	37	7	14,677	40	
3	1,209	20	3	1,273	21	3	1,260	22	—	—	—	—	—	—	—	—	—	
3	570	23	3	592	26	3	564	27	3	559	27	3	557	31	3	559	34	
3	1,169	20	3	1,129	20	3	1,031	20	3	1,136	22	3	1,065	21	3	844	19	
3	2,998	27	3	2,972	27	3	2,804	30	3	3,005	32	3	2,533	30	3*	2,395	31	
4	2,958	26	4	2,684	25	4	2,267	25	4	2,199	24	4*	1,875	22	4	1,232	17	
4	4,243	30	4	4,492	33	4	3,810	33	4	4,139	36	4	3,644	34	4,	3,169	33	
3	857	30	3	938	32	3	801	30	3	1,003	36	3	996	41	3	897	41	
3	1,987	37	3	2,055	39	3	1,896	41	3	1,865	41	3	1,672	41	3	1,595	43	
3	2,698	36	3	2,173	32	3	1,852	30	3	2,230	35	3	2,288	37	3	2,017	37	
6	9,137	10	6	8,519	10	7	6,199	08	7	12,073	16	7	10,570	15	7	10,501	18	
3	1,761	34	3	1,750	35	3	1,454	32	3	1,604	34	3*	1,335	32	4	1,074	28	
3	1,139	18	3	1,509	25	3	1,378	25	3	1,548	28	3	1,336	25	3	1,381	29	
3	1,007	20	3	1,040	20	3	1,032	21	3	1,013	22	3	928	21	3	838	20	
3	1,223	35	3	1,115	36	3	932	38	3	1,040	43	3	919	46	3*	659	35	
3	323	15	3	285	15	3	271	15	3	328	18	3	289	16	3	311	22	
3	764	29	3	741	30	3	970	41	3	852	36	3	791	34	3*	798	38	
3	5,957	19	3	5,503	18	4	4,902	19	4*	4,759	19	3	3,994	18	3	4,454	23	
4	2,592	46	4	2,554	49	4	2,239	50	4	2,159	50	4	1,835	46	4	1,527	47	
3	4,413	23	3	4,536	25	3	3,736	23	3	3,700	24	3	3,351	22	3*	2,931	23	
4	2,071	26	4*	2,040	27	3	1,671	26	3	1,556	24	3*	1,505	24	3	1,235	24	
3	932	28	3	797	25	3	600	21	3	586	21	3	461	20	3	420	20	
3	1,203	16	—	—	—	—	—	—	—	—	—	—	—	—	—	—	—	
3	1,065	28	3	938	25	3	777	24	3	820	25	3	685	23	3	548	19	
3	881	31	3	894	31	3	873	32	3	814	31	3	691	28	3	579	24	
3	1,391	28	3*	1,244	27	3	1,067	25	3	1,002	24	3	1,147	29	3	1,069	29	
3	598	34	3	569	33	3	582	36	3	674	40	3	656	40	3	612	44	
3	3,132	28	3	1,535	25	3	1,972	39	3*	1,456	28	3*	1,241	26	3	879	23	
3	1,798	39	3	1,535	37	4	1,572	40	4*	1,593	41	4	1,402	38	4*	1,179	36	
4	1,787	36	4	1,555	34	4	1,151	29	4	1,349	33	4	1,288	33	4	1,155	18	
4	6,678	26	4	5,734	26	4	4,846	27	4	5,477	32	4	5,346	32	4*	4,601	33	
3	509	11	3	395	10	3	185	06	—	—	—	—	—	—	—	—	—	
5	2,532	24	5	2,208	23	5	1,795	22	5	1,800	22	5	1,539	20	5	1,263	19	
3	1,098	34	3	985	30	3	922	29	3	—	—	3	—	—	3	—	—	
3	587	28	3	613	30	3	614	32	3	701	37	3	589	32	3	710	42	
5	1,293	30	5	1,267	32	5	1,341	38	5	1,261	38	—	—	—	3	1,094	38	
3	868	27	3	859	26	3	792	26	3	822	27	3	846	29	3	772	29	
4	3,221	23	4	3,249	24	4	2,960	24	4	3,129	25	4*	3,178	28	3	2,252	25	
3	1,098	18	3*	1,118	18	—	—	—	—	—	—	—	—	—	—	—	—	
3	1,747	26	3	1,794	29	3	1,493	28	3	1,739	33	3	1,536	32	3	1,248	31	
3	1,162	56	3	1,216	58	3	1,131	60	3	1,206	61	3	1,032	57	3	1,007	66	
3	1,198	26	3	1,272	29	3	966	25	3	1,049	26	3	934	25	3	1,055	30	
5*	2,421	16	4	2,635	16	4	2,740	21	4	2,485	21	4	2,314	21	4	2,223	23	
3	1,318	31	3	970	27	3	847	27	3	961	29	3	869	27	3	1,003	33	
3	907	28	3	952	29	3	919	30	3	990	33	3	978	35	4*	905	35	
3	480	23	4*	456	22	4	484	26	4	523	28	3	420	24	3	442	27	

a retailer to get production because almost any station had some production facilities available, although not always using qualified professionals. Much of it has been very bad, but there was always some tape or film time available.

"In big markets, agencies are used to handling \$50,000-\$100,000 commercial production prices and a New York retailer would be frightened away. It would cost him more to make a com-

mercial than to buy a full page in the *New York Times*.

"By setting up our own studio, we show them they can come over here and see how to shoot commercials in a professional manner at a reasonable cost. One of a retailer's big objections to television is taken care of."

Among New York retailers who have jumped into television in recent years have been Macy's, Gimbels, Alexander's

and Abraham & Straus department stores; Robert Hall and Barney's clothing stores; Sachs Quality furniture stores, Kaufman carpet stores and Beck shoes.

They have learned to shoot commercials for as little as \$500 to \$850, although it is also acknowledged that similar commercials could be made outside New York for as little as \$200.

WNEW-TV has set up a local retail

# A MOST DRAMATIC SEASON.

Three Sunday nights ago on the NBC Television Network, "Prudential's On Stage" presented a most contemporary play entitled "The Choice." As the first major work in any medium dealing with the moral issues of heart transplant surgery, it was the most recent example of the high-caliber drama specials that viewers have been watching on NBC this season. For compiling this

record of achievement in TV drama, NBC is indebted not only to the playwrights, directors and actors who've made it all happen, but to sponsors like The Prudential Insurance Company of America and Hallmark Cards, Inc., whose support and understanding tend to evoke the very best in the talented people who bring their television plays to life.



## The Choice

(Prudential's On Stage)

STARRING  
MELVYN DOUGLAS  
GEORGE GRIZZARD  
CELIA JOHNSON  
FRANK LANGELLA

"Taut, gritty, nerve-edged drama that packed emotional wallop in its spare story of a young doctor who must choose which of two men to give a possible new lease on life."

—Rick Du Brow, *UPI*



## A Punt, A Pass and A Prayer

(Hallmark Hall of Fame)

STARRING  
HUGH O'BRIAN

"... Acted with graphic realism... pungent dialogue and convincing scenes... Hugh O'Brian gave the most impressive performance of his lengthy career on television."

—Ben Gross, *New York Daily News*



## Teacher, Teacher

(Hallmark Hall of Fame)

STARRING  
OSSIE DAVIS  
GEORGE GRIZZARD  
DAVID McCALLUM  
BILLY SCHULMAN

"This original 90-minute play was television at its finest."

—Pete Rahn, *St. Louis Globe-Democrat*



## Certain Honorable Men

(Prudential's On Stage)

STARRING  
VAN HEFLIN  
PETER FONDA

"Outstanding in its writing, cast and production. Tight, crisp lines burst like firecrackers through the dialogue in Rod Serling's wonderfully realistic style."

—Frank Judge, *Detroit News*



## Male Of The Species

(Prudential's On Stage)

STARRING  
MICHAEL CAINE  
SEAN CONNERY  
PAUL SCOFIELD  
ANNA CALDER  
MARSHALL

"A smashing triumph on all counts. The acting was... uniformly superb."

—Tom Mackin, *Newark Evening News*



sales staff of a manager and three salesmen with a research and marketing backup, and is planning a production staff of a producer, director, writer and production assistant.

Mr. Hogue, like all other boosters of local retail advertising, sees the investment as more than justified by an ever-increasing rate of television involvement with "no leveling off in the foreseeable future."

In a talk at Columbus, Ohio, last Wednesday (April 9), Mr. Hogue noted that in 1966 New York's six commercial VHF's got only \$12 million in retail sales compared to \$400 million in newspapers. But last year, he said, the stations got \$1.5 million in additional local retail business, and he predicted this year they will get \$3.4 million in new business; \$7.1 million next year and \$9.1 million in new dollars in 1971.

Why have big-city stations been so late getting in on local retail money? Cost is cited as one of the major factors. But, noted Mr. Hogue, within the past few years in New York the number of metropolitan newspapers available to retailers has dropped from eight to three, and with so many retailers in the nation's biggest city "they have trouble even getting into a newspaper."

For a merchant who has followed the population move to the suburbs and their shopping centers, Mr. Hogue said the New York dailies are of little value because they lack suburban coverage (*New York Daily News*, 23.4% suburban coverage; *New York Times*, 11.4%; *New York Post*, 9.1%).

Thus, for a big retailer such as Macy's a buy on one New York television station provides the coverage that Macy's could get only by buying space in 15-20 suburban papers "which are very expensive," he added.

Another factor in the big cities is the decline in long-term advertisers, according to James R. Sterling, general sales manager of Golden West's KTLA (TV) Los Angeles. "Even advertisers like Procter and Gamble are on a flight basis now," he noted. "As we've gone from long-term to short-term advertising, availabilities have opened up for retailers," particularly ones who want to make the sort of quick ad changes that are available in newspapers.

"My local salesmen have been just as hungry as my national salesmen and they are out knocking on doors. They are going through the Yellow Pages, the papers and radio advertisers, asking 'Why don't you give television a trial?'"

Mr. Sterling agreed that the participation of big-name advertisers is making it easier to get positive responses to the trial proposition: "Advertising has traditionally been a follow-the-leader business. As television has worked for Sears, Penney's or Ward's, the local depart-

ment store, the shoe store and the transmission repair shop are giving it a try, and when one of their competitors sees it work for the others, we get two or three more."

Sears, as the nation's largest retail chain, is continually cited as having opened the flood gates to local television retail advertising. Its buys in the 75 markets measured by Broadcast Advertisers Reports, went from 403 during an average week in 1964 to 2,564 during an average week of last year—more than the previous four years combined. Coming up rapidly have been Penney's, Ward's and such department store groups as Allied and AMC. This year Woolworth's is making its first major television plunge.

As Norman (Pete) Cash, president of the Television Bureau of Advertising, told a session of the National Association of Broadcasters convention last month, local department store advertising was up 66.9% last year in the number of television ads used in an average week in the 75 BAR-measured markets (BROADCASTING, March 24).

But that was only the most dramatic single increase in a year that saw local television advertising for the first time pass the half-billion dollar mark (with \$524 million). Also contributing to the \$58 million dollar gain in 1968 over 1967 were a 27.4% increase in furniture-store advertising, 16.1% climb in food-store dollars and 10.9% hike in auto-dealer revenues.

This reflects a steady across-the-board growth in local advertising during the past decade, with the exception of a drop in local spot between 1960 and 1961 that varied from market to market, but averaged 3% nationally. Since then, depending upon the degree of local spot involvement, it has grown almost uniformly in all markets right up to the big department store leap of the past two years.

Observers lay the department-store jump to a conflux of individual factors. Howard Abrahams, TVB vice president for retail advertising, who has long been one of the most persistent lobbyists for local retail, lists as major factors:

- More store sales coming from the suburbs rather than the cities. Latest figures from the National Retail Merchants Association show branch stores doing 52.9% of the business vs. 50.9% last year; for major stores, branches doing 63.2% vs. 61.4% last year. For New York's Macy's this would mean buying metropolitan papers and suburban dailies all the way to New Haven, Conn., to get total coverage.

- More stores becoming regional rather than simply downtown plus branches, as in the case of J. L. Hudson Co., Detroit, which is now planning stores as far away as Toledo, Ohio, and Lansing, Mich.

- Stores with younger, television-oriented advertising staffs.

- Store advertising departments becoming more familiar with television, less afraid of it and accepting the fact that print does not reach young audiences as well as it used to.

- Manufacturers proposing television use to stores and providing special services such as pre-made commercials with room for individual station ID's or wild footage for store use. Mr. Abrahams cites Arrow Shirt Co., which is about to start its second trial campaign, going into 100 markets, tailoring commercials for individual stores with the local merchant's name on the soundtrack, a discussion of his local retailing situations and room to super in his logo with Arrow's, all for \$50 a commercial. Fiber groups such as Burlington Mills and Monsanto also are cited for providing special services which are now "almost a television equivalent of newspaper mat service."

- Stations, hit by last year's national spot slump, soliciting local business to fill the void, and finding enough to make it worth building better local sales staffs to recruit and service the local business. Says Mr. Abrahams: "once national spot picked up again, a lot of these guys found there is something nice working right in your hometown with a guy who'll be there for 52 weeks rather than a national advertiser who comes in for three or four weeks."

- Conversion to color television, which piqued the interest of many retailers for the first time, plus the conversion of station equipment to high-band color video tape, which has made possible more attractive, economical local advertising production.

While the highly visible shove for department-store advertising apparently came from Sear's decision to throw the weight of its money and the expertise of its massive advertising department behind the move of its local stores into television, the build-up has been mounting in many of the more locally aggressive smaller markets.

The decision to provide commercial production at big-city stations such as the CBS or Metromedia stations, comes behind trail blazing in this field by many successful local stations.

At WBTV(TV) Charlotte, N.C., Managing Director Thomas J. Cookerly says: "Three years ago we decided to devote time and money to building local advertising. We set up a creative services department to service stores that didn't have agencies. We have a four-man department plus a photographer." The station's parent Jefferson-Standard Broadcasting Co. does widespread production for advertisers throughout the region and although the production "is kept separate from the station function," Mr. Cookerly notes, "we work very closely with the retail people—

find their problems and follow right through to the pushing of buttons in the studio."

For the Charlotte market, although department store advertising has risen steeply, food chains remain its biggest single local category, with A & P devoting its largest single ad program there. Financial institutions also remain very strong, as they are in many markets, and automobile dealers, who have two or three-year cyclical ups and downs, are in the eclipse at the moment.

In Jacksonville, Fla., station commercial production has become competitive. WFGA-TV, which has been producing commercials for a decade (the last four years in color), recently lost the production of commercials for the regional Winn Dixie food stores, to rival WJXT (TV). With strong local sales, however, there is plenty of production business to go around ("When we have to supply equipment for Cape Kennedy, too, sometimes we get real tight," says Robert M. Reuschle, WFGA-TV's general sales manager.)

Business in such a market can span a wide range of local merchants, from the big to the small, and serve as a proving ground for recent national moves. "We've had Sears down here for about 10 years—we did them for years without an agency," says John Cummins, local sales manager of WFGA-TV.

Along with the 52-weeks-a-year Sears, the station has had a local jeweler buying 15 minutes of local evening news for the past dozen years. While banks are the strongest single category, there are a number of major furniture-store accounts, a chain of 26 dress shops that are long-established television advertisers and "scattered small local businesses."

The department store boom is less than overnight news for many other markets with prosperous local sales like Atlanta, where Rich's department stores have been a local success story for a decade. Or Columbus, Ohio, where F. & R. Lazarus department stores were dominant for five years before Sears moved in heavily.

Says Richard W. Ostrander, general sales manager of WTVN-TV Columbus, "we give our retailers, especially Lazarus, credit for being aggressively interested in pressing broadcasting advertising for 10 years.

"We've all tried—radio and TV—to aggressively take the next step and cooperate with retailers to bring in more business. We've attempted training clinics and sought out success stories from other markets; we maintain normal production facilities for a market our size—in a market like this 80% of the advertisers have their own agencies, although stations do a large portion of the production."

By working for local business, adds Mr. Ostrander, "we've shown good, reg-

ular increases on the smaller local advertiser. We have the single department stores on up, from schlock operations to the first line. If you have one strong local advertiser, you get more."

In Denver, which has long been a better-than-average local market, the influx of heavy new department-store advertising adds another major block to a year-in-year-out campaign. "The situation here stays pretty competitive," says Kenneth King, general sales manager of KBTU. "The local sales people try to keep an advance look on trends and you just get out and hustle. We do quite a bit of presentations; maintain our own production facilities and put tapes together showing how television production can help a local advertiser. We have to do some speculative production and have to provide services for the advertisers because the smaller agen-

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## Retailers in radio can win new awards

The Radio Advertising Bureau and the National Retail Merchants Association will co-sponsor an annual radio commercials competition for retailers.

The competition will cover radio commercials broadcast during 1968. Entries should be sent to Radio Competition, National Retail Merchants Association, 101 West 31st Street, New York 10001, together with a handling fee of \$1 per commercial or campaign. Entry deadline is April 30.

Entries may be submitted by a retailer, a radio station, and ad agency, a company or an individual who performed work for a retailer.

There will be winners in three classifications (size of store by business volume, individual commercial, and campaign), and a grand prize winner will receive plaques. Finalists in each classification will be given certificates.

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cies serving them just don't have the creative departments.

"Because of the influx of more local business we've just started our own creative department, although it's very thin with just three people. We could use as many people as we could get."

In Houston, where there are some 100 agencies, even the small advertiser has one, and there are ample production facilities. There is a competitive scramble for local dollars. John J. McCrory, station manager and general sales manager at KTRK-TV, notes that although the entry of Sears has served as a catalyst to bring in even more advertising and double the amount of department-store television spending in the market this year and last, "we've had Foley Brothers sponsoring the news and putting some money in spot for the

last few years, so department-store spending is no Johnny-come-lately to us."

Houston is a market where auto-dealer advertising is the largest single local category, followed closely by financial institutions, soft-drink bottlers, building constructors and insurance companies. Mr. McCrory finds that although there are a lot of retailers using local television "in a limited way, it's only 20% to 30% of what they will be a couple of years down the road."

He cites regional advertisers, such as a drug chain, committing the bulk of their advertising budget to television during the past two years and crediting great success to it.

"This whole retail thing is an aggregate of what a lot of people have been doing: success stories from other markets, competition, talk—people are excited and interested in exploring ways of using TV."

In aggressive, competitive markets such as Houston, the scramble for the local ad dollar pits the largest and smallest broadcaster head-to-head. Thus two-year-old KHTV — a \$300-a-minute UHF station, compared to the \$1,700-a-minute VHF KTRK-TV—has "gone out of our way to show local advertisers what we can do for them," according to Harry Apel, KHTV sales manager.

"All the stations in town have pretty good production facilities, so we had to get facilities that are second to none around," he said. To cash in on the lucrative automotive market, KHTV provided the region's only automatic auto turntable in its studios to produce commercials for dealers.

"About half of our advertising now is local retail," says Mr. Apel. "A lot of it is small local, but not as much as you'd expect."

For many emerging UHF stations, money from the small local retailer is life-blood.

James H. Ferguson Jr., executive vice president of WWLP(TV) Springfield, Mass., told TVB last year that in 15 years the station has been on the air "a great deal of our success has been largely due to local sales." He said that in 1967 local sales made up 42% of the station's business, exactly equal to that from national/regional representatives (the other 16% came from network compensation).

With four local salesmen, the station handles nine straight furniture accounts, three combination furniture and appliance accounts and three department stores. Automobile dealers are another major category for the station. The first department store the station handled also was Sears, which has been on since 1956.

Many medium-market stations have depended for years on a wide mixture of big and little local advertisers to pro-

## How TV-network billings stand in BAR's ranking

Broadcast Advertisers Reports' network-TV dollar revenue estimate—week ending March 30, 1969  
(net time and talent charges in thousands of dollars)

Day parts	ABC		CBS		NBC		Total minutes week ended Mar. 30	Total dollars week ended Mar. 30	1969 total minutes	1969 total dollars
	Week ended Mar. 30	Cume Jan. 1-Mar. 30	Week ended Mar. 30	Cume Jan. 1-Mar. 30	Week ended Mar. 30	Cume Jan. 1-Mar. 30				
Monday-Friday Sign-on-10 a.m.	\$ ———	\$ 4.9	\$ 119.1	\$ 1,492.7	\$ 351.9	\$ 4,439.1	88	\$ 471.0	1,022	\$ 5,936.7
Monday-Friday 10 a.m.-6 p.m.	1,502.5	18,432.6	2,866.7	36,692.6	2,567.7	32,338.4	43	6,936.9	11,440	87,463.6
Saturday-Sunday Sign-on-6 p.m.	699.9	14,999.7	634.7	15,286.0	247.1	8,880.0	196	1,581.7	3,594	39,165.7
Monday-Saturday 6 p.m.-7:30 p.m.	303.7	4,582.7	771.1	9,751.7	599.6	9,784.3	89	1,674.4	1,169	24,118.7
Sunday 6 p.m.-7:30 p.m.	72.1	2,147.8	250.0	3,172.8	204.0	3,113.9	20	526.1	283	8,434.5
Monday-Sunday 7:30-11 p.m.	5,338.6	71,136.0	6,144.7	90,767.4	7,151.1	92,474.8	401	18,634.4	5,478	254,378.2
Monday-Sunday 11 p.m.-Sign-off	409.2	4,750.0	40.8	881.6	364.6	6,108.2	75	814.6	965	11,739.8
<b>Total</b>	<b>\$8,326.0</b>	<b>\$116,053.7</b>	<b>\$10,827.1</b>	<b>\$158,044.8</b>	<b>\$11,486.0</b>	<b>\$157,138.7</b>	<b>1,812</b>	<b>\$30,639.1</b>	<b>23,951</b>	<b>\$ 431,237.2</b>

vide strong local sales.

An example is the Springfield-Decatur-Champaign-Urbana-Danville, Ill., market, where local revenues ran a high 41% in 1967. Guy F. Main, executive vice president of WCIA-TV Champaign, notes that while his station has Sears, Penney's, Ward's, a large area department store and two major grocery chains, it also provides commercials for extremely small businesses in surrounding minor communities such as a woman's wear shop in Mattoon, Ill.

"We've put in all-new facilities, including color film processing to take care of anything anyone would need for local production," said Mr. Main. "It's an important thing in this kind of area, because if you want to get the business you must be able to do so much of the production work, either for the advertiser or his small agency."

Mr. Main, like almost all other successful local salesmen, foresees the heavy entries of major retailers either enticing or forcing even more local retailers into television.

Where will it end? TVB's Mr. Abrahams predicts that Sears could "easily go to \$40 million to \$50 million a year nationwide." And while small local stores hop on the Sears-inspired bandwagon, there will be another boom with the regional retailers falling into the merger pattern that has hit all American business. Retail combines are joining; Dayton's of Minneapolis recently bought a Portland, Ore., store and Diamond's in Phoenix is merging with Detroit's J. L. Hudson.

Now Dayton's and Hudson are merging. Says Mr. Abrahams: "If the parent of the bunch is TV-oriented, the acquired store will become so too."

Mr. Abrahams predicts that although "in a couple of years we will see a

plateauing in the number of stores in advertising, there will be no fall-off in the money spent."

Ad production will become more polished and cooperative—just as some stores within the same buying groups are now swapping commercials, as is done by Abraham & Straus, New York; Carson Pirie Scott, Chicago and F. & R. Lazarus, Columbus.

Although TVB is now urging stores to use advertising agencies because of the stores' unfamiliarity with television, Mr. Abrahams sees the time when they will pull their television production back to house advertising departments, to be handled the way their newspaper production is now. Dayton's in Minneapolis already has created its house agency.

On the far horizon, many experts see the local retailer even more strongly wooed and interested as markets become more fragmented with UHF stations.

In the long haul, ever stronger local retail sales may grow to significantly alter the station-rep situation, just as Katz Newspaper Sales recently announced one of the greatest realignments of its function in 80 years, with creation of a total representation program for newspapers in which the rep would be paid for all advertising revenues received by the paper, national, retail and classified.

Ted Rathbone, head of the Katz Newspaper Sales and a vice president of the over-all rep firm, while noting that television sales still are somewhat different from newspapers, acknowledged that eventually "I expect television probably" will fall into a similar total representation "as TV becomes more splintered and competitive."

An immediate effect is the number

of complaints that have risen from national advertisers who have felt the pinch from the blocks of retail money suddenly dumped in the markets.

With a tight sellers' market and rates going up, some observers feel that national accounts may have to pay more for spot availabilities. Explains one rep: "Ordinarily the retail rates are pre-emptible by the national advertiser. In the majority of the cases no local or retail account pays full rate card. They buy on pre-emptible rates. National advertisers normally are a higher rated advertiser and take precedence and bump the retailer out. But the greater the volume of business, the higher the rates."

Stations in almost all of the larger, heavily local markets counter that multi-price rate cards have long been gone, or are on the way out. Typical is the response of Mr. McCrory of KTRK-TV: "There's no local rate card any more anywhere in Houston. We sell to everyone at the same rate. Foley's and Sears spend exactly the same amount for a minute as would American Tobacco or a Detroit car maker."

There seems little doubt that the expected steady growth in television participation by the local retailer will make buying just that much tighter.

While the local sales manager for one Southern station foresaw the continuing growth of local advertising eventually getting to the point "where we may get more business than we can handle," his boss countered, "never say that to a sales manager. I've always got an ID at 6:30 a.m. that someone must want."

*(The foregoing special report was compiled by Walt Spencer, associate editor, New York, with tabular matter by Robert A. Malone, associate editor, Washington.)*

# OUR PURPOSE

...the things we strive to do



- 1 Make a profit. This must lead the list of aims of any business that hopes to survive as a free enterprise.
- 2 Provide worthwhile radio and television fare—a proper balance of entertainment, information and education—for the people who live and work in the area our stations are privileged to serve.
- 3 Exercise our best judgement to avoid overemphasis of No. One at the expense of No. Two and vice versa.

**Triangle Broadcasting Corporation**  
**Harold Essex, President**  
**Winston-Salem/Greensboro/High Point**

# Two groups denounce cigarettes

## Post-Newsweek and Bonneville—CBS affiliates—to quit all cigarette business as contracts end

The FCC's proposed rulemaking that would bar all cigarette advertising from the airwaves received broadcaster support last week from two group operators. On Tuesday (April 8) the Post-Newsweek stations announced they were not accepting any new cigarette advertising and late Thursday (April 10) the Bonneville International group was ready to make a similar move.

Post-Newsweek's one AM and two TV stations are CBS affiliates as are Bonneville's four TV's and four of its AM's.

Larry Israel, chairman of the Post-Newsweek stations (WTOP-AM-FM-TV Washington and WJXT[TV] Jacksonville, Fla.), said the stations would not accept "additional cigarette commercials for broadcast after June 1, 1969." In a letter to FCC Chairman Rosel Hyde, he said the move had been under consideration for some time.

Mr. Israel said present commitments, both locally and network, to cigarette advertisers would be honored, including time the network had sold in the upcoming season. Regarding any new cigarette advertising the network sells for airing after June 1, Mr. Israel said the stations would cover the commercials to "the maximum feasible extent . . . and we will seek full cooperation of our network in this regard."

CBS officials had "no comment" on the Post-Newsweek position. As of Thursday they had heard nothing from Bonneville.

The P-N stations had an estimated \$700,000 in cigarette billings in 1968. Cigarette billings were reported to be off about 10% to 15% so far this year.

The move of the Post-Newsweek stations, which are owned by the *Washington Post*, received immediate praise from Mr. Hyde and Senator Frank Moss (D-Utah).

Chairman Hyde, referring to the proposed rulemaking (BROADCASTING, Feb. 10), said "we had invited voluntary action by the industry and I'm very pleased to see this response." He said it would be "a very good idea" for other broadcasters to drop cigarette advertising and felt "any responsible broadcaster could give himself a public image as a person with conscience" by such a move.

Similar words came from Senator Moss, who called the move "welcome news" since "the more that can be accomplished by voluntary action by the broadcast industry, the better." He said he would urge other broadcasters "to give most careful consideration to this

first step" by the Post-Newsweek stations.

John Corporan, vice president and general manager of WTOP-TV, said the stations would continue to run anti-cigarette announcements after the cigarette ad ban is effected, although he would not speculate on how many anticigarette spots would be carried. The commission's rule of thumb is one anticigarette spot to three cigarette commercials.

Mr. Corporan added that if the Post-Newsweek's purchase of WLBW-TV Miami and WCKY Cincinnati from L. B. Wilson Inc. is approved by the FCC, those stations will also cease to carry cigarette advertising.

The Bonneville stations are owned by the Mormon Church, which as part of its religious observances forbids smoking. Chairman Hyde and Senator Moss

are also Mormons.

The Bonneville stations are: KSL-AM-FM-TV Salt Lake City; KIRO-AM-FM-TV Seattle; KID-AM-FM-TV Idaho Falls and KBOI-AM-FM-TV Boise, both Idaho (all the foregoing AM's and TV's are CBS affiliates); KMBZ, KMBR(FM) Kansas City, Mo.; KBIG-AM-FM Avalon-Los Angeles, WRFM(FM) New York and WNYW Scituate, Mass., an international shortwave station.

Although CBS authorities had no immediate comment on the move by Post-Newsweek stations, other broadcast sources said that it is customary for affiliation contracts of all networks to carry a clause saying that if contract provisions conflict with FCC rules, the FCC rules take precedence, and that the Post-Newsweek stations might plan to invoke this clause as applicable to the FCC's stated policy against cigarette commercials.

Although there was some speculation that stations might, on that basis, successfully cover network cigarette commercials with public-service announcements or even antismoking messages, there was substantial belief that no network was apt to yield without a strong protest—if not a fight—if an affiliate undertook to substitute local or national-spot commercials for the cigarette messages on network programs.

ABC and NBC spokesmen said none of their affiliates had indicated plans similar to the Post-Newsweek stations' and they therefore would have no comment.



## Lady Godiva backs Bonded Oil cause

Consistent with the trend toward nudity in entertainment, a modern-day Lady Godiva will endorse Bonded Oil in a tri-state saturation campaign due to begin May 1.

In one of a series of eight off-beat 30-second spots, Lady Godiva explains the advantages of Bonded Oil as her horse turns into a car. All the new commercials feature such characters as Santa Claus, Cinderella and Tarzan—who discover that Bonded suits any mode of transportation, whether sleigh, pumpkin or elephant.

Kentucky, West Virginia and Ohio make up the marketing area of the Bonded Oil Co., Springfield, Ohio. Bonded's agency is Warren, Muller, Dolobowsky Inc., New York. The production company was Galfas Production Center, New York.

## Pro, con smoking groups set for House hearings

Although some specifics still haven't been settled as to exactly who will appear, when, and in what order, the general agenda of the House Commerce Committee hearings on cigarette advertising, which begin this week, has been set.

First testimony will be taken Tuesday, April 15, from interested congressmen, both for and against cigarette curbs; on Wednesday, April 16, Dr. William H. Stewart, the U.S. surgeon general, will appear; on Thursday, April 17, FCC Chairman Rosel Hyde and members of the commission will be witnesses.

Hearings will resume on Tuesday, April 22, with Paul Rand Dixon, chairman of the Federal Trade Commission. Testimony from nongovernmental witnesses will begin on Wednesday, April



23, with representatives from the American Cancer Society, Heart Association, Tuberculosis Association, scientists and physicians, plus representatives of the tobacco industry including manufacturers, growers and researchers.

At issue are bills that would renew the Cigarette Labeling Act, which expires June 30 unless Congress acts. The law currently prohibits federal regulatory agencies from curbing cigarette advertising. The FCC has proposed an outright ban of broadcast cigarette advertisements, to take effect after the law expires.

The commission meanwhile called for voluntary abandonment of cigarette spots by broadcasters, a request that bore its first major fruit last week with the announcement by Post-Newsweek, followed by Bonneville stations that cigarette advertisements would not be accepted after June 1 (see page 32).

If Congress does not renew the present law, the FTC will be free to insist on stronger health warnings on cigarette packs and in advertisements. Such activity is precluded under the labeling act.

Procigarette forces want the current law extended with no future expiration date attached. It calls for the present warning on packs and bars advertising controls. Anticigarette congressmen are poised to defeat any extension moves, or require stronger warnings in any extension. One bill before the committee would direct the FCC to rule cigarette spots off limits, which the commission has already served notice it intends to do.

## Advice on how to make bad radio commercials

Retailers, meeting in New York last week for a seminar on how to make their radio advertising more effective, received at the same time some advice on how to make it ineffective.

Maurie Webster, vice president in charge of division services for the CBS Radio division, offered the reverse-twist advice:

Load commercial copy with too many sales points (if they were limited to one or two, they might get through); be dull (fresh copy ideas run the risk of getting attention); avoid involving listeners emotionally (emotional involvement might lead to sales); shout at your customers (radio is a personal medium and a low-key approach might be listened to, and heeded); and use dialogue that sounds if it were written for a newspaper ad (good dialogue is apt to be believed).

The seminar, held April 9 by the Associated Merchandising Corp., also featured tapes of a number of successful retail commercials; a report by Joyce

Reed, director of retail services for the Radio Advertising Bureau, on increasing use of radio by retailers; a demonstration of the use of music in commercials by Bill Walker of Chicago and an examination of retail commercial copy by Bill Peck of W. B. Doner & Co., Baltimore.

Associated Merchandising Corp. is a retail-services organization for more than 35 major department stores in the U.S. and other countries.

## Ad-tax battleground extends to D.C.

### District design for a 4% ad tax descends later to a 2% level

Broadcasters had another advertising-tax battle to contend with last week—one in which the U.S. Congress will be the final arbiter. In Washington the District of Columbia government sent a modified revenue proposal to Capitol Hill with a contemplated advertising tax that at one point reached a proposed 4% level but subsided to 2% later in the week.

Drawing the lightning away from the possible 2% increase was a counterproposal to tax commuting suburbanites who work in the district. That proposal, however, wasn't given a chance of emerging from the House and Senate District Committees, giving rise to the strong possibility that the last had not been heard of the higher-level advertising-tax proposal.

The 4% levy was first proposed late last year, but review by the President's Budget Bureau cut the proposal to 2%. A need for additional revenues prompted a move for resubmission at the 4% level, but following a hearing before the District of Columbia council, an appointed group with an advisory role in the matter, the commuter tax was offered as a countermeasure, leaving the advertising tax at the earlier 2% rate.

The Washington ad tax is one of many that have been cropping up in other jurisdictions. A key case concerns an advertising tax enacted in Iowa, for which U. S. Supreme Court review is being sought. The question in litigation in the Iowa case is whether advertising, including broadcast, reaching audiences outside the state's jurisdiction, should be taxed (BROADCASTING, March 24).

A similar question was raised regarding the Washington advertising tax by Neal Edwards, president of the Maryland-District-Delaware Broadcasters Association and general manager of WMAT-TV Washington, who testified at the council hearing. He said that the

tax would curtail advertising and in turn reduce sales and sales taxes, and noted that the tax might be unconstitutional in regard to interstate commerce since most of the advertising in the city of Washington reaches the entire metropolitan area which includes parts of Maryland and Virginia.

Elements of the district's extension of the sales tax to advertising and related services, regardless of the rate that is eventually applied, have raised legal eyebrows. Film and tape rentals to broadcasting stations, previously excluded, will become taxable unless used "other than for advertising purposes." Such a proviso, if construed broadly, could cover all programs aired by commercial stations, inasmuch as all programming on commercial stations is supported, at least indirectly, by advertising sales.

The revenue proposal also would enlarge the definition of "retail sales" to include sales "or charges made by any person for the services of preparing, providing or supplying photographs, comic strips, special feature articles, news items, or any similar material intended for use in newspapers, magazines, periodicals, circulars, radio, television, or any other means of publication."

## Network TV sales are up 5% in 1st quarter

Network television billings in the first quarter rose 5% above the total for the same period of 1968, reaching \$438,241,400. Leading National Advertisers estimated last week.

The gain would have been even greater, LNA said, if more than 30 hours of normally commercial time had not been devoted to coverage of events surrounding the death of former President Dwight Eisenhower.

LNA said NBC-TV billings for the quarter were up 11%, CBS-TV's were up 2% and ABC-TV's up 1.7%. ABC-TV came on an 8.1% increase in March, LNA reported. It did not release dollar figures for the individual networks but said the distribution between daytime and night time was as follows:

	January-March	
	1969	1968
Total evening	\$302,084,300	\$281,185,700
Weekday daytime	95,992,200	96,687,500
Weekend daytime	40,164,900	39,297,500
Total	\$438,241,400	\$417,170,700

## Rep appointments:

- KGYN Guymon, Okla.; WHOP Hopkinsville, Ky.; KTKI Honolulu; Northern Power Radio Network, Michigan; Indiana Radio Network, Indiana; Walton Broadcasting Sales Corp., Chicago.
- WPBS(FM) Philadelphia; Alan Torbet Associates, New York.

## East meets West in agency merger

**Ketchum, MacLeod buys Botsford; combined billings of \$90 million-plus put group as 23d largest**

Ketchum, MacLeod & Grove, New York and Pittsburgh, announced last week agreement to acquire Botsford, Constantine & McCarty, San Francisco.

Merger of the two advertising agencies is expected to produce combined billings for the year of more than \$90 million, which would rate it just behind Kenyon & Eckhardt, the 22d largest agency in domestic billings last year.

Ketchum, MacLeod ranked 25th in U.S. billings last year, with \$66.9 million. Botsford ranked 70th domestically, with \$20 million in domestic billings.

Under terms of the proposed merger, Botsford would change its name to Botsford Ketchum Inc. and operate as an autonomous subsidiary of Ketchum. All officers and directors of Botsford are to retain their positions and two executives will become directors of Ketchum. Three directors from Ketchum will be added to the eight-member Botsford board.

Purchase will be made through an exchange of stock which is to be submitted for approval by employe owners of both agencies. The details were not

disclosed. Ketchum has 510 employees; Botsford 160.

Edward T. Parrack, president and chief executive office of Ketchum, said, "there is no conflict of interest in product lines or marketing operations among the present clients of our agencies. . . . The two agencies complement each other in creative talent, skills and experience that can be focused on the needs of our clients."

## Mrs. Knauer gets appointed to consumer-affairs post

President Nixon has a new full-time assistant for consumer affairs—and indications are that the consumer has an energetic advocate in the White House.

The presidential appointee is Mrs. Virginia H. Knauer, a 54-year-old grandmother, who headed the Pennsylvania State Bureau of Consumer Protection for the past 14 months.

Besides naming her as his special assistant, the President appointed her chairman of the President's Committee

on Consumer Interests, an interagency group, and executive secretary of the Consumer Advisory Council.

These are the three jobs that Betty Furness filled in the Johnson administration. And Mrs. Knauer, who in a White House news conference expressed admiration for the job Miss Furness did, promises to perform her duties with vigor.

She described herself as an "activist" who would be "popping into supermarkets or anywhere else when consumer interests are involved." She said she would be the consumer's voice in the highest level of government.

Her appointment was seen as being in marked contrast to that of Willie Mae Rogers, the director of the Good Housekeeping Institute, whom the President named as a part-time consultant on consumer matters in February. She left after four days in the wake of criticism of her intention to continue receiving her salary from Good Housekeeping. Critics of the appointment also felt she lacked the necessary experience. (BROADCASTING, Feb. 24).

Mrs. Knauer is credited with playing a key role, while head of the Pennsylvania consumer protection bureau, in the enactment of a state fair-trade practice law. And at her news conference, she promised to continue on a national level the attacks she said she had waged on "fraudulent situations" in Pennsylvania.

The presidential assistant graduated from the University of Pennsylvania and attended the Royal Academy of Fine Arts in Florence, Italy, before becoming active in Republican politics. She is now vice chairman of the party's city committee, and served on the Philadelphia City Council from 1960 to 1967.

## Hill consumer committee to have outside advisers

A special advisory council, composed of "persons whose professional interests have always considered the consumer," has been appointed by Senator Frank E. Moss (D-Utah) to aid the Senate Commerce Committee's Consumer Subcommittee. Five prominent persons are to serve on a voluntary basis as middlemen between the consumer and the subcommittee.

The members of this consumer council are Esther Peterson, first consumer advisor to the President; Betty Furness, who succeeded Mrs. Peterson in that capacity; Bess Myerson, TV personality who is presently consumer consultant to New York Mayor John Lindsay; Joseph Swidler, Washington attorney and former chairman of the Federal Power Commission, and Dr. Henry Hill, president of the Riverside Research Laboratory, Waltham, Mass., and

## Business briefly:

**Great American Insurance Co.**, through Doremus & Co., both New York, has placed a 26-week order for CBS Radio's *Walter Cronkite Reporting* and the *5 p.m. News*. **Benjamin Moore & Co.**, through Dreher Advertising, both New York, has a 26-week schedule on CBS Radio's *Arthur Godfrey Time*. **DuPont**, Wilmington, Del., has placed a 13-week schedule on the network's *Worldwide Sports* through BBDO, New York.

**General Foods Corp.**, White Plains, N. Y., through Ogilvy & Mather, New York, has purchased sponsorship in NBC Radio's *News on the Hour* and *Emphasis*.

**Buick Division of General Motors Corp.** has signed for sponsorship in NBC Radio's *News on the Hour* and *Chet Huntley's Perspective on the News*. Agency: McCann-Erickson, New York. **General Motors Acceptance Corp.**, through Campbell-Ewald, New York; **Wynn Oil Co.**, Needham, Harper & Steers, Los Angeles, and **Ashland Oil & Refining Co.**, through Ralph H. Jones Co., Cincinnati, have signed for sponsorship in NBC Radio's *Monitor*.

**Electric Co.'s Advertising Program**, through N. W. Ayer & Son, New York, will sponsor a one-hour program, *Mirror of America*, dramatizing high points in the nation's history and using contemporary Washington as the

backdrop, on NBC-TV May 11, 10-11 p.m. EDT. The program, part of the NBC "Project 20" series, will be produced and directed by Donald B. Hyatt, with script by Richard Hanser and original music by Robert Russell Bennett.

**Texaco Inc.**, through Benton & Bowles, New York, will sponsor a repeat of *Jack Benny's Birthday Party* on NBC-TV May 21, 10-11 p.m. EDT. Show originally was on NBC-TV Feb. 17.

**Pabst Brewing Co.**, Milwaukee, through Kenyon & Eckhardt, Chicago; **Uniroyal Inc.**, New York, and **Volkswagen of America**, Englewood Cliffs, N. J., both through Doyle Dane Bernbach, New York; **Colgate-Palmolive**, through Ted Bates & Co., both New York, and the **Association of American Railroads**, Washington, through Geyer-Oswald, New York, are among the sponsors of CBS-TV's coverage of horse racing's "Triple Crown" events: the Kentucky Derby May 3, the Preakness May 17 and the Belmont Stakes June 7, all at 5-6 p.m. EDT.

**Aviation on ABC** ■ **3M Co.**, Minneapolis, through BBDO, New York, will sponsor *Kitty Hawk to Paris: The Heroic Years*, on ABC-TV May 8, 9-10 p.m. EST. The program traces the development of aviation.

a member of the National Commission on Product Safety.

According to Senator Moss, the advisory council will aid the subcommittee "in the formulation of issues which demand immediate legislative attention. Because they have access to the channels of communication which put them in touch with the American consumer, the advisory group will help the committee by presenting the consumer issues publicly," he explained.

Exactly how the advisory council will carry out its duties will be decided at an organizational meeting with Senator Moss and his staff, scheduled for the end of this month, probably in New York.

## Not all women agree on favorite TV shows

An analysis of prime evening TV viewing by young women (age 18 to 34) versus older women (50 plus) finds the two groups are far apart in favorite programs. In addition, the older women are much heavier viewers, the media department of Foote, Cone & Belding, Chicago, reported last week in a study of A. C. Nielsen Co. figures for four weeks in November 1968.

The report finds that the top-15 programs in household ratings achieved a 23% rating with women 50-plus, two-thirds higher than the 14% rating among women 18 to 34. *Rowan and Martin's Laugh-In* is the "only really strong show" reaching the younger women, FC&B said, while *Bonanza*, *Gunsmoke* and *The Virginian* are particularly strong with older women.

## College using TV spots to recruit students

The College of St. Mary, Omaha, has initiated a television campaign to advertise the attractions of its campus and curriculum.

As part of an over-all recruitment campaign, the college has purchased a schedule on KMTV(TV) Omaha. It includes a series of 20-second color spots featuring the school's "dedication to individual attention to its students," and is to run for a four-week period. Sister Mary Patricia Wathen, RSM, president of the College of St. Mary, said the campaign will be fully evaluated this fall when the new students will be asked how they learned about the school.

## Sox TV business picks up

WFLD-TV Chicago, which had a slow start last season with its new and expensive five-year rights deal with the Chicago White Sox and which two months ago still had "three-fourths open" for

this year (BROADCASTING, Feb. 17), last week announced it was going into action 65% sold out and with a 10-station network for the Sox in the Midwest. Sponsors on WFLD-TV cover a range of national and local accounts. Up to 35 games will be aired on the network.

## Benrus plans \$2-million TV campaign for watches

Benrus Corp., Ridgefield, Conn., which has been investing between \$200,000 and \$300,000 annually in consumer advertising over the past 15 years, has announced plans to spend at least \$4 million in 1969 in television alone.

This emphasis on TV advertising was disclosed during a news conference in New York coincident with the beginning of a six-month campaign on 19 prime-time network series on ABC-TV, CBS-TV and NBC-TV last week. A. B. Peterson, board chairman of Benrus, estimated this six-month effort will cost about \$2 million. An additional \$2 million is expected to be allocated for the final three months of this year, which is the peak selling season for watches.

Mr. Peterson and Victor Kiam, president of Benrus, stressed that TV alone will be used for consumer advertising in 1969, pointing out they believe TV is the medium required to build up "brand-image" awareness of Benrus. Mr. Peterson said the spring and mid-summer months traditionally are off-season sales and advertising months in the jewelry field, but Benrus made the decision to advertise heavily in TV during this period to sell the Benrus brand to retail outlets and to the consumer in preparation for the peak seasons of November and December.

The Wm. Esty Co., New York, has created the slogan, "with a Benrus you've got something better up your sleeves," which is featured in a 30-second commercial. The accent in the commercial is on the new line of Benrus Chronometers, but also shown are Citation and Fair Lady watches for women.

## Lindsay sticks with LM&M

New York City Mayor John Lindsay has appointed LaRoche, McCaffrey and McCall as advertising agency for his campaign for re-election. The agency is to work directly with Richard Auelio, the mayor's general campaign manager, and David Garth, Mr. Lindsay's director of advertising for radio, television and print. LaRoche, McCaffrey was Mr. Lindsay's agency in his mayoral campaign four years ago, and prior to that agency President David McCall was advertising advisor to Mr. Lindsay when he was in the House of Representatives.

## '68 campaign costs exceed \$50 million

Spending increase is attributed to GOP and to George Wallace candidacy

National campaign spending reached an all-time high of well over \$50 million in the 1968 elections, an increase of some \$16.6 million over 1964 expenditures. The spending hike was the result of George Wallace's third party participation in the campaign and higher Republican spending, preliminary totals indicate.

These figures are highlights of compilations made by The Citizen's Research Foundation, Princeton, N. J., in conjunction with the *Congressional Quarterly*. A more complete tabulation by the Citizen's Research Foundation, under the direction of Herbert Alexander, should be available within the next few months, Mr. Alexander reported.

According to filings with the clerk of the House and secretary of the Senate by 97 committees which supported Democratic candidates and 46 committees for Republicans in 1968, total spending for the two parties came to \$42.2 million, compared to \$42.1 million in 1964. George Wallace, who said he had no campaign committees but filed three reports "in the interest of full public disclosure," spent nearly \$7 million, putting the three-party total at \$49.2 million. Labor and other groups added \$8 million to \$10 million to bring the total to \$57 million for 1968. Much of the spending went for radio and television time and production.

Democratic committees showed a decrease in outlays from \$13.3 million in 1964 to \$12.6 million in 1968, while Republicans increased spending from \$19.3 million to \$29.6 million in 1968.

The foundation pointed out that this was the costliest election on a per-vote basis: 74 cents per vote as compared to 52 cents per vote in 1964, and 55 cents per vote in 1944, the previous record year for per-vote campaign costs.

Mr. Alexander notes that full spending totals cannot be known under present disclosure procedures. The \$50-million-plus figure does not reflect primary campaign expenditures, either by the leading presidential contenders or others that competed for nominations.

Similarly, the preliminary totals are only for the reported presidential-campaign spending and do not reflect costs for lesser campaigns. Even for the presidential totals, current laws provide loopholes in reporting requirements for money collected and spent within the state borders.

## T-P takes sore feet out of auditioning

**Dial-a-talent service provides three-minute previews by agencies**

The day of the "cattle call" mob scene at broadcast commercial auditions may be coming to an end.

The man who wrote and produced the original *Lone Ranger* programs at wxyz Detroit in the early 1930's and who subsequently wrote and produced a good share of the thousands of *Jack Armstrong*, *Green Hornet* and other early radio serials, today is the founder of a new business designed to drive the "cattle" out of audition calls.

The man is James E. Jewell of Chicago. His new business is Talent-Phone (phone number 312-664-6160), which is providing instant confidential telephone auditions of talent for hundreds of agency and broadcast commercial producers across the nation.

The medium is a three-minute broadcast audition tape, played on a typical station cartridge machine and fed through special custom circuitry to give high quality on normal phone lines. There is no charge to the agency or producer to hear the audition except to pay for his own phone call.

Talent-Phone is a subscription service for professional talent, largely those living in the Chicago area, which is heavy in radio commercial production as well as the making of slide-film, industrial films and other narration type product, including TV. Talent-Phone works as a partner of the talent manager or agency, not in competition, Mr. Jewell explains, since it is strictly an audition service and never enters the contracting phase. Producer calls to hear a tape are never disclosed to the

talent, he says.

Actors and actresses circulate Talent-Phone cards to agency talent buyers and producers. The cards contain concise descriptions of the talent plus the phone number to call for the audition tape. Each tape usually presents a variety of things the person can do.

Mr. Jewell has registered the name of Talent-Phone. He prefers not to disclose his custom circuit design to match the tape player to the phone lines but admits even the phone company is surprised at the quality. He continues to head Jewell Radio & Television Productions, a separate firm now largely in consulting work.

## American Express takes grid films to CBS-TV

AFL/NFL Films' off-season football series, *NFL Action*, which has been syndicated and sponsored in 25 markets by American Express Co. for the past two years, moves to CBS-TV this year.

American Express expects to spend over \$1 million on the network, primarily advertising its credit card, but also including travel, money orders, travelers checks and other services. Ogilvy & Mather will be making new commercials and "refurbishing" some of the previous ones used by American Express.

The series of half-hours on American Football League and National Football League play will run at 4:30 p.m. on Sundays, starting May 18 and continuing to the start of the 1969-70 football season. CBS sports commentator Pat Summerall will be host and narrator, and Edwin M. Sabol, president of AFL/NFL Films, will serve as executive producer.

## Agency appointments:

■ Consumer Developments Inc., Santa Monica, Calif., has named N. W. Ayer/Jorgensen/Macdonald Inc., Los An-

geles, to handle several products in the cosmetic, hosiery and notions fields. Current plans call for the introduction nationally of Run Stop, a hosiery spray.

■ Philadelphia-Camden Metro Oldsmobile dealers name D. P. Brothers & Co., Detroit, to handle its advertising. Agency has national Oldsmobile account.

## Secondary-market unit confers on ratings

Members of the National Association of Broadcasters' Secondary Market Television Committee met last week with representatives of rating services as part of a continuing effort to adjust differences between the less-than-major market stations and the suppliers of audience data on which they depend for much of their revenue.

Concern of the broadcasters ranged from alleged biases in the secondary-market data to the fact, as one put it, that the numbers don't mean the same in smaller communities as they do in the larger ones.

Problems of secondary-market operators with cable systems were also discussed, and NAB spokesman said. The consensus was that smaller television outlets are more threatened by burgeoning CATV activities than those in the nation's largest cities. Needed, it was concluded, is a constant battle for equity in the broadcaster-CATV relationships, waged on all governmental levels.

## Also in advertising:

**St. Louis office** ■ Heller Corp., Hollywood, creative writing and production house, has opened Midwest sales offices in St. Louis, at 200 Mansion House Center. John S. Lotz, formerly general sales manager for kwk St. Louis, and now Heller's vice president for advertising sales, heads the new office.

**New firm** ■ McIlhenny-Humphrey Inc., a new advertising and public relations agency, has been formed in Pittsburgh by three former employes of Ketchum, McLeod & Grove. J. William McIlhenny will be president; John J. Humphrey, executive vice president, and Edward J. Spahr, vice president and creative director. Offices: 625 Stanwix Street.

**Student creativity** ■ Chuck Blore Creative Services, Hollywood, will give a \$200 award to a student at the Bernard M. Baruch College, New York, who creates and produces the best radio commercial. Maurie Webster, CBS Radio vice president for division services, will judge the entries.

**Another merger** ■ L. Fleming & Associates and Idea Creative Advertising, both Chicago, have merged to form Fleming/Martin Inc. at 1730 South Michigan Avenue. Phone (312) 939-5567.

## Word from the sponsor will be in Japanese

The Xerox Corp., Rochester, N. Y., will run two Japanese-language commercials during its sponsorship of the CBS-TV special, *The Japanese*. One 60- and one 30-second spot produced to promote Fuji-Xerox products on Japanese television will be telecast during a single commercial break in the special. Fuji-Xerox is a Xerox affiliate based in Japan and serving the Far East.

The hour-long special analyzing modern Japan was produced in color by CBS News and will be presented April 23, 10-11 p.m. EST. The 90 seconds of Japanese film will constitute one of only two Xerox commercial breaks during the program. An English-speaking off-



screen narrator will explain the origin of the Japanese commercials.

Fuji-Xerox Co. Ltd., is owned jointly by Fuji Photo Film Co. Ltd., of Japan, and Rank Xerox Ltd., which is jointly owned by Xerox Corp. and The Rank Organisation Ltd. of England.

**Take a six  
year old  
research  
project...and  
double it.**

1969

RadioPulse  
**TQR**

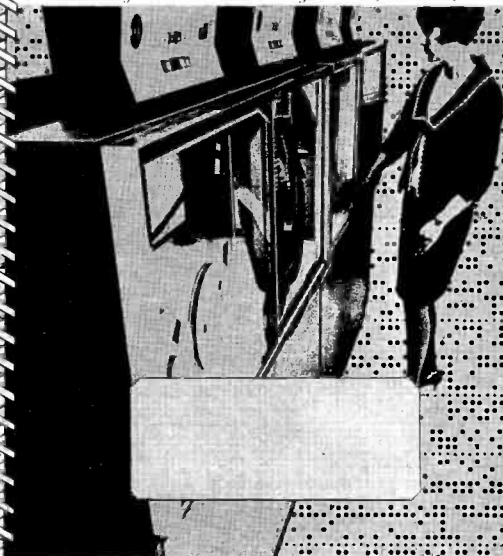
1969

RadioPulse  
**TQR**  
LOCAL QUALITATIVE RADIO

Chicago·Los Angeles·Atlanta

...by Station...by Time Period.

A Service of The Pulse, Inc. 730 Fifth Avenue, New York, N.Y. 10019·Chicago·Los Angeles·Atlanta



**Now...  
two reports  
a year  
instead  
of one!**

This year, for the first time: Two LQR's, for each of 35 top markets. (Until now, only one a year.)

This year, for the first time: Twenty product and demographic characteristics (10 in each of two reports instead of 10 in one.)

Persons reached; occupation of adult men; employment status of adult women; airplane trips by adult males; education of men and women; total household annual income; family size; age of housewives; auto ownership; beer and ale consumption; dentifrice users; regular coffee; instant coffee; carbonated soft drinks—regular beverage; carbonated soft drinks — low calorie; cigarette smoking; headache remedy usage; gasoline usage.

**TQR**

**is our syndicated  
Local, Qualitative  
Radio Report, now  
in its seventh year.**

And of course, all LQR information will be given by station, by time period. And for modest per-question fees, you'll be able to get cross-tabs of any two or more factors.

Write, wire or phone:

**The Pulse, Inc.**

**In New York:** George Sternberg, 730 Fifth Avenue, 10019, 212-Judson 6-3316;

**In Atlanta:** Clark Slayman, 1447 Peachtree Street, N.E., 30309, 404-892-2743;

**In Chicago:** Paul Gillett, 435 N. Michigan Avenue, 60611, 312-644-7141;

**In Los Angeles:** Ken Gross, 6404 Wilshire Boulevard, 90048, 213-563-7733.

# Justice hits cable combinations

## Department opposes CATV cross-ownership with newspapers, TV's, maybe radio outlets

The Justice Department, which last year jolted broadcasters by urging the FCC to break up multimedia holdings in individual markets, has now extended that logic to the cable television industry.

In comments filed last week on the commission's proposed CATV rules, Justice supported a proposal to bar cross-ownership of television stations and CATV's in a market. Its rationale reflected the growing conception of cable TV as a source of original local programming: "A CATV system is . . . both an actual and potential competitor to television stations in the same market; and common control of the two would eliminate this direct competition."

Justice also recommended a ban on newspaper-CATV combinations although the commission offered no proposal one way or the other on that subject. The department argued that newspaper-CATV competitive relationships are in many ways similar to broadcast-CATV, and said, "common control of a newspaper and CATV in the same community represents substantial foreclosure in the market for advertising and eliminates development of potential independent alternative advertising media." It advocated divestiture in both cases, but urged that it be effected "gradually."

This argument was analogous to one advanced by Justice last year in comments on the FCC proposal, still pending, that would limit broadcast acquisitions to one full-time outlet per market. At that time Justice urged the commission to go beyond its proposed rule by prohibiting common ownership of newspapers and broadcast stations in a market, and by requiring divestiture of existing multiple and cross-ownerships (BROADCASTING, Aug. 5, 1968). The commission's proposal does not contemplate a divestiture requirement.

The latest Justice filing was one of several submitted after the April 3 deadline for comments. Another significant filing, by the Ford Foundation, noted that the commission's primary need is for more disinterested, factual analysis of the questions raised by CATV. The foundation offered to underwrite such a project, and said

that it had already "explored" the possibility with the Rand Corp., a major research firm.

And, in a joint filing by 31 cable firms claiming to have 175,000 subscribers, CATV interests continued to argue, as in previous comments (BROADCASTING April 7) that the commission has no authority to implement its proposal to require program origination and no justification for requiring any curbs on cross-ownership or multiple ownership of cable systems. Since the only possible rationale for regulation of CATV ownership rests upon the fact that CATV can originate programs, these firms said, "the ownership problem would be one substantially of the commission's own making if it enforces compulsory origination." They added that the commission already has "adequate authority" to correct abuses in the broadcast and CATV industries without promulgating its origination and diversification proposals.

It was the Justice filing, however, that stole the show. The department tunneled underneath the specific rules under consideration to examine the basis of past CATV regulation, and found that "to date, commission regulation of CATV seems to have reflected a concern that CATV constitutes an economic threat to the local television stations, particularly to the marginal UHF stations." According to Justice: "It is important in the long run that the commission not restrict CATV's ability to offer effective competition to television and other local mass media . . . we also believe that CATV should not be prevented from originating program material and accepting advertising." Justice hedged on the proposal to require origination, however; it advocated more study of the question.

The department said that cable-originated advertising would both help support program origination and "provide a new advertising outlook for smaller firms which may not be able to afford the rates of existing TV stations."

On cross-ownership, Justice cautioned: "It must be recognized that such limitations on ownership are unusual restrictions on business activity." With that in mind, Justice emphasized that

ownership restrictions should apply only to directly competing media in the same market.

The department tentatively excluded radio from its list of undesirable cross-ownership combinations, since radio stations have "less market power." It added that the question should be investigated further since, in some instances, radio-CATV marriages might be contrary to the public interest.

## Culligan forms a CATV group

Culligan Communication Corp., formed by Mathew J. Culligan, former head of the Mutual and NBC Radio networks, has formed a new subsidiary, Culligan Cable Co., to acquire and develop existing cable systems and to develop franchise packaging of CATV systems and local program originations.

Mr. Culligan will be chairman of the subsidiary, and Paul M. Hancock, formerly manager of a Time-Life Broadcast cable system in Newburgh, N. Y., will be president.

Culligan Communications was formed early this year (BROADCASTING, Jan. 13), and has concentrated in publishing, movie production and station acquisition.

## FCC gives N.Y. Telco CATV right-of-way

A petition by Teleprompter Corp. and Manhattan TV Cable Services alleging that New York Telephone Co. made unauthorized extensions of CATV service has been denied by the FCC.

Last June the FCC ordered telephone companies to cease building CATV channel-service facilities until authorized to do so by the commission under line-extension provisions of the Communications Act. The FCC later ruled that installation of "drop" lines to CATV subscribers where trunk and feeder lines were in operation as of June 26, 1968, was not prohibited.

A joint petition by Teleprompter and Manhattan filed Nov. 1, 1968, charged that New York Telephone extended service after June 26 to Comtel Inc., a CATV customer, violating the commis-

sion order.

New York Telephone told the FCC that it installed drop lines by entering a city block via underground conduit to one building and reaching other buildings by running cable through basements or along back walls and fences. It said this method keeps costs and traffic disturbance at a minimum, and it maintained that no street construction took place after June 26.

The FCC found no violation by New York Telephone and said that the installation of cable from one building to another in the same block is not the type prohibited by its June 1968 order.

## Hearing examiners search for a little federal status

Federal hearing examiners go before the Administrative Conference of the U. S. this week to ask for improvements in their selection, training, and status—and also for a new name: administrative trial judge.

The approximately 600 examiners now working in various regulatory agencies—including 13 at the FCC—have made their views known through their own organization, the Trial Examiners' Committee. They argue that the title of hearing examiner fails to reflect the significance of their role in the regulatory process.

The name change and other proposals will be aired before a seven-man committee of the 82-member Administrative Conference, which oversees questions relating to federal hearing procedure and legal personnel.

Also slated for discussion are present methods of selecting examiners from federal registers; a proposal to create a Federal Attorney Center, which would provide training and refresher courses for lawyers who deal with the government; and a proposal to establish the position of "attorney assistant," in which a lawyer would work under a regular hearing examiner until qualified to assume the higher position.

## FCC waives 1-to-customer in KTOD-AM-FM sales

The FCC last week approved assignment of the license of KTOD-AM-FM Sinton, Tex., from Southern Broadcasting Corp. to Sinton Broadcasting Co., subject to the outcome of the commission's one-to-a-customer rule-making proceeding. Sale price of the stations is approximately \$200,000.

The one-to-a-customer proposal, which would limit broadcast acquisitions to one full-time AM, FM or TV per market, stipulated that if an application filed during the course of the rulemaking proceeding would violate

the proposed rule, it would not be acted upon until completion of the proceeding. However, the commission has waived that requirement in some cases, arguing that not to act on the cases in question would, in effect, be imposing the proposed rule before its adoption.

That reasoning was applied to the Sinton assignment by six of the seven commissioners, with Nicholas Johnson the only dissenter. Commissioner Johnson issued no statement.

The commission concluded that the grant would be acceptable on two counts: "KTOD-AM-FM are currently under common ownership and therefore a grant subject to the present condition . . . would not alter the present concentration, if any, that common ownership of KTOD-AM-FM represents; and such a grant would not deprive the residents of Sinton, Texas of either their AM or FM service."

Sinton Broadcasting Co. is owned by six partners: George R. and Monica Ramsower (12.5% each); Vincent J. and Margaret Schmitt, (12.5% each); Jerry Fullerton and James W. Bixler (25% each).

## Drug abuse focus of NAB conference

The problem of drug abuse and what the broadcaster can try to do about it will be one of the highlights of the National Association of Broadcasters 14th annual State Presidents Conference, to be held April 22-23 in Washington.

Featured speakers on the subject will be Charles (Bud) Wilkinson, special consultant to President Nixon, who is expected to urge broadcasters to use the media to encourage teen-agers to avoid drugs, and John Ingersoll, director of the Bureau of Narcotics and Dangerous Drugs, who will present in detail some of the alarming aspects of the growing nationwide drug-addiction problem.

NAB President Vincent T. Wasilewski will welcome the conference delegates during a Tuesday morning (April 22) session devoted to broadcasting and its government relations. This opening session will feature Paul B. Comstock, NAB vice president for government affairs, with a congressional report, and Douglas A. Anello, NAB general counsel, with an FCC report. Stockton Helffrich, NAB code authority director, will report on industry self-regulation, and Mrs. Marianne Campbell, Avco Broadcasting, Cincinnati, new president of the Association for Professional Broadcasting Education, will detail association liaison. A panel discussion by members of the FCC staff, moderated by John B. Summers, assistant NAB general counsel, will take up such topics as license renewals, and

compliance.

Four workshops will be held Tuesday afternoon including discussions on state advertising taxes, presided over by Robert H. Maurer, executive secretary and legal counsel, Pennsylvania Association of Broadcasters; developing new broadcast personnel, Dr. John Pennybacker, executive secretary, Louisiana Association; programing state meetings, John P. Culver, executive secretary, Georgia Association, and building membership, Dr. Richard Uray, executive secretary, South Carolina Association.

An hour-long conference roundtable, moderated by Alvin M. King, NAB director of station relations, is scheduled for Wednesday morning.

## Line-up on Florida TV's

### Interim operators of WFGA-TV, WFTV(TV) show diversified interests

Principals involved in the interim operations granted WFGA-TV (ch. 12) Jacksonville, and WFTV(TV) (ch. 9) Orlando, both Florida (BROADCASTING, March 31), include a number of broadcasters and people in broadcasting-related professions—both past and present.

The Orlando group is composed of Mid-Florida Television Corp., the original interim operator of WFTV(TV); Central Nine Corp.; Florida Heartland Television Inc.; TV-9 Inc., and Comint Corp.

Principals of Mid-Florida are Joseph L. Brechner, president (50.8%); Marion B. Brechner, vice president, community affairs and promotion director (11.8%), and Harris A. Thomson (14.1%).

Central Nine includes William D. McAllister, vice president, and Mark Barker Jr., secretary (each 5%). Messrs. McAllister and Barker own a Florida advertising-public relations firm.

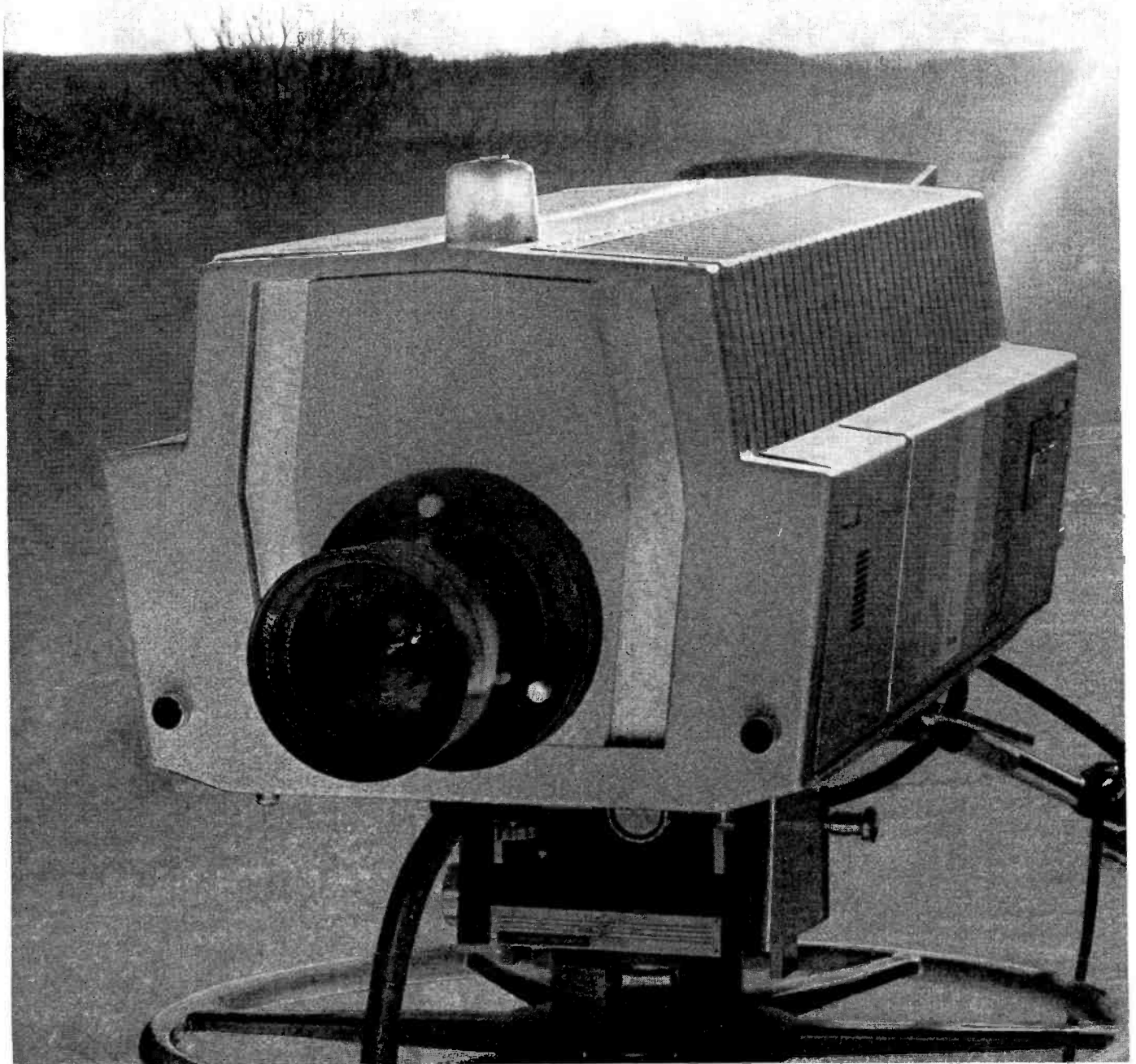
Florida Heartland Television is 12.5%-owned by H. Guthrie Bell and J. Douglas Gay Jr., and 2% by Harry C. Barfield. Messrs. Bell and Gay control WLEX-TV Lexington, Ky., and WCOV-AM-FM-TV Montgomery, Ala., and seek FCC approval to purchase WSLA-TV Selma, Ala. Mr. Barfield is vice president and general manager of WLEX-TV.

TV-9 Inc. principals include Gordon Gray, executive vice president, and Lincoln W. Miller, vice president (each 14%). Mr. Miller is assistant to the president of KIRO-AM-FM-TV Seattle, owns 56% of WKIS Orlando, Fla., and is sole owner of the *Cape Coral* (Fla.) *Breeze*. Mr. Gray is a communications consultant for group-owners Time-Life

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Broadcast Inc., Gannett Co. and Roy Park Broadcasting Co., and was former president of WKTU-TV Utica, N.Y.

Comint Corp. principals include Thomas J. Matthews (10%) and Chris J. Witting (7%). Mr. Matthews is regional manager of KFEQ and KQTV (TV), St. Joseph, and KLIK Jefferson City, both Missouri. Mr. Witting was managing director of the Dumont Network, 1947 to 1953, and president of Westinghouse Broadcasting, 1953 to 1955.

The Jacksonville group is made up of Florida-Georgia Television Co., Community First Corp., New Horizons Telecasting Co. and Florida Gateway Television Co.

Florida-Georgia, the previous interim operator for Jacksonville channel 12, is 45.5%-owned by Wometco Enterprises Inc., Miami-based diversified company and group-station owner.

Community First's principals include Ira Koger, president, and Edmund Bunker, vice president (each 9.92%). Mr. Koger is director of noncommercial WJCT-TV Jacksonville. Mr. Bunker is executive vice president of KFI Los Angeles, and formerly was senior vice president of the Interpublic Group of Co.'s., New York, and president of the Radio Advertising Bureau.

Stockholders in New Horizons Telecasting include Luther Sadler, president; Hal James, vice president; Mable Perrine, Harry W. Bennett Jr.,

Bernard E. Karlen, Frank E. Pellegrin, and George Summerall. Mr. James, formerly with Foote, Cone & Belding, is now with La Mancha Co., a theatrical production firm. He formerly had interest in WROC-AM-FM-TV Rochester, N. Y. Mable Perrine is a director of WJCT-TV and Mr. Bennett, a former director of WROC-AM-FM-TV, owns 10% of Universal Cablevision and has other CATV interests. Mr. Karlen, former owner of Newton Advertising, New York, now owns 25% of General Cablevision Inc. and has other cable TV interests. Mr. Pellegrin formerly was one-third owner of H-R Television Inc. He formerly had interest in WATO Oak Ridge, Tenn.; WROL Knoxville, Tenn., and WFEA Manchester, N. H., and owns 25% of General Cablevision and has other CATV holdings. Mr. Summerall is sports director for CBS New York.

Florida Gateway Television principals include Farris Bryant, president, and Harry W. Reinstine, vice president (each 11.1%). Messrs. Bryant and Reinstine are lawyers and Mr. Bryant is former governor of Florida.

Jesse Cripes, who has been general manager of WFGA-TV, will retain the position under the interim operation. manager, replacing Mr. Brechner.

At WFTV, Walter Windsor, who has been executive vice president of Bluegrass broadcasting group, will become general manager, replacing Mr. Brechner.

## Competitor stays out of WCCO renewal action

The FCC will get no help from the broadcaster whose complaint led to the order designating the renewal application of WCCO-AM-FM Minneapolis St. Paul for hearing (BROADCASTING, March 24).

The commission order grew out of testimony given the Senate Antitrust and Monopoly Subcommittee last year by Garfield Clark, manager of KSTP-TV St. Paul-Minneapolis (BROADCASTING, April 1, 1968).

It specified issues involving concentration of control of media and anti-competitive practices. And it named Hubbard Broadcasting Co., licensee of KSTP-TV, as a party.

But, Hubbard, has filed a one-paragraph pleading with the commission, saying it does not intend to file an appearance in the case or "participate as a party complainant."

It's understood that Hubbard regarded Mr. Clark's testimony as aimed solely at influencing the so-called Failing Newspaper legislation, then under consideration by the subcommittee. The bill would have benefited newspapers with which WCCO-AM-TV is associated through ownership.

The hearing on WCCO-AM-TV renewal applications will proceed with the commission's Broadcast Bureau as the only other party.

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## Changing Hands

### Announced:

The following station sale was reported last week, subject to FCC approval:

■ **KIMO** Hilo, Hawaii: Sold by Hugh Garrabrant and others to Kerby Confer, Colonel John Hooker, Charles Dawson, Max Shurkin and Marvin Schein for \$112,000. Mr. Confer (Kerby Scott) is personality for WBAL-TV Baltimore. Colonel Hooker is information research analyst for National Security Agency, Greenbelt, Md., and Mr. Dawson is employe of General Telephone & Electronics, Williamsport, Pa. Mr. Shurkin is a Baltimore bakery executive and Mr. Schein is a Baltimore attorney. KIMO is full time on 850 kc with 1 kw. 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 68):

■ **KRIO** McAllen, Tex.: Sold by Jim R. Phillips, Jackson E. Cagle and others to Jack R. Crosby, Benjamin J. Conroy Jr. and others for \$725,000. Mr. Phillips is vice president of KNEI Brady,

Tex., and Mr. Cagle, as trustee, has interest in KRBC-AM-TV Abilene, Tex., KENM Portales, N. M., and KACB-TV San Angelo, Tex. Mr. Crosby has interest in KTEO San Angelo and KROP Brawley, Calif. He also has interest in WXTV(TV) Paterson, N. J. Messrs. Crosby and Conroy have numerous CATV interests and Mr. Conroy owns KRME Hondo, Tex. KRIO is full time on 910 kc with 5 kw day and 1 kw night.

■ WYAM Bessemer, Ala.: Sold by H. Calvin Young and associates to Neshui Ertegun, Gerald Wexler, Frank Ward and others for \$272,000. Mr. Young owns WENO Madison, Tenn., and owns 75% of WSHO New Orleans and of applicant for new FM in that city. In addition, he owns 87.5% of WGUS North Augusta, S. C., and of WGUS-FM Augusta, Ga. Messrs. Ertegun and Wexler own WAAB and WAAF(FM), both Worcester, Mass.; Mr. Ward is a broadcast consultant. WYAM is full time on 1450 kc with 1 kw day and 250 w night.

■ KTOD-AM-FM Sinton, Tex.: Sold by Edwin M. Singer to George R. Ramsower, Vincent J. Schmitt, Jerry Fullerton and James W. Bixler for about \$210,000 (see page 39). KTOD is full time on 1590 kc with 1 kw day and 500 w night. KTOD-FM is on 101.3 mc with 92 kw and an antenna height of 283 feet above average terrain.

## FCBA draws up agenda for Williamsburg meeting

The spring conference of the Federal Communications Bar Association will hear discussions on violence and on station ownership. The conference takes place June 13-14 in Williamsburg, Va.

Panelists for the violence discussion will be Dr. John P. Spiegel, Brandeis University Center for Study of Violence; Robert K. Baker, co-director, Media Task Force, National Commission on the Causes and Prevention of Violence, and Mrs. Jean Cahn, lecturer on urban affairs, George Washington University Law School.

Scheduled to consider station ownership are Telford Taylor, former general counsel of the FCC and now a law professor at Columbia University; Stimson Bullitt, president, King Broadcasting Co., and Burton Paulu, chairman, radio-TV department, University of Minnesota.

Moderator of the panels will be Richard Heffner, Rutgers University. Program chairman is Marcus Cohn.

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## IRTS to give students insight on broadcasting

More than 300 college students from approximately 90 U.S. colleges and universities are expected to take part in the International Radio and Television Society's eighth annual college conference Thursday through Saturday (April 17-19) at the Hotel Commodore in New York.

Speakers and panel sessions will deal with such subjects as network and local news and public affairs, the local radio station, the local TV station, broadcast research, publicity, promotion, marketing, sales and developments in UHF, cable TV, pay TV and records under the overall theme of "broadcasting and society."

Two advertising case histories will be presented: one on Green Giant foods, the other on Virginia Slims cigarettes. Tours of production facilities, station-rep firms and advertising agencies are slated for Friday afternoon.

Winter D. Horton Jr., vice president, National Educational Television, will give a status report on educational broadcasting at the Friday dinner, which will also feature a screening of winners in the American TV and Radio Commercials Festival. Lee Loevinger, Washington attorney and former FCC com-

missioner, will address the Saturday luncheon.

Faculty sessions, expected to attract about 50 faculty members from 30 to 35 schools, are scheduled to be held Friday.

James F. O'Grady, RKO Radio Representative, is conference organizer for IRTS, and Bert Cowlan, communications consultant, is program chairman. Edward P. Shurick, H-R Television, is president of IRTS and vice president of IRT Foundation, which provides two \$500 scholarship and other financial assistance for a number of the participating students.

## New quarters planned for KVRL(TV) Houston

Crest Broadcasting Co., Houston, will construct its new KVRL(TV) (ch. 26) in approximately 30,000 square feet of a 10-story Houston office complex for the southwest corner of the Southwest Freeway and Greenbriar Drive.

The cost of TV facilities including three production studios and control, operation and administration areas, plus land and construction expenses, will exceed \$5 million. The date of KVRL's broadcasting debut has not yet been announced.

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# CPB bids to remold noncommercial TV

## Plans to set up programing distribution unit, offers grants to stations; plans ETV conference

The Corp. for Public Broadcasting, proposing to establish an interconnection distribution service and to administer grants for programing replacing the Ford Foundation-supported Public Broadcasting Laboratory, last week made its bid for the dominant role in the noncommercial broadcasting field.

At the same time, a report on educational radio, underwritten by CPB and the Ford Foundation, became known (see page 45) and announcement was made that a conference on educational TV programing would take place late in June under the auspices of the Kettering Foundation, Dayton, Ohio.

Within the next 90 days, CPB expects to create a new corporate entity called the Public Broadcasting System (PBS), which will manage the interconnection project established by CPB in December and will distribute programs from various sources. Negotiations have already started with AT&T for continuation of the low-cost interconnection service beyond the original six-month expiration date (May 31).

National Educational Television will continue to provide much of the programing, but some public television authorities envision the eventual suspension of NET's networking operations. NET will produce a series of summer music festivals under a \$1-million grant from CPB and the Ford Foundation scheduled for the Sunday night *Public Broadcast Laboratory* spot starting June 1.

Ford will continue to support Sunday night programing throughout the year, although PBL as such will not be maintained. The foundation's advisor on television, Fred Friendly, complimented PBL for generating "a new public consciousness of public television," and establishing "the concept of a strong Sunday night position for public television." The new productions will "draw heavily on personnel associated with the experiment," he added.

The new programing will include news, public affairs, musical and dramatic features, some of which will be supplied under Ford's new television programing grants announced last week. The largest grant, \$749,125, was given to WETA-TV Washington for a nightly, one-hour news analysis. Others, ranging from \$66,852 to \$748,400 and totaling about \$5 million, were awarded to WTTW(TV) Chicago; WVIZ-TV Cleveland; KDPS-TV Des Moines, Iowa; WMSB(TV) East Lansing, Mich.; WJCT(TV)

Jacksonville, Fla.; KUON-TV Lincoln, Neb.; KCET(TV) Los Angeles; WHA-TV Madison, Wis.; WNDT(TV) Newark, N.J.-New York; KEBS-TV San Diego; KQED(TV) San Francisco; KUAT-TV Tucson, Ariz; the New Hampshire Network and the South Carolina ETV Network.

CPB President John W. Macy Jr. emphasized the expansion of production points in presenting the plan to noncommercial television station executives at a National Association of Educational Broadcasters Educational Television Stations division programing com-



Mr. Macy

ference in New York last week.

"These PBL type presentations will be joined by a variety of high quality musical, dramatic and public affairs features primarily developed by individual stations throughout the country," he said. He also told the station officials that the PBS board of directors will include public television station managers to "assure that this growing network truly serves the stations and the total audience."

Mr. Macy also expressed a desire "to bring additional program production resources to Washington to take advantage of the unique opportunity there for public affairs programing. The specific organization and means for securing this added emphasis will be formulated in the days immediately ahead in association with representatives of the

Washington station [WETA-TV] and community, the Ford Foundation and national program producers," he announced.

The station executives, however, appeared to be wary of the proposed new PBS system. Comments coming from discussion groups Wednesday afternoon (April 9) expressed a vigorous and deep concern for local autonomy. A majority of station personnel present felt that interconnection was desirable, but that stations should have the right to decide whether the programs should be shown instantaneously or on a delayed basis.

"We are really concerned with the erosion in local production and control," reported one group leader. "There is no known vehicle for consulting with stations to see what they want," commented another. "We must watch that centralization of control in Washington doesn't happen," warned a third. The audience applauded these views.

A minority expressed the opinion that "the concept of programing being forced upon local stations is imaginary. The local station always has the option of whether to run a program or not."

The general feeling at PBL was a wish that the terms had been spelled out more explicitly. Executive director Fred Bohen is expected to be talking with his staff members in the next few weeks about their future positions.

In other public television developments last week, CPB invited noncommercial stations to compete for program grants of up to \$50,000. The corporation has reserved \$500,000 for the grant project this year with \$100,000 designated for programs suitable for transmission over the interconnected network and \$400,000 available for production of general interest programs. The application deadline is April 30. Mr. Macy described the project as "directed especially toward a number of very fine stations which operate with necessarily smaller budgets than those in the nation's larger cities." He expressed the hope that "the stations will apply for support of projects that are new and original, and not merely continuations of existing series." CPB also last week announced an expansion of its executive staff (see page 66).

The announcement that the Kettering Foundation would underwrite a national public TV programing conference was also made last week.

The conference, the foundation said, would be moderated by Mr. Macy, and

would run for about four or five days.

It is hoped, the foundation said, to have about 20 nationally prominent public TV programing figures as panel participants, with additional well-known individuals from the arts and entertainment worlds to discuss their potential contributions.

The conference cost would be between \$35,000 and \$45,000, it was estimated.

The foundation was established by Charles F. Kettering, retired General Motors executive and inventor of the automobile self-starter. It has been interested principally in biological research and pre-school education until recently.

Retiring NET president John F. White, who received an engraved plaque and a standing ovation from the NAEB assemblage, and another standing ovation from NET affiliates the following day, told station executives that they themselves were responsible for any deterioration in their independence, and urged them to strengthen their boards and local positions.

Regarding NET, Mr. White saw no immediate threat to the network from the CPB proposal. "It will take them a while to catch up to us," he remarked. "Keep your cool, vote your conscience and do a better job than you did before," he told NET affiliates.

Mr. White urged the affiliates not to accept federal funds "as an easy way out"; to "work harder than ever to maintain and increase your level of private giving," to ward off undue government influence, and to find a formula for long-term financing "that provides insulation from political pressures."

The affiliates also heard a warning from Norman Cousins, chairman of the committee selecting a new NET president, that "momentum sometimes carries people beyond where they want to go," and that they should watch to see that such momentum did not push the CPB into becoming another programing entity on its own. Mr. Cousins reported that his committee was not going to rush into the selection of a new NET president until "things are made clearer in this period of transition."

Also on the agenda at the meeting were reports from William Kobin, NET vice president for programing, and Joan Ganz Cooney, director of the Children's Television Workshop. Mr. Kobin described plans for a week-long series of programs in which each strip (*NET Journal*, *News in Perspective*, *NET Festival* and *NET Playhouse*) would focus on different aspects of a single problem, such as the generation gap, the urban crisis and hunger in America. Mrs. Cooney, in declaring the children's television workshop is "prepared to go public with a vengeance," announced a closed-circuit news conference would be held May 6 to present details of the

programs, and then showed examples of some of the productions that will be described fully in the conference.

## Noncommercial radio seeks strong remedy

### Joint CPB-Ford Foundation study shows ways to gain bigger audience for medium

A prescription for injecting vigor into today's pallid educational-radio system is being studied by the Corp. for Public Broadcasting.

The prescription resulted from a study, its \$30,000 cost underwritten jointly by CPB and the Ford Foundation, that was under the direction of Samuel C. O. Holt, son of retired veteran broadcaster Thad Holt (WAPI-AM-FM-TV Birmingham, Ala.), who is working on his doctorate at Harvard University.

Among the recommendations:

- Establishment of a radio bureau in CPB to coordinate and advance non-commercial radio.

- Strengthening of the National Educational Radio division of the National Association of Educational Broadcasters to make it a "vigorous" trade association.

- Reassignment of the National Educational Radio Network from NER to make it an independent distribution system and its combination with the Broadcasting Foundation of America and other producing and syndication agents. BFA is an independent, non-profit organization that distributes cultural and educational programs from abroad to U.S. educational radio stations. NERN is a small tape-duplicating facility that mails program tapes to its members (BROADCASTING, April 7).

- Establishment of a new production center for informational programing, to cost between \$250,000 and \$1.5 million annually.

- Division of educational FM stations into two levels—low power, 10 w stations as community outlets, and high power, for big city, area-wide coverage.

Also suggested is the commencement of live networking among noncommercial radio stations, on a regional and national basis, with an estimate that a three-year test, including the production center operation, might run between \$1.4 million and \$4.4 million yearly.

The study, delivered to CPB on March 30, is based on over 300 interviews during a six-month period. It found that educational radio is not sharing in the current regrowth of commercial radio. No noncommercial station, it says, even in the top-50 markets, has a share of audience as high as 3%. Elderly people compose the audience for educational radio, it notes, and their numbers are

so small, they are hard to define demographically.

Half of all noncommercial radio stations, with powers above 10 w, the study says, have annual budgets that are under \$25,000. Twenty-three such stations, it notes, have yearly budgets of less than \$10,000 and only seven have \$300,000 or more annually.

Since 1960, it observes, the Ford Foundation has given over \$84 million to educational TV, but less than \$1 million to educational radio.

Support for most of the recommendations was voiced by the NER board, which met recently. The NER board voiced only one strong objection: It protested the suggestion that there be a test of the need for national interconnection of noncommercial radio stations. The need has been established without a doubt, it said; it is time to commence.

In comments to CPB, the NER board also asked for the establishment of a person or entity within CPB to represent radio; the early activation of a radio news bureau in Washington, possibly in conjunction with TV; and establishment of criteria to identify non-commercial radio stations.

## Commission okays Tennessee transfers

The FCC gave its approval last week to a change in the kind of control exercised by Mooney Broadcasting Corp. over its two radio stations in Tennessee.

The change—approval for which was sought in transfer of control applications—was from de jure (in law) to de facto (in fact). It resulted from a public stock offering, which Mooney said was required to provide additional operating funds.

The stations involved are WMAK Nashville and WKGN Knoxville.

The principal owner of the corporation is George P. Mooney, whose holdings were reduced from 70% to 28%. Three other stockholders reduced their holdings from 10% each to 4% each. They are Robert Crenshaw, John W. Bailey, and Frank H. Marsh Jr.

The commission, in granting the WMAK application, waived its rule requiring a licensee to hold a station for three years before disposing of it. The commission said that there would be a continuity of management and that no trafficking in licenses would be involved. Mooney acquired the station on Oct. 19, 1967.

The transfer applications were approved by a 4-to-2 vote, with Chairman Rosel H. Hyde and Commissioners Robert E. Lee, James J. Wadsworth and H. Rex Lee in the majority. Commissioners Robert T. Bartley and Nicholas Johnson dissented, and Commissioner Kenneth A. Cox abstained.

# Lonely voice in the WLBT case

## Civic group seeks remand so it can cross-file, but fails to gain support of other participants

Civic Communications Corp., which wants the drawn-out WLBT(TV) Jackson, Miss., case reopened so that new applicants—like itself—can compete for the Jackson channel 3 facility, isn't getting any support from the parties involved.

The case is now in the U.S. Circuit Court of Appeals for the District of Columbia, where the United Church of Christ is appealing the commission's decision last summer to grant WLBT a full three-year license renewal.

The church, which has been seeking a denial of the WLBT renewal since 1964, opposed the motion that Civic, a racially mixed group of Mississippi residents, filed with the court. The motion seeks a remand of the case with instructions to the commission to reopen the proceeding to new applicants (BROADCASTING, March 17). Civic has also filed a request with the commission to permit the group to tender a competing application for the Jackson facility.

The commission and, understandably, WLBT opposed the court motion also.

In general, all three told the court it was too late in the day for the commission to start all over with a comparative hearing in the case. The commission said the proceeding should be settled on its present record. And the church said that, even if it loses on its appeal, new applicants can file for the Jackson facility early next year, since the WLBT license would expire on May 31, 1970.

The court has granted a preliminary motion by Civic allowing it to file its request for permission to intervene and ask for the remand. That matter is still pending.

WLBT also opposed Civic's petition asking the commission to waive the rule that bars late-filed applications. Civic's is four years late; the deadline passed in May 1965, when the commission granted WLBT a one-year license renewal.

The church, in comments filed with the commission, made clear its opposition to a remand of the case by the court. However, it said it welcomes commission consideration of any applications which might be submitted for use of the Jackson channel.

The case began in April 1964 when the church, claiming WLBT discriminated in its programming against the large Negro minority in its service area and violated the fairness doctrine in matters relating to civil rights, asked the commission to deny renewal of the

WLBT license.

The commission, however, granted a one-year renewal, and the case moved into its judicial-review phase. The church appealed, and the court remanded the case with instructions to give the church and its co-complainants standing as parties—a landmark decision in itself—and to hold an evidentiary hearing on the station's renewal application.

It was the decision rendered as a result of the court-ordered hearing that is now on appeal in the court. The case has been briefed and argued.

A new question raised by Civic in its petition to the commission is whether Lamar Life Broadcasting Co., the licensee, complied with commission rules requiring commission approval of a transfer of control of the licensee corporation.

Civic says holdings of John D. and C. W. Murchison Jr. in Lamar Life Insurance Co., the parent corporation, climbed above the 50% mark without any application for approval of a transfer of control having been filed.

WLBT, in opposing Civic's petition to the commission, said the commission had been notified of the increase in the Murchisons' holdings—from 44.8% to 50.6%—in an ownership report submitted on Nov. 19, 1968. The addi-

tional stock had been acquired from the A. B. Frank Co., which is controlled by the Murchisons and which had held the Murchisons' stock as collateral against a loan.

WLBT also said the commission had been aware of the Murchisons' control, through direct and indirect holdings, since 1965, when the insurance company acquired Lamar Broadcasting. The station said the brothers' relationship with the A. B. Frank Co. was reported at that time in an exhibit filed with the transfer application.

Civic, in reply, however, said that "mere 'disclosure' of a transfer of control does not satisfy the obligations" of the rule requiring the filing of an application requesting commission consent.

## N.Y. committee looks at minority employment

A committee set up by the governor of New York to study employment of minority groups in the news media reported last week that "despite a relatively recent flurry of activity in recruitment and training, all available data indicates that few substantial inroads have been made in increasing minority-group representation in the news media."

In a 55-page report the governor's committee cited a 1967 study by the New York City Commission on Human Rights that said 6% of the total employment in the broadcasting industry in New York City is Negro, 1.5% is

## Kennedy finds Indians friendly, but not GOP

News-staging charges, always a sure-fire topic on Capitol Hill, figured in a political dispute last week with a new twist. Target for the criticism was not broadcast newsmen—although the gist of a staff memo was that an effort should be made to direct reporters' coverage along certain lines—but a fellow senator.

The charges were aired after the *Chicago Tribune* front-paged a story based on an internal Senate memorandum prepared by an aide to Senator Edward M. Kennedy (D-Mass.). Part of the memo advised Senator Kennedy on how to handle newsmen accompanying a senatorial tour of Indian settlements in Alaska.

The memo said "it is extremely difficult to get the point and subtleties of cultural differences across to photographers and TV cameras and even to newspaper reporters on a quick trip."

The best approach, it was suggested, was that emphasis, "particularly in terms of the photographers and TV cameras that will be accompanying the

group, should be on the native poverty contrasted with the affluence of the government installations that can be found in practically every village."

The memo also, according to reports, suggested a foreordained conclusion for the senators, one of "colonial exploitation" of the Indians by white minorities in the region.

After the publicity that followed in the wake of the release of the Kennedy memo, three Republican senators abruptly left the party, protesting that the trip had been revealed as no more than "a publicity stunt."

Sources in the Kennedy camp held that the memo (described as routine), which had been originally reported as meant for Senator Kennedy's use only, had in fact been distributed to all members of the Senate Subcommittee on Indian Education last month, causing no outcry then.

They suggested that Republicans on the panel had leaked the memo to reporters, timing the move to coincide with the walkout. Senators George Murphy (R-Calif.), Henry Bellmon (R-Okla.) and William Saxbe (R-Ohio) left the tour last Thursday (April 10).



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Puerto Rican, with 11% of the Negroes at radio stations, 6% at independent-TV stations and 5% at television networks.

Among a series of general proposals in the news field, the 42-member group specifically recommended that in broadcasting "the administration and staffs of all publicly licensed broadcast enterprises in the state immediately hold individual and joint meetings to plan new ways in which their facilities might be used to help serve minority-group communities—including assisting education and training for news-media careers—and then present programs to the Urban Coalition and similar groups for funding assistance if needed."

In the general recommendations of the report were calls for establishment of a high school of the communication arts, massive minority-group recruitment by news media and cooperation of the media with schools and foundations to provide summer internships.

The committee cited specific progress made in seeking to improve minority-group employment at all three major networks and Westinghouse Broadcasting and Metromedia, and also enumerated individual cases of minority hiring at various radio and television stations across the country.

However, it also said ABC Radio has been frustrated in an attempt to establish a Negro news and public-affairs service for Negro-market stations "in large part because managers of the stations—the overwhelming proportion of whom are white—have been unwilling to disturb the present high-revenue ration of existing spot-announcement and recorded music programming."

Among industry organizations working to improve minority representation in the media, the report cited the National Association of Television and Radio Announcers (NATRA), which it said is attempting to raise \$250,000 for an Institute of Broadcasting Science to train nonwhites for the broadcasting and record industries.

Broadcasters among members of the committee were Dr. Frank Stanton, president of CBS; George Fuchs, executive vice president, NBC; James C. Hagerly, vice president, corporate affairs, ABC; Donald H. McGannon, president, Westinghouse Broadcasting, and other executives and working broadcast newsmen.

## Media report:

**Nielsen report** ■ A. C. Nielsen Co., Chicago, has issued its annual report on the TV industry covering the latest statistics on stations in operations; TV set household and television viewing. Copies of the report are available on request from Nielsen offices in the U. S.

# Theater owners hit pay-TV order

## Appeal charges FCC view of Communications Act impinges on constitutional rights

The nation's theater owners have opened their court fight against the establishment of a nationwide pay television system with a brief arguing that the FCC order establishing such a system violates the constitutional guarantee of freedom of speech. It also claims that, in creating "a second-class citizenry" in regard to the use of broadcast frequencies, it [the FCC order] violates the poor's constitutional right to equal protection of the laws.

The National Association of Theater Owners and its affiliated Joint Committee Against Pay TV urged the U. S. Court of Appeals for the District of Columbia last week to reverse the commission's pay-TV order. They said the court should "instruct the commission" it lacks the statutory authority to establish a permanent toll-TV system.

In any event, they said, "in view of the violation of the First Amendment and the equal protection clause [of the 14th Amendment], or at least the grave constitutional questions concerning each," the court should direct the commission to determine whether it would authorize a permanent pay-television system "in light of the statutory and constitutional infirmities."

They said the court should not be required to resolve constitutional questions arising from the commission's interpretation of the Communications Act, "unless it is essential to do so."

The brief, an appeal from the commission's Dec. 13, 1968, order authorizing a limited and circumscribed system of pay television, is only the latest in a series of moves the theater owners have taken before the commission and the courts in opposition to pay television in the 17 years the commission has been considering the matter.

In New York, meanwhile, a "save free TV" campaign is being conducted by motion-picture theater owners and labor unions associated with their industry (BROADCASTING, April 7). Their aim is to generate sufficient public pressure to persuade Congress to prevent the commission from going ahead with its announced plans of authorizing pay television on June 12. The systems are to be limited to cities with five or more TV stations.

It is unlikely, however, that the commission will grant pay-television authorizations on or near the June 12 date. In setting the effective date for the pay-TV rules six months after the adoption of its order, the commission said

its intention was to provide time for congressional action and judicial review.

Since the theater owners have gone to court, the commission will not authorize any pay-TV operations until—and unless—the appeals court decides in its favor. Furthermore, applications cannot be filed until the commission issues its pay-TV technical standards; these are expected within the next two months.

The free-speech-violation argument grows out of the limits the commission has imposed on pay-TV programming in an effort to protect free television against a loss of material on which it depends. The restrictions apply to certain motion pictures, sports events and series types of programs with interconnected plots. In addition, the rules forbid pay-television stations from devoting more than 90% of their total pay television time to feature films and sports events.

The commission says its power to impose such limits derives from its authority to establish classifications of service. But, the theater owners argue in their brief, "direct prior restraints upon free expression must be justified, if at all, only upon the most special and limited circumstances generally characterized as 'clear and present danger. . . .'" The commission's speculations as to the possible impact upon free television, the theater owners said, cannot justify the proposed restraints—particularly in light of what they say is the lack of statutory authority to impose them.

They also warned of what they see as a danger in the event they win the free-speech battle but lose the war. If the courts approve the institution of a pay system while striking down restrictions as inconsistent with the First Amendment, they said, "the public will be placed in the anomalous position of having been saddled with a permanent pay-television system (which the commission itself recognizes may well destroy the free system) without being protected."

The brief's equal-protection-of-the-laws argument is based on the contention that the commission has "in effect approved the systematic discrimination against 30% of the nation through the deprivation to them of the free use of public frequencies." They noted that "virtually no persons" with incomes of less than \$3,999, "which represents almost one-third of all the families in the United States, were able to subscribe" to the now-ended pay-television test conducted over the facilities of WHCT(TV) Hartford, Conn.

And the commission, they said, had created "a new type of second-class citizenship" in a cavalier manner by asserting that the pay-TV rules would assure lowest-economic level "ample



amounts of free television programming. . . .” But, they asked, what standard does the commission use in assuming that what is ‘ample’ for the lowest-economic group is not ‘ample’ for wealthier citizens? Does the commission assert one standard of programming for the wealthy and a lesser standard for the poor?”

They said depriving the poor of “the fullest opportunity to take advantage of the free service” is “anomalous” at a time when “the nation is making the most determined efforts to bring to the lowest economic levels of our community the full benefits of the American society. . . .”

In arguing that the commission lacks authority to establish a permanent—as distinguished from an experimental system—of pay television, the theater owners asserted that the Communications Act “does not specifically or directly empower the commission to establish a direct charge system.”

And the power to establish a pay-television system—which would represent “a fundamental change in the nature of American broadcasting”—“cannot be deduced merely from the fact that the commission was given broad powers over radio regulation,” they said. The basic statute, they added, “is not all-encompassing.”

They also said it is “inconceivable” that Congress intended to provide for a pay-television system without including specific authority for rate regulation, as it did, for instance, in the case of common carriers.

They said that even if it is established that the commission has the authority to establish a system of toll television, the agency’s failure to adopt rate regulation, or even to decide whether it has the power to regulate rates, is “arbitrary and capricious.” They said this “lack of concern” is particularly “astonishing” when it is realized that the pay-TV rules would prohibit the establishment of more than one pay-television system in a community, “thus giving the pay-television licensee an absolute monopoly of such service.”

## Another FCC review requested in KSL case

Two Salt Lake City residents have asked the FCC to reconsider, for a second time, its decision to renew without a hearing the license of KSL Salt Lake City. The complainants now say the renewal is inconsistent with recent commission actions.

Ethel C. Hale and Paul Wharton have been urging the commission since last summer to hold a hearing on the application. They say that the case involves issues of concentration of control of media, antitrust law violations and distortions of news coverage.

And in their second petition for re-

## Mediastat’s custom service

Media Statistics Inc., Silver Spring, Md., national radio-rating firm, has announced customized analysis of station reports for new clients as part of its rating service. Analysis, at no extra charge, will go to clients one week to 10 days following the mailing of the report, and will highlight the strengths and weaknesses of a station’s audience based on an individual examination of each report. Media Statistics reports it has now completed the 1969 updating for about a third of the U. S.

consideration, they cite recent commission actions as being “inconsistent” with the commission decision in the KSL case: the notice of inquiry into conglomerate holdings and the hearings ordered on the renewal application of KRON-FM-TV San Francisco and WCCO-AM-TV Minneapolis. Both hearings include concentration-of-control-of media and antitrust or anticompetitive matters; the KRON case also involves an allegation of news slanting.

All three actions were taken since Jan. 15, when the commission by a 3-to-3 vote denied the petitioners’ initial request for reconsideration of an Oct. 4 decision granting the station’s license-renewal application.

Miss Hale’s and Mr. Wharton’s petition also cited the commission statement in the Oct. 4 order that if the courts found joint operating agreements by newspapers to be in violation of the antitrust laws, “this will be taken into consideration.” The Supreme Court on March 10, the petitioners noted, found such agreements to be violation of the Sherman and Clayton antitrust acts (BROADCASTING, March 17).

KSL is owned by Bonneville International Corp. (the Mormon Church), which also owns KSL-FM-TV and the *Deseret News*, one of two dailies in Salt Lake City. The *News*, in turn, has a joint publishing agreement with the other newspaper, the *Salt Lake City Tribune*, which owns 35% of KUTV (TV), one of the two other VHF stations in Salt Lake City.

Other owners of KUTV own other stations in Utah. And the church, in addition, owns or controls AM, FM and TV stations in Seattle; Idaho Falls, Idaho; Kansas City, Mo.; and New York, and an international short wave station.

Commissioner Nicholas Johnson, in addition, has referred to the church as a “significant industrial conglomerate corporation,” in view of its ownership of hotels, real estate, insurance companies, ranches, mills, plantations, and other interests.

Miss Hale and Mr. Wharton asked the commission to designate the KSL

case for hearing with oral argument “on the same issues designated in the WCCO and KRON matters.”

The petitioners asked the U. S. Court of Appeals for the District of Columbia to review the commission’s refusal to grant their request for a hearing. However, they have now asked the court to hold their appeal in abeyance and to retain jurisdiction pending disposition by the commission of their second petition for reconsideration.

## Numbers game puzzle won’t stop O’Konski

Representative Alvin O’Konski (R-Wis.) has expressed doubt as to the efficiency and accuracy of national ratings companies, saying they “must be a joke,” but he doesn’t plan any immediate legislative remedies.

The comment resulted from an experience Mr. O’Konski had with his own WAEO-TV Rhinelander, Wis. On Nov. 17, 1968, the station was completely demolished when an airplane struck a tower guy wire, forcing the station to go off the air.

Representative O’Konski, majority stockholder of Northland Television Inc., revealed that for several months he had doubts about rebuilding because the rating reports didn’t put the station in a very good position. However, when voluntary contributions for the rebuilding came in from five times more television families than the rating agency showed there were viewers, Mr. O’Konski declared: “I have always had my suspicions about national ratings companies. After comparing the ratings with the voluntary contributions from viewers, I cannot help but conclude that the ratings are a joke.”

Target date for completion of the new studios and transmitters for ch. 12 WAEO-TV is July 1, the result of public contributions exceeding \$150,000.

## Ellender to speak at NAFB meeting

Senator Allen J. Ellender (D-La.) is the featured speaker at the Northeast regional meeting of the National Association of Farm Broadcasters in Washington, today and tomorrow (April 14-15). Representative Odin Langen (R-Minn.) will appear at the Washington Hilton hotel sessions.

The farm broadcasters meet today with top officials of the U. S. Department of Agriculture, including Secretary Hardin. Tomorrow they will discuss their plans and problems with John Harms, editor, *Kiplinger Agricultural Letter*; Bernard Brenner, farm editor, *United Press International*, and Donald Norberg, editor, *Washington Farm Letter*.

## Smothereses tour both coasts

The ousted brothers tell their side;  
Leslie Uggams picked as replacement

The Smothers Brothers staged a mammoth news conference in New York and Hollywood last week for the expressed purpose of disseminating widely their side of their dispute with CBS-TV, which culminated in the network's decision to cancel their weekly series for next season ("At Deadline," April 7).

In the midst of the fanfare, CBS-TV announced on Thursday (April 10) that the successor to *The Smothers Brothers Comedy Hour* in the 9-10 p.m. EST period in the 1969-70 season will be *The Leslie Uggams Show* (see story below).

Tom Smothers told a gathering of more than 150 newsmen who crowded a room in the Four Seasons Restaurant in New York on Monday (April 7) that he hoped that the widespread publicity generated by the news conferences would prompt "thousands and thousands of letters from viewers, particularly young people."

He added: "Not that I think it would do any good, but maybe it will tell the networks something about what people want to see."

Both Tom and Dick Smothers said they had no plans to sue the network, although they contend CBS violated their contract by canceling it. They pointed out that protracted litigation might tie them up for several years and keep their program off the air. They acknowledged they had not received any offers from ABC-TV or NBC-TV and indicated that none is expected.

Tom Smothers hedged a bit on a law suit: "We don't want to do it, but if we're pushed too far, we may have to take a different tack."

Both Tom and Dick Smothers mentioned that the CTV network in Canada, which has carried their programs "without any kind of censorship," has offered to produce their show in Toronto next year if they cannot find a berth for it on U.S. television. Tom Smothers added that there have been offers to syndicate their program, but he would only say that they "were open to the other networks."

The brothers have had a running feud with CBS-TV over what they claim is "censorship" on some of their programming sequences, and in recent months the network has charged they have not been delivering their tapes on time. Robert D. Wood, president of

CBS-TV, notified the Smothers brothers on April 3 that they had breached their contract by failing to submit the following Sunday's program in time for prescreening by the network and affiliated stations. The program of April 6 was canceled and an episode carried last November was repeated.

In his wire notifying the Smothereses that their series was being canceled at the end of this season, Mr. Wood pointed out that not only had the tape of the program intended for April 6 not been delivered on time, but also that the segment "contains a monologue which in our opinion would be considered to be irreverent and offensive by a large segment of our audience, and, therefore, unacceptable, even if this were not the week of the Eisenhower funeral rites and even if Sunday were not Easter Sunday."

This was an apparent reference to a "sermonette" delivered by satirist David Steinberg. Tom Smothers told the newsmen that on Wednesday (April 2) CBS had requested a deletion of the David Steinberg segment and this monologue was deleted in the prescreening tape

that was sent to New York by air on April 3.

Mr. Steinberg was at the New York news conference and enacted his "sermonette" for the audience. Later the taped program, which was carried by the CTV in Canada with the Steinberg segment intact, was shown.

There was a mixed reaction among the newsmen present. Some thought that neither the Steinberg portion nor the rest of the show was in good taste, and others claimed the show was one of the best in this year's series.

In his "sermonette" Mr. Steinberg said that Jonah had not been swallowed by a whale. Jonah had, according to Mr. Steinberg, sailed on a ship that "was commandeered by 23 gentiles," and "the gentiles, as they are wont from time to time, threw the Jew overboard" and Jonah was swallowed by a "giant guppy."

In their argument over what the fish really was, Mr. Steinberg said, "the New Testament scholars literally grab the Jews by the Old Testament." (In his live appearance, Mr. Steinberg omitted this remark).

## 'Bonanza' faces female competition

Leslie Uggams is CBS pick to replace defunct Smothers with song-dance format

Singer-dancer-actress Leslie Uggams was designated by CBS-TV last Thursday (April 10) to head a program that will replace the canceled *Smothers Brothers Comedy Hour* in the Sunday 9-10 p.m. EST slot, starting next fall (see story above).

CBS-TV's decision was announced by Robert D. Wood, president, and Michael Dann, senior vice president, programs, in a special closed-circuit report to network affiliates.

The new series will be produced by Saul Ison and Ernest Chambers, who were the coproducers of the original *Smothers Brothers* series. Miss Uggams will have three continuing "regulars" on the program each week and at least one major guest star on each presenta-

tion. She will have her own song spot on each program, which will accent youthful entertainment and music and comedy that will be light and contemporary, according to Mr. Dann.

Mr. Dann told the affiliates that CBS-TV had signed Miss Uggams less than two weeks ago, having "taken her away from NBC who were about to sign her." He called Miss Uggams "an extraordinary performer who can sing and dance and play comedy."

In an impromptu interview with newsmen as he was leaving the CBS building, Mr. Dann was asked if one consideration in choosing Miss Uggams was that she is a Negro. Mr. Dann replied: "We chose Miss Uggams because she's a highly talented performer."

Another source close to CBS said "Leslie Uggams was picked primarily because she's a wonderful talent," but added: "Let's face it. Let's not discount the fact that Negro performers are part of the 'now' entertainment scene and this was a factor in the decision. She'll be the first female Negro performer with a regular prime-time

The program canceled by CBS-TV also included a segment in which Tom Smothers and Dick Rowan, costar of NBC-TV's *Laugh-In*, traded wisecracks relating to Senator John O. Pastore (D. R.I.), chairman of the Senate Communications Subcommittee, which has been looking into the possible relationship between scenes of sex and violence on TV and antisocial behavior.

During the news conference, Tom Smothers recalled that he had visited Washington a few weeks ago (BROADCASTING, March 31) and said he had spoken to FCC commissioners and to legislators and added: "I got the feeling it's not the FCC that's concerned about dissent on television; it's the networks." He said Senator Vance Hartke (R., Ind.), second-ranking Democrat on the subcommittee, had indicated to him that he wanted to have the programing views of performers and other creative personnel included in the study.

Both CBS and the Smothers Brothers issued during last week what amounted to their "position papers," with CBS releasing the text of its various telegrams and the brothers a chronology of events from March 1 until April 6.

The CBS wires stressed that the tapes of the programs consistently failed to arrive on time for review; that CBS would not and could not exempt the Smothers brothers from the program standards and procedures that applied to its other entertainment programs, and that CBS was convinced that the brothers were unwilling to accept the criteria of taste established by the CBS-TV Program Practices Department.

The chronology of events issued by the Smothers brothers emphasized that the department was continually asking for deletions and that they always complied with these requests. They acknowledged in several instances that CBS-TV President Wood had said that "our standards are not negotiable." Tom Smothers said the FCC commissioners he had talked with in Washington during March 23-24 were Nicholas Johnson and Kenneth Cox, who assured him the commission had no desire to regulate program content.

On March 27, CBS notified the brothers they might be liable for substantial damages if they did not make the program tapes available to CBS by Wednesday prior to airing. In a parenthetical remark, the brothers said "this is first mention in three years of Wednesday screening."

The Hollywood news conference on Wednesday (April 9), covered virtually the same ground as the one in New York. At one point, Tom Smothers said he had heard reports that NBC-TV had assured CBS-TV it did not plan to take the Smothers program. He talked vaguely about instituting an antitrust suit against the industry.

The subject of a projected suit against CBS was raised again in Hollywood. Though the brothers repeated that they had no plans for a suit, claiming such an action would keep them off the air for an indefinite period of time, Tom Smothers voiced the view they might have grounds for a damage suit, rather than a breach of contract proceeding.

network variety show."

CBS also issued a statement from Robert Wright, president of WTKO-TV Meridian, Miss., and chairman of the CBS television advisory board, which said:

"As [board] chairman, I have been authorized by that board to endorse the network's decision to cancel the *Smothers Brothers Comedy Hour*. Although the board regrets the loss of any popular program, it is in complete agreement with your decision that acceptable program standards must be maintained by the network and its affiliated stations."

CBS-TV authorities reported last Thursday they had received wires, letters and telephone calls from 85 affiliates regarding the cancellation and that all—"without even one exception"—supported CBS's move.

CBS-TV began *The Smothers Brothers Comedy Hour* in February 1967 in an effort to compete with NBC-TV's formidable *Bonanza* series. Even its severest critics would acknowledge that Smothers has managed to gain creditable ratings and substantial advertiser support against *Bonanza*, though the

latter series has continued to be a powerhouse, if not the top-rated network TV program.

Starting in early 1967 and for the rest of that season, *Smothers Brothers* averaged a national Nielsen rating of 22.2 and a 33 share and ranked 16th among network programs. During 1967-68, it garnered an average rating of 21.2 and a share of 32 and ranked 18th. During the current season, for the two weeks ended March 23, the program had a rating of 20.5, a share of 31 and ranked 29th. Its estimated audience for that period was 26 million people.

During 1966-67, *Bonanza* was the number-one series, according to the national Nielsen ratings. It slipped to sixth place in 1967-68 and in the latest national rankings, it is third.

A CBS spokesman said last week that had *Smothers Brothers* continued next season, it probably would have been sold out. He reported that one-half of the sponsorship for 1969-70 was "definite" and the other half was "lined up" but not signed to contract. The series was sold out this season to advertisers including Brown & Williamson Tobacco

## Radio-TV garner six SDX honors

Reporting category is a sweep for L.A. outlets: KFVB and KNXT (TV)

Three radio and three TV stations were among winners of the 1968 Distinguished Service Awards announced Friday by Sigma Delta Chi, national journalistic society. Ten similar awards also were made among the print media and for journalism research.

Radio awards went to KFVB Los Angeles, WBZ Boston and WCRB Waltham, Mass. TV award winners were KNXT(TV) Los Angeles, WIBW-TV Topeka, Kan., and WOOD-TV Grand Rapids, Mich. Each winner represented individual categories: reporting, public service and editorializing.

KFVB won the radio news award for direct and continuous coverage of the assassination of Senator Robert F. Kennedy, a feat that ran "for 36 unbelievable hours." The judges said the KFVB news staff and facilities "were tested to the utmost" by the unexpected tragedy which required "continuous updating of rapidly developing events amidst an atmosphere of near pandemonium."

KNXT(TV) won the TV reporting category for complete coverage of a motel shoot-out in Manhattan Beach Calif., where filming began as police moved in on a suspect and ended as his body was removed from the scene. Actual sounds.



Miss Uggams

Co., American Tobacco Co, Bristol-Myers, Noxell, Beecham Products and American Home Products Corp.

were included.

Wbzt took the radio public service honor with its consecutive 15-hour *T-Group 15* program, a venture in which five blacks and four whites representing schools and parents explored ways to improve human relations.

WTBW-TV's collection of stories about Vietnam, focusing on the human element and encouraging deeper understanding of the U.S. role there, won the TV public service award.

The assassination of Dr. Martin Luther King was the subject of the winning radio editorial delivered by Theodore Jones, president of WCRB. The TV editorial award went to WOOD-TV and its news director, Dick Cheverton, "for courage and conviction in editorializing to calm the city during a time of difficult racial tensions."

Professor William A. Hachten of the University of Wisconsin School of Journalism was cited in research for his book, *The Supreme Court on Freedom of the Press*.

## Johnson's private First Amendment

He thinks it means that everyone's entitled to access to the air

FCC Commissioner Nicholas Johnson says it is the broadcasting industry itself rather than government that the public should watch in guarding against censorship. Broadcasters' concern with free speech, he feels, invariably coincides their "monetary self-interests."

The commissioner combined this attack on the industry with the assertion that the media—or at least broadcasters—should make their mass-communications facilities available to the public. He suggested that the constitutional guarantee of free speech could be interpreted as requiring such access.

Commissioner Johnson expressed his views in a statement in which he concurred in the commission's unanimous decision two weeks ago to reject complaints against WBAI(FM) New York. The commission held that remarks expressed on the station's Julius Lester program and conceded by the station to have been anti-Semitic were protected by the constitutional guarantee of free speech (BROADCASTING, March 31).

The commissioner cited the action as evidence of the commission's concern with preserving free speech. He also said that the commission, by attempting to preserve and increase diversity of ownership of mass media and by enforcing the fairness doctrine, as well as by "scrupulously" refraining

from censoring "provocative programming," has sought to encourage the "robust presentation of widely differing ideas and opinions."

As for broadcasters, he said, a study of the occasions on which they have "raised the banner of 'free speech' leaves one with the distinct suspicion that these occasions almost invariably coincide with the industry's monetary self-interests."

He referred to the two issues he said predominated at the National Association of Broadcasters' convention in Washington last month: the concern of Senator John O. Pastore (D-R.I.) over sex and violence on television, and recent commission decisions to refrain from "automatically" renewing the licenses of several major-market stations pending an investigation "into their concentrations of economic control in their markets." He also harked back to what he said was the NAB's successful effort in 1964 to persuade Congress to block a commission proposal to limit the number of commercials stations could carry.

CBS's refusal to air the Smothers brothers program that was to have been broadcast on April 6 was cited in support of his thesis (see page 50). "The stifling weight of censorship is to be found, not in the hearing rooms of the Federal Communications Commission," he said, "but in the conference rooms of this nation's large television networks."

He also attacked BROADCASTING Magazine—which he termed "a vocal and strident industry trade paper that editorializes self-righteously about First Amendment freedoms whenever its industry's profits appear threatened" as having joined ranks with the would-be censors.

He referred to a BROADCASTING editorial that criticized the Julius Lester program, which was the subject of the complaint, as constituting an "invitation, if not incitement, to riot." The editorial said the program was "open to attack on grounds of social, moral and, we think, professional irresponsibility. We are not entirely sure that it is defensible even on constitutional grounds" (BROADCASTING, Feb. 10).

Much of the commissioner's 26-page statement was devoted to the argument that the need for access by the public to diverse opinions is only one of "the two most fundamental policies underlying the First Amendment's guarantee of free speech in the area of broadcasting." The other, he said, is the need for access by the public to the media in order to express opinions.

He noted with approval the policies of stations "such as WBAI" that make their facilities available to residents of the ghetto. (He quoted Mr. Lester as saying that his role is "to give the black

community access to speak as they see fit.") He said these stations perform a valuable service, and added, "members and representatives of this country's minority groups must be given the broadcast time to speak for themselves. It is no longer sufficient for the 'establishment' to serve as 'interpreters' to the predominantly white majority."

If loudspeakers and sound trucks were found by the courts 20 years ago to be "constitutionally required to implement 'effective public speech,'" he said, "then surely 'effective public speech' today requires access to the news media."

The commissioner's statement was made public in an unusual manner. It had not been generally released to the commission as of Thursday. However, his office made copies available through the commission's office of information to some daily newspapers and the wire services on Tuesday, and to other publications on Thursday.

## Empire secures Caesar for TV series, movie

Empire Productions Inc., Hollywood, newly formed to create and produce properties for motion pictures and TV, in its first contract is developing a new half-hour situation comedy for CBS starring Sid Caesar.

David Levy, president of the firm, will produce the series and Sidney Balkin will serve as executive producer.

Co-financed by Caesar, Balkin, Brown Inc., a motion picture to star Sid Caesar will be produced by Empire and written by Nat Perrin.

Mr. Levy, formerly in charge of network programs for NBC, produced *The Addams Family*, *The Double Life of Henry Phylfe* and *The Pruitts of Southampton*.

James Nasser is vice president-treasurer and Calvin Brack, secretary, of the new firm.

## Schildhouse wants CATV's to originate

Cable-TV owners heard more than the faint call of a distant bugler last week when Sol Schildhouse, chief of the FCC CATV task force, told them their future as a medium of mass communications lay in developing a strong, local programming capability.

Mr. Schildhouse, talking to 200 CATV owners and operators attending the annual cablecasting seminar in Salt Lake City sponsored by the National Cable TV Association, said:

"The clear route open to the cable industry—should it hope eventually to develop into a self-sustaining medium of mass communications—is that it develop sufficient alternatives to off-the-

air viewing."

"You can look forward to a possible freeing of the cable business only if and when you are able to demonstrate that you can deliver what broadcast television cannot," he continued.

Mr. Schildhouse made his comments after he discussed the FCC's, and the National Association of Broadcasters' apparent attitude toward CATV: To keep it a "passive satellite of the present broadcast industry."

The cablecasters also heard James Templeton, assistant director for rural affairs, Office of Economic Opportunity, say that cable TV could be used advantageously to help disadvantaged adults and children.

Principal concern of the CATV operators attending the three-day conference—principally concerned with studio equipment and operation—was whether they would be permitted to sell advertising time on their local channels. Most of them agreed that they would not be able to undertake extensive local programming unless they could be permitted to recoup their costs.

### Broadcaster says free speech shouldn't be so free

Charles H. Crutchfield, president of Jefferson Standard Broadcasting Co., Charlotte, N. C., has suggested that the First Amendment be amended. In a letter to 40 congressmen, including Senator John O. Pastore (D-R. I.) who is holding hearings on the subject, Mr. Crutchfield has expressed his personal reaction to sex and violence in the mass media, and what should, in his opinion, be done about it.

He urged the legislators to "alert . . . the American public to what is going on" and to "introduce whatever legislation is necessary to put a halt to such actions which—if allowed to continue unimpeded—can have no final result other than the dissolution of the moral structure of our country . . . followed by the collapse of the country itself."

Citing such contemporary presentations as the off-Broadway production "Che!" in which the entire cast was charged with "consensual sodomy, public rudeness and obscenity," and a concert by the rock-group The Doors, which he described as "pure filth," Mr. Crutchfield declared that those at whom such legislation would be directed will probably complain that "their rights under the First Amendment are being infringed upon." If this is the case, he argues, then "Congress must amend the Constitution, particularly the First Amendment, so that the [Supreme] Court will be forced to render some legally practical decision with respect to these matters."

### NBC takes look at ocean

NBC Films has disclosed that a new half-hour adventures series, *The Challenging Sea*, is being produced in association with Bill Burrud Productions for first-run domestic and overseas syndication ("Closed Circuit," March 17). The projected 26 episodes will be produced at Canawest Film Productions Ltd., Vancouver, B.C. Among the subjects to be examined will be underwater exploration and experimentation, life at the poles, undersea creatures and the new apparatus being employed to investigate the ocean floor.

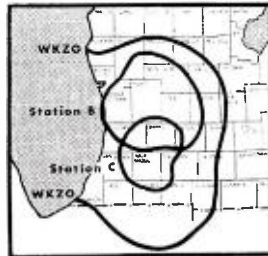
### Triangle buys Cleary novel

Triangle Stations, which three weeks ago announced its entrance into feature film production, has purchased motion-picture rights to a new novel, "Remember Jack Hoxie," by Jon Cleary. The first buy was made by Robert A. Mirisch, recently named director of film development, through the author's representative, Ziegler Ross agency. A production date will be announced shortly. Mr. Cleary is the author of *The Sundowners* and *The High Commissioner*, both of which were made into feature films.



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# Outlook dim for Williams royalty plan

## McClellan has 'serious reservations' about copyright amendment that would provide payments to recording stars

The chairman of the Senate Copyright Subcommittee has told Senator Harrison Williams Jr. (D-N. J.) that he cannot accept, "in its present form," the senator's amendment to pending copyright legislation that would grant recording stars royalties for their recorded performances.

The Williams amendment, which was first offered in the 90th Congress, was resubmitted in revised form two weeks ago (BROADCASTING, April 7). subsequently circularized other senators for cosponsorship support of the revised measure, including Senator John L. McClellan (D-Ark.), chairman of the Copyright Subcommittee.

Senator McClellan replied, in a letter to Senator Williams, that he has not reached a decision concerning the basic merits of giving recording stars and recording companies royalties similar to those long granted composers—and by assignment, publishers. But he said he had "serious reservations concerning certain provisions of [Senator Williams's] proposal for a performance royalty."

There was no indication in Senator McClellan's letter that any specific details of the performance royalty were causing the trouble. The senator did note that the Williams amendment also provides for an increase in the "mechanical royalty rate"—a payments schedule record companies use to pay composers and publishers each time they make a record—and would reopen a settled agreement between jukebox operators and composers and publishers by dealing performers in for a cut of proposed \$8-per-machine annual license fee.

Some Capitol Hill observers doubted that the level that the Williams amendment would set for performers' royalties, 3.5% of gross receipts, would survive subcommittee action unscathed. The National Association of Broadcasters has registered firm opposition to the principle of a performers' royalty and notes that the 3.5% proposal, which is equal to the rate paid to composers and publishers for airplay of phonograph records, would double stations' bills for use of recorded music. The increase would roughly equal about 20% of pre-tax profits.

The Williams amendment would provide for compulsory licenses at a lower rate for stations that rely less heavily than the average on recorded music. A formula would prorate the royalty according to the percentage of sponsorship of recorded music programming. Stations with an annual revenue of less

than \$25,000 would be exempt.

No further hearings are contemplated by the McClellan subcommittee on any aspect of the pending copyright revision legislation, including the controversial CATV provisions and the performers' rights question. After a series of bilateral meetings between principals in the CATV dispute the panel expects to circulate a revised draft of the legislation, then proceed with closed-door sessions to approve a final version.

Opposition to any particulars of the proposals thus depends on individual contacts by affected parties with key legislators, an activity that is bound to gain in intensity as subcommittee and full committee action draws near.

Last week mixed readings were emanating from the subcommittee on the likely fate of the Williams amendment. Previous speculation was that the principle of performers' rights might win a majority in the subcommittee and perhaps in the full judiciary committee as well. Mobilized opposition, however, could jeopardize the whole revision effort, the first in more than a half-century. The stakes are reckoned in some quarters as too costly to risk.

Senator Williams's solicitations for cosponsors, however, turned up at least seven other senators willing to put their names on the measure. They are, according to Senator Williams's office: Senators Stephen M. Young (D-Ohio), Thomas Dodd (D-Conn.), Claiborne Pell (D-R. I.), Hugh Scott (R-Pa.), Edward W. Brooke (R-Mass.), George Murphy (R-Calif.) and Vance Hartke (D-Ind.). Senator Scott is ranking minority member of the copyright subcommittee.

One aspect of the Williams plan, which was proposed by the recording interests, sparked skepticism among some broadcast engineering consultants in Washington. In the proposal is a plan for collection and disbursement of the performance royalties by the copyright office (with costs to be paid out of royalties collected). Key to the distribution of the collected funds is a projected monitoring system involving a computerized logging of "inaudible" signals pressed into the recordings.

A spokesman for the recording industry explained that a series "of short pulses of some midrange frequency" can be removed from the music and frequency-controlled signals inserted in the resulting spaces. Band-pass filters would recognize the coded material, which would be automatically logged.

The method, which contemplates

sampling of broadcasters' use or recorded music rather than a total monitoring effort, would provide data on relative use by stations of specific recordings, so that the royalties could be equitably distributed to the artists and recording companies involved.

Such a technique, Senator Williams reported, had been proven technologically practical, but some Washington engineers doubted that the method had been shown to work with signals that had been through the broadcasting process. One said he doubted whether such a system could gain FCC approval or prove compatible with broadcast signal-processing techniques.

## FM gets dispensation for its duplication

An unusual combination of circumstances last week moved the FCC to waive the limitation of AM-FM companion stations to no more than 50% duplicated programming in cities of more than 100,000 population, resulting in the continuation of simulcasted programs over KDFC(FM) San Francisco by KIBE Palo Alto, Calif.

Sundial Broadcasting Corp., licensee of the classical-music stations, said that compliance with the duplication rule would impose economic hardship and force it to change the format to attract more advertising, a change the commission found not in the public interest.

Commercials on the daytime AM and its affiliate FM are limited to four breaks or six minutes an hour. Concerts are presented in their entirety, sometimes as long as three hours without commercial interruptions.

The licensee also said that revenues do not cover operation costs and that it had to provide other funds to maintain the low-commercial format. For these reasons the commission granted the requested waiver through the end of the next renewal period.

In the same action the commission renewed the licenses until Dec. 1, 1971, with the waiver granted for the same term. Sundial also received nonduplication rule waiver in 1966 with its last license renewal.

## Reardon report to be aired

Two representatives of the American Bar Association involved in establishing new fair trial-free press rules will be featured speakers May 1 in Boston at an all-day symposium on the subject, according to ABA. Speaking at the Boston University event will U. S. Judge Edward J. Devitt of St. Paul, chairman of the ABA advisory committee on fair trial and free press, and chief justice Paul C. Reardon of the Massachusetts Supreme Judicial Court.

## The chief swaps a blue coat for blue shirt

In what amounted to an unintentional reciprocal exchange, citizens of Los Angeles, who earlier this year witnessed the campaign of a prominent television newscaster for the office of mayor, last week were told that their chief of police was quitting his position to become a television news anchorman. Thomas Reddin, 52, announced at a surprise news conference that he was quitting his 28-year law enforcement career on May 6 to become the chief newscaster for KTLA(TV) Los Angeles.

The appointment of Mr. Reddin ended a four-month search by KTLA for a news anchorman to replace the veteran George Putnam, who left last December to head the news reporting team at KTTV(TV) Los Angeles ("Closed Circuit," Dec. 16, 1968).

The highly regarded law enforcement officer, one of the West Coast's most photogenic public figures, delivered a major address to the National Association of Broadcasters fall conference in Los Angeles last October. During his speech, he pointed out that the challenge to news media is to somehow strike a balance between covering sensational news happenings and presenting the responsible positions of those in authority (BROADCASTING, Oct. 28, 1968).

Mr. Reddin now earns \$32,500 annually as chief of police. No indication was given as to what his salary will be with the station. But various reports estimate his new wage as being in six figures. George Putnam reportedly received in excess of \$200,000 when he worked for KTLA.

Earlier this month, Baxter Ward, former news director and news anchorman for KABC-TV ran unsuccessfully for the office of mayor of Los Angeles. He resigned from the station to conduct his campaign. He received the third highest total of votes for the office among a dozen candidates.

## Playoff TV test scores low says NBA

An experiment in lifting the local blackout on a nationally televised sports event in New York last week was considered generally unsuccessful.

The event, a National Basketball Association playoff game between the Boston Celtics and the New York Knickerbockers at Madison Square Garden, was televised by ABC-TV April 6. The NBA had asked for a lift of the blackout because of the great number of television homes in New York, but the Garden received enough adverse reaction from season-ticket holders and even some advertisers to

doubt that it would consider such a move again. There were also a few empty seats where ticket holders turned them in for refunds when they heard the game was to be televised, but not enough to really hurt the sold-out gate, a Garden spokesman reported.

## ACLU cites TV re-runs in film rating protests

The American Civil Liberties Union last week criticized the film industry's voluntary rating system as imposing "a new set of pressures on the purposes and spirit of the First Amendment."

In a policy statement issued Friday

(April 11), the ACLU called the voluntary system an improvement over the previous code, but felt the effects would be the same. If local moralists boycott theaters to pressure exhibitors not to take "X"-rated films, the ACLU said, "the curb on free expression inherent in the system is accentuated when one considers how movies are marketed to TV for re-runs. It is obvious that networks and local stations, already so sensitive to the home audience, will not risk running 'X'-rated films."

Thus free expression would be stifled in both theaters and television, the ACLU said, and parental control would be thwarted completely.

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## Cameras roll at CBS's CC100

Five made-for-TV films to be completed in '69 by new production group

Now, little more than six months into its history as a production unit, Cinema Center 100 is poised to start production of feature-length films for presentation initially on CBS-TV.

The filming of the first such TV movie is scheduled to start May 10 in Hollywood. When the cameras roll, it will mean that CBS has joined NBC and ABC in the business of creating feature-length films for television (the NBC and CBS films are designed to be between 98 and 100 minutes in length, while the films being made for ABC's *Movie of the Week* will be about 75 minutes long).

But though NBC-TV's "World Premiere" movies are made in association with Universal Television and the feature films for ABC-TV's projected 90-minute weekly movie night next season are being farmed out to various producers led by 20th Century-Fox, the CBS features are in-house productions giving the company not only the benefit of TV-network plays but domestic and

foreign TV syndication and foreign theatrical distribution as well.

Essentially, CBS's apparent purpose in making features for television is to supplement the network's supply of movies suitable for prime-time presentations. But Gerald L. Adler, vice president in charge of Cinema Center 100, doesn't know at this stage how the product he turns out will be used. Nor has he been asked to produce a specified number of films. According to Mr. Adler, there is no official target or goal.

"We'll make five or six this year," he explains, "and afterwards make eight or 10 a year. Ten pictures a year will be our maximum."

Mr. Adler, 38, joined CBS last September to organize Cinema Center 100. Previously, as a Universal Television programming executive and vice president, he had been functioning as executive producer over the "World Premiere" films for some four years.

In the maze that is the CBS table of organization, Cinema Center 100 is a film unit within the Cinema Center Films division (formerly first CBS Theatrical Films division, then CBS Films) of the CBS/Broadcast Group. Cinema Center Films was formed two years ago under Gordon Stulberg as president to produce theatrical motion pictures. Then, last summer, this division was given the additional responsibility of turning out an unspecified group of motion pictures for television.

That's where Cinema Center 100 and Mr. Adler came in. They make up an independent unit within the division with television product the sole concern. So far Mr. Adler has been busy staffing the unit with executive and creative talent and getting material into development. His current staff consists of six people—business-affairs executive, executive in charge of literary material, story editor, story analyst, production executive and casting director. One or two more story analysts and a publicity director soon may be added.

The emphasis with creative talent is on new people. The producer of the first CC100 project came out of the commercial-production field and never before produced a feature-length film. The second feature project on the schedule was written by an actor who never before sold a script. The third project is being produced and directed by a man with only nominal production credits. The hope is that some of these behind-the-camera talents will be developed for use in theatrical productions by Cinema Center Films division.

The key to product development is diversity. Currently there are 10 to 15 properties in development. There are no westerns, comedies or musicals. Beyond these limitations, the stories and scripts range a wide spectrum of en-



Mr. Adler

tertainment. The first film is a fantasy-drama. It will be shot on four to five week schedules, produced in color and be brought in for \$1 million or less. Some will be filmed, at least in part, outside the CC100 studio, which is located at CBS Studio Center, North Hollywood. The fourth or fifth production will be filmed in Spain under the supervision of Steve Shagan, producer of the *Tarzan* series.

The progression for the feature films turned out by the CC100 unit likely will follow established patterns. After playing network television they will go into domestic syndication, then foreign TV syndication and finally (certain selected ones) into foreign theatrical release. CBS, of course, has rights to the entire package.

Mr. Adler expects to have at least five films completed by the end of this year for possible presentation by the network during 1969-70. But he is not at all certain that any of his films will play in the upcoming season. "I didn't come here to turn the world upside down," he points out. "What's important is having adequate preparation time to make the films properly."

### "Telek" makes its debut

"Telek," a new booklet described as a quarterly review of film telecasting, is being published by Eastman Kodak. The publication, liberally laced with photos, deals with film production and processing by stations, production houses and Kodak representatives. D. E. Hyndman, general manager of Kodak's motion picture and education markets division, said "Telek" is "dedicated to television" and its purpose will be information as to "where film's special capabilities apply and how to make the most of them."

The initial issue contains articles on the production center at WFBM-TV In-

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### Old radio prodigy tries TV

Orson Welles and CBS-TV have reached an agreement under which the actor-writer-producer will produce a television special for CBS-TV for next season and perhaps one a year for several years. Mr. Welles, whose production of *War of the Worlds* on CBS Radio in 1938 led many listeners to think America was being invaded by Martians, reportedly will be free to decide what sort of program to produce, and the success of his initial venture, coupled with his own inclinations, will largely determine whether other Welles specials will follow.

### Program notes:

**Helping hands** ■ KTTV(TV) Los Angeles, a commercial VHF, will turn over an hour of air time on April 23 to present a taped telecast of a fund raising project for noncommercial KCET (TV) Los Angeles. As a fund-raising event, KCET is staging an auction which is scheduled to run for five days. KTTV will carry an hour of coverage of the event from 2:30-3:30 p.m.

**Eastward ho** ■ Hollywood Video Center, a television production facility, and Western Video Productions, its program production division, have established New York offices at Delmonico's hotel.

**Peppered convention sales** ■ Pepper & Tanner Inc., Memphis, came away from the 1969 National Association of Broadcasters convention in Washington, realizing sales of \$632,000. Included in the new business were sales in the TV library division, a service providing an array of flexible commercials said to be easily localized in 60-, 30- and 20-second variations.

**Comprende Cuban?** ■ Spanish language television has come to Miami, home of many Cuban immigrant families, with a 44-hour weekly Spanish schedule on WAJA-TV (ch. 23). The programs are being supplied by the newly formed Tele-Cuba, under the direction of Jose Alfredo Lopez, known professionally as Jaolo, and Aramis del Real.

**Fight telecasts** ■ Global Sports Television, Palo Alto, Calif., has purchased U. S. rights to the "Fight of the

Month" telecasts from Feature Attraction Inc., Las Vegas. U. S. rights, excluding New York and New England, to the Sonny Liston-Scrap Iron Johnson heavyweight elimination match were acquired by GST in a separate agreement. The first of the series of 90-minute telecasts featuring international professional boxers will be aired on May 16.

**'Cat' program has two lives** ■ NBC-TV will rebroadcast *Big Cats, Little Cats*, a one-hour color special Friday (May 9) 7:30-8:30 p.m. EDT. The program was originally aired on NBC May 14, 1968.

**Barrett in syndications** ■ Gossip commentator Rona Barrett, resigning from KABC-TV Los Angeles and the other four ABC-owned TV stations, begins daily syndication on April 21 within the news programs of four Metromedia-owned television stations. A long-term contract with Metromedia Television News provides WNEW-TV New York, KTTV(TV) Los Angeles, WTTG(TV) Washington and KMBC-TV Kansas City, Mo. with Miss Barrett's feature interviews Monday through Friday. Her reports will be syndicated by Metromedia Producers Corp.

**First customer** ■ Twentieth Century-Fox Television reported last week the first

sale of its new one-hour music special, *The Sound and the Scene*, has been made to Metromedia Television. The sale covers Metromedia's WNEW-TV New York, KTTV(TV) Los Angeles, KNEW-TV San Francisco, WTTG(TV) Washington and KMBC-TV Kansas City.

**Hopping in Curacao** ■ Robert Keeshan Associates will begin filming next month on the island of Curacao for a one-hour television special for release late next fall. Program is to be called *Captain Kangaroo's Curacao Caper*.

### CBS inches ahead in Nielsen ratings

CBS-TV pulled ahead in the national Nielsen ratings for the two-week period ended March 23, with a 20.9 average rating. NBC-TV followed closely with a 19.6 and ABC-TV had a 15.1.

One special, Bob Hope on NBC, and the CBS Thursday movies, "The Stripper" and "Paris When It Sizzles," placed in the top-20 rankings. The other top programs included the usual comedy series *Rowan and Martin's Laugh-In* and *Julia* on NBC, *Gomer Pyle, Mayberry RFD* and *Family Affair* on CBS, *Bewitched* on ABC and the long-running westerns, *Bonanza* on NBC and *Gunsmoke* on CBS.

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## Another banner quarter for RCA

**NBC contributed 13% sales gain in '69; group joins NYSE's top-50 institutional investor favorites**

RCA last week reported another record quarter for sales and earnings. President Robert W. Sarnoff said net profits in the first quarter of 1969 increased 5% to \$40.8 million on a 1.5% increase in sales, which totaled \$769.9 million.

Among leading revenue gainers for RCA was NBC, which Mr. Sarnoff said enjoyed a 13% gain in sales during the quarter. He did not give dollar figures for the radio and television networks, but said NBC "got a good leg up on a prospective 25th consecutive year of record revenues."

He also forecast continued steady growth in color-television set sales during the year with "a steady growth pace rather than the spurting characteristic of some earlier years." For the future, he said, "we think the market will broaden fairly rapidly, with more em-

phasis being placed on portables and table models."

Largest single gainer during the quarter for the communications and manufacturing giant was the computer area, where Mr. Sarnoff said domestic computer revenues rose 43% over the same 1968 quarter.

Another area of major gain was Random House, which Mr. Sarnoff said increased sales 12% and is headed toward a record year. The Hertz Corp. subsidiary, increased sales by 9% over the first quarter of 1968, while government business decreased 18%.

Mr. Sarnoff also predicted continued earnings progress during 1969. He said: "We are cautiously optimistic about the economy's continued advance, but we intend to keep our guard up in the months ahead."

Meanwhile, the April issue of the

*Exchange Magazine* of the New York Stock Exchange, reports that, for the first time, this year RCA has joined the ranks of the top-50 favorites of institutional investors.

The magazine said RCA ranks 31st in institutional investment, with 355 institutional portfolio holdings. That's up from 282 a year ago. Only two other broadcasting-related firms are on the list of institutional favorites, both manufacturers: 3M Co., 21st, and Westinghouse Electric Corp., 32nd.

In another financial development, a proxy statement for RCA's annual stockholders meeting May 6 showed that RCA Board Chairman David Sarnoff owns 200,297 shares of the firm's common stock. Among other RCA top officials who own major blocks of stock are Bennett Cerf, Random House chairman, with 100,094 shares; Robert W. Sarnoff, 80,090 shares, and Elmer W. Engstrom, executive committee chairman, 84,371 shares.

The statement also showed that David Sarnoff receives a salary of \$290,000; Robert Sarnoff, \$225,000 plus a bonus of \$200,000; NBC Board Chairman Walter D. Scott, \$160,000 plus a \$140,000 bonus; Mr. Engstrom, \$250,000. The top 45 directors and officers of RCA receive a total of \$3,328,713 in salaries and \$21,181,000 in bonuses, or an averaged yearly income of \$122,438 per executive.

For the sixth time in the past 14 years, two minority stockholders have introduced a resolution to be voted on at the annual meeting in New York which would limit the annual payments to any RCA executive to a maximum of \$300,000, including a provision that any bonus cannot exceed 100% of salary. A similar resolution by Lewis and John Gilbert was last voted down in 1964.

For three months ended March 31:

	1969	1968
Earned per share	\$0.63	\$0.60
Gross income	769,900,000	758,200,000
Pretax income	78,700,000	75,200,000
Net income	40,800,000	38,700,000

## Time-Life Broadcast shows record '68

Time Inc., New York, group publisher, broadcaster, and CATV owner, reported increases in revenues and net income for 1968, and revealed in its annual report to stockholders that its subsidiary, Time-Life Broadcast Inc., had record revenues for the 12-month period.

The report added that subscribers

All of these securities having been sold, this announcement appears as a matter of record only.

NEW ISSUES

April 11, 1969

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to the company's CATV systems doubled during 1968—to over 60,000. Time owns or has interest in cable systems in 12 states, including New York, Pennsylvania, Michigan, Indiana, California, and Texas. Its broadcast properties are KLZ-AM-FM-TV Denver; WOOD-AM-FM-TV Grand Rapids, Mich.; KOGO-AM-FM-TV San Diego; KERO-TV Bakersfield, Calif., and WFBM-AM-FM-TV Indianapolis.

By mid-1969, it was disclosed, four of Time's TV outlets "will offer separate production facilities to local advertisers and industrial firms interested in making commercials and industrial films and video tapes."

Magazine publishing (*Time*, *Life*, *Fortune* and *Sports Illustrated*) provided 60% of the company's revenues; book publishing accounted for 15%, and pulp and paperboard manufacturing, 13%. Broadcasting contributed 5% and all other activities, 7%.

Time's involvement with motion pictures expanded during 1968. A series of nature and science films, produced by the company's broadcast division, were shown on the National Educational Television network. In addition, *Sports Illustrated* released a number of short films to commercial stations and it was announced that three one-hour specials based on Time-Life Books will be produced by Metro-Goldwyn-Mayer and will appear on network television during the 1969-70 season.

For the year ended Dec. 31, 1968, Time posted revenues of \$567,811,000, compared to \$519,630,000 in 1967. Net income was \$32,100,000 for \$4.46 per share, compared to \$31,161,000 for \$4.36 per share the previous year. Average shares outstanding amounted to \$7,205,000 in 1968; 7,143,000 in 1967.

## MGM set to buy Interphoto Corp.

Metro-Goldwyn-Mayer announced last week that it has reached agreement in principle to buy Interphoto Corp., Long Island City, N. Y., a distributor of cameras and other photographic and audio equipment.

The purchase will be through an exchange of one share of new series of convertible-preferred MGM stock for each share of Interphoto, or a maximum of 1.032 million shares of MGM preferred. Each share of the preferred stock would be convertible at any time into 1.25 shares of MGM common stock and would carry an initial dividend of 50 cents that would automatically increase by 25 cents each year until it reaches \$1.75 per share.

Total value of the transaction is about \$50 million. It is subject to negotiation of a formal agreement and approval by the boards and stockholders

of both companies. Interphoto had sales of \$57.4 million and a net income of \$1,877,500 for \$1.82 per share in the fiscal nine months ended Nov. 30, 1968.

## Company reports:

**Fuqua Industries Inc.**, Atlanta-based group broadcaster and diversified company, reported increases in net revenues and net operating income for the year ended Dec. 31, 1968:

	1968	1967
Earned per share	\$1.80	\$1.27
Net revenues	223,863,000	197,801,000
Pretax income	19,102,000	13,617,000
Net operating income	9,156,000	6,581,000

Notes: 1967 figures are restated to include businesses acquired in 1968 on a pooling of interests basis and to reflect retroactive changes in accounting for income taxes. Extraordinary items are 10 cents per share as restated for 1967: two cents per share for 1968.

**Filmways Inc.** reported a 23% increase in net income to a record \$1 million in the fiscal first half of 1969. For the period ended Feb. 28:

	1969	1968
Earned per share	\$0.91	\$0.79
Revenues	26,403,000	24,331,000
Expenses	24,431,000	22,749,000
Pretax income	1,972,000	1,582,000
Net income	1,012,000	822,000

**Publishers Co.**, Washington-based publisher and printer, reported a 107% jump in net income and a 34% increase in net sales for 1968. Publishers, which is buying WONS and WBG (FM), both Tallahassee, subject to FCC approval (BROADCASTING, Dec. 9, 1968), has told stockholders that it intends to expand its broadcast holdings.

For the year ended Dec. 31, 1968:

	1968	1967
Earned per share	\$0.79	\$0.61
Net sales	33,893,500	25,302,439
Net income	1,060,726	511,754
Average shares outstanding	1,273,763	774,072

**Kaufman and Broad Inc.**, Los Angeles, home builder and group CATV owner, reported a record 65% increase in income and a record 70% sales increase for the first quarter ended Feb. 28:

	1968	1967
Earned per share	\$0.26	\$0.17
Revenues	19,996,177	11,786,627
Net income	926,781	560,033
Shares outstanding	3,632,986	3,413,138

**Vikoa Inc.**, Hoboken, N. J., CATV manufacturer and systems operator and parent of Krantz Films, reported record sales and profits for the year ended Dec. 31, 1968:

	1968	1967
Earned per share	\$0.78	\$0.60
Net sales	19,086,610	15,297,851
Television film rentals	2,415,956	2,774,299
Pretax income	1,953,531	1,694,745
Net income	1,205,531	882,745

**Entron Inc.**, Silver Spring, Md., multiple CATV owner, reported declines in net sales and net income for the year ended Dec. 31, 1968:

	1968	1967
Earned per share (loss)	(\$2.24)	(\$1.30)
Net sales	2,018,828	2,848,683
Pretax income (loss)	(1,379,044)	(1,209,626)
Net income (loss)	(1,361,468)	(789,579)

Note: 1967 figures are restated to reflect pooling of interest of Hi-Temp Corp., acquired Jan. 15, 1969.



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**RCA**

## Two publishing groups break-off merger talks

Richmond Newspapers Inc., group broadcaster and publisher, and Universal Publishing & Distributing Corp., New York, have called off their proposed merger into a new holding company (BROADCASTING, Feb. 17).

Reason for the cancellation was not given, but the companies said the arrangement had not proven feasible.

Richmond's board of directors have approved a proposal to make the company a subsidiary of a new holding company—Media General Inc. If the plan receives shareholder approval at the company's annual meeting May 15, Richmond stock will be exchanged for Media shares on a one-for-one basis.

Richmond Newspapers owns WRNL-AM-FM Richmond, Va., and the *Richmond Times-Dispatch* and *News Leader*. In addition, it owns about 55% of WFLA-AM-FM-TV Tampa, Fla., and Tampa newspaper *Times* and *Tribune*,

but the company said Media General plans to buy another 29% interest in the *Tribune Co.*, parent of the Florida stations and newspapers, for about \$9 million.

## Reeves sets public offering of 750,000

Reeves Industries Inc., Danbury Conn., has filed a registration statement with the Securities and Exchange Commission seeking registration of 750,000 common shares, issuable upon conversion of \$3 million of 7% senior promissory notes, due 1980, held in equal amounts by Northwestern National Life and The Paul Revere Life Insurance Co.'s

Northwestern and Paul Revere propose to offer the shares for public sale at \$7.75 per share maximum.

Reeves, which reported an increase in net income but a decline in net sales for 1968 (BROADCASTING, April 7), develops, manufactures and markets magnetic tapes and produces bulk wire rope.

It also develops and markets processes for diffusing chromium and other metallic materials into other metals and repairs and modifies turbine engine parts.

The company has 3,436,175 shares outstanding. John M. Richardson is board chairman and president.

## Telemation files public sale with SEC

Telemation Inc., Salt Lake City, has filed a registration with the Securities and Exchange Commission, offering 220,000 common shares for public sale through Goodbody & Co., New York, at \$13.75 per share maximum.

Telemation designs, manufactures, and services equipment for television, CATV systems and closed-circuit educational TV systems.

Of the net proceeds from the stock sale, \$465,000 will be used to repay short-term bank loans and \$200,000 to repay loans to two stockholders—Kearns-Tribune Corp. and The Stand-

## 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 April 10	Closing April 3	Closing March 28	1969		Approx. Shares Out (000)	Total Market Capitalization (000)	
					High	Low			
<b>Broadcasting</b>									
ABC	N	64½	59½	56½	76½	56½	4,709	\$ 266,600	
Atlantic States	O	9½	10	10	15½	9½	1,798	18,000	
Capital Cities	CCB	66	68	66½	79	62¾	2,811	186,900	
CBS	N	51½	50	50½	54½	44½	24,138	1,215,900	
Corinthian	CRB	27	26½	28½	37½	25½	3,384	97,300	
Cox	N	43	44½	47½	59	42½	2,884	135,900	
Gross Telecasting	O	18½	19	40	38½	18½	400	16,000	
Metromedia	MET	43¾	42½	47½	53¾	40½	5,408	257,600	
Pacific & Southern	O	21½	23	24	25½	19½	1,616	38,800	
Reeves Broadcasting	RBT	A	25½	20½	22½	35½	2,091	47,800	
Scripps-Howard	O	27	28	28½	31½	27½	2,589	73,800	
Sonderling	SDB	A	39½	34½	33½	40	32½	963	32,300
Taft	TFB	N	37	37	38	40½	3,363	127,800	
<b>Total</b>							<b>56,154</b>	<b>\$ 2,514,700</b>	
<b>Broadcasting with other major interests</b>									
Avco	AV	N	35½	33½	36	49½	12,535	\$ 451,300	
Bartell Media	BMC	O	14½	14½	14½	22½	2,106	31,300	
Boston Herald-Traveler	A	O	40½	42	40	71	38	574	23,000
Chris-Craft	CCN	N	45½	45	46	58½	38½	1,395	64,200
Cowles Communications	CWL	N	13½	14½	14½	17½	13½	3,620	53,400
Fuqua	FQA	N	39	38½	36½	47	34	3,781	139,400
Gannett	GCI	N	38½	39½	42	40½	38	5,322	223,500
General Tire	GY	N	25½	24	26½	34½	24	17,402	461,200
Gray Communications	O	18½	10½	10½	12½	9½	475	5,200	
Lamb Communications	O	5½	5½	5½	10	5	2,468	13,600	
Liberty Corp.	LC	N	18½	19½	20½	23½	18½	7,036	146,000
LIN	O	14½	13½	13½	30½	13½	1,415	19,100	
Meredith Co.	MDP	N	54½	53	53½	59½	47½	2,744	146,100
The Outlet Co.	OTU	N	22½	23½	24½	22½	30½	1,229	30,300
Plough Inc.	PLO	N	66	65½	66	72½	62½	6,761	446,200
Post Corp.	O	22	22	22½	40	17	566	12,700	
Rollins	ROL	N	35½	33½	33½	38½	30½	7,947	266,200
Rust Craft	RUS	A	30½	30½	30½	38½	29½	1,169	35,400
Storer	SBK	N	47½	43½	45½	62	41½	4,194	190,300
Time Inc.	TL	N	81½	79½	81½	100½	75½	7,211	587,700
Wometco	WOM	N	21½	21	21½	21½	19½	5,723	121,600
<b>Total</b>							<b>95,673</b>	<b>\$ 3,467,700</b>	
<b>CATV</b>									
Ameco	ACO	A	12½	10½	10½	14½	10½	1,200	\$ 13,100
Columbia Cable	O	14½	14½	14½	15½	13½	580	8,400	
Cox Cable Communications	O	18½	18½	18½	19½	16½	2,500	45,600	
Cypress Communications	O	15	15	15	23	12	808	12,100	
Entron	O	5½	6½	6½	10	5½	607	3,800	
H & B American	HBA	A	17½	14	14½	20	13½	4,973	70,900
Sterling Communications	O	7½	9½	9½	10	6½	500	4,900	
Teleprompter	TP	A	54½	47½	51½	66½	46½	995	51,000
Television Communications	O	12½	12½	12½	17½	12½	2,090	26,600	
Vikoa	VIK	A	27½	26	26½	33½	23½	1,573	41,500
<b>Total</b>							<b>15,826</b>	<b>\$ 277,900</b>	

ard Corp. An additional \$433,000 will be used in connection with site development and construction of a plant in Salt Lake county to house Telemation's administrative, sales, manufacturing and warehousing facilities. The balance will be added to working capital.

Telemation has 853,173 shares outstanding, of which Tribune and Standard own 31.3% each and Lyle O. Keys, president, 21.2%.

### Financial notes:

▪ Corinthian Broadcasting Corp., New York, has declared a dividend of 7½ cents per share, payable April 30 to stockholders of record April 15.

▪ The board of directors of Capital Cities Broadcasting Corp. has recommended a two-for-one stock split and an increase in authorized capital stock from 5.6 million to 10 million shares. Shareholders will vote on the proposals at the company's annual meeting May 12.

▪ Outlet Co., Providence, R. I., has declared a regular quarterly dividend of \$1.37½ per share on 5½% convertible preferred stock and a dividend of 16¼ cents per share, on common stock, both payable May 6 to stockholders of record April 18.

▪ Commonwealth United Corp., Beverly Hills, Calif., has approved a previous proposal to merge with Perfect Film & Chemical Corp., New York (BROADCASTING, March 24). The Commonwealth approval is contingent upon approval by Perfect's board. Commonwealth is engaged in entertainment, leisure-time products, oil, gas, real estate and professional services. Perfect is involved in photo finishing, book publishing and production of musical instruments.

▪ Gannett Co., group newspaper, broadcast and CATV owner, has reached agreement in principle to buy the *Pensacola (Fla.) Journal and News* from Perry Publications Inc. Purchase price,

which was not specified, will include cash, Gannett subordinated notes and assumption of certain long-term debts.

▪ Culligan Communications Corp., New York, has acquired a book publishing firm, Theadra Inc., for an undisclosed amount of cash.

▪ MPO Videotronics Inc., New York, television commercial producer, has reported sales and earnings figures for the three months ended Jan. 31. Sales were \$4,257,429; net income was \$48,123 or nine cents per share. Comparative figures were not available because the company has not reported quarterly results before. MPO previously reported an increase in sales and a decline in net income for the year ended Oct. 31, 1968 (BROADCASTING, Feb. 17).

▪ National General Corp., Los Angeles, has declared a regular dividend of five cents per share, payable June 1 to stockholders of record May 12.

	Stock Symbol	Exchange	Closing April 10	Closing April 3	Closing March 28	1969		Approx. Shares Out (000)	Total Market Capitalization (000)
						High	Low		
<b>Programming</b>									
Columbia Pictures	CPS	N	32¾	33¾	33½	42	29¾	5,113	\$ 171,300
Commonwealth United	CUC	A	14¾	14¾	15½	24¾	13¾	7,396	114,600
Disney	DIS	N	82¼	76½	79½	86¾	69¾	4,346	345,500
Filmways	FWY	A	30	29¾	31	38¾	28½	1,079	33,400
Four Star			75¾	5¾	5¾	10	5	666	3,800
Gulf & Western	GW	N	32	32½	32½	50¾	31½	15,700	514,200
MCA	MCA	N	37	38½	36¾	44½	36½	8,059	297,200
MGM	MGM	N	38	38¾	39½	44½	37½	5,762	227,600
Transamerica	TA	N	34¾	34¾	36¾	38¾	32	59,742	2,195,500
Trans-Lux	TLX	A	35¼	36¾	39½	58¾	34¾	856	33,600
20th Century-Fox	TF	N	33¾	33¾	32½	41¾	31½	7,072	227,200
Walter Reade		O	12	13¾	13½	15¾	12	2,248	30,300
Warner-Seven Arts	WBS	A	49¾	48½	48¾	64½	39¾	3,816	185,600
Wrather Corp.		O	15 ⅞	15½	16	22¾	15½	1,760	28,200
						<b>Total</b>		<b>132,615</b>	<b>\$ 4,408,000</b>
<b>Service</b>									
John Blair		O	25 ⅞	25¼	25	30	22¾	2,271	\$ 56,800
Comsat	CQ	N	45¾	45	44¼	55¾	41¾	10,000	442,500
Doyle Dane Bernbach		O	29¾	29	28	31¾	28	2,104	58,900
Footo, Cone & Belding	FCB	N	14¾	15	14¾	15¾	14	2,159	31,000
General Artists		O	14¾	15	16	20½	15	581	9,300
Grey Advertising		O	15½	15¾	15¾	18¾	14	1,199	18,900
Movielab	MOV	A	10¾	11	10¾	14¾	10¾	1,407	15,100
MPO Videotronics	MPO	A	14¼	14¾	15	22¾	14¾	536	8,000
Nielsen		O	35½	36¾	36¾	37	31¾	5,240	189,900
Ogilvy & Mather		O	30¼	29¾	27½	29¾	21½	1,090	30,000
Papert, Koenig, Lois	PKL	A	19¾	18¾	19¾	30½	10¾	721	14,300
Wells, Rich, Greene		O	16¼	18	17¾	18	13	1,501	26,600
						<b>Total</b>		<b>28,809</b>	<b>\$ 901,300</b>
<b>Manufacturing</b>									
Admiral	ADL	N	18¾	15¾	16½	20¾	15	5,110	\$ 84,300
Ampex	APX	N	38¾	37¾	38½	39¾	32½	10,571	407,000
General Electric	GE	N	91¾	90¾	92¾	96¾	85¾	90,578	8,355,800
Magnavox	MAG	N	54¾	52¾	54¾	56¾	47¾	15,446	839,900
3M	MMM	N	102½	101	102½	106	94	54,110	5,566,600
Motorola	MOT	N	109¼	104¾	111	133½	102¾	6,122	679,500
RCA	RCA	N	44¼	43¾	41¾	48¾	41¾	62,612	2,606,200
Reeves Industries	RSC	A	8	8	8¾	10¾	7½	3,415	28,600
Visual Electronics	VIS	A	22	22¾	23	37	19	1,233	28,400
Westinghouse	WX	N	66	66¾	67½	71¾	64¾	38,239	2,571,600
Zenith Radio	ZE	N	49	49½	50½	58	48¾	18,924	948,600
						<b>Total</b>		<b>306,360</b>	<b>\$22,116,500</b>
			<b>Grand total</b>					<b>626,437</b>	<b>\$33,686,100</b>
<b>Standard &amp; Poor Industrial Average</b>			<b>111.03</b>	<b>109.95</b>	<b>110.91</b>	<b>113.19</b>	<b>106.36</b>		

N-New York Stock Exchange  
A-American Stock Exchange  
O-Over the counter (bid price shown)

Shares outstanding and capitalization as of March 28

**BBC plans to retain its Third Program**

Charles Curran, the British Broadcasting Corp.'s new director-general, has denied reports that the corporation is intending to drop the minority-interest Third Program—Radio 3.

Mr. Curran, who took over as chief executive from Sir Hugh Greene on April 1, said on his first day of office that, as far as he was concerned, the abandonment of Radio 3 at this stage was "quite contradictory to the aim of the BBC, which is to provide a comprehensive radio service."

He qualified, however, that "the future of radio is now being considered by a policy study group which will report in May, in time for us to make recommendations [on radio generally] to the postmaster-general before he decides on the future of local radio." The experiment in local radio is due for evaluation in July.

Declaring that he was "logically opposed" to advertising on any of the BBC's services, he added that if advertising were accepted, quite a different attitude would have to be adopted in terms of the motivation of programs. According to Mr. Curran: "Any fool can run a majority service with advertising."

The BBC, he said, was hoping for a considerable increase in revenue from the license fees of additional color TV set users. It was too early to speculate on the number of people who would be turning to color when the corporation's first service and independent TV introduced color programing, but the high initial cost of renting or buying a color set remained a serious handicap to both networks as well as the TV industry. Nevertheless, said Mr. Curran, it was

in the interests of the BBC and independent TV that they should do well in color, "so that we shall all benefit from the increased sale of sets."

**Scranton to lead U.S. satellite conferees**

Former Pennsylvania Governor William M. Scranton has been named to head the U. S. delegation to the International Conference on Satellite Communications, when it resumes in the fall ("Closed Circuit," March 31).

The conference met earlier this year in Washington and adjourned on March 21 until November (BROADCASTING, March 24).

Mr. Scranton succeeds Leonard H. Marks, former director of the United States Information Agency and a communications lawyer, as chief of the American delegation. Mr. Marks, who was also chairman of the full conference, resigned after the first Intelsat session ended. He has resumed private law practice in Washington.

**Baseball beamed from Mexico to Montreal**

The major league *Baseball Game of the Week* series on NBC-TV will be seen in Puerto Rico, the Virgin Islands, Mexico and Canada as well as in the U.S.

NBC International has made arrangements with WAPA-TV San Juan, P. R., and WBNB-TV St. Thomas, V. I., to carry all 25 Saturday games and the three Monday-night games. The coverage has also been sold to Telesistema Mexicano and the English- and French-language television networks of the Canadian Broadcasting Corp.

On the local baseball level, the New

York Mets will be carried by Spanish-language WHOM New York each Saturday and Sunday. The games will be sponsored by Rheingold Breweries, with R. J. Reynolds, Carolina Rice, Royal Crown Cola and Ninth Federal Savings and Loan Association also participating.

WBNX New York will carry 76 New York Yankees night games in Spanish, and is trying for clearance on three day games. Pablo Ralez Nunez will call the play-by-play. The games will be produced for WBNX by Simpatico Productions.

**ITV sells seven to Canada**

Independent Television Corp. has reported a record sale in the Canadian market, with purchases of seven shows by networks there at a total price of over \$2 million. Bought by the CTV network were *This is Tom Jones*, *The Strange Report*, *Department S*, *Randall & Hopkirk (Deceased)*, *Joe 90* and *The John Davidson Show*. The Canadian Broadcasting Corp. bought *The Liberace Show*.

**Abroad in brief:**

**Philippines order** ■ Ed Ries and Associates, Los Angeles-based used and surplus TV-equipment brokerage firm, has an order to provide full production and transmission facilities to the Republic Broadcasting System, Manila, for a new station on channel 4 in Baguio City, Philippines.

**High-powered request** ■ The Canadian Broadcasting Corp. has asked the Canadian Radio-Television Commission to amend its license for its shortwave transmitters at Sackville, N. B., to permit operation with a power of 250 kw on assigned frequencies.

**For overseas** ■ Sinatra Enterprises has acquired foreign distribution rights to *Feelings of Feliciano*, a special set for NBC-TV April 27.

**Overseas appointment** ■ Alcan-Aluminumwerke GmbH, Göttingen, West Germany, manufacturers of household appliances, has appointed Foote, Cone & Belding, Frankfurt, to handle its advertising. FC&B, Brussels, has been selected by Fortune Management Inc., a Belgian mutual fund company, to handle the account in Europe, South America and the Far East. FC&B London, has been named to handle Brains of Bristol, a subsidiary of Kraft Foods Ltd. The subsidiary produces sausages, pies and frozen foods.

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**Broadcasting**  
THE BUSINESSWEEKLY OF TELEVISION AND RADIO

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### WQXI-TV supports emergency phone number

A crusade mounted by WQXI-TV Atlanta for local adoption of a single emergency telephone number may have wider implications. The station enlisted the help of Representative Fletcher Thompson (R-Ga.), who plans to introduce legislation that would facilitate the spread nationally of single-number emergency centers.

Bills were introduced in the last Congress to provide for a single number—911—as a national policy, and several have been reintroduced this year. But the Thompson measure is to go a step further. His bill, which has been drafted and is now being circulated for co-sponsorships, would provide for a federal grants program to help localities set up special communications centers.

The centers would be staffed with operators trained to cope with emergency calls from anywhere in metropolitan areas by dialing the three digits—chosen for ease of recall and dialing, even in the dark, supporters say.

Telephone companies have set aside 911 for emergency use and some cities have already instituted single-call emergency service, the station notes. In some areas, phone companies are modifying outdoor pay stations so that an emergency number can be reached without first depositing coins.

Representative Thompson plans to introduce his bill on April 22, a spokesman said.

After launching an editorial campaign, WQXI-TV reports, Atlanta Mayor Ivan Allen set up a special study commission to work out details of a 911 system. In its editorials the station observes that under present procedures a citizen of the Atlanta area seeking help is confronted with 34 different emergency numbers.

### SR honors eight TV shows, commercials

Eight television programs and a group of antismoking TV commercials were cited last week by the *Saturday Review* for "distinguished achievement in the public interest."

The programs chosen by SR's judges are: *National Educational Television Journal* on the National Educational Television network; *Rowan and Martin's Laugh-In* on NBC-TV; the Olympic Games coverage on ABC-TV; National Geographic specials on CBS-TV; *The Undersea World of Jacques Cousteau* on ABC-TV; *Justice Black and the*

*Bill of Rights* on CBS-TV; *The CBS Children's Film Festival* on CBS-TV; Chicago convention coverage on CBS-TV and NBC-TV, and antismoking commercials on all networks, for which attorney John Banzhaf III was cited.

The *Saturday Review* also singled out for citations 30 advertising campaigns in the printed media. Among the panel of judges for SR's 17th annual awards were Norman E. Cash, president of the Television Bureau of Advertising; Joseph R. Daly, president of Doyle Dane Bernbach; Tom Dillon, president of BBDO; James L. Isham, president of Needham, Harper & Steers; Robert P. Keim, president of The Advertising Council, and Elmo Roper, senior consultant, Roper Research Associates Inc.

### Fire awards presented to U.S.-Canada radio-TV

A documentary produced at KELO-TV Sioux Falls, S. D., and a radio editorial by CFRB Toronto received first prizes in TV and radio categories in the International Association of Fire Fighters International Awards program.

*The Firemen*, produced by Dick Briggs of KELO-TV, concerned fire prevention and safety procedures during a fire. The second and third prize entries came from WMAQ-TV Chicago and WTEV(TV) New Bedford, Mass., respectively.

In his prize-winning editorial on CFRB, Jack Dennett, constructed a reasonable basis for upgrading Toronto firemen's salaries. A running account of a major blaze on KFJZ Fort Worth won second place and third place went to KFI Los Angeles. A special citation was awarded to the Chesapeake and Potomac Telephone Co. of Maryland for its public-service TV film, "Where There's Fire."

### Promotion tips:

**Honors in Haiku** ■ Three entrants in Triangle Stations' Haiku competition at the National Association of Broadcasters convention were awarded Magnavox radios: Warren J. Cavior, board chairman of Universal Communications; Rea M. Pyle of WETA-TV Washington, noncommercial, and Avra Fliegelman of the Broadcast Information Bureau. Free-lance Aubrey H. Stark and Ian Harrower, WWJ-TV Detroit, received honorable-mention citations. Haiku is a three-line Japanese verse form, which was adapted to the theme "the role of the broadcaster" for the competition.

**Happy birthday** ■ WRKO Boston received over 17,000 birthday greetings in response to its "most original birthday card" contest. The \$2,000 jackpot, offered in celebration of the station's second year with a contemporary music format, was won by Gary Stubbs of Weston, Mass., who submitted a 12-compartment cabinet featuring different scenes in WRKO's history.

**Home movies to Vietnam** ■ Local TV stations have often shown films of servicemen stationed in Vietnam to the servicemen's families and friends, but KRCTV Redding, Calif., has reversed the procedure by filming some 20 families of local men who are serving in Vietnam. The black-and-white, three-minute films are being mailed to the individual servicemen. The project is called "movies from home." It was organized by the women's auxiliary to Veterans of Foreign Wars.

**Council formed** ■ WTMJ-AM-FM-TV, Milwaukee Journal stations, have formed a new public service council that includes representatives of 17 local area charitable, religious, educational and civic groups.

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## X-ray scare raised on Long Island

### Hot readings in N.Y. prompt blasts at PHS, FTC by Koch, Rosenthal

The color-TV radiation controversy, assumed to have subsided after Congress passed an electronic-products safety bill last year, flared anew last week.

The health officer of Suffolk county, N. Y. (part of the New York metropolitan area), reported that 20% of the 5,000 color-TV sets tested in that community gave off excessive radiation.

The report spurred vigorous activity on Capitol Hill. Representatives Edward I. Koch (D-N. Y.) and Benjamin Rosenthal (D-N. Y.), both staunch consumer protectionists, issued an appeal to Surgeon General William H. Stewart, and Federal Trade Commission Chairman Paul Rand Dixon to re-

quire all TV-set makers to inspect their sets at home or by recall to the factory to repair defective receivers, and to include a radiation counter in all new sets and provide one for all old sets.

The congressmen also called for the implementation immediately of the Radiation Control Act of 1968, and urged the Public Health Service and the FTC to immediately use the newspaper, radio and TV, "including color TV," media "to alert the public to the dangers and to advise them whom they may call to have their sets inspected."

Seymour Becker, a physicist with the Suffolk county public-health service, who conducted the two-year-long, door-to-door survey, reported that "dangerous levels of radiation occurred in all types of TV sets, regardless of model, age, screen size or type of cabinet."

Set owners with color receivers putting out radiation in excess of 0.5 milliroentgens per hour, at two inches from a set's surfaces, were notified of the potential hazard. Some had the defects corrected free by manufactur-

ers; others were charged from \$15 to \$25. The 0.5 mr/hour standard was adopted in 1959, and affirmed again early in 1968, by the National Council on Radiation Protection and Measurements.

A spokesman for TV-set manufacturers said set makers "traditionally" have been producing color-TV sets that are below the 0.5 mr/hour standard. He also noted that health experts have testified that the 0.5 mr/hour standard is well below the danger level for radiation and that it is generally accepted that the radiation of soft X-rays from color-TV sets must be of long duration before harmful genetic effects could occur.

There's never been a documented case of radiation sickness from color TV, he stressed.

And, he added, many of the reports of excessive radiation have turned out to be due to TV sets whose voltages have been increased, or whose components have been changed, by TV servicemen.

Representative Koch earlier had declared that the FTC "has abdicated responsibility in this area, preferring to warn against diet sodas that might contain a harmful ingredient—might."

An FTC spokesman said that unless it could be shown that TV-set makers failed to disclose hazards, the problem lay more in the hands of the Public Health Service than the FTC.

The Radiation Control Act of 1968, passed by Congress last October, puts the responsibility for safety in the hands of the Secretary of Health, Education and Welfare. He was authorized to issue technical standards for all electronic products, including TV and radio receivers, but was ordered first to organize an advisory committee to recommend standards. This has not yet been done, although a HEW source said it was imminent.

Meanwhile the Radiological Health Bureau of PHS has been conducting some studies dealing with color TV, principally to standardize measuring techniques.

The color-TV radiation scare initially bloomed in late 1967 when GE recalled 100,000 of its color sets because

## Don't break your lead story!

You can't afford to have your lead story break before you put it on the air. That's why you need a processor that you can rely on to process your color news film precisely, economically and with virtually no danger of film breakage.

Pako's 28EK Ciné Processor handles all your 16mm and 35mm Ektachrome film—news, commercial, documentary. The daylight processor takes only 30 square feet of floor space and can process over 1,600 feet of film per hour. It gives you consistent, high-quality, with low operating costs. WAGA-TV in Atlanta reports that the

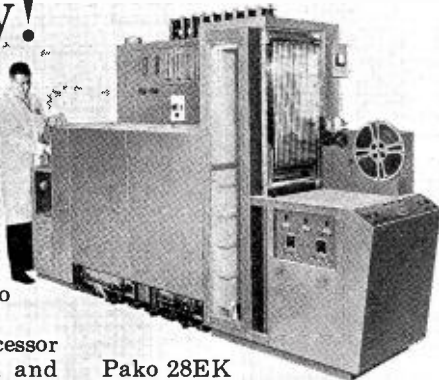
Pako 28EK has cut their film processing costs in half even though it is in operation only 2 to 3 hours a day.

Pako makes Ciné Processors for color and B/W films, reversal, negative and positive. Get all the details from your local Pako Distributor.



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of a faulty shunt regulator tube that permitted radiation in excess of the safety standard. This resulted the following year in a study of over 1,100 color-TV sets among PHS employes in the Washington area that showed 66 radiating dangerously, and 268 radiating somewhat.

## Tighter set standards for spectrum urged

An official of the Office of Telecommunication Management said last week that the lack of more stringent technical standards that apply to radio and TV, as well as other communications, receivers is a "critical deficiency, wasteful of spectrum space."

Captain L. R. Raish, USN, assistant to the James D. O'Connell, director of telecommunications management, made his comments before the telecommunications committee of the National Association of Manufacturers meeting in Washington.

Radio receivers, Captain Raish said, are a "major contributor to inefficient use of the spectrum because of their susceptibility to unwanted signals on adjacent channels, intermediate frequencies and image frequencies." The only standard applicable to radio receivers, he noted, has to do with oscillator radiation. The OTM, he said, is trying to determine what can be done.

If all transmitters and receivers were designed to incorporate spectrum-sav-

ing characteristics, Captain Raish said, considerable space could become available for more users.

The OTM executive also noted that the establishment of a National Electromagnetic Compatibility Analysis Facility, possibly to become active next year, is under consideration. He also said that OTM had plans for a pilot project to test the greater use of local or regional frequency coordination and engineering procedures in order to conserve spectrum space.

Lack of funds and personnel, he commented, made it unlikely that the test project could be begun for several years, although he did not identify the test site, it's understood to be Los Angeles, which is one of the metropolitan areas where mobile radio service users claim they require more spectrum space for their needs.

## FCC adopts new cable rules for common carriers

New FCC rules adopted last week would require common carriers filing microwave applications to serve CATV systems to notify the affected TV stations on or before the date of application.

The rules also initiate a filing requirement for the cable systems that are to be served. If there are any necessary requests for carriage of the signals to be relayed by microwave, the CATV must file its request with the commission on or before the date of the microwave

application.

The commission proposed the rules last year in what it described as an attempt to eliminate administrative burdens caused by unnecessary rule duplication. Those rules have been deleted and a new section, designated 21.713, has been added.

## New duplication process found by Matsushita

Matsushita Electronics Ltd. of Japan, Tokyo, has announced that it has developed a new method for rapid duplication of black-and-white and color video-tapes.

MEI said that it previously took one hour to duplicate one-hour video-tape, but, under its new method, the same job can be done in two minutes. MEI claimed its process is accomplished with "almost a negligible loss in detail."

## Technical briefs:

**Film face-lift** ■ Permafilm Inc., New York, has a new film-protection and film-rejuvenation machine for 16mm and 35mm film.

**New appointment** ■ CBS Laboratories, Stamford, Conn., has appointed William C. Turner Inc., Westport, Conn., for advertising and sales promotion.

**CCA sale in Catskill** ■ CCA Electronics Corp., Gloucester City, N. J., announced the sale of \$100,000 worth of equipment to WCKL Catskill, N. Y., granted a construction permit last December for 1 kw daytime on 560 kc.

## Fates&Fortunes

### Broadcast advertising

**George A. Dean, Robert L. Jordan and Peter F. McSpadden**, VP's and account supervisors on R. J. Reynolds, General Mills cereals and Procter & Gamble detergent and toilet-goods accounts, respectively, Dancer-Fitzgerald-Sample, New York, named senior VP's.



L-r: Jordan, Dean, McSpadden

**John M. Morena**, VP in charge of media, and **Howard E. Upson**, account director, New York office of McCann-Erickson, elected senior VP's. **Prescott T. Lustig**, VP and manager of Portland, Ore., office, and **James W. Roddy**, VP and senior management officer, San Francisco office, also elected senior VP's.

**Joseph Harris**, associate media director, Daniel & Charles Inc., New York, joins The Philadelphia Agency Inc., Philadelphia, as media director.

**Louis G. Maloof**, account supervisor, Grey Advertising Inc., New York, elected VP. **Blair Plowman**, **Peter Rosow** and **Herb Zittman**, account supervisors on Procter & Gamble account, named VP's.

**Harrison E. Mulford**, sales manager, WABC-TV New York, named general sales manager. He succeeds **Barrett H. Geoghegan**, who joins research firm of Daniel Starch & Staff, Mamaroneck, N. Y., as executive VP. **Benjamin R. Okulski**, account executive, ABC Spot

Sales, New York, succeeds Mr. Mulford as sales manager.

**Gilbert L. Dannehower**, VP and management supervisor, Sullivan, Stauffer, Colwell & Bayles, New York, joins Lennen & Newell there as senior VP and management supervisor. **Christy Walsh**, account supervisor, Erwin Wasey Inc., Los Angeles, joins L&N as VP and account supervisor.

**James Keefe**, account supervisor, The Bowes Co., Los Angeles, elected VP.

**Dennis R. Israel**, account executive, WIND Chicago, joins Radio Advertising Representatives Inc., New York, as eastern sales manager.

**Robert N. Wold**, VP and manager of N. W. Ayer & Son, Los Angeles, becomes VP and management supervisor of N. W. Ayer/Jorgensen/Macdonald Inc., Los Angeles. **Philip Willon**, VP and creative director of Ayer Los Angeles, becomes VP and associate creative director with new agency.

**Steve Courtney**, with Advertising Sales West, San Francisco radio rep firm,

named manager of new Los Angeles office at 4007 West 6th Street, 90005. (213) 384-1651.

**Robert H. Delehanty**, account executive, ABC Television Spot Sales, New York, joins Edward Petry & Co. in newly created position of sales manager of television division, Chicago office.

**Paul J. Muller**, VP and head of accounting department, Young & Rubicam, New York, elected to additional post of treasurer.

**Bob Dolph**, manager of San Francisco office, H-R Representatives, named VP and midwestern sales manager, Chicago office.

**Daniel L. McCabe**, with sales department, WRKO Boston, appointed sales manager, WROR(FM) Boston. Both are RKO General Broadcasting stations.

**Ed McCusker**, with WBYR(FM) Philadelphia, appointed general sales manager.

**L. Peter Marr Jr.**, with Omaha office of Foote, Cone & Belding, named VP.

**Frank Neumeister**, senior sales service representative, NBC, named administrator, sales service operations, West Coast. **James Ekman**, junior sales service representative, succeeds Mr. Neu-

meister. **Don Hector**, with NBC, assumes Mr. Ekman's duties.

## Media

**Donald R. Quayle**, executive director, Eastern Educational Network, New York, and consultant to Corp. for Public Broadcasting there, becomes director of network affairs for CPB. **Ralph W. Nicholson**, former assistant postmaster general for finance and administration, joins CPB as VP for finance and treasurer. **Leroy T. Miller**, project director and field research coordinator, Louis Harris & Associates, joins as manager of research, and **Stephen Dietz**, former chairman of Kenyon & Eckhardt, becomes CPB consultant for private financing.

**Edward F. Wagner**, with Nationwide Communications Inc., Columbus, Ohio, group owner, elected president. He succeeds **Bowman Doss**, who retires. **John W. Ranbarger**, treasurer, named VP-treasurer.

**Frank Minner**, controller of U. S. Communications Corp., Philadelphia group owner, elected VP, treasurer and assistant secretary.

**Jon C. Bednerik**, reporter, *Twin City*

*Sentinel*, Winston-Salem, N. C., joins government-affairs staff of National Association of Broadcasters, Washington. He formerly served on staff of House Committee on Education and Labor.

**Ronald C. Drescher**, assistant manager/sales manager, WVPO-AM-FM Stroudsburg, Pa., appointed general manager. He succeeds **Chester S. Miller**, also VP-treasurer of station, who will direct Ot-taway-Newspaper-Radio Inc., radio division, which, in addition to WVPO, includes WDOs Oneonta, N.Y., and WOCB-AM-FM West Yarmouth, Mass.

**Rudolph S. Nelson Jr.**, general manager, WFEA Manchester, N. H., elected VP.

**James D. Roosa Jr.**, president and general manager, WFAS White Plains, N.Y., joins WLNA-AM-FM Peekskill, N. Y., as VP and station manager.

**Ernest Nash**, Common Carrier Bureau supervisory attorney in FCC's computer communications inquiry, and **James F. Tierney**, assistant chief of Broadcast Bureau's office of network study, named hearing examiners. They fill vacancies created by retirement earlier this year of H. Gifford Irion and late Elizabeth Smith.

## Robert K. Richards dies at 56

Robert K. Richards, 56, president of the Washington public-relations firm, Richards & Barrington Inc., and former administrative vice president of the National Association of Broadcasters, died April 8 at the George Washington University Medical Center of a kidney disease.

Before forming his public-relations firm in 1954 Mr. Richards was actively involved for nearly 20 years in a broad spectrum of broadcast and industry-related activities, in addition to stints in newspapers and advertising. In 1945-47 he was editorial director of BROADCASTING Magazine.

Mr. Richards on graduation from Ohio State University in 1934 joined Campbell-Ewald Co., Detroit, as a copywriter. Mr. Richards was a nephew of Fletcher D. Richards, agency pioneer and then a vice president of C-E, who later formed his own agency in New York.

Between 1935 and 1938, Mr. Richards was associated with WAIU (now WTVN) Columbus, Ohio, WJR Detroit and the *Cincinnati Post*, where he also served as an announcer-newscaster on then Post-owned WCPO (now WUBE).

In 1938 Mr. Richards was named production director of WSPD Toledo, managed by J. Harold Ryan, who, when appointed assistant director for broadcasting in the Office of Censorship in 1942, named Mr. Richards as



his assistant. After three years of wartime service Mr. Richards became editorial director of BROADCASTING.

Mr. Richards joined the NAB in 1947 as director of public relations. During his tenure at the NAB he was instrumental in the creation of the Voice of Democracy contest, which still finds thousands of high school students competing for national prizes.

With the expansion of the trade organization Mr. Richards was named administrative vice president and it was expected that he would be named to the post of executive vice president, when on the eve of the 1954 NAB con-

vention he announced his resignation to enter station ownership. (NAB has a policy against station ownership by staff executives.) Mr. Richards last year sold his interests in WKYR Cumberland, Md., and WKWZ Muskegon, Mich.

When Mr. Richards formed his public-relations firm in October 1954, he was retained as a consultant to NAB. That retainership was renewed in 1961 by NAB President LeRoy Collins, who called on Mr. Richards to assist him in developing a reorganization of NAB with an emphasis on better government and public relations.

Mr. Richards was a member of the President's Committee on Employment of the Physically Handicapped and of the Executive Reserve, Office of Emergency Planning. He was a past vice president of the American Council on Education for Journalism and a past president of the National Broadcasters Club, Washington. He held membership in Sigma Delta Chi, Radio-Television News Directors Association, and several other professional societies.

Mr. Richards is survived by his wife, Helen Elizabeth; son Jeffrey Greene, and daughter, Mrs. Porter Shreve.

Services were held last Friday (April 11) at St. Alban's Episcopal Church, Washington. Interment will be at Urbana, Ohio. The family has requested that contributions be made to the Robert K. Richards Scholarship Fund, School of Journalism, Ohio State University Development Fund. Mr. Richards, while at Ohio State, was editor of the *Daily Lantern*.

**Daniel Robinson**, research manager, KCBS San Francisco, joins CBS Enterprises Inc., New York, as manager of sales development. He succeeds **Donald Toye**, who becomes account executive.

**Stanley A. Rudick**, media research manager, WTTG(TV) Washington, appointed to newly created position of director of information services.

### Programming

**Don Torpin**, unit production manager for *Big Valley*, Four Star International Inc., North Hollywood, Calif., named production supervisor, succeeding **Norman S. Powell**, now senior VP (BROADCASTING, April 7).

**Jerome H. Stanley**, director, film programs and NBC Productions, NBC-TV West Coast, named VP, film programs and NBC Productions, West Coast.



**Bill Hallahan**, formerly producer with CBS-TV and NBC-TV, joins Woroner Productions Inc., Miami, as producer aiding in establishment of new video-production department.

**Joe Kelly**, program director, WCBM Baltimore, resigns. Future plans are unannounced.

**A. R. Cantfort**, with WAVY-TV Portsmouth-Norfolk-Newport News, Va., joins WSB-TV Atlanta, as program manager.

**Johnny Dolan**, air personality, WHB Kansas City, Mo., appointed program director.

### News

**George H. Vaught**, manager, NBC News, New York, named director of NBC News, Chicago, succeeding **William C. Corley**, who becomes director of TV network news, New York.

**Eric Engberg**, reporter, WTOP-AM-FM Washington, joins WMAL there as director of public affairs.



**David J. Kelly**, news director, WHIC-TV Pittsburgh, joins WWJ-AM-FM-TV Detroit, in same capacity.

**Gary Syver**, with KTVE-TV El Dorado, Ark.-Monroe, La., joins KELD-AM-FM El Dorado, as news director.

**John G. Griffin**, executive sports editor of UPI since 1967, named sports editor,

succeeding **Leo H. Petersen**, who retires.

**Bob Lee**, news director, KYNO Fresno, Calif., joins KHJ Los Angeles, as reporter-newscaster and anchorman. **Roger Aldi**, KHJ newscaster, also becomes assignment editor.

**Chris Howard**, with WJAS Pittsburgh, joins WEEI Boston as member of news staff.

**George Chapman**, formerly newscaster with WFTV(TV) Orlando, Fla., and WSFA-TV Montgomery, Ala., joins WJXT(TV) Jacksonville, Fla., in same capacity.

### Equipment & engineering

**Charles H. Magee**, chief engineer, KYW-TV Philadelphia, named manager of engineering for all Westinghouse Broadcasting Co. stations. **Elmer E. Smalling III**, project engineer, Tele-Tape, New York, joins KYW-TV as technical supervisor.

**Donald G. Fink**, general manager, Institute of Electrical and Electronics Engineers, elected member of National Academy of Engineering.

**John R. Lake**, manager of custom products engineering section of Ampex Corp.'s instrumentation division, Redwood City, Calif., appointed manager of systems engineering department, special products division. **Theodore W. Aldrich**, with Litton data systems division, Van Nuys, Calif., joins Ampex as manager of professional audio engineering department.

**Deryl L. Ammerman**, director of systems operations, Commonwealth Cable Television Inc., New York, joins Television Distribution Inc., Harrisburg, Pa. He will be responsible for subsidiaries of TDI Leasing Corp. and Sentry Systems Inc.

### Allied fields

**James C. Hirsch**, VP, development and public affairs, Television Bureau of Advertising, New York, resigns to open consulting service in communications, marketing and public affairs.

**Michael H. Schwimmer**, account executive, Television Bureau of Advertising, New York, joins American Research Bureau, Beltsville, Md., as manager of Midwest advertiser and agency sales.

**Dexter Needle**, VP in charge of operations for survey division, Audits & Surveys, Inc., New York, named manager of division.

**Robert D. Squier**, president, The Communications Co., Washington, joins editorial board of *Television Quarterly*, New York, journal of The National Academy of Television Arts and Sciences.

**Barry Williams**, Tennessee attorney,

## Broadcasting

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"Growin'  
up ain't  
all  
that  
easy"



... said Michael to his counselor. But Mike's a lucky kid, even though he has a serious emotional problem. He sees a counselor. Most kids like Michael don't.

Children have long been the neglected group in the development of services and facilities for the mentally ill. We know there are more kids suffering from severe mental illness than current resources can possibly care for. They're disturbed and ill—and all too often forgotten. Not by us. We remember. We believe their future will be better because we remember. We hope you'll remember too.

Support Your  
Mental Health  
Association



joins staff of House Small Business Subcommittee on Regulatory Agencies. He succeeds **Gregg R. Potvin**, who assumes duties of general counsel for parent Small Business Committee. **Bryan H. Jacques**, formerly staff director and general counsel for full committee, remains as staff director.

## Deaths

**William F. Craig**, 60, broadcast pioneer and executive VP of WLBC-AM-FM-TV Muncie, Ind., died March 30 following

illness of several weeks. Mr. Craig started with WLBC in 1931, becoming VP in 1948. He is survived by his wife, Ann, and 10 children.

**William H. Bates Jr.**, 69, president and general manager, KTRB Modesto, Calif., died April 3 in San Jose, Calif., of heart attack. Mr. Bates founded KTRB 38 years ago. He is survived by his wife, Maxine, and two daughters.

**James Francis O'Hanlon**, 58, veteran motion picture and television writer,

died April 6 at Glendale Memorial hospital, Glendale, Calif., of congestive heart failure. Mr. O'Hanlon's television credits included *Maverick* and *77 Sunset Strip*. He is survived by his wife, Mary, three sons and two daughters.

**Wendell Hall**, 72, song writer and pioneer network radio personality and artist on WOC Davenport, Iowa, and WGN Chicago, died April 2 in Mobile, Ala. In early 1960's he had program on WBBM-TV Chicago. He is survived by two sons.

## ForTheRecord

As compiled by BROADCASTING, April 9 through April 16 and based on filings, authorizations and other FCC actions.

Abbreviations: Ann.—announced. ant.—antenna. aur.—aural. CATV—community antenna television. CH—critical hours. CP—construction permit. D—day. DA—directional antenna. ERP—effective radiated power. kc—kilocycles. kw—kilowatts. LS—local sunset. mc—megacycles. mod—modification. N—night. PSA—presunrise service authority. SCA—subsidiary communications authorization. SH—specified hours. SSA—special service authorization. STA—special temporary authorization. trans—transmitter. UHF—ultra high frequency. U—unlimited hours. VHF—very high frequency. vis.—visual. w—watts.\*—educational.

## New TV stations

### Applications

■ **Dothan, Ala.**—Southeast Alabama Broadcasting Co. seeks UHF, ch. 18 (494-500 mc). ERP 776.2 kw vis., 1165 kw aur. Ant. height above average terrain 901 ft.; ant. height above ground 966.13 ft. P.O. address: c/o Arthur B. Adams, Box 1521, Dothan. Estimated construction cost \$874,694.15; first-year operating cost \$309,480; revenue \$547,500. Geographic coordinates 31° 14' 23" north lat.; 85° 18' 53" west long. Type trans. GE TT-59-A. Type ant. GE TY-106-B. Legal counsel Morgan, Lewis & Bockius; consulting engineer A. D. Ring & Associates, both Washington. Principals: Arthur B. Adams, president (3.3%), Robert W. Adams (1.1%), William J. Baxley and James Wright (each 14.7%), et al. Messrs. Adams owns 66% of laundry and dry cleaning firm; Mr. Baxley is Dothan district attorney, and Mr. Wright is Montgomery, Ala., attorney. Ann. April 8.

■ **Stockton, Calif.**—Andrew J. Crevolin seeks UHF ch. 58 (734-740 mc). ERP 270 kw vis., 53 kw aur. Ant. height above average terrain 1,510 ft.; ant. height above ground 1,537 ft. P.O. address: 1103 Valley Center,

San Dimas, Calif. 91773. Estimated construction cost \$1,574,800; first-year operating cost \$350,000; revenue \$400,000. Geographic coordinates 38° 14' 40" north lat.; 121° 30' 20" west long. Type trans. RCA TTU-60A1. Type ant. RCA TFU-45J. Legal counsel Seymour M. Chase; consulting engineer Jules Cohen, both Washington. Principals: Andrew J. Crevolin, sole owner. Mr. Crevolin owns land investment and financing company, farm, stables, California and Texas gas and oil wells and has other business interests. Ann. April 8.

### Final actions

■ **New Orleans**—Rault Petroleum Corp. FCC granted UHF ch. 38 (614-620 mc), ERP 864 kw vis., 129.6 kw aur. Ant. height above average terrain 320 ft.; ant. height above ground 343 ft. P.O. address: Rault Center, 1111 Gravier Street, New Orleans. Estimated construction cost \$492,410; first-year operating cost \$325,000; revenue \$340,000. Geographic coordinates 29° 57' 12" north lat.; 90° 04' 28" west long. Type trans. RCA TTU-30A. Type ant. RCA TFU-30J. Legal counsel Welch and Morgan; consulting engineer Marvin Blumberg, both Washington. Principals: Joseph M. Rault Jr., sole owner. Mr. Rault is independent oil producer and drilling contractor. He is also on board of regents of Loyola University, licensee of WWL-AM-TV New Orleans. Action April 2.

■ **Elko, Nev.**—Washoe Empire. FCC granted VHF ch. 10 (192-198 mc). ERP 4.29 kw vis., 858w aur. Ant. height above average terrain 1,897.25 ft.; ant. height above ground 68 ft. P.O. address: c/o Lee D. Hirschland, 10 Pine Street, Box 2111, Reno 89505. Estimated construction cost \$75,131.07; first-year operating cost \$12,400; revenue none indicated. Geographic coordinates 40° 41' 52.5" north lat.; 115° 54' 13" west long. Type trans. RCA TT-2BH. Type ant. Jampro JAT 2/10. Legal counsel Marcus Cohn; consulting engineer Kear & Kennedy, both Washington. Principals: Lee D. Hirschland, president (24%), H. G. Wells, Robert A. Paisley, vice presidents, and David McKay (each 16%), and Robert L. Stoddard (8%), et al. Elki station will be satellite of KTVN-

(TV) Reno, also owned by principals. Mr. Wells owns 33 1/3% of KUTI Yakima, Wash. Mr. Paisley owns 16.75% of CATV system serving Burley, Idaho. Mr. Stoddard owns KBET Reno. Action April 2.

### Other actions

■ FCC set aside grant of CP Dec. 18, 1968, to Midwestern Broadcasting Co. for new TV on ch. 60 at Toledo, Ohio, to consider proposed changes in application. Action April 2.

■ Review board in Minneapolis, TV proceeding. Docs. 18381-82, granted request for extension of time to file reply to opposition to further petition to enlarge issues filed by Calvary Temple Evangelistic Association April 7.

### Actions on motions

■ Hearing Examiner David I. Kraushaar in Terre Haute, Ind. (Terre Haute Broadcasting Corp. and Alpha Broadcasting Corp.), TV proceeding, granted petition by Alpha Broadcasting Corp. for leave to amend application to reflect revision of bank loan commitment and related matters (Docs. 18321-2). Action April 2.

■ Hearing Examiner Jay A. Kyle in Boston (Boston Heritage Broadcasting Inc.), TV proceeding, scheduled evidentiary hearing for April 2 (Doc. 17743). Action April 1.

■ Hearing Examiner Jay A. Kyle in Boston (Boston Heritage Broadcasting Inc.), TV proceeding, granted Third Amendment in petition by Boston Heritage Broadcasting Inc. for leave to amend application to reflect that applicant had obtained new line of credit to be used as working capital and minor changes of ownership of principals and current revised financial statements of other principals; closed record of evidentiary hearing (Doc. 17743). Action April 3.

■ Hearing Examiner Forest L. McClinting in Battle Creek, Mich. (West Michigan Telecasters Inc.), UHF TV proceeding, on examiner's own motion, continued without date hearing scheduled for April 7 (Doc. 17976). Action April 2.

### Call letter action

■ Dubuque Communication Corp., Dubuque, Iowa. Granted KDUB-TV.

■ Standard Broadcasting Co., Milwaukee. Granted WMKE-TV.

## Existing TV stations

### Final actions

■ Broadcast Bureau granted licenses covering permits for following: \*WHED-TV Hanover, N. H.; \*WLED-TV Littleton, N. H.; \*WVER(TV) Rutland, Vt.; \*WVTA(TV) Windsor, Vt. Action April 1.

■ Broadcast Bureau granted licenses covering following new stations: \*WKAS(TV) Ashland, Ky.; \*WKGB(TV) Bowling Green, Ky.; \*WKMR(TV) Morehead, Ky.; \*WKLE(TV) Lexington, Ky.; \*WKMA(TV) Madisonville, Ky.; \*WKON(TV) Owenton, Ky.; \*WKSO(TV) Somerset, Ky. Actions March 28.

■ Broadcast Bureau granted licenses covering following new stations: \*WEKW-TV Keene, N. H.; \*WVTB(TV) St. Johnsbury, Vt. Action April 1.

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■ **KLYD-TV** Bakersfield, Calif.—Broadcast Bureau granted mod. of CP to change ERP to 316 kw vis.; 62.8 kw aur.; make changes in ant. system. Action April 3.

■ **KLOC-TV** Modesto, Calif.—FCC granted remote control operation from main studio; waived TV transmission standards to permit use of multiplex technique on aur. carrier of TV trans. Action April 2.

■ **WGN-TV** Chicago—Broadcast Bureau granted CP to change ERP to 110 kw vis., 22 kw aur.; change trans. location to 875 North Michigan Avenue, Chicago; change trans. ant.; increase ant. height to 1340 ft. Action March 26.

■ **WICS(TV)** Springfield, Ill.—Broadcast Bureau granted CP to change ERP to 142 kw vis., 14.2 kw aur.; change type trans.; change type ant.; make changes in ant. structure; ant. height to 1430 ft. Action March 28.

■ **WJBK-TV** Detroit—Broadcast Bureau granted mod. of license covering change in studio location to 16550 West Nine Mile Road, Southfield, Mich. Action April 7.

■ **KNDL-TV** St. Louis—Broadcast Bureau granted mod. of CP to extend completion date to Oct. 1. Action April 1.

■ **KSTF(TV)** Scottsbluff, Neb.—FCC denied request for waiver of rules to multiplex ABC Radio programs over its relay system to KNEB Scottsbluff. Action April 2.

■ **WNET(TV)** Providence, R. I.—FCC denied application by Channel 16 of Rhode Island Inc., permittee, for extension of time to complete construction (Doc. 18420). Action April 2.

■ **WSBL-TV** Providence, R. I.—Broadcast Bureau granted license covering new station. Action April 1.

■ **KIBK-TV** Lubbock, Tex.—Broadcast Bureau granted mod. of CP to change ERP to 25.1 kw aur., 251 kw vis.; make changes in ant. structure; make changes in ant. system; ant. height to 880 ft.; condition. Granted mod. of CP to extend completion date to Sept. 27. Action March 27.

■ **WMUL-TV** Huntington, W. Va.—Broadcast Bureau granted mod. of CP to extend completion date to Sept. 28. Action March 28.

#### Action on motion

■ Chief Hearing Examiner Arthur A. Gladstone in Lynchburg, Va. (WLVA Inc. WLVA-TV), TV proceeding, granted joint motion by Roanoke Telecasting Corp. WRFT-TV and WLVA Inc. (WLVA-TV) and extended to April 7 date for exchanging written exhibits (Doc. 18405). Action April 1.

#### Call letter action

■ **KDPS-TV**, State Educational Radio & TV Facility Board, Des Moines, Iowa. Granted KDIN-TV.

#### New AM stations

##### Start authorized

■ **WMOT** Murfreesboro, Tenn.—Authorized program operation on 89.5 mc. ERP 780 w. ant. height above average terrain 93 ft. Action April 1.

##### Final actions

■ **McFarland, Calif.**—Jack O. Koonce, Broadcast Bureau granted 1590 kc. 500 w. D. P.O. address: 717 Salem Street, Delano, Calif. Estimated construction cost \$47,968; first-year operating cost \$33,000; revenue \$40,000. Mr. Koonce owns 50% of several credit bureaus in Delano-McFarland area. Action April 1.

■ **Mechanicville, N. Y.**—Mechanicville Broadcasting Co. FCC granted 1170 kc. 250 w-D. P.O. address: 117 Bajart Place, Yonkers, N. Y. Estimated construction cost \$24,945; first-year operating cost \$55,000; revenue 65,000. Principals: John J. Farina, Ralph Nardella Sr., Ralph Nardella Jr. (each 30%) and Alvin J. Wise (10%). Ralph Nardella Jr. is vice president and has interest in Local Blue Book Inc. and Line Rite Business Forms. Mr. Wise is entertainer. Action April 4.

■ **Clemson, S. C.**—Tri-County Broadcasting Corp. of Clemson, FCC granted 1560 kc. 1 w-D. P.O. address: Box 479, Anderson, S. C. Estimated construction cost \$17,505; first-year operating cost \$38,500; revenue 40,000. Principals: Robert E. Liverance and J. Matthew Phillips (each 50%). Mr. Liverance is engineer-announcer-copywriter for Community Broadcasting Co., Belton, S. C. and owns 25% of WFGN Gaffney, S. C. Mr.

Phillips is salesman-announcer at Community Broadcasting Co., Belton, S. C. Action April 2.

#### Initial decision

■ **Clarkston, Wash.**—Clarkston Broadcasters, Hearing Examiner Millard F. French in initial decision proposed grant of 1430 kc. 500 w-D. P.O. address: Box 999, Moses Lake, Wash. Estimated construction cost \$16,603.45; first-year operating cost \$35,096; revenue \$42,000. Principals: John R. Lewis and W. E. Lawrence (each 50%). Mr. Lewis is Moses Lake attorney; Mr. Lawrence owns 99.6% of KWIQ Moses Lake. Ann. April 7.

#### Other actions

■ **Hawesville, Ky.**—Hancock County Broadcasters, FCC accepted for filing application for new AM on 1140 kc. 500 w-D. Action April 2.

■ **Owensboro, Ky.**—FCC accepted for filing application by Gary H. Latham and Wells T. Lovett for new daytime AM on 1140 kc with 500 w. Action April 2.

■ **Review board in Mankato, Minn.** AM proceeding, Docs. 18075-18078, granted motion for extension of time to file exceptions filed April 1 by Waseca-Owatonna Broadcasting Co. Action April 2.

■ **Review board in Lexington, N. C.** AM proceeding, Docs. 18385-86, granted request for additional time filed April 1 by Broadcast Bureau, extended to April 4 time to file responsive pleadings to further petition to enlarge issues. Action April 2.

#### Action on motion

■ **Office of opinions and review in Bayamon, P. R.** (Augustine L. Cavallaro Jr.), AM proceeding, granted petition by Broadcast Bureau and extended to April 14 for filing response to petition for review filed by Augustine L. Cavallaro Jr. (Doc. 16891). Action March 28.

■ **Hearing Examiner Basil P. Cooper** in Graham, Asheboro, Rose Hill and Greensboro, all North Carolina, and Blacksburg, Va. (Broadcasting Service of Carolina Inc., RCR Ltd., Duplin County Broadcasters, WEAL Inc. and Blue Ridge Broadcasting), AM proceeding, continued evidentiary hearing to June 25 (Docs. 18441-5). Action April 1.

■ **Hearing Examiner Millard F. French** in Lebanon, Pa., and Catonsville, Md. (Lebanon Valley Radio Inc. and Radio Catonsville Inc.), AM proceeding, scheduled notification of witnesses for April 15 and 16; scheduled hearing for May 6 (Docs. 15835, 15839). Action April 1.

■ **Hearing Examiner Millard F. French** in Franklin, Hackettstown, Lakewood and Somerville, all New Jersey (Louis Vander Plate, Radio New Jersey, Mid-State Broadcasting Co., Lake-River Broadcasting Corp. and Somerset Valley Broadcasting Co.), AM proceeding, ordered hearing presently scheduled for April 8, shall take place as to issues contained in the July 22, 1968, order of designation; set certain procedural dates and scheduled further hearing for June 10 (Docs. 18251-3, 18256-7). Action April 2.

■ **Hearing Examiner Millard F. French** in Franklin, Hackettstown, Lakewood and Somerville, all New Jersey (Louis Vander Plate, Radio New Jersey, Mid-State Broadcasting Co., Lake-River Broadcasting Corp. and Somerset Valley Broadcasting Co.), AM proceeding, granted motion by Somerset Valley Broadcasting Co. and ordered it shall have until four working days following receipt of field intensity measurements from Mid-State to respond to the Mid-State petition to amend (Docs. 18251-3, 18256-7). Action April 4.

■ **Hearing Examiner Arthur A. Gladstone** in Stirling, N. J. (K & M Broadcasters Inc.), AM proceeding, changed hearing date from March 31 to April 1; ordered issue No. 2 in examiner's order of March 19 stricken by mutual agreement of parties; accepted for filing, by mutual agreement, K & M's petition for leave to amend of March 24, showing additional broadcast interests of two officers and stockholders (Doc. 18292). Action April 3.

■ **Chief Hearing Examiner Arthur A. Gladstone** in Lexington and China Grove, both North Carolina (Harry D. and Robert E. Stephenson and China Grove Broadcasting Co.), AM proceeding, granted petition by Harry D. and Robert E. Stephenson and extended to April 9 date for exchanging exhibits (Docs. 18385-6). Action April 7.

■ **Chief Hearing Examiner Arthur A. Gladstone** in Warrenton, N. C. (Warren County Radio and Radio Voice of Warrenton), AM

proceeding, designated Hearing Examiner Isadore A. Honig as presiding officer; scheduled prehearing conference for May 6 and hearing for June 2 (Docs. 18501-2). Action March 26.

■ **Chief Hearing Examiner Arthur A. Gladstone** in Greenwood and Saluda, both South Carolina (United Community Enterprises Inc. and Saluda Broadcasting Co.), AM proceeding, designated Hearing Examiner Jay A. Kyle as presiding officer; scheduled prehearing conference for May 6 and hearing for June 2 (Docs. 19503-4). Action March 26.

■ **Hearing Examiner Isadore A. Honig** in Pittsfield, Mass. (Blue Ribbon Broadcasting Inc. and Taconic Broadcasters), AM proceeding, granted informal request by Blue Ribbon Broadcasting Inc. and postponed certain procedural dates and further postponed hearing to May 20 (Docs. 18275, 18277). Action April 4.

#### Call letter applications

■ **Webster County Broadcasting Co.**, Marshfield, Mo. Requests KEMM.

■ **David Ortiz Radio Corp.**, Cabo Rojo, P. R. Requests WEKO.

#### Existing AM stations

##### Applications

■ **KHVN Honolulu**—Seeks CP to change to 1040 kc. 10 kw. U, and change trans. location. Ann. April 2.

■ **KKWB Breckenridge, Minn.**—Seeks CP to replace expired permit. Ann. April 4.

■ **KCBD Lubbock, Tex.**—Requests CP to replace expired permit for changes in ant. system. Ann. April 8.

##### Other actions

■ **Broadcast Bureau** granted licenses covering installation of auxiliary trans. for following: WIDE Biddeford and WLAM Lewiston, both Maine. Action April 1.

■ **Broadcast Bureau** granted mod. of CP's to extend completion dates for following sta-

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tions: KLEO Wichita, Kan., to Aug. 23; KPTN Central Point, Ore., to Aug. 16; KWSU Pullman, Wash., to June 10. Action April 3.

■ KDOT Scottsdale, Ariz.—Broadcast Bureau granted CP to replace expired permit for changes. Action March 28.

■ KQXI Arvada, Calif.—FCC dismissed petition for modification of license or reconsideration of nighttime application (Doc. 14817). Action April 2.

■ KIXF Fortuna, Calif.—Broadcast Bureau granted mod. of CP to change to 1090 kc; increase power to 10 w, change type trans. Action April 1.

■ KNEW Oakland, Calif.—Broadcast Bureau granted license covering installation of alternate-main trans. Action March 28.

■ KLOK San Jose, Calif.—Broadcast Bureau granted CP to change to 1170 kc, 5 kw, 50 kw-LS, DA-2. U: make changes in daytime DA pattern and install new daytime trans.; condition. Action March 26.

■ KUDU Ventura, Calif.—Broadcast Bureau granted CP to increase daytime and nighttime power from 1 kw to 5 kw; change from DA-1 to DA-2; change ant.-trans. and studio location to one mile south of Montalvo, Ventura; install new trans.; conditions. Action April 1.

■ KZIN Yuba City, Calif.—Broadcast Bureau granted CP to increase power from 100 w, U, to 250 w, U; install new type trans.; remote control permitted. Action April 3.

■ WMAL Washington—Broadcast Bureau granted CP to install alternate main trans. Action April 1.

■ WLCY St. Petersburg, Fla.—Broadcast Bureau granted license covering installation of alternate-main trans. Action April 3.

■ WLLS Hartford, Ky.—Broadcast Bureau granted remote control. Action March 27.

■ WPNO Auburn, Me.—Broadcast Bureau granted license covering new station; specify studio and remote control location as 88 Court Street, Auburn. Action April 1.

■ WLDB Atlantic City, N. J.—Broadcast Bureau granted remote control. Action April 7.

■ WLKR Norwalk, Ohio—Broadcast Bureau granted license covering CP for new station. Action April 3.

■ KBND Bend, Ore.—Broadcast Bureau granted license covering installation of new trans. as alternate-main nighttime trans. Action March 28.

■ WICK Scranton, Pa.—Broadcast Bureau granted CP to increase daytime power to 1 kw and install new trans.; remote control permitted. Action April 2.

■ WPRO Providence, R. I.—Broadcast Bureau granted license covering use of former main trans. for auxiliary purposes only, remote control permitted. Action April 1.

■ WPMH Portsmouth, Va.—Broadcast Bureau granted mod. of CP to change trans. location to 0.5 mile north of intersection of routes 337 and 656 near Boone, Va.; change name of permittee to Chesapeake-Portsmouth Broadcasting Corp. Action April 3.

■ WVMT Burlington, Vt.—Broadcast Bureau granted license covering installation of alternate-main trans. Action April 1.

■ WJOY Burlington, Vt.—Broadcast Bureau granted license covering use of former main trans. as alternate-main trans. Action April 1.

■ WCIR Beckley, W. Va.—Broadcast Bureau granted CP to install auxiliary trans. at main trans. location; remote control permitted. Action April 30.

■ WTIU Mayaguez, P. R.—Broadcast Bureau granted CP to replace expired permit for changes. Action March 26.

■ WUNO Rio Piedras, P. R.—Broadcast Bureau granted CP to install new trans. as alternate main trans. nighttime, and auxiliary trans. daytime. Action April 1.

#### Actions on motions

■ Office of opinions and review in Washington Court House, Chillicothe and Wellston, all Ohio (Court House Broadcasting Co., Family Broadcasting Co.), renewal of licenses of WCHO, WCHI and WKOV, granted petition by Court House Broadcasting Co. and Family Broadcasting Co., extended to April 14 time to file exceptions to initial decision (Docs. 17977-9). Action April 2.

■ Chief, Broadcast Bureau, on request by A. Earl Culum Jr. and Associates, extended

to June 9 time to file comments, and to July 9 time to file reply comments in amendment of rules with respect to maintenance and monitoring of relative phases and currents in elements of directional antennas and to provide for type approval of phase monitors used by AM's (Doc. 18471). Action April 7.

■ Hearing Examiner Basil P. Cooper in Nashville, Tenn. (Second Thursday Corp. [WWGM and WSET-FM]), AM and FM proceeding, on examiner's own motion, scheduled further prehearing conference for April 4 (Docs. 17914, 18175). Action April 1.

■ Chief Hearing Examiner Arthur A. Gladstone in Alamogordo and Ruidoso, both New Mexico (Fred Kaysbier and Sierra Blanca Broadcasting Co. [KRRR]), AM proceeding, granted petition by Sierra Blanca Broadcasting Co. and extended to April 9 date to file responsive pleadings to Kaysbier's petition for leave to amend (Docs. 17624-5). Action April 4.

■ Hearing Examiner Forest L. McClennen in Jackson, Mo., and Mattoon, Ill. (Jackson Missouri Broadcasting Co. and Mattoon Broadcasting Co. [WLBH]), AM proceeding, set procedural dates and scheduled hearing for June 23 (Docs. 18354-5). Action April 1.

#### Fines

■ WFPM Fort Valley, Ga.—FCC ordered payment of \$1,500 mitigated forfeiture for fraudulent billing practices. Action April 2.

■ KAYL Storm Lake, Iowa—FCC rescinded notice of apparent liability for forfeiture of \$500 issued for apparent operation by improperly licensed operator. Action April 2.

■ WSGO Oswego, N. Y.—FCC notified of apparent liability for \$750 forfeiture for failure to provide equipment performance measurement data, failure to make entries in maintenance log, failure to inspect transmitting equipment and over-modulation. Action April 2.

■ WACA Camden, S. C.—FCC ordered payment of \$10,000 forfeiture for repeated unauthorized pre-sunrise operation. Action April 2.

■ KRSD Rapid City, S. D.—FCC rescinded notice of apparent liability for forfeiture of \$2,000 issued for apparent operation with daytime power after time specified in license to change to nighttime power. Action April 2.

■ KAPA Raymond, Wash.—FCC ordered payment of \$1,000 forfeiture for operation without program test authority. Action April 2.

#### Call letter actions

■ WBOS, Champion Broadcasting System Inc., Brookline, Mass. Granted WUNR.

■ WGMM, Millington Broadcasters, Millington, Tenn. Granted WTNN.

#### New FM stations

##### Applications

■ Fayette, Ala.—Jesse Willard Shirley seeks 92.9 mc, ch. 225, 27.1 kw. Ant. height above average terrain 453 ft. P.O. address: Route 2, Box 245, Guin, Ala. 35563. Estimated construction cost \$27,563; first-year operating cost \$18,500; revenue \$30,000. Principals: Jesse Willard Shirley, sole owner. Mr. Shirley is salesman for WEZQ Winfield, Ala. Ann. March 27.

■ \*Great Bend, Kan.—Barton County Community Junior College seeks 91.9 mc, ch. 220, 10.96 w. Ant. height above average terrain 150 ft. P.O. address: c/o Marshall S. Macy, Route 3, Great Bend 67530. Estimated construction cost \$7,154; first-year operating cost \$2,500; revenue none. Principals: Board of trustees, J. A. Mermis Jr., chairman, et al. Ann. March 28.

■ Greenville, Ky.—Shain Broadcasting Co. seeks 106.3 mc, ch. 292A, 3 kw. Ant. height above average terrain 90 ft. P.O. address: c/o Honus S. Shain Jr., Depot Street, Greenville 42345. Estimated construction cost \$8,818.05; first-year operating cost \$19,579; revenue \$28,000. Principals: Honus S. Shain Jr., sole owner. Mr. Shain is chief engineer for WMTL-AM-FM Leitchfield, Ky. Ann. March 27.

##### Starts authorized

■ WLNG-FM Sag Harbor, L. I., N. Y.—Authorized program operation on 92.1 mc, ERP 3 kw, ant. height above average terrain 125 ft. Action April 1.

■ WMFD-FM Wilmington, N. C.—Authorized program operation on 100.9 mc, ERP

2.15 kw, ant. height above average terrain 350 ft. Action March 27.

■ KNWC(FM) Sioux Falls, S. D.—Authorized program operation on 96.5 mc, ERP 100 kw, ant. height above average terrain 265 ft. Action March 27.

#### Final action

■ Neenah-Menasha, Wis.—Daum-Chensky and Co., Ltd. FCC granted ch. 257, 3 kw. Ant. height above average terrain 275 ft. P.O. address: 3315 Chasm Lane, Manitowoc, Wis. 54220. Estimated construction cost \$42,921.16; first-year operating cost \$50,000; revenue \$60,000. Principals: Kenneth Daum, president; Gerald Chensky, treasurer; Thomas Knot, secretary-vice president, and Gregory Pauly (each 25%). Mr. Daum is former president of WTRW-AM-FM Two Rivers, Wis. Mr. Chensky is president of Manitowoc County Bank, Wis. Action April 2.

#### Other action

■ FCC referred to review board request by WHBL Inc. for reconsideration of order released Nov. 12, 1968, designating for hearing its application for new FM at Sheboygan, Wis. Action April 9.

#### Actions on motions

■ Hearing Examiner Basil P. Cooper in San Clemente, Calif. (El Camino Broadcasting Corp. and South Coast Broadcasting Co.), FM proceeding, continued evidentiary hearing to June 9 or earlier if review board has acted on joint request filed April 3 by applicants seeking approval of agreement toward dismissal of South Coast application and retention in hearing status of El Camino application (Docs. 17648-9). Action April 7.

■ Hearing Examiner Basil P. Cooper on April 3, in Ocean City, N. J. (Lester H. Allen and Salt-Tee Radio Inc.), FM proceeding, granted petition by Lester H. Allen for leave to amend application to reflect 1966 application for a new AM in Burlington-Mt. Holly, N. J., but application was not prosecuted and was dismissed in 1967; and from 1965-66, Mr. Allen was vice president of Crosswicks Industries Inc., CATV firm (Docs. 18408-9). Action April 30.

■ Hearing Examiner Thomas H. Donahue in Rockmart, Ga. (Georgia Radio Inc. and Faulkner Radio Inc.), FM proceeding, continued conference to May 26 (Docs. 18314-5). Action April 2.

■ Hearing Examiner Thomas H. Donahue in Las Vegas (John R. and Jeannette B. Banocci, James B. Francis and Quality Broadcasting Corp.), FM proceeding, granted petition by John R. and Jeannette B. Banocci to authorize amendment, removed application from hearing and returned it to processing line (Docs. 18436-8). Action April 4.

■ Chief Hearing Examiner Arthur A. Gladstone in Donelson and Hendersonville, both Tennessee (Great Southern Broadcasting Co. and Hendersonville Broadcasting Corp.), FM proceeding, designated Hearing Examiner Charles J. Frederick as presiding officer; scheduled prehearing conference for May 16 and hearing for June 17 (Docs. 18517-8). Action April 7.

■ Hearing Examiner Millard F. French in Williamson and Matewan, both West Virginia (Harvit Broadcasting Corp. and Three States Broadcasting Co.), FM proceeding, granted petition by Harvit Broadcasting Corp. for leave to amend application to show interest that Robert B. Harvit had in AM at White Sulphur Springs, W. Va. (Docs. 18456-7). Action April 2.

■ Hearing Examiner Herbert Sharfman in Flora and Salem, both Ill. (Flora Broadcasting Co., Doyle Ray Flurry and Salem Broadcasting Co.), FM proceeding, granted unopposed petition by Doyle Ray Flurry for extension of time based on pendency of proposed rule making; extended certain procedural dates and extended hearing from April 25 to June 25 (Docs. 18288-90). Action April 4.

#### Call letter applications

■ Henderson State College, Arkadelphia, Ark. Requests \*KSWH(FM).

■ E. Boyd Whitney, Farmington, N. M. Requests KRAZ(FM).

■ Indian Nation Broadcasting Co., Poteau, Okla. Requests KINB(FM).

■ Madison College FM Radio, Harrisonburg, Va. Requests \*WMRA(FM).

#### Call letter actions

■ Altavista Broadcasting Corp., Altavista, Va. Granted WKDE-FM.

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## SERVICE DIRECTORY

<p><b>COMMERCIAL RADIO MONITORING CO.</b> PRECISION FREQUENCY MEASUREMENTS AM-FM-TV 103 S. Market St. Lee's Summit, Mo. Phone Kansas City, Laclède 4-3777</p>	<p><b>CAMBRIDGE CRYSTALS</b> PRECISION FREQUENCY MEASURING SERVICE SPECIALISTS FOR AM-FM-TV 445 Concord Ave. Cambridge, Mass. 02138 Phone (617) 876-2810</p>	<p><b>SPOT YOUR FIRM'S NAME HERE</b> To Be Seen by 100,000* Readers —among them, the decision-making station owners and managers, chief engineers and technicians—applicants for am, fm, tv and facsimile facilities. *ARB Continuing Readership Study</p>	<p><b>Telecommunication Consultants International, Inc. (TCI)</b> Offers Consulting Services in Telecommunications &amp; Electronics Data Handling Systems Gerald C. Gross, President 1028 Conn. Ave., NW, Wash. 20036 Phone (202) 659-1155</p>
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# Summary of broadcasting

Compiled by BROADCASTING, Apr. 10, 1969

	Licensed	On Air CP's	Total On Air	Not On Air CP's	Total Authorized
Commercial AM	4,242 <sup>1</sup>	7	4,249 <sup>1</sup>	62	4,311 <sup>1</sup>
Commercial FM	1,952	38	1,990	169	2,149
Commercial TV-VHF	496 <sup>2</sup>	10	506 <sup>2</sup>	13	519 <sup>2</sup>
Commercial TV-UHF	125 <sup>2</sup>	53	176 <sup>2</sup>	156	332 <sup>2</sup>
Educational FM	365	7	372	35	407
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 <sup>1</sup>	1,936	618 <sup>1</sup>	357	144
CP's on air (new stations)	10	35	62	8	32
Total on air	4,245 <sup>1</sup>	1,971	678 <sup>2</sup>	365	176
CP's not on air (new stations)	62	172	171	38	13
Total authorized stations	4,307 <sup>1</sup>	2,143	841 <sup>2</sup>	403	189
Licenses deleted	1	0	0	0	0
CP's deleted	0	1	2	0	0

<sup>1</sup> Includes three AM's operating with Special Temporary Authorization, and 25 educational AM's.

<sup>2</sup> Includes two VHF's operating with STA's, and two licensed UHF's that are not on the air.

■ Central Vermont Broadcasting Corp., Rutland, Vt. Granted WHWB-FM.

### Designated for hearing

■ FCC designated for consolidated hearing mutually exclusive applications for new FM's at Wichita, Kans., filed by Jaco Inc. and KAKE-TV and Radio Inc. Both applicants propose operation on ch. 236 with 100 kw. Action April 2.

■ FCC designated for hearing application of Cumberland Gap Broadcasting Co., Middleboro, Ky., for CP for new FM on ch. 224. Action April 2.

■ FCC designated for hearing application for new FM at Billings, Mont., by Lee Enterprises, on question of concentration of control of mass media. Action April 2.

■ FCC designated for hearing mutually exclusive applications of WAMB Donelson, and Hendersonville Broadcasting Corp., Hendersonville, both Tennessee, for CP for new FM on ch. 221 with 3 kw. Action April 2.

### Existing FM stations

#### Application

■ WWJC-FM Superior, Wis.—Seeks mod. of license to change station location to Duluth, Minn. Ann. April 8.

#### Final actions

■ Broadcast Bureau granted licenses covering following new stations: WRCH-FM New Britain, Conn.; WESO-FM Southbridge, Mass.; WCVR Randolph, Vt.; WNHV-FM White River Junction, Vt. Actions April 1.

■ Broadcast Bureau granted licenses covering changes in following stations: KNBR-FM San Francisco; WDEL-FM Wilmington, Del.; WCSI-FM Columbus, Ind.; WSBT-FM South Bend, Ind.; WCJW(FM) Cleveland. Actions April 3.

■ Broadcast Bureau granted licenses covering following new stations: WTRS(FM) Dunnellon, Fla.; WLBE-FM Leesburg, Fla.; WVOP-FM Vidalia, Ga.; WNOE-FM New Orleans; WGIN-FM Grand Haven, Mich.; \*KQBC(FM) Joplin, Mo.; \*KNOS(FM) Marshall, Mo.; WMHR(FM) Syracuse, N. Y. Actions April 3.

■ Broadcast Bureau granted mod. of CP's to extend completion dates for following stations: KWAU(FM) Monterey, Calif., to May 30; KRDO-FM Colorado Springs to Oct. 1; WMDR(FM) Moline, Ill., to Oct. 27; WSEF-FM Seneca Falls, N. Y., to May 1. Actions April 4.

■ \*KCSB-FM Santa Barbara, Calif.—Broadcast Bureau granted remote control. Action April 4.

■ KUKI-FM Ukiah, Calif.—Broadcast Bureau granted mod. of CP to change trans. change ant., ERP 3 kw. condition. Action March 27.

■ WKCI(FM) Hamden, Conn.—Broadcast Bureau granted license covering new station; specify studio location as same as trans.

Action March 28.

■ WDRC-FM Hartford, Conn.—Broadcast Bureau granted request for SCA on subcarrier frequency of 67 kc. Action April 2.

■ \*WWUH(FM) West Hartford, Conn.—Broadcast Bureau granted license covering new station. Action April 1.

■ WMFJ-FM Daytona Beach, Fla.—Broadcast Bureau granted CP to add vert. polarized ant.; ERP 7.4 kw vert.; ant. height 110 ft., condition: remote control permitted. Action March 27.

■ WRLJ(FM) Jacksonville, Fla.—Broadcast Bureau granted mod. of CP to extend completion date to July 1. Action March 10.

■ WFMF(FM) Chicago—FCC granted application to move ant.-trans. from 221 North La Salle Street to 130 East Randolph Street and for related technical modifications. Action April 2.

■ WEAW-FM Evanston, Ill.—FCC granted application for change in trans. and ant. site from Evanston to Chicago. Action April 4.

■ \*WTLT(FM) La Grange, Ill.—Broadcast Bureau granted license covering change in frequency from ch. 202 to ch. 201. Action April 3.

■ WTTV-FM Bloomington, Ind.—Broadcast Bureau granted remote control. Action April 4.

■ WMRI-FM Marion, Ind.—Broadcast Bureau granted CP to install new trans.; add circular polarized ant.; ERP to 50 kw; ant. height to 240 ft.; condition. Action April 3.

■ WTHI-FM Terre Haute, Ind.—Broadcast Bureau granted CP to make changes in trans. equipment; condition. Action April 3.

■ KTIS-FM Minneapolis—Broadcast Bureau granted mod. of CP to change ant. trans. location to County Road, 9 and Fernbrook Lane, near Crystal; make changes in ant. system; ERP to 100 kw; ant. height to 460 ft.; remote control permitted. Action April 3.

■ \*KCUR-FM Kansas City, Mo.—FCC granted rule waiver to permit postponement to Jan. 1, 1972, installation of type-approved SCA modulation monitor. Action April 2.

■ WLIR(FM) Garden City, N. Y.—Broadcast Bureau granted CP to change trans. location to Mitchell Field Nassau Community College campus, Garden City; make changes in ant. system; ant. height to 300 ft.; ERP to 3 kw; remote control permitted. Action April 7.

■ WNRE(FM) Circleville, Ohio—Broadcast Bureau approved data submitted Feb. 3 in accordance with the second report and order. Doc. 16662, released May 12, 1967 (Doc. 16662). Action March 26.

■ KQFM(FM) Portland, Ore.—Broadcast Bureau granted mod. of license to change remote control point to 835 Southeast 17th Avenue, Portland. Action March 27.

■ WLBG-FM Laurens, S. C.—Broadcast Bureau granted mod. of SCA to add 41 kc. Action April 3.

■ \*WMOT(FM) Murfreesboro, Tenn.—Broadcast Bureau granted remote control. Action April 4.

■ WNOR-FM Norfolk, Va.—Broadcast Bureau granted license covering changes, specify type trans. Action April 3.

■ WJLM(FM) Salem, Va.—Broadcast Bureau granted license covering new station; specify type trans. and type ant. Action April 3.

■ WVNY(FM) Burlington, Vt.—Broadcast Bureau granted mod. of CP to change trans.; change ant.; make changes in ant. system, ant. height to 2,700 ft. Action April 3.

### Fines

■ KAMU(FM) Anchorage—FCC ordered payment of \$1,000 forfeiture for violation of rules, including failure to make complete inspection of transmitting equipment at required intervals and operation without program test authority. Action April 2.

■ WKEE-FM Huntington, W. Va.—FCC notified of apparent forfeiture liability of \$250 for failure to cease remote control operation when there was improper control of trans. Action April 4.

### Call letter application

■ WRLC(FM), Harrisburg Broadcasting Corp., Palmyra, Pa. Requests WCTX(FM).

### Call letter actions

■ WBOS-FM, Champion Broadcasting System Inc., Brookline, Mass. Granted WBOS(FM).

■ WGIR-FM, Knight Radio Inc., Manchester, N. H. Granted WNHS(FM).

■ KOLS-FM, Lakes Area Broadcasting Co., Pryor, Okla. Granted KKMA(FM).

■ KFJZ-FM, Radio Fort Worth, Fort Worth. Granted KWXI(FM).

## Renewal of licenses, all stations

■ Broadcast Bureau granted renewal of licenses for following stations and their co-pending auxiliaries: KBND Bend, Ore.; KCFM-AM-FM Spokane, Wash.; KEEN San Jose and KJOY Stockton, both California; KJR Seattle; KSLY San Luis Obispo, Calif.; KTW-FM Seattle; KUDU Ventura, Calif. Actions March 21.

■ Broadcast Bureau granted renewal of licenses for following stations and co-pending auxiliaries: KLAC, KMET(FM) and KTTV(TV) all Los Angeles; KNEW Oakland and KSNM-FM San Francisco, all California. Actions March 27.

■ Broadcast Bureau granted renewal of licenses for following stations and co-pending auxiliaries: WCAP Lowell, Mass.; WICC Bridgeport and WICH Norwich, both Connecticut; WIDE Biddeford and WKTQ South Paris, both Maine; WLKW-AM-FM Providence, R. I.; WNBH-AM-FM New Bedford, Mass.; WWCO-FM Waterbury, Conn. Actions April 1.

■ Broadcast Bureau granted renewal of licenses for following UHF and VHF TV translators: K70CI Columbus, N. D.; K70BZ, K75AM, and K80CK, all Bemidji, K70DL Mankato, K70DU Wabasha, K70BN Virginia, K70BV and K75AQ, both Kabetogama, K74AS Virginia, K82AJ and K79AH, both International Falls, K79AL and K82AI, both Orr, K74AR Deer River, K74BQ Grand Marais, K82AF Cass Lake, K82AQ Grand Portage, K77BT Rushford, K77BW Grand Portage, K72CZ Grand Marais, K71BT and K75BY, both Silver Bay, all Minnesota; K04CQ Beach, K07BJ and K11BE, both Bowman, K02ER and K07HI, both Rolla, all North Dakota. Actions April 1.

■ Broadcast Bureau granted renewal of licenses for following UHF and VHF TV translators: K02DD Jamestown and K07HR Harvey and Fessenden, all North Dakota; KA2XQF Cazenovia, N. Y.; K02XFP Wenatchee, Wash.; KS2XBR Chicago; K13DV Max, Squaw Lake and rural area, both Minnesota; K09HR Rolla, N. D.; K04BX and K05BP, both Northdome, Bergville, Funklev and Shooks, all Minnesota; K07DO and K09DU, both Marcell, rural area and Big Fork, both Minnesota; K11EA Max, Squaw Lake and rural area, both Minnesota; K07E1 and K10AG, both Hettlinger, N. D.; K07GZ north, east, south and west suburban Minot, N. D.; K07HN Dickinson, K07HJ Garrison, K09FG Mott and K08GB New England, all North Dakota. Actions April 1.

## Modification of CP's, all stations

■ Broadcast Bureau granted mod. of CP's to extend completion dates for following:



KENA-FM Mena, Ark., to Oct. 26: KPGM-FM Los Altos, Calif., to July 15: KMYR-FM Denver to July 6: KMYR-FM Fort Myers, Fla., to May 1: WRBN-FM Warner Robins, Ga., to Sept. 19: WRVT-FM Winnebago, Ill., to June 15: KRFB-FM Council Bluffs, Iowa, to May 7: WMFD-FM Wilmington, N. C., to April 15: \*KSOR-FM Ashland, Ore., to June 29: WHYP-FM Northeast, Pa., to Sept. 18: WBYN(FM) Bayamon, P. R., to Sept. 17: WKBM-TV Caguas, P. R., to Sept. 27: \*WKNO-TV Memphis to Sept. 27: WBNB-FM Charlotte Amalie, V. I., to Sept. 12. Actions March 27.

## Other actions, all services

- FCC waived limitation of AM-FM companion stations to no more than 50% duplicated programming in cities above 100,000 population for Sundial Broadcasting Corp., licensee of KIBE Palo Alto and KDCC-FM San Francisco, both California; renewed licenses. Action April 9.
- FCC rescheduled to May 12 oral arguments on applications by WNDN(FM) Kingston, N. Y., and 11 UHF TV CP holders for additional construction time. UHF permittees are: KHER(TV) Longview, Tex.; WTML(TV) Miami; WMLK(TV) Janesville, Wis.; WONH(TV) Syracuse, N. Y.; WFNT(TV) Elgin, Ill.; WPCT(TV) Melbourne, Fla.; WBDT(TV) Florence, S. C.; WPNG(TV) Springfield, Ill.; WROA-TV Gulfport, Miss.; KWID-TV Tulsa, Okla.; and KTOV-TV Denver. Actions April 2.
- Chief, Broadcast Bureau, on request by Association on Broadcasting Standards Inc., extended to June 9 time to file comments, and to July 9 time to file reply comments in amendment of rules with respect to use of remote indicating phase monitors and inspection requirements for remotely controlled directional stations (Doc. 18455). Action April 7.

## Translator actions

- FCC granted UHF Television Inc. CP's for five new 100-w UHF translators to serve Willmar, Minn., by rebroadcasting WCCO-TV Minneapolis on ch. 71: KCMT-TV Alexandria on ch. 73: KMSP-TV Minneapolis on ch. 75: \*KWCM-TV Appleton on ch. 79: WTCN-TV Minneapolis, all Minnesota, on ch. 77. Action April 2.
- W78AI Mountain Brook, Vestavie Hill and Cahaba Heights, all Alabama—Broadcast Bureau granted CP to change type trans.; make changes in ant. system of UHF translator. Action March 28.
- Pagosa Springs Television Association, Pagosa Springs, Colo.—Broadcast Bureau granted CP for new VHF TV translator to serve Pagosa Springs on ch. 10 by rebroadcasting KOAT-TV Albuquerque, N. M. Action April 1.
- K80AV Pagosa Springs, Colo.—Broadcast Bureau granted CP to change principal community of UHF TV translator to Sunnetha, Colo.; make changes in ant. system. Action April 3.
- K04FE Hilo, Hawaii—Broadcast Bureau granted mod. of CP to change type trans.; specify primary TV station of VHF TV translator as via K79BR, Hakalau, Hawaii. Action April 1.
- Village of Silver Bay, Silver Bay, Minn.—Broadcast Bureau granted CP for new UHF TV translator to serve Silver Bay on ch. 78 by rebroadcasting WDIQ-TV Duluth, Minn. Action April 1.
- K72BE Walker, Minn.—Broadcast Bureau granted CP to change trans. and make changes in ant. system of UHF TV translator. Action March 28.
- K08GK Lake Helena, Helena, East Helena and Fort William Henry Harrison, all Montana—Broadcast Bureau granted mod. of CP to change trans. and increase power to 10w of VHF TV translator. Action March 28.
- Triangle Telecasters Inc., Raleigh, N. C.—Broadcast Bureau granted CP for new UHF TV translator to serve Raleigh on ch. 70 by rebroadcasting WRDU-TV, ch. 28, Durham. Action March 26.
- K06EW Kenmare, N. D.—Broadcast Bureau granted license covering permit for new VHF translator. Action April 1.
- Radio Medford Inc., Gold Hill, Ore.—Broadcast Bureau granted CP for new VHF TV translator to serve Gold Hill on ch. 12 by rebroadcasting KMED-TV Medford, Ore. Action April 1.
- K04FA Lakeview, West Side and New Idaho District, all Oregon—Broadcast Bureau granted license covering new VHF

translator. Action April 1.

## CATV

### Applications

- Newport Beach Cablevision Inc.—Requests addition of KOGO-TV and KCST(TV), both San Diego; XETV(TV) and XEWT-TV San Diego; Tijuana to Newport Beach, Calif. (Los Angeles. ARB2) Ann. April 9.
- Mount Vernon Cablevision Inc.—Requests addition of WKYC-TV, WEWS-TV, WJW-TV and WKBF-TV, all Cleveland; WJAN-TV Canton; WSWO-TV Springfield, and WOSU-TV Columbus, all Ohio, to Mount Vernon, Ohio (Columbus, Ohio ARB28). Ann. April 9.
- Twin County Trans-Video Inc.—Requests addition of WOR-TV, WNEW-TV, WPX-TV, WCBS-TV and WABC-TV, all New York to Lehigh, Upper Macungie, Lower Macungie, Upper Saucon, Lower Saucon, and Moor Townships, all Pennsylvania (Wilkes-Barre-Scranton, Pa. ARB69; Philadelphia ARB4). Ann. April 9.

### Final actions

- FCC waived distant-signal requirements for Southern Monterey County CATV, King City, Calif., to operate with five distant and two local signals. Local signals are KSBW-TV Salinas-Monterey, Calif., and KMST(TV) Monterey, Calif. Distant signals are KNTV(TV) San Jose, Calif.; KQED(TV) San Francisco; KGSC-TV San Jose, Calif.; KTVU(TV) Oakland-San Francisco, and KBHK-TV San Francisco. Action April 2.
- FCC authorized Valley Cable TV Inc. to operate Fort Valley, Ga., CATV system with three distant signals and eight local ones. Action April 2.
- FCC waived distant-signal requirements for Middlesboro TV Systems Inc., Middlesboro, to add WBLG-TV Lexington, and either \*WKSO(TV) Somerset or \*WKHA(TV) Hazard, all Kentucky, depending on which can be better received. Action April 2.
- FCC authorized Colebrook Cable T.V. Inc. to import distant signals of \*WLED(TV) Littleton, N. H., into Portland-Poland Spring, Me., TV market. Grant conditioned that Colebrook also carry \*WEDB(TV) Berlin, N. H., when it commences operation. Action March 21.

### Other action

- FCC ruled that New York Telephone Co. made no unauthorized extensions of CATV service; denied joint petition by Teleprompter Corp. and Manhattan TV Cable Services. Action April 2.

## Ownership changes

### Applications

- WJOI and WQLT-FM, both Florence, Ala.—Seek transfers of control of WJOI Radio Inc. from Cecil Batchelor and Claude E. Sparks (each 50% before, none after) to Stevens Point Investment Co. (none before, 100% after). Principals: George W. McBurney, president (50%), Madding King, vice president (10%) and Madding King Jr., secretary-treasurer (40%). Mr. McBurney is Florence, Ala., attorney and owns 50% of building company. Mr. McBurney and Madding King own development company, Messrs. King own insurance agency. Consideration: \$29,700. Ann. April 5.
- WMOO Mobile, Ala.—Seeks assignment of license from Springhill Broadcasting Co. to Trio Broadcaster Inc. for \$240,000. Sellers: Samuel R. David, president, et al. Buyers: George G. Beasley, president-treasurer (85%), et al. Mr. Beasley has controlling interest in WKBY Chatham, Va.; 50% interest in WASC Spartanburg, S. C.; minority interest in WKYX-AM-FM Paducah, Ky., and WKGX Lenoir, N. C., and controlling interest in WFMC Goldsboro, N. C. Ann. April 3.
- KRBT Woodland, Calif.—Seeks assignment of license from Tiger Broadcasting Inc. to New Life Broadcasters Inc. for \$160,000. Sellers: William B. Elliot, sole owner. Buyers: Patrick D. Garrett, president, and Paul N. Gustafson, vice president (each 50%). Mr. Garrett is employee of WBRG(FM), Detroit; Mr. Gustafson is vice president and general manager of Cone Drive Gears Division of Michigan Tool Co., Detroit and Traverse City, both Michigan. Ann. April 3.
- WREX-TV Rockford, Ill.—Seeks assignment of license from WREX-TV, Inc. to Gilmore Broadcasting Corp. for \$6,850,000. Sellers: Paul Miller, president, et al. Mr.

Miller is member of board of directors of 20th Century-Fox Film Corp., owner of KMSP-TV Minneapolis. WREX-TV, Inc. is wholly owned by Gannett Co., group newspaper owner, which also owns WINR-AM-TV Binghamton, and WHEC-AM-TV Rochester, both New York; WHEZ-AM-FM Cocoa, Fla., and WDAN-AM-FM Danville, Ill. Buyer: James S. Gilmore Jr., sole owner. Mr. Gilmore owns KODE-AM-TV Joplin, Mo.; WEHT(TV) Evansville, Ind., and WWSA-AM-FM-TV Harrisonburg, Va. Ann. April 4.

- KMEG-TV and CP for KMEG-FM, both Sioux City, Iowa—Seek transfers of control of Medallion Broadcasters Inc. from Robert E. Donovan, president, et al. (as a group 100% before, none after) to Fetzter Broadcasting Co. (none before, 100% after). Principals: John E. Fetzter, chairman of board-president (89.68%), Carl E. Lee, vice president (4.15%), Robert C. VanHorn, secretary-treasurer (.25%) et al. Principals own WKZO-AM-TV Kalamazoo; WJEF and WJFM(FM), both Grand Rapids; WWAM, WWTV-FM and WWTV(TV), all Cadillac, and WWUP-TV Sault Ste. Marie, all Michigan. Principals also own a CATV system in Kalamazoo, 50% of systems in Battle Creek and Albion, both Michigan, and a background music service. Mr. Fetzter owns 91.2% of KOLN-TV Lincoln, and KGIN-TV Grand Island, both Nebraska. He also owns the Detroit Tiger Baseball Club. Mr. Lee is a member of the NAB TV Board of Directors. Consideration: \$420,207.76. Ann. March 26.

- WRKL New City, N. Y.—Seeks assignment of license from Keith Connes and Betty Spiro, executrix of estate of Albert Spiro, deceased, to Betty Spiro for \$100,000. Mrs. Spiro is part-time teacher. Ann. April 3.

### Actions

- WYAM Bessemer, Ala.—Broadcast Bureau granted assignment of license from Trans-American Broadcasting Corp. to WYAM Inc. for \$272,000. Sellers: H. C. Young Jr., president, et al. Mr. Young is sole owner of Central Broadcasting Corp., licensee of WENO Madison, Tenn. He also owns 75% of Americana Broadcasting Corp., licensee of WSHO New Orleans and applicant for new FM in that city and 87.5% of Broadcasting Associates of America Inc., licensee of WGUS North Augusta, S. C. and WGUS-FM Augusta, Ga. Buyers: Nesuhl Ertegun, president; Gerald Wexler, vice president, and Frank Ward, executive vice president, each 20%, et al. Messrs. Ertegun and Wexler own WAAB and WAAF(FM) both Worcester, Mass., and are principals in Atlantic Recording Corp.; Atlantic Record Sales Inc.; Cotillion Music Inc.; Walden Music Inc.; Clarion Records Inc.; Web TV Music Inc.; Pronto Music Inc.; and Talentmasters Recording Studios Inc., all New York firms. Mr. Ward is broadcast consultant. Action April 4.
- WUNI Mobile, Ala.—Broadcast Bureau granted transfer of control of WUNI Inc. from Leon S. Gilbert, deceased, (50% before, none after) to Peggy Stone Gilbert, executrix of estate (50% before, 100% after). No consideration involved. Action April 3.
- KSPR-AM-FM Springdale, Ark.—Broadcast Bureau granted assignment of licenses from Autus Johnson to Johnson Communications Inc. for \$9,600. Principals: Autus Johnson, president; Mrs. Ethel Johnson, vice president-secretary (jointly 99%). Mr. A. Johnson owns construction and poultry businesses. Mr. D. Johnson is station manager of KSPR-AM-FM. Action March 28.
- KLYD Bakersfield, Calif.—Broadcast Bureau granted assignment of license from Kern County Broadcasting Co. to Lincoln Dellar & Co. for purpose of corporate reorganization. No consideration involved. Principals: Lincoln and Sylvia Dellar, each 50%. Principals own KLYD-TV Bakersfield, KROY Sacramento and 37% each of KACY Port Hueneme, all California. Action April 1.
- WOKS and WWRH(FM) both Columbus, Ga.—Broadcast Bureau granted transfers of control of WOKS Broadcasting Co. from Milton Hirsch and Marjorie Ray, executrix of estate of Joseph Ray (each 50% before, 37.5% after), to B. K. Woodfin (none before, 25% after). Consideration: \$37,500. Principal: Mr. Woodfin is general manager of WOKS and WWRH(FM). Action April 3.
- KVOB Bastrop, La.—Broadcast Bureau granted assignment of license from Rainey Radio to Hagan Broadcasting Inc. for \$115,000. Sellers: Odessa R. and F. Barr Rainey Jr. (jointly 100%). Buyers: Stanley Robert Hagan, president (43.96%), et al. Mr. Hagan is former vice president and general man-

(Continued on page 80)

# CLASSIFIED ADVERTISING

Payable in advance. Check or money order only.

Situations Wanted 25¢ per word—\$2.00 minimum.

**Applicants:** If tapes or films are submitted, please send \$1.00 for each package to cover handling charge. Forward remittance separately. All transcriptions, photos, etc., addressed to box numbers are sent at owner's risk. BROADCASTING expressly repudiates any liability or responsibility for their custody or return.

**Help Wanted** 30¢ per word—\$2.00 minimum.

**Deadline for copy.** Must be received by Monday for publication next Monday. Display ads \$25.00 per inch. 5" or over billed at run-of-book rate.—Stations for Sale, Wanted to Buy Stations, Employment Agencies, and Business Opportunity advertising require display space. Agency commission only on display space.

All other classifications 35¢ per word—\$4.00 minimum.

No charge for blind box number.

Address replies: c/o BROADCASTING, 1735 DeSales St., N.W., Washington, D. C. 20036

## RADIO—HELP WANTED

### Management

Man with good sales record, who wants to move into management. Small market, Pacific Northwest. Send complete resume to Box D-23, BROADCASTING.

**Help Wanted:** Radio Program Manager—young with experience in programming—R & B—for ethnic station. Box D-113, BROADCASTING.

### Sales

Executive level position opportunity. All phases, including sales. Multi-station. Excellent salary for right man. Box D-17, BROADCASTING.

Will guarantee you what you are worth. Will consider salesman or experienced radioman wishing sales. Dale Low. KLSS/KSMN, Mason City, Iowa 50401.

Experienced time salesman for ethnic daytimer. Contact Manager, KZEY, Tyler, Texas.

Baltimore's most exciting radio station is looking for Baltimore's most exciting time salesman! WAYE Contact: Allan Prell, 301-728-7570.

Versatility pays . . . WXXX needs good combo men . . . salesman/announcer . . . salesman/chief engineer. Top dollar for right man. Base plus draw against commissions . . . hospitalization . . . competitive market. ARB #1 . . . sharp . . . neat . . . efficient . . . professionals only. New studios under construction. Buddy Van Cleave, WXXX. Send resume, tape and references to Box 471, Hattiesburg, Miss. 39401. 601-583-2618.

## Announcers

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.

Immediate opening for mature, experienced announcer. Midwest MOR 5000 watt NBC affiliate. Good starting salary, regular raises and fringe benefits. Send tape, photo and resume to Box C-384, BROADCASTING.

Position open for a top 40 personality with production ability at a 50 kw major market operation. Top salary for the right man. Send aircheck and resume to Box C-420, BROADCASTING.

Immediate opening with AM-FM-TV group for mature voiced, combination radio Program Director and TV weatherman. Present P.D. with company eight years and moving into ownership. Good salary, vacation plan and profit sharing. Upper midwest, small market. Box D-43, BROADCASTING.

Talent announcer for fine Time-Life station in midwest. Great opportunity for young man with experience to work in all areas. MOR disc-jockey to on air TV work. Send complete resume and air check to: Box D-59, BROADCASTING.

Experienced MOR announcer who wants to live in beautiful Minnesota vacationland. Aggressive top sound station in medium size city where you can enjoy work and living and where you can raise family without problems of the big cities. Send tape and photo to Box D-72, BROADCASTING.

Announcer. First phone. Philadelphia market MOR station. Primarily news and commercials. Little or no maintenance. Send tape and resume. Box D-101, BROADCASTING.

3 First Phone Jocks, Midwest metro rocker—rush tape—resume, Box D-121, BROADCASTING.

Oklahoma's greatest small market radio station needs to add 1 top announcer. 1st phone preferred, pros only. MOR strong news—best facilities. Good salary, fringe benefits, chance to grow. Call Jack Brewer, 405-224-2890, or send tape, resume and picture. Box D-136, BROADCASTING.

## Announcers—continued

Frustrated? You're a pro and the station is filled with amateurs. Read on. Group owner looking for bright young MOR personalities with potential for top-rated NYC suburban AM. You may now be jock, PD, telephone talker, even a newsmen. You have a good voice and know how to perform commercials. You can ad lib hometown, make it interesting, weave it in with up-tempo MOR music and keep suburbanites from going back to the NYC behemoths. You want to work with professionals, maybe try your talent at management, public affairs, documentaries as well as jock. Beginners obviously can't qualify, but you can. Tape and resume first letter to Box D-130, BROADCASTING.

Needed: Two real top 40 pros to join #1 rated metro Kentucky station. Right man has chance for advancement. Rush resume, tape and pic to Box D-137, BROADCASTING.

Idaho medium market #1 rated station wants good announcer to handle farm director duties. Know things Agricultural, mix with Agriculture community. Report and write farm news. Use tape recorder extensively. You will work a board shift and help build specialized farm programming. Send tape with resume. No phone calls. Box D-141, BROADCASTING.

Female combo job available. Requires ability to operate control board, tape recorders, etc., with tight cues, put transmitter on and off air, and pleasant voice. Copy and traffic experience helpful but not required. Send minimum salary requirements, resume, tape and photo. Box D-155, BROADCASTING.

First Class License. Chicago Permanent. Immediate. All details, requirements, first letter please. Box D-156, BROADCASTING.

Five Kilowatt fulltime needs announcer with 3rd. Top 100 format. Sales and production experience helpful. Send tape and resume to K-W-E-W, Box 777, Hobbs, New Mexico.

Wisconsin AM-FM. Experienced combo to learn part time sales and assist news. WBKV, West Bend.

Wisconsin AM/FM in northern Milwaukee metro area. Combo. Some country/western Production, news or sales an asset. Mr. Kraychew. WBKV, West Bend.

Immediate opening for top MOR announcer. Minimum two years experience. Send air-check, resume and salary requirements to Program Director, WINR-AM-TV, Binghamton, N. Y. 13902.

Announcer-Salesman. Permanent. Third endorsed. Good salary. Good station. WLSJ AM-FM, Jacksonville, Illinois.

Immediate opening—announcer—first phone. will train. WMIC, Sandusky, Michigan.

Suburban Detroit—Great chance for a professional announcer with minimal experience to move up to your own modern country music program. Start as staff announcer. News and board work. First phone necessary. WSDS, Ypsilanti, 313-484-1480.

WSPD (Storer) seeks bright mature voice with production experience. Resume, air-check, salary requirements to D.P., Kent Slocum, 125 South Superior, Toledo, Ohio. 43602.

There must be a good engineer—willing to do some announcing, who wants money instead of fancy titles and offices. Since we are willing to pay for talent, our engineer must have it. Can you qualify? Then, name your price. Write us immediately. Radio Station WXGI, Post Office Box 8872, Richmond, Virginia 23225.

Wanted: Announcer with first phone ticket, emphasis on announcing. No maintenance CGW station in Virginia. Opportunity for sales. Position available in May. Send tape and resume to P.O. Box 231, Bassett, Virginia, or call 703-629-2509 day, 703-647-8493 night.

Announcer for 5 kw full-time Pennsylvania adult music station with heavy accent on news and sports. No. 1 in medium market. Modern operation with top sound. Some ability to write Local News. Good salary and fringe benefits. 215-696-3690.

Announcer—need immediately for MOR station. Authoritative voice. Near Toledo and Detroit. Resort area in Michigan. College town. Send tape, resume, and salary or call Stevens 313-265-7123, not collect.

## Announcers—continued

Need immediately top flight DJ for modern, up tempo country night show. Must do good newscasts. Will pay right price for the right pro. Call Zeb Lee or Dave Hogan at 704-253-4451.

### Technical

Assistant Chief—Suburban Baltimore-Washington. To \$175.00 weekly to start if qualified. Box C-412, BROADCASTING.

Chief Engineer. East. \$235 weekly to start. Resume, references and current pic required. Box D-24, BROADCASTING.

Technician—AM/FM stereo automation midwest station seeks capable 1st class engineer—air work if interested. Rush resume to Box D-62, BROADCASTING.

Combination engineer—play-by-play, or combination engineer, morning man. Start \$600 plus monthly. West-mid-west area. Write Box D-159, BROADCASTING.

Man with first phone for transmitter watch. Will train beginner. WAMD, Aberdeen, Md. 21001.

Wanted: First class engineer with maintenance background and knowledge of FM transmitters including stereo. Position points to chief's job in few years. Located in central Ohio. Send resume and salary requirements to Pricer, WCLT, Newark 43055.

First Class Engineer with maintenance experience for suburban AM-FM station. Rapid promotion to Chief Engineer for right man. Rush resume including references and salary requirements to C. Dingman, WCTC, 385 George Street, New Brunswick, New Jersey 08901.

Fully Experienced first class engineer wanted for Daytona Beach, Florida station. First station of a new group offering an excellent opportunity with a chance of ownership. Must know installation also capable of boardshift. Call William Hunter, WDAT, 904-677-4122.

Radio & TV technicians. Excellent position open for operator/technician in the Educational Television field at South Carolina ETV station, Greenville, S. C. First class FCC license required: Apply to Transmitter Supervisor, WNTV, Ch. 29, Rt. 9, Altamont Rd., Greenville, S. C. 29609.

There must be a good engineer—willing to do some announcing, who wants money instead of fancy titles and offices. Since we are willing to pay for talent, our engineer must have it. Can you qualify? Then, name your price. Write us immediately. Radio Station WXGI, Post Office Box 8872, Richmond, Virginia 23225.

Versatility pays . . . WXXX needs good combo chief engineer/announcer . . . chief engineer/salesman. Top dollars for right man. Hospitalization. Competitive market. ARB #1 New studios under construction. Neat, sharp, efficient professionals only . . . Buddy Van Cleave, WXXX, Box 471, Hattiesburg, Miss. 39401 . . . resume, tape, references . . . 601-583-2618.

## Help Wanted

### NEWS

News director for ABC affiliate in beautiful cosmopolitan university town in northeast. Handle local morning and noon newscast Direct reporters Excellent for pro. Box D-58, BROADCASTING.

Immediate opening for newsmen-announcer. Midwest CGW network affiliate. Gather and air local newscasts. Excellent company benefits Send tape and resume to Box D-64, BROADCASTING.

Are you a good newsmen ready to step up? Net affiliate has opening for man heavy on gathering and airing local news. Write Box D-92, BROADCASTING.

Top midwest news operation offers excellent opportunity for experienced energetic writer/photographer with effective on-air ability. Must be able to dig for stories, put them across and have administrative qualities. Send resume and VTR to Box D-154, BROADCASTING.

## News continued

**Immediate opening for newsmen**—gathering, writing, delivering news. An opportunity to do in-depth reports. Beautiful southern Wisconsin city. Top facilities. Good salary. Fringe benefits. Send tape, resume to: Capps Sutherland, Program director, WCLO, Janesville, Wisconsin 53545.

## Programing, Production, Others

**Wanted for Rhythm and Blues station**, program director that can also do a.m. traffic show. Must be clean, no jive talk, but must be able to move. Good production voice an asset. Send complete resume, tape, photo and salary requirements in first letter. Box D-98, BROADCASTING.

**MOR P.D.** You don't have to be a great MOR jock to be a great MOR PD. Group owner needs take charge PD for powerhouse AM in New York City. Suburbs. You should know how to control air sound, handle talent, and effectively translate general management policies into specific numbers-getting programing. Good chance for advancement at group level if you can keep good numbers station already has and make them better. Send your resume to Box D-132, BROADCASTING.

## Situations Wanted

### Management

**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.

**Manager**—Sales Manager—Small to medium market. New England area preferred. Looking for permanency with potential. 12 years experience include, sales manager, sales, pro. dir., prod. man, radio and TV news, Family man, College degree. Box D-25, BROADCASTING.

**Is your AM or FM station in the red?** Is your problem management, format, poor local, regional, national business? I know every phase of station operation—25 years experience and can unquestionably advise you. Box D-95, BROADCASTING.

**Top notch Sales Manager** wants General Manager's position. Young, aggressive, sharp, knowledgeable and more. Top references, great background, no hang-ups, outstanding reputation. One word description: Class. Box D-110, BROADCASTING.

**Program Director**—Air personality, Top 40 MOR specialist. Over 10 years experience—all phases. Number one ratings. Knowledgeable, well-seasoned pro seeks position in management, but will consider other possibilities. Box D-160, BROADCASTING.

**General Manager**, chief engineer, salesman, college graduate, 19 years experience. Excellent management, sales, engineering record, i.e. taken complete charge of station sold in bankruptcy 1966 for less than \$50,000—operated 3 years profitably—now sold at over \$100,000. Prefer small to medium market with livable salary plus good commission rate. Can invest. Write Box D-164, BROADCASTING.

**Manager**—Chief engineer, looking for small to medium market with option to buy. Box 807, Belleville, Ill. 62223.

**Radio man**, 10 years. Now FM station manager. Prefer Southwest. LaVern Garton, P.O. Box 104, Menomonee, Wis. 54751.

**Young, aggressive, successful**, selling manager wants position in midwest. Currently general manager of Western New York's most successful small market station. Call 607-535-6542 or Write Box 54, Watkins Glen, N.Y.

**Medium & small market station owners:** Need a professional broadcaster for station manager—administrator . . . one who can also function as sales director, program director, air personality, is promotional-minded, turns out sharp production, writes crash copy, and has a first phone? Call 216-998-3438.

**13 years radio experience**, 8 years in management and selling. At present, I am News Director and Production Manager of 5,000 Watt station. I'm interested in making more money. If you're looking for a man that can manage, sell, professionally produce commercials and studying for 1st. license, I'd be very interested. The manager knows of this ad and can offer excellent references. I plan to be available May 31st. Call 314-785-8950.

## Sales

**One of the West's** most versatile young radio/TV talents available June 1st. DJ, PD, play-by-play, all news. Military fulfilled. 3rd. Prefer central/northern Calif. but will go anywhere. Box C-402, 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

## Announcers

**First phone college student**, Three years Top 40, two as chief. Would go both. Looking for summer position, possibly permanent. Excellent references. Versatile, hard worker. Presently in Top 100 market. Preter New England but will gladly relocate for right offer. Available May. Box C-422, BROADCASTING.

**Personality Personified**—no brags, just facts—Radio and/or TV—any format or Talk—credentials untd. Box D-2, BROADCASTING.

**Mature announcer-salesman** desires opportunity with Canadian broadcasting station. Married, college. Box D-14, BROADCASTING.

**Negro announcer**, broadcasting school graduate, third phone endorsed, beginner. Box D-31, BROADCASTING.

**Unusual situation** makes top flight radio sales manager available. Major market experience. Hard fisted businessman, knowledgeable in all phases of radio. Only best quality jobs. Write Box D-36, BROADCASTING.

**DJ/Announcer**—beginner, determined and eager—Broadcast school, third endorsed. Desire Top 40 or RGB. Will relocate. Box D-44, BROADCASTING.

**Exp. DJ-Announcer**, newscaster, 3rd endorsed. Married. No floater. Box D-48, BROADCASTING.

**Competitive personality**, 5 years experience, seeks change in top 30 market. Presently program, production director at 5KW MOR. Box D-99, BROADCASTING.

**Congenial recent Broadcast school grad**, third endorsed. Wis. Ill. area. Box D-103, BROADCASTING.

**Small and medium market managers:** Be number one! Switch to the proven "maximum music" format. Contact Bill Drake, c/o Drake-Chennault Associates, Los Angeles—or save that exorbitant consultant's fee and let me program your station. Even on a limited budget, I'll make your sleepy station come alive with an image pulling heavy ratings and revenue everywhere. In addition to establishing and maintaining this consistently professional sound with all its subtleties, I also offer the following plusses: I will immediately make money for you with my creative copy and sharp production. If necessary, I can go on the air myself (I run a tight, bright airshow.) I have a first class license. I may be a "synthetic" Drake, but I'm also a genuine bargain. Let me make your station a winner! Box D-104, BROADCASTING.

**Experienced Announcer**—wants mid-morning or afternoon spot at small to medium market station, preferably Midwest location. Would also accept as Program Director. Past experience gained in Central Illinois locations. Write Box D-109, BROADCASTING.

**Talented young 3rd endorsed draft exempt** seeks position. Tight board, creative production, some news. Box D-112, BROADCASTING.

**Military completed**, Slightly experienced, good MOR. 3rd phone. Prefers Southwest. Box D-116, BROADCASTING.

**Third phone, DJ, tight board, solid news, commercials.** Box D-117, BROADCASTING.

**Somewhere in this country** there is a station who is looking for a draft exempt, third phone, 21 years old, able bodied single announcer. This announcer has one year of commercial radio and 2 years of college radio experience. If you are the station, call 203-623-0233 or write Box D-118, BROADCASTING.

**Resourceful**—Top-40, PD/DJ. Experienced. 3rd class, small-medium market available now. Box D-119, BROADCASTING.

**Baltimore-Washington area:** Need a bright-sounding personality? 2 yrs MOR-Rock experience, 21 single, draft exempt, 1st phone. Box D-120, BROADCASTING.

**First phone announcer newscaster**, 6 years experience, pleasant voice, comfortable with all formats, desires permanent position with advancement opportunities, Pennsylvania or New England. Box D-122, BROADCASTING.

**Married announcer/program director**, eleven years, mature voice, good production, know music. Presently employed. \$175 minimum. Box D-123, BROADCASTING.

**3rd endorsed, some exp., well-versed Rock/Blues:** West Coast or Boston (summer). Box D-125, BROADCASTING.

**Sports Director**—Radio/TV Combo—quick, "as it's happening" style of basketball, football, baseball and auto racing play by play. Market capturing delivery. Married—family—service completed. Looking for permanent position in medium/major market. Any area considered. \$200 starting salary. Box D-126, BROADCASTING.

## Announcers—continued

**California:** CGW, Top rated announcer, experienced personality, witty but not wordy, military complete, third endorsed, college. Box D-127, BROADCASTING.

**Rock jock**—or up tempo MOR, good tape, veteran—will travel—can do news—copywriting. Box D-133, BROADCASTING.

**Currently employed** with major market network station, but top 40 is my specialty. Military complete, married, third phone, tape available. Box D-135, BROADCASTING.

**Announcer**, first phone, experienced in MOR and sports commentating. Will relocate. Box D-138, BROADCASTING.

**Former musician** with first phone and board experience needs beautiful, radical radio anywhere. Box D-144, BROADCASTING.

**First phone deejay/engineer**, 8 months experience, draft free, available immediately. Box D-145, BROADCASTING.

**First phone**, 5 years experience. Married, draft exempt. Need \$625. Medium or large market contemporary operation. Box D-146, BROADCASTING.

**Country jock**, announcer. First phone. Experienced, employed, looking. Box D-152, BROADCASTING.

**I offer professionalism, productivity**, and pride in my work. 10 yrs. experience MOR, good music, talk formats. College graduate. 29, married, no problems. Excellent references. Experienced P.D., operations manager. Willing to relocate in small or medium market. Want to settle permanently. \$175/wk min with opportunity to advance with the organization. An intelligent, hard working, dedicated addition to your staff. 3rd endorsed. Call 616-927-1591 or write Box D-158, BROADCASTING.

**D.J.-Newscaster**, seeking rock, or RGB stations. School graduate, versatile salesman, 4-F, 3rd endorsed, will travel anywhere. Box D-161, BROADCASTING.

**One soul DJ** avail. May 1. Tight board, 3rd endorsed. Box D-167, BROADCASTING.

**Mellow as a cello** longtime staffman including copywriting and servicing, some TV. Recent arrival California. Widower agreeable any shift. 3rd endorsed. WLM, 1317 Isabelle, Mountain View, Cal. 94040.

**Friendly country-western voice**. Three months experience. Buddy Ballance. 703-622-3016.

**Female DJ**—3rd—tight board—well qualified—news gathering—traffic—experienced—children. Write: Pupil, 314 Bradley Bldg., Wabash, Indiana 46992.

**MOR announcer** seeks permanent position in medium market. Seven years experience in music direction, news, production. College, 3rd endorsed, single, draft exempt. Box 923, Albany, New York.

**FM announcer** wants to work on station near water. Have 1st phone and good knowledge of electronics. Will take AM job also. Prefer progressive format with soul, rock, folk, blues, in a nowtimes "beat". 916-544-4539 or East coast phone P. to P. only. Chris Kidd. 203-655-3628.

**Good young CGW, MOR announcer**. 3rd ticket, good news, tight board, draft deferred, will work anywhere. Contact Mike Higgins, 37 Steeplebush Road, Levittown, Penna. 19056.

**Sports announcer** desires play by play, or sports talk show. People love to talk sports. Excellent baseball, football, basketball. Ready now. Ed Rice, 123 Henry St., New Britain, Conn.

**Black Announcer**, broadcasting school graduate, third phone endorsed, beginner but eager to learn. Seeks employment with RGB, MOR or jazz station. Will travel. Lee J. Willis, 160 Montview St., Pittsburgh, Pa. 15214, (412) 931-6144.

**Top 40 man** for part time work in Conn. area. 3rd endorsed. Dependable. Ready now. Dan Lewis, 24 Grand St., New Britain, Conn. (203) 229-7530.

**Asset to your station**. Available May 23d, 3d Phone. Versatile, Fast learner, veteran, 22 yrs. old. Will go anywhere in U.S. Details from Bernie Bennett, 2640 Materhorn Dr., Dallas, Texas 75228.

**Negro beginner**, top 40, RGB DJ. Broadcast School Grad. Gordy c/o 734 Euclid, Cleveland Ohio 44114.

## Technical

**Director of engineering** presently employed with multiple AM-FM-TV group. Experienced in all phases of Broadcast planning, construction, cost control, legal, etc. Salary requirement 20M+ up. Availability 90 days, Reply Box C-387, BROADCASTING.

**First phone transmitter engineer** wants work in Florida. Box D-102, BROADCASTING.

## Situations Wanted

### Technical—(continued)

Available May 15th—Competent Engineer, experienced in construction, maintenance, proofs, etc. Prefer Northeast area—No announcing. Box D-105, BROADCASTING.

Alaska only—experienced engineer, maintenance, and construction. Prefer no announcing. Available after June 1st. Box D-106, BROADCASTING.

Knowledgeable engineer available immediately. All phases AM-FM-TV. (Stereo-color). 714-539-9639. Relocate. Chief OK. Box D-107, BROADCASTING.

Chief engineer, FM, AM, experience in construction, maintenance. Box D-129, BROADCASTING.

Chief engineer needs general maintenance job. Frequent ads, no results. What's up. Call 703-663-2245 or write Box D-147, BROADCASTING.

Engineering Supervisor. Extensive AM directional antenna, allocation and transmitter experience. Fly to deal directly with FCC for present employer. Supervise staff of 3. E.E. degree. New all around chief at \$11,700 but outgrown birthplace medium market. Box D-162, BROADCASTING.

Unemployed first phone fully experienced, \$140 week. 215-387-1297.

Chief engineer: 10 years progressive experience all phases design, construction and operation AM & FM facilities including stereo, TV & CATV. Solid background includes announcing, news, production. Desire permanent position with solid station or chain with emphasis on integrity, growth and quality. James W. Harris, 1725 Lasalle Avenue, Norfolk, Virginia. 703-623-4680.

## Situations Wanted

### NEWS

Award winning news director wants move to West Coast. Can mold your news department into #1. Box D-30, BROADCASTING.

Neophyte, ace writer, film background. Graduate—college (1962), Broadcast School (1969). Third phone endorsed. Northeast only. Box D-100, BROADCASTING.

News director—major black R&B market wants to move up—major radio or TV news. Box D-134, BROADCASTING.

Experienced, young, energetic newsman seeks new position on west coast. Excellent delivery and writing-editing ability. College grad. Available immediately. 415-731-5002.

### Programing, Production, Others

Experienced Sports Director desires position with heavy play-by-play assignments, including college or pro. Have Big Eight/Missouri Valley background. Good writer, interviewer too. Available July. Box D-115, BROADCASTING.

Need a program director? Nine years experience in modern controlled MOR radio, five years programing a #1 station that beat Drake. I'm married & have two great children, I am now assistant PD at a 50kw OGO in a top ten market. I am now looking for a good company in a smaller market that would like to share success. Box D-140, BROADCASTING.

Effective Communicator—talk-show, interviews, originate own subject material. 4 years moderator 3 hour night show 50KW. Background announcing, business and sales. Available now. Entertain any location. J. Fribley, Box 595, c/o A.R.E., Virginia Beach, Va. 23451.

Experienced young announcer with 1st class. Strong in Production, knows music, copywriting, & news. Employed 5kw daytimer. Desires opportunity to work in southwest or mountain states. J. Ray at 918-287-1211.

PRO—PD three years—70% Pulse rating with drive time top 40 show and 60% morning talk show. Looking for PD position in medium market or staff announcer in major—I know music—Call (207) 784-4749.

## TELEVISION—Help Wanted

### Technical

New 50,000 Watt AM and Television Control Room Technicians needed: Need 1st phone: year round mountain sports country—clean air; KREX, Grand Junction, Colorado, 303-242-5000.

Experienced Technician—want semi-retirement in sunny Southwest? We employ to age 70. Need part or fulltime maintenance technician, first ticket, all phases TV. No programing or production. Send resume to KVOA-TV, Box 5188, Tucson, Arizona.

## Technical continued

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.

### NEWS

Wanted . . . a television journalist with experience in producing short "specials". Must be capable of "on-air" work on one of the west's major markets. Send video tape (or film), resume and reference in your first reply to Box C-380, BROADCASTING.

Wanted . . . The right person to anchor prime time news broadcast in one of California's fastest growing metro markets. Send resume and tape or film . . . Box C-395, BROADCASTING.

Fourth Market has opening for staff writer/producer for TV News Department. Must be experienced. Contact Box D-111, BROADCASTING.

Photographer reporter, silent sound on film. Upper midwest. Network VHF. Salary open. Send resume and requirements to Box D-166, BROADCASTING.

### Programing, Production, Others

Production-documentary photographer—must be able to handle all 16mm sound and silent cameras as well as still cameras. Full color operation with excellent equipment. Top 50 market. Excellent fringe benefits with growing corporation. Send full details 1st letter to Box D-57, BROADCASTING.

Major market station wants creative cameraman-editor for TV commercial unit. Only those with commercial film production experience need apply. Box D-170, BROADCASTING.

## TELEVISION

### Situations Wanted

#### Management

Program Executive presently employed in Top 5 market desires new management challenge. Good track record, excellent references. Box D-39, BROADCASTING.

Promotion manager with creative imagination. Diversified broadcasting and advertising background. Excellent references. Resume will tell all. Box D-149, BROADCASTING.

### Sales

Good salesman and announcer. Want combo. TV ann. and/or sales. Now in Oklahoma City. No tiny town, please. Call 405-525-7221. Cal Hardwick, 528 NW. 26th, Oklahoma City, Okla.

### Announcer

N.Y. trained. Acting commercials. Pleasing personality. Willing to relocate. Dependable. Negro—Afro—Oriental looking beginner. Box D-97, BROADCASTING.

MOR announcer seeks television position in medium market. Seven years experience in music direction, news, production. College, 3rd endorsed, single, draft exempt. Box 523, Albany, New York.

### Technical

Studio supervisor—desires new challenge, responsible, ambitious and color experienced. Strong maintenance. Ten years with present television employer. Box D-139, BROADCASTING.

TV engineer, 1st phone experience, G.E.—RCA. UHF transmitter, studio switching, camera and film projection. Box D-142, BROADCASTING.

Overseas employment in television or electronics desired. 12 years experience in radio and television. Box D-163, BROADCASTING.

Will be in NYC after April 20 attending television studio training course. Looking for employment after 3 pm daily and weekends. Have had one year's experience in TV projection, also first class license, and inactive NABET card. All replies answered. Howard Smith, P.O. Box 1828, Chicago, Illinois 60690.

### NEWS

TV News Reporter—producer. Leaving Air Force TV slot in May. Six years experience all phases television news, documentary production. Masters Degree. Desire challenging position. Box D-1, BROADCASTING.

Outstanding interviewer and newscaster seeks major market. Currently employed major Eastern market. Radio talk show considered. 38. Telephone 716-876-6938. Box D-45, BROADCASTING.

## News—(continued)

Looking for a good newsman or sports director? I have 8 years experience in both. Write Box D-131, BROADCASTING.

### Program, Production, Others

Production Manager seeks challenge of Public Television. Will organize, train, and coordinate dynamic department. Excellent experience—and references. Box D-108, BROADCASTING.

Children's host with motion picture cameraman seeks show. Together strong visual presentation. Young. Experienced. Box D-114, BROADCASTING.

Film Director. Proven ability—thoroughly trained and experienced film man with administrative and supervisory talents. Box D-124, BROADCASTING.

Children's show with successful format looking for new market. Will make your young viewers happy. Guaranteed top ratings for your station. Box D-148, BROADCASTING.

Weather forecaster with comprehensive delivery. Working knowledge in meteorology. 4 years weather-casting. Versatile broadcasting and advertising background. Excellent references. Box D-150, BROADCASTING.

Producer/director seeking imaginative creative position with progressive station. Extensive background in broadcasting. Excellent references. Box D-151, BROADCASTING.

Producer-director, studio production, film, 14 years solid experience. Capable. Competent. Seeks a position with east coast station. Box D-165, 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.

450 to 500 foot self-supporting tower. Give details & price. Mr. Lee, WSBG, 2400 W. Madison Street, Chicago, Ill. 60612.

Need used 1 kw FM transmitter, late model, for stereo station. Call Delbert Keeling, Chief Engineer, WGAY, Silver Spring, Md. (301) 587-4900.

Color Encoder urgently needed for research project. Would also need related power supplies. Please help us. Write: Michael McNamee, Department of Communications, Washington State University, Pullman, Washington 99163.

## FOR SALE—Equipment

Coaxial-cable—Helix, Styroflex, Spiroline, etc. and fittings. Unused mat'l—large stock—surplus prices. Write for price list S-W Elect, Box 4668 Oakland Calif 94623 phone 415-832-3527.

Gates FMSB transmitter in good operating condition with used spare final tubes, filters and factory reconditioned mono exciter tuned to 100.7. John R. Krieser KVET 113 W. 8th St., Austin, Texas 78701, AC 512-478-8521.

Spotmaster, Scully, Magnecord, Crown, CBS Audimax/Volumax, QRK, Russo, Fairchild. Write for list. Finance-lease. Audiovox, Box 7067-55, Miami, Florida 33155.

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.

4 RCA TK 41-C late model color camera chains. Each equipped with no-burn EEEY orthicons and Varitol 10:1 zoom lens. Will sell individually or as a package. Terms if desired. Call Jim Owens, 404-451-1000.

Best offer over \$390. Takes excellent privately owned Gates 'Proof' package FOB. Box D-96, BROADCASTING.

RCA TR 5, excellent condition, immediately available. Box D-157, BROADCASTING.

RCA TR-11 videotape machine, excellent condition, new air headwheel, solid state processor, set up and check out. available southeast. 703-272-6071.

For sale nearly new Ampex MX-10 Mixer Assembly. Mixing facilities for four (4) mikes, or two (2) mikes and two (2) line inputs. Used only short time. Price \$350.00. Contact Goodson McKee, 817-754-1488 or 772-3810, Waco, Texas.

## MISCELLANEOUS

Deejays! 11,000 classified gag lines. \$10.00. Unconditionally guaranteed. Comedy catalog free. Edmund Orrin, Mariposa, Calif. 95338.

"Jokes for jocks" over 2,000 one liners, definitions and funny bits \$10.00. Box 7815, Atlanta, Ga. 30309.

**MISCELLANEOUS—(Cont'd)**

**Supercuts:** Three personal dj jingles . . . \$25 00  
 Audition tape . . . no charge. Mid-America Pro-  
 motions, P.O. Box 2812, Muncie, Indiana 47302.

**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 CJ approved. Elkins In-  
 stitute 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 Veterans Training.  
 Accredited by the National Association of Trade  
 and Technical Schools. Write Elkins Institute, 2603  
 Inwood Road, Dallas, Texas 75235.

First Class License in six weeks. Highest success rate  
 in the Great North Country. Theory and laboratory  
 training. Approved for Veterans Training. Elkins  
 Institute in Minneapolis, 4119 East Lake Street,  
 Minneapolis, Minnesota 55406.

The Masters, Elkins Radio License School of Atlanta,  
 offers the highest success rate of all first Class  
 License schools. Fully approved for Veterans Train-  
 ing. 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 broadcast 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 5 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.

Cleveland Institute of Broadcasting. New classes  
 starting April 16, 1969. Studios: 633 Hippodrome  
 Bldg., Cleveland, Ohio 44114. Enroll now.—771-2811.

New York City's 1st phone school for people who  
 cannot afford to make mistakes. Proven results  
 April 68 graduating class passed FCC 2nd class  
 exams. 100% passed FCC 1st Class exams. New  
 programed methods and earn while you learn job  
 opportunities Contact ATS, 25 W 43rd St., NYC  
 Phone OX 5-9245. Training for Technicians, Combo  
 men, and announcers.

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 advis-  
 able. Enrolling now for July 9, Oct. 1. For informa-  
 tion, references and reservations, write William B.  
 Ogden, 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 \$8.00 weekly. Next class May  
 12. Tennessee Institute of Broadcasting, 2106-A  
 8th Ave. South, Nashville, Tenn. Phone 297-8084.

First Class License in 4 weeks guaranteed! \$225.00.  
 Dixie Radio Institute, c/o Diplomat Inn, Hunts-  
 ville, Alabama, 205-539-5982.

**INSTRUCTIONS—(cont'd)**

Broadcasters are passing their first phone exams in  
 six to twelve weeks through tape recorded lessons  
 at home, plus one week personal instruction. During  
 1967-68, one week sessions were held in Memphis,  
 Seattle, Minneapolis, Washington, D. C., Portland  
 and Los Angeles. An outstanding success rate has  
 brought expansion in 1969 to Boston, Detroit, At-  
 lanta, Denver and New Orleans. Our 17th year  
 teaching FCC license courses. Bob Johnson Radio  
 License Training, 1060D, Duncan, Manhattan  
 Beach, Calif. 90266 Telephone 213-379-4461.

100% placement of Don Martin Graduates!!! Wonder  
 why? Highly qualified beginners are needed by good  
 stations all over the U.S.A. These stations call the  
 Don Martin School for their new personnel. Our  
 graduates are thoroughly trained, confident, versa-  
 tile, proficient individuals. New classes start the  
 1st of each month. Graduates are available to these  
 stations each month. For additional information call  
 or write: Don Martin School of Radio & TV, 1653  
 N. Cherokee, Hollywood, Calif. HO 2-3281.

**RADIO—Help Wanted**

**Management**

**Are You the #2 Man?**

Established young multiple owner broad-  
 casting firm with excellent growth record is  
 now further diversifying, considering  
 public offering. Company needs talented  
 man as backup preferably with broad  
 background including sales knowhow,  
 proven administrative ability, general  
 broadcast sensitivity, love of challenge  
 and hard work. Key man stock options  
 and compensation plan depends on you.  
 Resume please.

Box D-169, Broadcasting.

**Sales**

**A POSITION WITH THE FUTURE**

Peoria's top radio station offers an ag-  
 gressive salesman the opportunity to  
 earn an attractive five figure income.  
 Phone Ed Wodka for a confidential in-  
 terview, 809-670-8911, or send a resume  
 to

WIRL Radio, 121 N. Jefferson  
 Peoria, Illinois 61602

**Announcers**

**WANTED:**

1 more experienced DJ, Happy Sound, Likes  
 to play C&W hits rather than talk but when  
 he talks he entertains. Send tape, picture,  
 resume to:

Don Kern  
 The All American Station  
 W-SHO  
 New Orleans, La. 70130

**SPORTS DIRECTOR**

Major market Western Radio station  
 needs a real "pro" capable of doing  
 live play-by-play of professional basket-  
 ball, college football and professional  
 football. Please send tape, resume and  
 salary requirements to

Box D-85, Broadcasting.

**TV—Help Wanted—Sales**

**WE'LL INVEST IN  
 A TV  
 SALES EXECUTIVE**

This ad isn't directed to the run-of-the-mill salesman. The man we want may not  
 be "seasoned", but he's an aggressive self-starter who will develop into tomor-  
 row's sales executive. He has had TV or Radio Sales experience; is imaginative,  
 industrious, personable; and is fully equipped to work effectively with agencies,  
 local and regional account.

This isn't a ready made job. Given the right man, we'll invest in him—underwrite  
 his activities—and groom him for an important job within the country's fastest  
 growing CBS affiliate.

If you fit the picture, you'll live in a pleasant, medium sized, midwestern com-  
 munity. You'll start at up to \$7,500 depending upon your background, and you'll  
 move ahead rapidly at a UHF station with the market's finest facilities. If you  
 want to build a solid future for your family and yourself, write us a complete  
 resume of your background and experience. An interview can be arranged.

Box D-153, Broadcasting.

**NEWS**

**NEWSMAN**

With Phone Show Experience

Opening for Big Voice

at

Network Major Market O&O

Rush:

Newsriting sample, news and phone  
 show tapes, resume and recent photo to

Mel Berman, WJAS

Pittsburgh, Pa. 15220

**Programing, Production, Others**

**WANTED—LICENSED  
 PROGRAM—PERSONNEL**

Accepting applications for Producer-  
 Directors and other program personnel  
 with FCC first phone. Send full details to  
 Box D-143, Broadcasting.

**TEACHING OPPORTUNITY**

The Department of Communications,  
 Grahm Junior College, formerly Cam-  
 bridge School, is accepting applications  
 for faculty appointment begin September.  
 Instructors are needed in the following  
 areas: Television Production (color experi-  
 ence necessary), Radio Production, and  
 Speech-Performance. Minimum require-  
 ments: Bachelor's Degree, Master's pre-  
 ferred, and four years professional broad-  
 cast experience; also, Television Engineer  
 (color experience necessary), minimum re-  
 quirements: five years professional experi-  
 ence. Send complete resume and financial  
 requirements to:

Stanley R. Alten  
 632 Beacon Street  
 Boston, Massachusetts 02215

**Situations Wanted—Management**

**Attention Florida Station Owners**

Top Florida station manager available.  
 Have excellent record making small or  
 non-profit stations into real money mak-  
 ers. Prefer small or medium market. Have  
 very best references. Recent sale of sta-  
 tion reason for availability.

Box D-4, Broadcasting.

# Radio And TV Sales Management Openings

Immediate openings in markets up to 1 million population. All areas—East Coast, Southeast, Midwest, Southwest and West Coast.

Our clients want ambitious, young men currently earning under \$18,000.00 who would like an opportunity to increase their income.

Salesmen with management ability considered. College degree preferred, and age up to 35. Confidential and employer assumes our fee.

**Call Ron Curtis  
312-337-5318**

*Nationwide Management Consultants  
645 North Michigan Avenue, Chicago, Ill. 60611*

## **SALES TELEVISION CAMERAS**

International Video Corporation is the newest and fastest growing manufacturer and distributor of television equipment in the U. S. The unexcelled acceptance of our full line of television broadcast cameras has created several openings for sales engineers. Openings exist for sales engineers and regional managers in the New York City and northeastern states areas.

If you are a successful sales engineer with experience selling television cameras and related equipment to the broadcast market, you will be interested in learning more about IVC's plans and the rewards available. For immediate consideration, please call or write:

**D. L. HORN**  
Marketing Staffing



### **INTERNATIONAL VIDEO CORPORATION**

675 ALMANOR AVENUE, SUNNYVALE, CALIF. 94086  
(408) 738-3900

AN EQUAL OPPORTUNITY EMPLOYER

## **NEWS**

### **NEWS DIRECTOR**

WHAS, Louisville, long recognized for its news-oriented TV-AM-FM operation, is looking for the exceptional man to head its news department.

The qualities required go well beyond usual journalistic administrative abilities. To qualify, this man must have proven ability to direct a broadcast news service recognized for local relevancy, identified with aggressive community involvement; he must have demonstrated a sense of presentation that produces news and documentary productions packaged for audience impact as well as substance, utilizing full dynamic capabilities of the broadcast media.

If you qualify, we would like to hear from you. Send comprehensive resume to **Cleve Rumble, Vice President and Director of Employee Relations, WHAS, Inc., 520 West Chestnut Street, Louisville, Kentucky 40202.**

## **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.

### **WANTED—LICENSED PROGRAM—PERSONNEL**

Accepting applications for Producer-Directors and other program personnel with FCC first phone. Send full details to

Box D-168, Broadcasting.

**For Best Results  
You Can't Top A  
CLASSIFIED AD  
in**

**Broadcasting**  
THE BUSINESSWEEKLY OF TELEVISION AND RADIO

## VIDEO DESIGN ENGINEERS

International Video Corporation has an immediate requirement for electrical circuit design engineers with experience in video signal and/or servo mechanisms design to work on advanced helical scan color video tape recorders.

These positions offer unique opportunities to apply new and creative engineering approaches to commercial video equipment design. IVC design engineers are able to see the results of their ideas quickly and receive recognition for their contributions and efforts.

To investigate these positions and learn about IVC's accomplishments, growth and future, please write or call in confidence to

Lynn Dwigans, Technical Staffing



International Video Corporation  
675 Almanor Avenue  
Sunnyvale, California 94086  
408-738-3900 (ext. 264)

## Employment Service

### "NOTICE"

Introducing Unicom Services . . . A professional media placement service, presently locating offices in all fifty states, with a Denver based computerized system, providing screening and placement of qualified personnel throughout the United States. For more information, contact:

Unicom Services, Inc.  
7125 W. 44th Ave.  
Denver, Colorado 80033  
303-421-7773  
Larry Green  
Exec. Gen. Mgr.

### FOR SALE Stations

### La Rue Media Brokers Inc.

116 CENTRAL PARK SOUTH  
NEW YORK, N. Y.  
265-3430

### CHANCE OF A LIFETIME CAREER OPPORTUNITY

Rapidly expanding, full-color state network. New building, new equipment. Begin at \$9,500 with excellent fringe benefits including group insurance and retirement plan. Advance in 6 years to \$12,500.

Send resume to:  
Maryland Center for  
Public Broadcasting  
RFD 1, Box 147B  
Owings Mills, Maryland 21117

### Employment Service

527 Madison Ave., New York, N.Y. 10022



BROADCAST PERSONNEL AGENCY  
Sherlee Barish, Director

### 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

### Situation Wanted—Announcers

#### TALK OR VARIETY SHOW

Thirty four year old broadcaster desires to move. Seeking T.V. talk or variety show. Conditions more important than money.

Box D-128, Broadcasting.

### WANTED TO BUY Stations

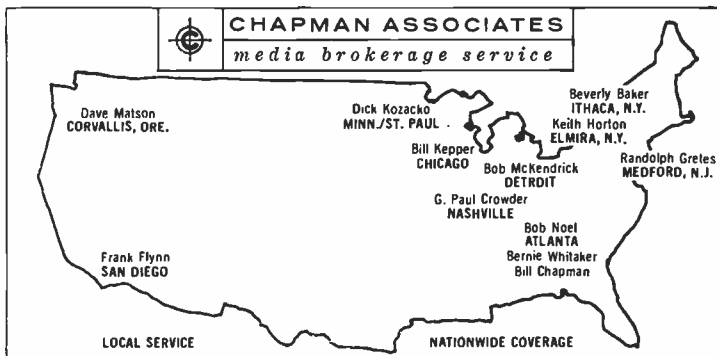
#### Wanted To Buy RADIO STATION

Group owner with stations in four Mid-west states is now ready to expand. Excellent credentials. All replies confidential.

Reply to: Mr. Hart N. Cardozo, Jr.  
President, Communications Properties, Inc.  
W-1152 First National Bank Bldg.  
St. Paul, Minnesota 55101



### CHAPMAN ASSOCIATES media brokerage service



Ky.	small	daytime	\$ 80M	nego	S.E.	small	AM&FM	\$225M	cash
Ohio	small	daytime	250M	SOLD	Ind.	small	FM	125M	29%
Pa.	small	daytime	100M	29%	S.W.	small	fulltime	60M	nego
S.E.	major	fulltime	925M	merger	Okla.	small	profitable	122M	term
N.E.	major	profitable	800M	29%	M.W.	metro	FM	65M	50%



### CHAPMAN ASSOCIATES media brokerage service®

2045 Peachtree Road

Atlanta, Ga. 30309

## FOR SALE—Stations

(cont'd)

### TOP MARKET

Midwest AM-FM. Good potential for experienced broadcaster. Tax loss advantage. Terms. \$450,000. Write fully to:

J. N. Wells & Company  
543 W. Roosevelt Road  
Wheaton, Ill.

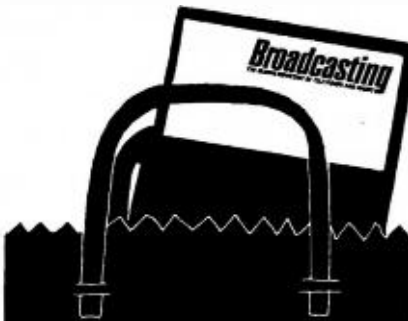
### Established Media Brokerage Firm

Offers services as prime acquisitions consultant to company or individual with long range program for purchase of broadcasting, newspaper and magazine publishing, and other communications properties.

Box C-385, Broadcasting.

# Broadcasting

is the marketplace



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

Subscribe now . . . pay later!

(Continued from page 73)

aker for Scripps-Howard Broadcasting Co. Action April 3.

■ KFBB Great Falls, Mont.—Broadcast Bureau granted assignment of license from Harriscope Broadcasting Corp. to Big Sky Broadcasting Co. for \$185,000. Sellers: Burt I. Harris, president, et al. Sellers own 50% of WSNS-TV Chicago. 100% of KULR-TV Billings, Mont., and 10.19% of KGGM-AM-TV Albuquerque and of KVSF Sante Fe, both New Mexico. Buyer: W. Holter, sole owner. Mr. Holter owns 87½% of KLTZ Glasgow and KYLT Missoula, both Montana. Action March 28.

■ WUSM Havelock, N. C.—Broadcast Bureau granted assignment of license from Friendship Broadcasters Inc. to Southeast State Broadcasting Corp. for \$84,500. Sellers: Jack S. Younts, president (38%), Elizabeth M. Younts (13%) et al. Mr. and Mrs. Younts own WEEB Southern Pines, S. C. Buyers: Charles P. Wenk, president (43.40%), Bruce I. Kent, secretary-treasurer (30.19%), et al. Messrs. Wenk and Kent are employees of broadcasting company owning WHRF-AM-FM Riverhead and WPAC-AM-FM Patchogue, both New York. Action March 28.

■ KJEM-AM-FM Oklahoma City—Broadcast Bureau granted transfer 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. Action April 3.

■ WRLC(FM) Palmyra, Pa.—Broadcast Bureau granted assignment of license from Harrisburg Broadcasting Corp. to Clinton Broadcasting Co. for \$101,000. Sellers: Edward R. Newman and Thomas A. Bolan. Messrs. Newman and Bolan have 75% interest in applicant for new FM at Berwick, Pa., and in WBRX Berwick. Mr. Newman owns 33¼% of WMAZ-AM-FM Springfield, Mass., and 40% of WRNJ(FM) Atlantic City, N. J. Buyers: Hugh J. and Dorothea M. Clinton (jointly 100%). Mr. Clinton is announcer-salesman for WBUX Doylestown, Pa. Action April 3.

■ WDEB-AM-FM Jamestown, Tenn.—Broadcast Bureau granted 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, 33¼% after). Buyer: Frank Alexander (none before, 33¼% after). Mr. Alexander is general manager of WDEB-AM-FM. Action April 1.

■ WGNV Knoxville, Tenn., and WMAK Nashville—FCC granted transfers of control of Mooney Broadcasting Corp. from George P. Mooney (70% before, 28% after), Robert E. Crenshaw, Frank H. Marsh and John Bailey (each 10% before, 4% after) to public (none before, 60% after). Action April 9.

■ WGAP Maryville, Tenn.—Broadcast Bureau granted transfer of control from Frank H. Corbett (100% before, none after), to Virginia E. Corbett, executrix of estate of Frank H. Corbett, deceased (none before, 100% after). No consideration involved. Action March 28.

■ KMEC-TV Dallas—FCC granted assignment of CP from Maxwell Electronics Corp. to Evans Broadcasting Corp. for \$40,000 plus assumption of liabilities totalling \$171,530.37. Sellers: James T. Maxwell, president, C. H. Maxwell, vice president, Carroll Maxwell Jr., secretary, et al. (as a group 100%). Buyer: Thomas M. Evans, sole owner. Mr. Evans is permittee of KDNL-TV St. Louis. He also is applicant to purchase CP's for WUHP-TV Hartford, Conn., and WENS(TV) Pittsburh; and to purchase WJZB-TV Worcester, Mass. Action April 2.

■ KWMC Del Rio, Tex.—Broadcast Bureau granted transfer of control of Amistad Broadcasting Co. from Daniel R. McDuff (40% before, none after) to Andres Portales (40% before, 50% after) and Billy Don Turner (none before, 30% after). Consideration: \$17,025.89. Action March 28.

■ KRIO McAllen, Tex.—Broadcast Bureau granted assignment of license from Valley Broadcasting Co. to KRIO Inc. for \$725,000. Sellers: Jim R. Phillips, president, Jackson E. Cagle, executor of estate of Gene L. Cagle, et al. Mr. Phillips is vice president of licensee of KNEL Brady, Tex. Mr. Cagle is trustee of 23.33% of KRBC Abilene, Tex.; 40% of KENM Portales, N. M., and 10% of KRBC-TV Abilene and KACB-TV San Angelo, both Texas. Buyers: Jack R. Crosby, president (27.45%), Benjamin J. Conroy Jr., celo, both Texas. Buyers: Jack R. Crosby, owns 50% of KTEO San Angelo, Tex., and 27% of KROP Brawley, Calif. He also owns 5% of WXTV(TV) Paterson, N. J., and has numerous interests in CATV and other businesses. Mr. Conroy owns KRME Hondo, Tex., and has numerous interests in other

businesses, including CATV. Action March 28.

■ KTOD-AM-FM Sinton, Tex.—FCC granted assignment of license from Southern Broadcasting Corp. to Sinton Broadcasting Co. for from \$200,000 to \$210,000. Sellers: Mr. and Mrs. Edwin M. Singer, jointly 100%. Buyers: George R. and Monica Z. Ramsower (each 12½%), Vincent J. and Margaret C. Schmitt (each 12½%), Jerry Fullerton and James W. Bixler (each 25%), Mr. and Mrs. Ramsower own 100% of cattle ranch. Mr. Schmitt owns 100% of real estate and insurance firm and 25% each of two others. Messrs. Fullerton and Bixler are employees of KTOD-AM-FM. Action April 9.

■ WKOW Madison, Wis.—Broadcast Bureau granted assignment of license from Midcontinent Broadcasting Co. of Wisconsin Inc. to Midcontinent Enterprises Inc. for purpose of corporate reorganization. No consideration involved. Principals: N. L. Benson, president, et al. Principals own WKOW-TV Madison. Action April 3.

## Community-antenna activities

The following are activities in community-antenna television reported to BROADCASTING, through April 9. 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*.

■ Thomasville, Ala.—Thomasville TV Cable Co., represented by Cecil Goodreau of WJDB Thomasville, has applied for a franchise. Officers of the firm are Mr. Goodreau, president; Julia Bishop, Andalusia, Ala., vice president; Dige Bishop, Andalusia, secretary; and Mexie Goodreau, Thomasville, treasurer.

■ Long Beach, Calif.—Cable Communications Co. has applied for a franchise.

■ *South Lake Tahoe, Calif.*—Tahoe TV Cable Co. has been granted a 15-year franchise.

■ *Pahokee, Fla.*—Micanopy Group Companies, Alachua, Fla., has requested a 30-year franchise.

■ *Monroe, Ga.*—Warren Gilpin has been granted a franchise.

■ *Bordentown, N. J.*—General CATV Inc. of Delran, N. J., has applied for a 25-year franchise. The firm would pay 5% of its gross receipts and provide free connections for city schools, police and fire departments and the municipal building. The firm, headed by William Keenan, already serves Willingboro and holds franchises in Florence, Burlington, Burlington township, Westampton township and Delran, all New Jersey.

■ *Hamilton, N. J.*—Teleprompter Corp., New York (group owner), has applied for a nonexclusive franchise. The firm would pay 5% of its gross receipts. Subscribers would pay \$9.95 for installation and \$5 monthly.

■ *Cherryville, N. C.*—State-Wide Cablevision Co. of Forest City, N. C. has applied for a franchise. Under tentative plans the company would pay \$1,000 per year to the city, or 5% of the annual gross revenues, whichever is greater.

■ *Ashtabula, Ohio*—Ashtabula Cable TV Inc. has been granted a 10-year franchise. Joseph Taylor is president of the firm.

■ *Aberdeen, S. D.*—TV Signal Co. has applied for a franchise.

■ *El Campo, Tex.*—Three firms have applied for a franchise: Wharton County Cable TV Inc.; Pioneer Cable Inc. of Dallas; and Wharton Communications Inc. of Wharton, Tex. Stockholders of Wharton County Cable TV are Fred V. Barbee Jr., A. R. Elam Jr., and C. C. Woodson (owners of KULP El Campo and the *El Campo Leader-News*); and Louis R. Eddins, operator of a cable system in Brownwood, Tex.

■ *Orange, Va.*—Dixey Cable Co. has applied for a franchise. The firm would pay \$2,000 and 6% of its gross receipts. Subscribers would pay \$5 monthly. A previous applicant is American Telecab Service, Rockville, Md.

■ *Warrenton, Va.*—Elektra Broadcasting Corp., operator of WEER-AM-FM Warrenton, has applied for a franchise.



Felix A. Kalinski, president of the CBS/Comtec Group, is a maverick of sorts in an industry that invariably develops executive talent from within its own companies or entices promising management officials away from competitors.

Mr. Kalinski is not a graduate of the vaunted CBS "farm system."

He was a fledgling in the broadcasting-communications field in 1966 when CBS hired him for a top-level planning post.

And he was elected president of one of the four CBS groups in 1967 after only 16 months of service with the company.

But if Mr. Kalinski was indeed "an outsider" with sparse specialized knowledge of broadcasting, he was "an insider" in terms of management skills, technological savoir faire and corporate planning and international marketing expertise.

It was therefore understandable that CBS, with its eye focused on diversification and expansion in a technologically oriented and global-minded era, would turn to Mr. Kalinski to oversee the development and growth of the CBS/Comtec Group.

The group includes the CBS Laboratories Division, the CBS Television Services Division and CBS/EVR Inc.

Mr. Kalinski is a tall man of medium build, who exudes a quiet confidence. He seems to be a completely relaxed person, but the intensity and diversity of his educational background and the wide scope of his work experience suggest he is an ambitious, hard-driving individual.

He has attended five institutions of higher learning, including the United States Military Academy, the California Institute of Technology, Georgetown University and the University of Madrid, from which he has received degrees, as well as St. Anselm's College in his native Manchester, N. H., where he studied for two years.

Since leaving West Point, from which he was graduated in 1943, he has held varied occupations (both in and out of military service), such as pilot, aeronautical engineer, diplomat, corporation planner and management executive, both here and abroad. To hear Mr. Kalinski tell it, "things just fell into place," but he adds:

"Of course, there was advance planning. I had always been interested in aviation and after two years at St. Anselm's, I gained an appointment to West Point. After graduation, I became a pilot in the Air Force and flew missions over Western Europe. At the end of the war, I felt I could advance myself by learning more about aviation technology and took my master's degree at Cal Tech."

By 1955 Mr. Kalinski, at 34, was a

## CBS/Comtec plots the possibilities of the future

full colonel in the Air Force. He decided to embark on a second career in civilian life. He resigned his commission and over the next 11 years put his management, negotiating and planning skills to work for such business organizations as Pereira & Luckman, Los Angeles (architecture); Vertol Aircraft Corp., Philadelphia, and the International Basic Economy Corp., New York and Geneva, Switzerland (international economic planning and development), where he held top-echelon management posts.

"In 1966 CBS was looking for someone in planning who had general management experience and approached me," Mr. Kalinski recalls. "I decided to accept. I felt that the field of communications offered innumerable op-

portunities and presented a tremendous challenge for the future."

Mr. Kalinski estimates that he devotes 40% of his time to CBS's newest venture, EVR (electronic video recording), and the remainder to the CBS Laboratories and the CBS Television Services Division.

In Mr. Kalinski's view, the electronic video recording era is here. He noted that the EVR player is scheduled to go on sale in the spring of 1970 and CBS has licensed the General Electric Co. and Cohu Electronics to manufacture the broadcast EVR camera.

"Here at CBS you might say we are playing the role of midwife to EVR, causing it to be born," Mr. Kalinski points out. "We are not, however, going to dictate the priorities for EVR. We feel that EVR initially will be a tool for educational systems and for business organizations. The BEVR camera initially will find a market, we believe, at broadcasting stations. But eventually, we see EVR as a household item for the consumer."

Mr. Kalinski stresses that he is by no means unaware of the opportunities in two other well-established units under his command—CBS Laboratories and the CBS Television Services Division. He characterizes CBS Labs as "the fountainhead of new ideas," and explains:

"At CBS Labs we're involved in such varied areas as electronic high-speed printing; electronic systems that enabled each of the five lunar orbiters to transmit pictures of the moon's surface; aerial reconnaissance systems currently in use in Vietnam and the uses of laser in holography [three-dimensional lens less photography] and sonography [seeing underwater]."

The international orientation of his divisions necessitates frequent travels abroad, particularly in Europe. His assignments are facilitated by his linguistic skills. He learned Spanish in Madrid; French in Geneva and Polish as a youngster in the family household in Manchester.

The opportunities at CBS/Comtec for the future are "boundless," according to Mr. Kalinski.

"We are preparing ourselves to go in several directions," he points out. "We are particularly concerned with equipment and techniques that will have value and application in the future. We have to try to project the trends that will be developing 10 years from now. We are competent to do this since we are so technologically oriented."

Away from the demands of his job, Mr. Kalinski enjoys golf, skiing and swimming but says his principal outside interest is his family, which consists of his wife, Barbara, who was his childhood sweetheart, and their four children. He confesses he wishes he had more time to do some flying.

### Week's Profile



Felix Andrew Kalinski—president, CBS/Comtec Group; b. June 17, 1921, Manchester, N.H.; vice president and general manager, Pereira & Luckman, Los Angeles, 1955-57; senior vice president, Vertol Aircraft Corp., Philadelphia, 1957-60; vice president, corporate development planning, International Basic Economy Corp., New York and Geneva, Switzerland, 1960-66; vice president, corporate planning, CBS Inc., 1966-67; president, CBS/Comtec Group, 1967 to present; m. Barbara Thompson of Manchester, N.H., 1941; children—Mrs. Nancy Fultz, 23; Carole, 19; Felisa, 16, and Felix Jr., 8.

## The pledge

In announcing the rejection of cigarette advertising on the Post-Newsweek stations that he heads, Larry Israel has made life no easier for fellow broadcasters. Mr. Israel is now accumulating Brownie points from the antismoking interests that can't help wishing aloud that other broadcasters would follow his example.

However high-minded Mr. Israel may be—and we do not for a moment doubt his sincerity of purpose—we suggest that other broadcasters ought to make their own decisions on cigarette accounts. It is only realistic to point out that in barring cigarette advertising from his stations, Mr. Israel is unlikely to affect the sales of cigarettes in the Post-Newsweek markets by so much as a pack.

In no country where the advertising of cigarettes has been curtailed while the sale of cigarettes remained unrestricted has there been any showing of a significant decline in the use of cigarettes. Somehow those facts keep getting lost in the discussions here about smoking and health.

In the long run, as we have pointed out before, it may become politically impossible to retain cigarette advertising. That point has not yet been reached.

## Wrong source

Once again it has been proposed that commercial-broadcasting revenues be taxed to subsidize noncommercial broadcasting. The proposal has no more merit now than it had two and a half years ago when the Carnegie Commission on Educational Television discarded it in favor of an excise tax on television sets.

This time the proposal is part of a series of addled suggestions prepared by a New York University economist for Thomas P. F. Hoving's National Citizens Committee for Broadcasting. It is worth comment now only because the suggestions may find their way into the record at Senate hearings scheduled for April 29-30 (BROADCASTING, April 7).

The suggestions include a 4% tax on the gross receipts of commercial broadcasters, competitive bidding for licenses with proceeds going to the government, authority for non-commercial broadcasters to accept advertising and experimentation with pay TV. Here, in sum, is a certain formula for the commercial system to destroy itself by building a "non-commercial" system that would directly compete for audience and revenue.

The absurd part of this whole scheme, of course, is that it fails to recognize, or at least to describe, the ultimate outcome. When the gross receipts of the commercial system began to decline and the values of franchises to fall proportionately, so would the subsidy reaching the "non-commercial" system. Hence the noncommercial system would need to invigorate its competition for audience and revenues and so hasten the decline of the original source of its subsidy. In the long run, the Hoving scheme would simply replace one commercial system with another, after a period of chaos in which program quality would be sure to suffer.

The Carnegie Commission, which conceived the present structure of noncommercial TV, had a better notion. It suggested that the Corp. for Public Broadcasting be subsidized by a U. S. treasury fund supplied by excise taxes on the sale of television receivers. The commission pointed out that this would most equitably spread the support of CPB across the whole spectrum of the public that is expected to benefit from it. Amortizing the excise tax over

the life of a television set would mean only a token annual contribution by any set buyer.

At the forthcoming hearings before the Senate Communications Subcommittee, the legislation at issue is an appropriation of \$20 million for CPB for the next fiscal year plus the authorization of unspecified amounts in the future. This may do at this stage of CPB's development, but we still think the better choice is the excise tax and the freeing of CPB from the political hazards of seeking annual appropriations from the Congress.

## Act of responsibility

In all the controversy over CBS's firing of the Smothers brothers, one rather important point is being obscured and another is being distorted. Both are represented in charges made last week that CBS's action was one of censorship.

It may take months, and conceivably a lawsuit, to sort out all the claims and counterclaims in this case. But it should take no more than a glance at the record to see that the FCC has historically and unwaveringly held that broadcasters must take final responsibility for what they broadcast. Censorship in the constitutional sense cannot possibly be involved, because the censorship that is proscribed by the Constitution is government censorship.

It is more than surprising that the *New York Times* published an editorial abhorring the incident in terms of restraints on freedom of expression. Presumably the editors of the *Times* admire the Smothers brothers. But that is beside the point, as it is also beside the point that others do not.

The issue that is being overlooked is simply this: Who is in charge here? And we cannot for a moment believe that the *Times* would disclaim the right to fire an employe whose performance was consistently below its own standards and in conflict—especially in public conflict—with its policies.



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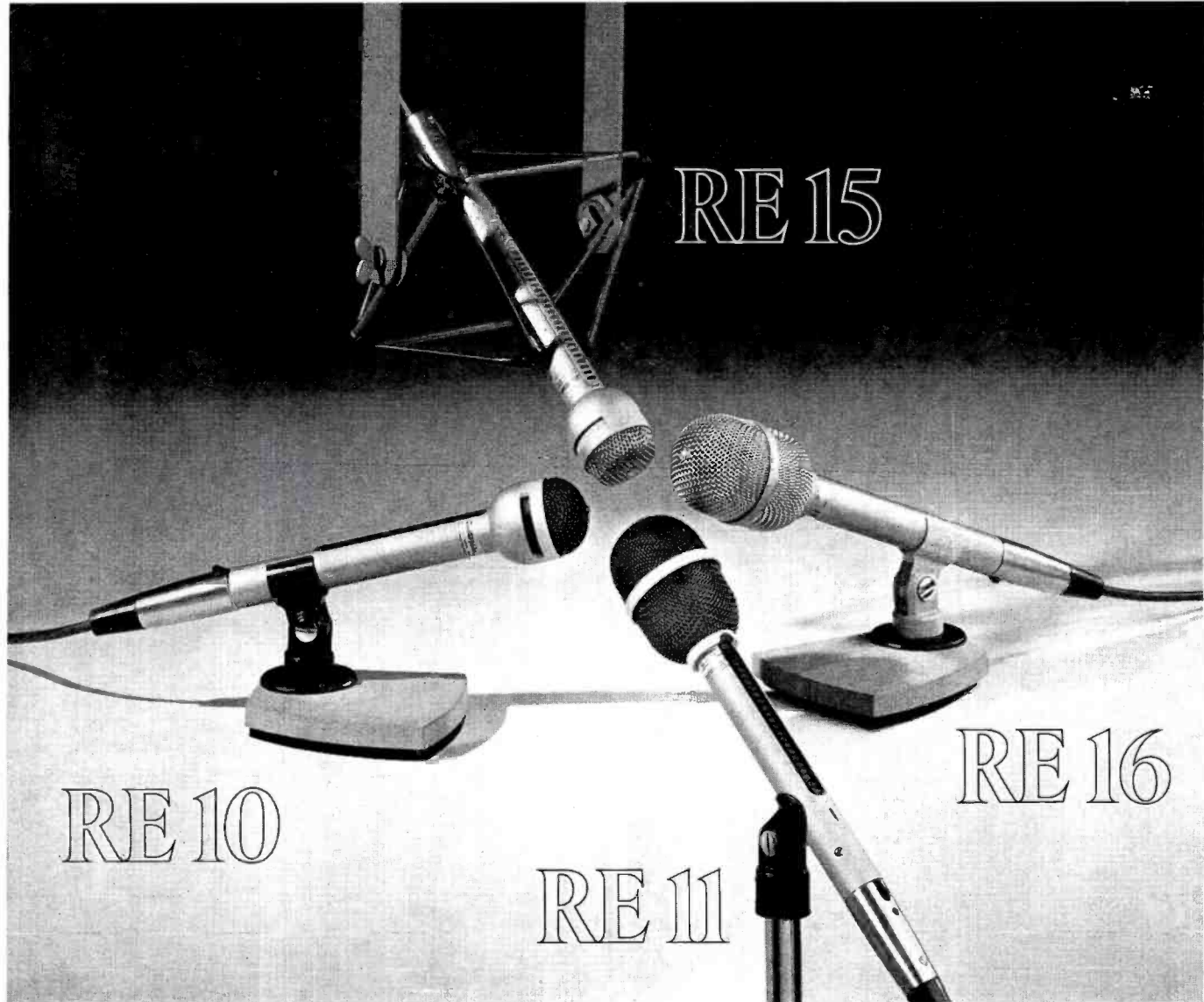


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