



Broadcasting

THE BUSINESSWEEKLY OF TELEVISION AND RADIO

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Radio-television stocks drop in '69—as earnings soar. p29

Tobacco muscles flexed during House hearings on cigarettes. p32

SPECIAL REPORT: No money in service spots, but they look good. p64

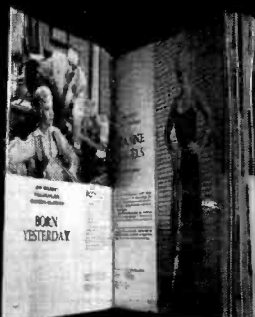
FCC figures show rosy '68 financial picture for networks. p76



**We've got
210 Post-48 quality
Columbia features
that have never been
shown on network
television.**

They are available soon in your market. Call us.

SCREEN GEMS



**WARNER BROS.-SEVEN ARTS
NOW PRESENTS...**

The Legacy of Albert Schweitzer

**A NEW ONE-HOUR
COLOR TV SPECIAL**

Henry Fonda narrates the incredible story of Albert Schweitzer and the man he inspired to fulfill his legacy, Dr. Walter Munz.

Throughout the world and especially in Europe where Dr. Schweitzer's Bach concerts and receipt of the Nobel Peace Prize in Stockholm spelled the dimension of the man, this remarkable program also captures the spirit of Lambarene where, in and beyond his lifetime, a hospital now thrives as a monument to the ultimate law of the universe, reverence for life.



WARNER BROS.-SEVEN ARTS

NEW YORK · CHICAGO · DALLAS · LOS ANGELES · TORONTO · LONDON
PARIS · ROME · BARCELONA · SYDNEY · TOKYO · MEXICO CITY · NASSAU

WMCA plays the now and future hits.
Twelve solid hours of music, music
and more music.

The most music per hour of any station
on your broadcasting dial.

Now the station that brings you
today's music is bringing you
today's words, too.

Are the people who listen to our kind of
music willing to face the music? We think so.

That's why we're opening our phones and
our mikes to the ferment and the electricity
that's happening now.

Good words. Bad words.
Hot words. Cool words.

Some people will call us because they
have something to say. We'll be calling some
people because they have something to hide.

What you won't hear is about
somebody's crabgrass or a baby's first tooth.

What you will hear is Power Radio.
The power of real people. Like you.

Call Dom Quinn. Tomorrow morning.
Any morning. PL9-1000.

WMCA Radio 57  **New York**
The Straus Broadcasting Group, Inc.

The Music.

(From 10 in the morning till 10 at night.)

And The Words.

(From 10 at night till 10 in the morning.)



People Turn Us On!


In the nation's 12th ranked television market, KRLD-TV is the turned-on station — by more people than any other station.

The February/March 1969 ARB Audience Estimates show that from 9:00 a.m. to midnight, Sunday through Saturday, 13.8% more people view Channel 4 per average quarter-hour than the second station in the market.

Ask your H-R representative for choice availabilities to turn on the Dallas-Fort Worth market for your client.

KRLD-TV



represented nationally by 

The Dallas Times Herald Station

CLYDE W. REMBERT, President

Center of attention

FCC's newest commissioner, H. Rex Lee, continues to be man to be wooed in controversial case before commission. He has become swing vote in 3-to-3 split on proposed \$4,400,000 sale of KTVH(TV) Hutchinson, Kan., by Minneapolis Star and Tribune Co. to multiple owner WKY Television System Inc. To persuade him to join their camp in setting sale for hearing Commissioners Robert T. Bartley, Kenneth A. Cox and Nicholas Johnson are putting their arguments in form of proposed hearing order. One contention, reportedly, is that sale would result in "regional concentration" of control. WKY owns WKY-AM-TV Oklahoma City, WTVT(TV) Tampa, Fla.; KTVT(TV) Fort Worth; KHST(TV) Houston, and WWTW(TV) Milwaukee. WKY also owns Oklahoma City *Oklahoman* and *Times*.

In another proposed sale, action on assignment of WIFB-TV (ch. 29) Philadelphia to Taft Broadcasting Co. for \$4.5 million was postponed last week, reportedly because of H. Rex Lee's wish to study matter further. Staff has recommended grant.

The baiting game

Gannett Co. is latest multiple owner facing license-renewal problem as result of concentration-of-control-of-media charge. President of group claiming to represent 3,000 area residents has requested FCC hearing on renewal of license for Gannett's WHEC-TV Rochester, N. Y. Allegation is that Gannett has concentration of control in Rochester (where it owns WHEC and publishes *Rochester Times Union* and *Democrat & Chronicle*) and that WHEC-TV distorts news and ignores events of interest to black community.

Complaint about WHEC-TV is one of growing number alleging concentration of control that commission has received involving New York station licensees. (Their renewals are up June 1.) However, most are from individuals and are said to be general in their allegations. Staff has not yet decided whether to refer these to commission. But WHEC-TV matter, officials say, will be bucked up for consideration.

Guessing game

Washington insiders thought they had hot one last week as new appointee to FCC. James P. Gleason, Montgomery county (Md.) councilman and former assistant to President Nixon when latter

was senator and to former Senator William Knowland (R-Calif.) (1953-58), was being whispered as possible new chairman, but neither Mr. Gleason nor presidential assistants were aware of it. Mr. Gleason, in legal practice in Washington area, ran for Senate from Maryland in 1962 and was active in Nixon campaign last year.

But by week's end, old names were being tossed again, along with another new one: Dr. Clay T. Whitehead, 32-year-old White House assistant, who has participated in conferences with broadcast and other communications people on FCC personnel and organization matters. Dr. Whitehead holds degrees in business administration and engineering from Massachusetts Institute of Technology. Other names: Evelyn Eppley, FCC Broadcast Bureau attorney, strongly supported by Senator Hugh Scott (Pa.), Republican whip, and Robert E. Button, special assistant to chairman of Comsat, who has mustered considerable party as well as industry support.

Trial run

Life Magazine has in production dummy of possible tear-out television supplement which could rival *TV Guide*. Dummy is budgeted and staffed as separate *Life* department under veteran staff member, Tommy Thompson. *Time* Magazine associate editor, Richard Burgheim, is on temporary loan to project to provide editorial advice and feature writer, Joan Barthel, recently hired by *Life* to write on television, has joined project.

One more time

That new deal for TV stations' use of music of American Society of Composers, Authors and Publishers is still all set—except, it's understood, for one thing. Hang-up now, nearly nine months after basic agreement was reached (BROADCASTING, Aug. 26, 1968) apparently has to do with implementation: ASCAP is said to be insisting that new contract be used as means of settling disputes outstanding with individual stations over interpretations of old ASCAP TV contract.

All-Industry TV Stations Music License Committee, representing broadcasters in case that's been in progress since 1961, has consistently held it has no authority to settle old disputes—that these must be worked out by ASCAP and individual stations involved. Key committee members are up-

set by ASCAP stand. It had been hoped that copies of new contract could be distributed to stations in early April (BROADCASTING, March 31). But talks on snag issue still go on.

Show and tell

FCC, in possibly unprecedented move, is ordering Hubbard Broadcasting Co. to appear as party in hearing on license renewals for WCCO-AM-FM Minneapolis. Commission called hearing on basis of charges that manager of Hubbard's KSTP-TV St. Paul-Minneapolis made at Senate Antitrust and Monopoly Subcommittee hearing last year. But Hubbard subsequently said it did not intend to participate as party (BROADCASTING, April 14). Commission, however, in specifying charges to be aired in hearing, is said to order Hubbard to restate allegations and support them in hearing.

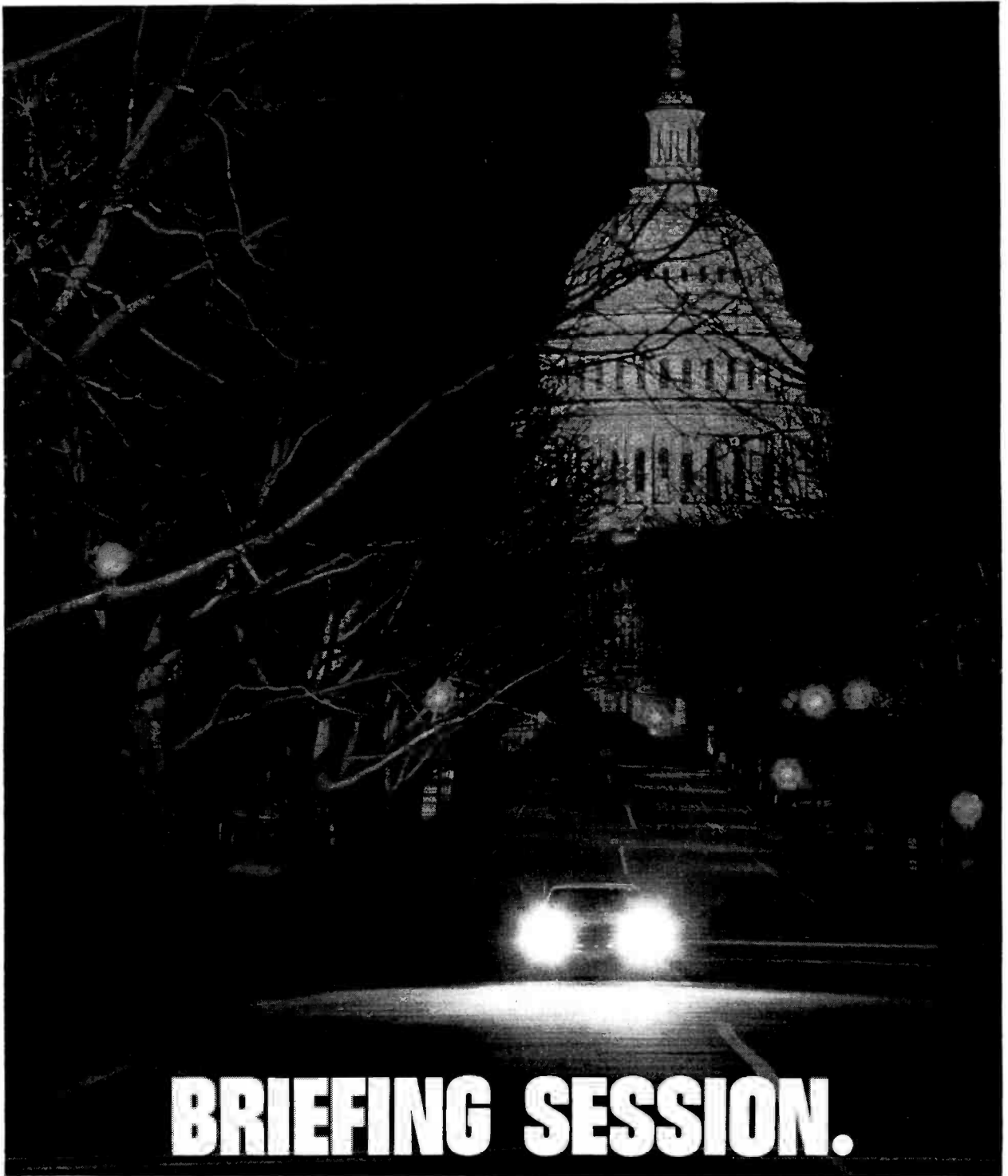
Lever of control, reportedly, is fact that Hubbard is licensee. FCC officials say that when licensee raises serious public-interest charges concerning another broadcaster, he should be required to support them. Order is expected out this week, along with one specifying charges in KROM-FM-TV San Francisco renewal hearing.

Pass along

FCC Commissioner Robert E. Lee has set himself up as kind of ombudsman in behalf of UHF licensees with complaints in which Federal Trade Commission might be interested. Commissioner, long known as FCC's biggest UHF booster, has referred to FTC couple of complaints from UHF licensees claiming timebuyer or advertiser has discriminated against them. (After getting complaint, commissioner replies with letter asking for specifics: then he sends copy of his letter and response over to sister agency.) In one case, FTC is said to have written letter that could be preliminary to punitive action.

Lights out

Aftermath of TV coverage of Eisenhower funeral services from National Cathedral in Washington is possibility that cathedral may have to re-do \$100,000-plus lighting system installed last summer with eye to color TV. It's understood much of March 31 pickup was possible only after networks supplemented permanent installation with own lighting.



BRIEFING SESSION.

There's one anytime anybody in Washington wants one. Anytime. WTOP Radio offers the news nonstop, dawn to dawn. It's the most thorough, most up-to-date news available anywhere. That's just the way the most news-conscious city in the world wants it.

WTOP RADIO
NONSTOP NEWS

A Post-Newsweek Station

Broadcasting observers watch with concern as radio-TV stocks plummet even more sharply than market average—despite fact that broadcasters generally continue to show attractive, often record, earnings reports. See . . .

Radio-TV stocks drop as earnings soar . . . 29

Tobacco interests' opposition to radio-TV smoking ad ban appears strong and effective on Capitol Hill, where House Commerce Committee hearings produce little support for FCC's proposed rule. See . . .

Tobacco muscles flexed on Hill . . . 32

CBS-TV will provide its affiliates with weekly reports on number, scheduling and amount of time devoted to anti-smoking and cigarette ads, so affiliates can calculate their own pro-and-con announcement totals. See . . .

Breakout on antismoking spots . . . 34

Philadelphia federal judge, in unexpected and little-noticed ruling, says FCC cable rule providing for automatic stay is unconstitutional as applied to CATV firm in Philadelphia market. See . . .

A surprise in Philadelphia court . . . 41

FCC's Broadcast Bureau finds no concentration of control or violations of commission rules in connection with sale of WFMT(FM) Chicago to WGN Continental FM Co. Bureau recommends approval of \$1-million transfer. See . . .

Broadcast Bureau supports WFMT sale . . . 44

National Association of Broadcasters launches campaign to get legislative relief from competing applications at renewal time, with local broadcasters slated to play large role in pushing new bills. See . . .

NAB seeks remedy at renewal time . . . 60

Advertising agencies, popularly characterized as self-serving and avaricious, are competing briskly for public-service accounts that offer no percentage, no fee—just challenge, prestige and showcase for new ideas. See . . .

No money—but you look so good . . . 64

Peabody awards story: Commercial networks take fewer awards, none at all in TV entertainment category. CBS, ABC get two each; NBC radio, Westinghouse, National Educational Television one apiece. See . . .

ABC, CBS get pairs of Peabodys . . . 74B

Ancient KOB Albuquerque, N. M., case is reopened at FCC, for limited purpose of permitting station to operate as Class II on clear channel 770 kc, while protecting dominant WABC New York. See . . .

FCC again tackles the 770 tangle . . . 74C

CBS board chairman William S. Paley tells annual stockholders meeting that net income for first quarter is expected to be \$13.5 million, up 8%, on net sales estimated at \$259 million, up 10%. See . . .

CBS foresees income upsurge . . . 75

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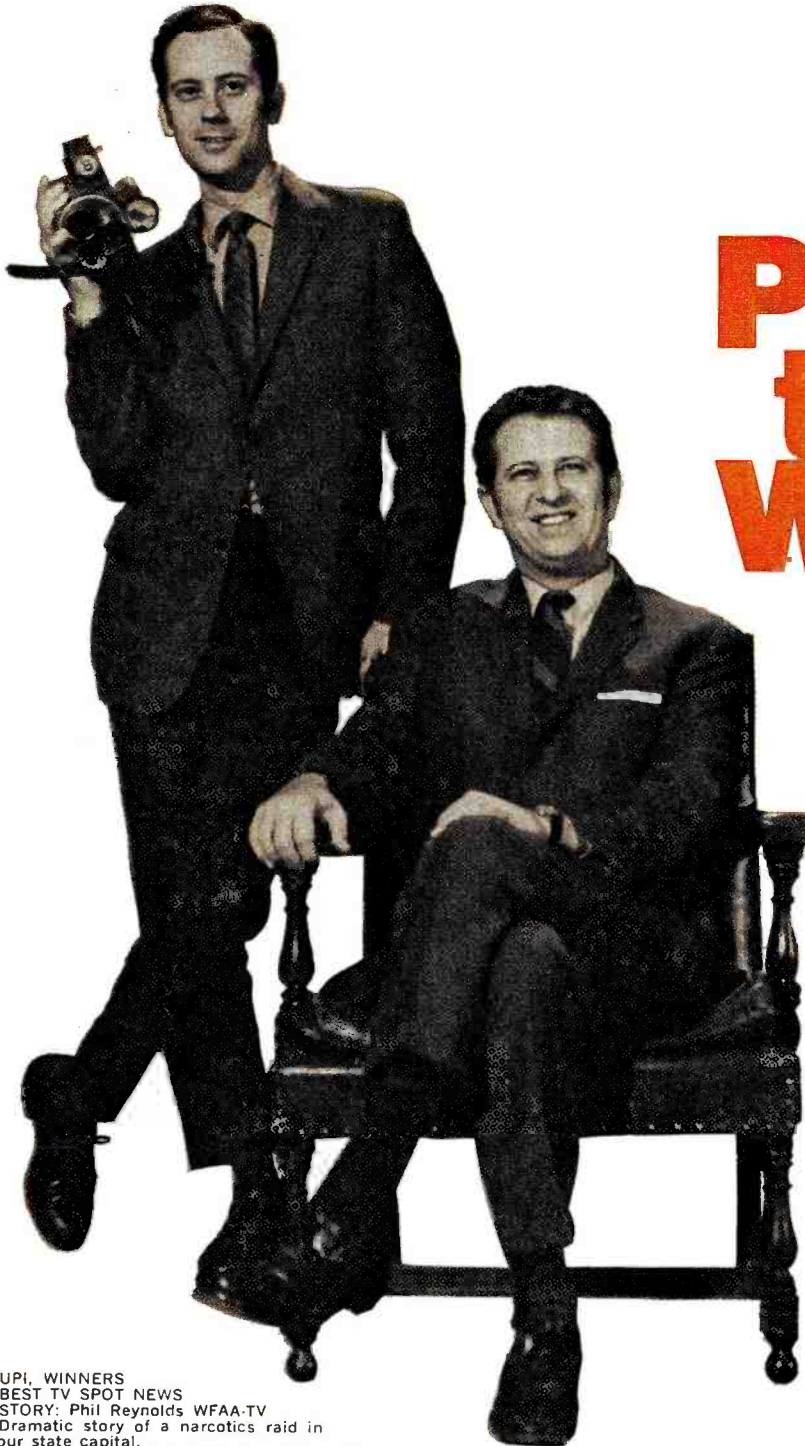


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Pick the Winner

In statewide competition, United Press International presented two out of five First Place News Awards to WFAA-TV, the only television station in the market to win an award. And in separate competition, the journalists who judged the Annual Dallas Press Club Awards, gave WFAA-TV two First Place Awards and three Honorable Mentions in the three TV News categories.

Viewers in the Dallas-Fort Worth area have known for some time what the judges just found out; WFAA-TV News is the best in the market. Join the award-winning award-winners at WFAA-TV.

UPI, WINNERS
BEST TV SPOT NEWS
STORY: Phil Reynolds WFAA-TV
Dramatic story of a narcotics raid in
our state capital.
BEST TV FEATURE STORY: Bert Shipp WFAA-TV
An unusual film story of freeway construction
set to mood music.

WFAA-TV DALLAS-FT. WORTH

ABC, Channel 8, Communications Center. Broadcast Service of the Dallas Morning News. Represented by Edward Petry & Co., Inc.

Late news breaks on this page and overleaf.
Complete coverage of the week begins on page 29.

CBS prescreenings begin

CBS-TV will begin today (April 21) policy of permitting critics to pre-screen its programs for publication on day of broadcast (BROADCASTING, March 31).

Robert D. Wood, president of CBS-TV, announced new policy last Friday (April 18) in closed-circuit TV report to network affiliates. He noted that affiliates, at their option, may invite local reviewers to preview showings, to be carried on closed circuit.

CBS's policy on pre-screening by critics was formulated after company had rejected request of Senator John O. Pastore (D-R.I.) that networks submit their programs for pre-screening by code authority of National Association of Broadcasters (BROADCASTING, March 24). NBC and ABC agreed to submit programs on request of code authority.

Mr. Wood said new procedure will be of value to public by providing critique of program before it is on air, and of value to critics by giving them same opportunity that drama and movie critics always have had.

Critics will be able to pre-screen special programs, premieres of new regular series and, from time to time, specific episodes of continuing series.

Only programs that will not be made available for pre-screening, according to Mr. Wood, are CBS News broadcasts of "breaking" stories and those involving last-minute editing.

NBC and ABC officials said they had no intention of following CBS's new policy. In fact, ABC-TV, which in past six years has submitted only five programs for review by code authority of National Association of Broadcasters, appears willing to have code authority pre-screen all of its new 1969-70 offerings. It already has submitted six new series to code group. NBC has submitted three new series to code authority.

TV good for informing

President Nixon Friday (April 18) told nation he has found his live televised "press conference" valuable in reaching them. His voice bit husky, presumably because of work surrounding shooting down of United States reconnaissance plane by North Koreans in Sea of Japan area, Mr. Nixon said in answer to newsmen's question that he found sessions beneficial in informing people "by television" and through press.

On basis of New York Nielsen ratings, NBC Research estimated 14 million persons watched telecast of President Nixon's news conference

11:30 a.m.-noon Friday. Audience described as "impressively above the average—especially for that time of day," and topped only by a handful of crisis-period news conferences in Johnson and Kennedy administrations.

In New York, where Nielsen estimated audience of 1 million, NBC claimed 6.9 rating and 52 share, against 5.4 rating and 41 share for CBS and 0.9 rating and 7 share for ABC.

Sale approvals imminent

Star Broadcasting Group, Inc., in which William Buckley of *Firing Line* program and *National Review* magazine has majority interest, appears likely to get FCC approval of its proposed purchase of four radio stations.

Commission last week directed staff to prepare order granting applications for transfers of KXLR North Little Rock, Ark., from Frank J. Lynch and associates, for \$450,000, and WBOK New Orleans, KYOK Houston and WLOK Memphis, from Jules J. Paglin and Stanley W. Ray Jr., for \$3 million.

Star has filed registration statement with Securities and Exchange Commission offering 260,000 shares for public sale. Most of proceeds would be used to pay for four stations (BROADCASTING, Jan. 13).

Commission staff was asked to check SEC for its view of Star stock registration.

Acquisition of four stations would give Star its full quota of seven AM's. It already owns five stations, including three AM's—KOZN and KOWH(FM), both Omaha; KISD Sioux Falls, S.D.; KUDT, Fairway and KCJC(FM) Merriam, both Kansas.

Meanwhile, approval of sale of WNBE-TV New Bern-Greenville, N. C., from Nathan Frank and Harold Thoms to Henry C. Wilson and others for \$960,000 was announced Friday (April 18) by FCC.

Mr. Frank owns 97% of WHNC-AM-FM Henderson, N. C. Mr. Thoms' broadcast properties include WANC-TV Asheville, WCOG Greensboro, and WKLM Wilmington, all North Carolina, and WEAM Arlington, Va. Mr. Wilson has interest in WPDx Clarksburg, W. Va.

WNBE-TV, affiliated with ABC, began operating in 1963.

Takes show to capital

There was light official representation from Capitol Hill and FCC Friday (April 18) as Tom Smothers showed controversial April 6 *Smothers Brothers*

Comedy Hour program in Washington. Show was focal point of CBS's cancellation of series two weeks ago (BROADCASTING, April 7).

Special screening drew about 125 representatives of government and news media. About one-third of those present were secretaries and research assistants from offices of 14 representatives and senators.

Government officials at screening included Senator Vance Hartke (D-Ind.); FCC Commissioner Nicholas Johnson; Representatives Paul Rogers (D-Fla.), John Jarman (D-Okla.), John Conyers (D-Mich.), and Thomas Rees (D-Calif.). Also present were Nicholas Zapple, communications counsel to Senate Commerce Committee, and Allen Cordon, legal assistant to FCC Commissioner Kenneth A. Cox, as well as representatives of CBS and NBC.

At question-and-answer session, Mr. Smothers said show would not go on NBC because "Tom (sic) Durgin had talked to Bob Wood." Asked if he was accusing NBC-TV president Don Durgin of collusion with CBS-TV president Robert Wood, Mr. Smothers said he had heard through William Morris Agency that Mr. Durgin had told Mr. Wood "NBC wouldn't pick up the show."

Smothers statement and question-and-answer session at Logos Teleproductions, in Washington suburb of Arlington, Va., was videotaped by National Educational Television, New York.

NET sources in New York said that videotaping of Smothers session would be used in some, as yet undetermined, fashion, possibly as part of planned NET-highlights of hearings by Senator John O. Pastore (D-R.I.) on public television this week (see page 52).

Retain radio-TV query

Plans to collect data on radio-TV set ownership in 1970 census remained unchanged Friday (April 18) after announcement late Thursday that series of reforms in procedures were being initiated by Census Bureau under direction of Secretary of Commerce Maurice Stans.

First reports indicated that questions were being cut from some forms, in response to criticisms of invasions of privacy and charges of burdensome number of questions being asked. Radio-TV questions, originally in subsample form going to 5% of households, remained after clarifications on Friday.

Changes, as it turned out, resulted

Week's Headliners



Mr. Moore



Mr. Moynihan

Everett L. Moore, VP and director of The Katz Agency, elected to newly created position of executive VP for broadcast division of advertising rep. Mr. Moore's duties are to include those formerly handled by retired senior VP Edward Codel, with "increased administrative responsibilities."

George Moynihan, general manager of Group W Productions for two years, appointed national program manager of Westinghouse Broadcasting Co. television stations. He succeeds **Ray Hub-**

bard, who left several months ago to join Post-Newsweek Stations. He has been with Westinghouse Broadcasting since 1949 in programing capacities.

Charles A. Pratt, VP in charge of program development and sales of Bing Crosby Productions, named president of BCP, division of Cox Broadcasting Corp. He succeeds **Basil F. Grillo**, who will remain on BCP board and serve in acquisition field for Cox. **Arthur E. Pickens** continues as president of BCP Television syndication division, Chicago.

Seymour Berns, president of The National Academy of Television Arts and Sciences, appointed VP in charge of television productions for National General Television Productions Inc., subsidiary of National General Corp., Los Angeles. Mr. Berns' appointment is said to mark company's "full scale" move into TV, including live and filmed series, filmed special and live-tape specials, with projects ticketed for both network and syndication markets. For four years, Mr. Berns was producer of *Red Skelton Show* on CBS-TV. At National General, Mr. Berns reports to **Sal Iannoucci**, corporate VP, who is responsible for production subsidiary.

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

in no questions being eliminated, only reductions in number of households getting "long form," with detailed questions on standard-of-living levels. Long form now will go to 20% of households, instead of 25%. Special versions of long form, going to 5% of all households, have broadcasting questions.

Hearings have been set for April 24 in both Senate and House on census-and-privacy controversy. In earlier sessions Census witnesses argued that removal of penalties (fines or imprisonment) would compromise accuracy of tabulations used as basis for government and market research.

Seeks expanded board

ABC stockholders at annual meeting in New York May 20 will be asked to allow membership of board of directors, now mandatory 14, to range from minimum of 12 to maximum of 20 to allow "flexibility in meeting future contingencies," according to proxy statement issued Friday (April 18).

Proposal is to set membership at 13 but give board authority to expand or contract with 12-20 limits by majority vote. Management is proposing election of **Robert V. Hansberger**, president of Boise Cascade, as new board member; two current members are retiring for reasons of age: **Robert H. Hinckley** and **E. Chester Gersten** (BROADCASTING,

April 14).

Stockholders will also vote on management proposal for stock option plan under which key employees would be granted options to purchase up to aggregate of 350,000 shares of common stock at not less than 100% of fair market value on date of grant.

According to proxy, during 1968 **Leonard H. Goldenson**, ABC president, received \$125,000 in salary and \$53,000 in deferred compensation; **Simon B. Siegel**, executive vice president, \$100,214 in salary and \$44,000 in deferred compensation; **Samuel R. Clark**, group vice president, \$75,000 in salary and \$17,500 in additional compensation; **Everett H. Erlick**, group vice president and general counsel, \$72,500 in salary and \$15,000 in additional compensation and **Thomas W. Moore**, group vice president who resigned in August 1968, \$67,175 in salary.

To look over FTC

Effectiveness of Federal Trade Commission in consumer protection and antitrust field will be studied by American Bar Association, White House announced Friday (April 18).

ABA investigation is at request of President Nixon.

FTC was charged with inefficiency by group of Harvard and Yale law students last January.

Little updates report

Updated version of Arthur D. Little Co. study on implications of FCC's proposed rule to limit network ownership or control of programing is scheduled to be filed with commission today (April 21).

Report of Cambridge, Mass.-based research organization is said to consist largely of up-to-date data in form of charts and tables. Parties filing comments May 17 in rulemaking will draw their own conclusions from them.

ABC, CBS and NBC financed original report, which was filed three years ago. ABC dropped its sponsorship of new version, but provided data for it.

Proposed rule, originally issued for comment in March 1965, would prohibit networks from owning more than 50% of their prime-time nonnews programing. It would also bar them from acquiring subsidiary rights and interests in independently produced programs and permit them to distribute abroad only shows they produce themselves.

Calls for ban

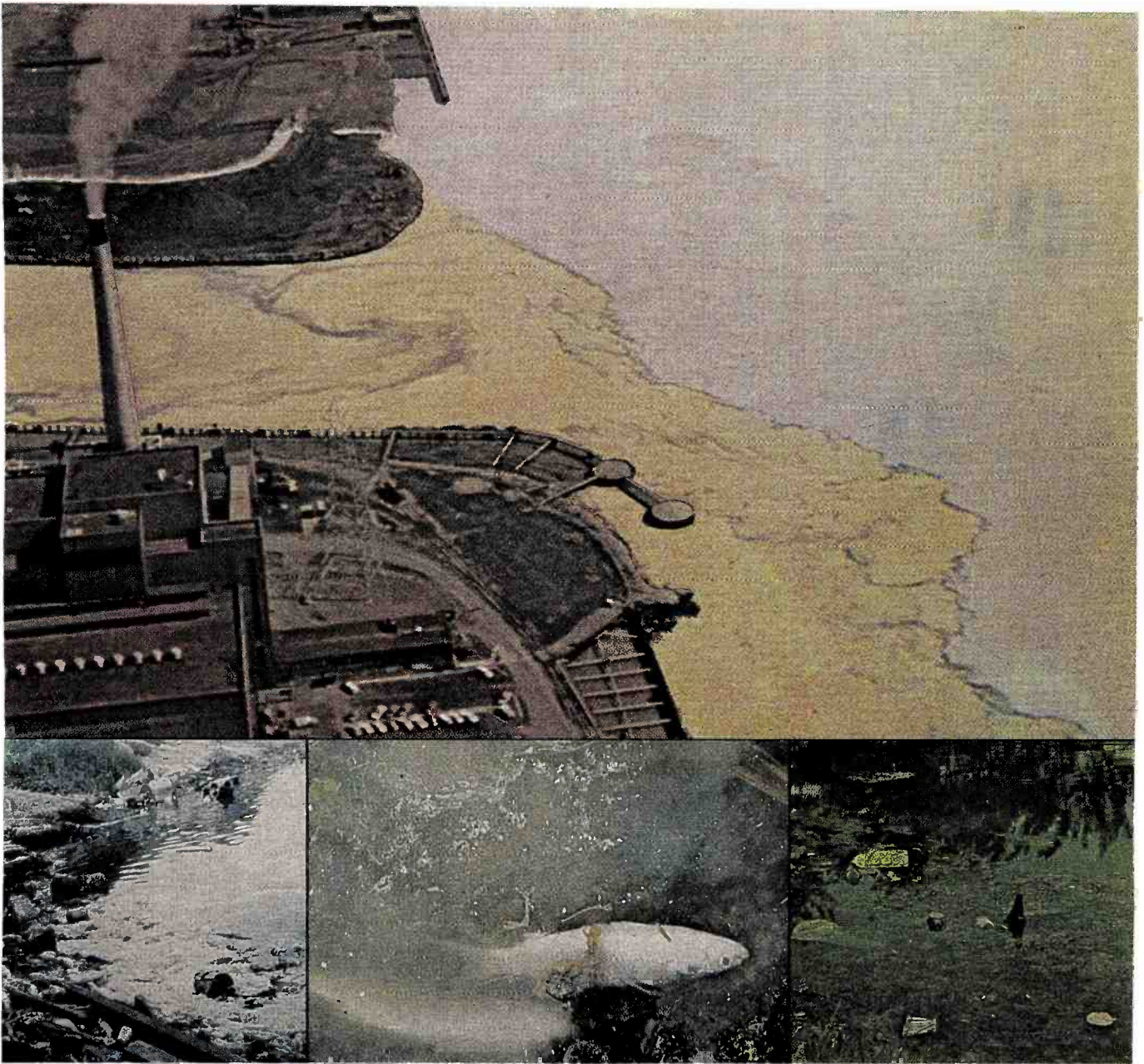
Calling health warning on cigarette packs "hoax on the American people," **Dr. Luther Terry**, former U.S. surgeon general and now chairman of National Interagency Council on Smoking and Health, presented argument for stronger warning and elimination of all broadcast advertising before House Commerce Committee Friday (April 18).

Dr. Terry explained that label fails to impart seriousness of cigarette danger. He was backed by **Dr. Ronald G. Vincent**, department of thoracic surgery, Roswell Memorial Institute, Buffalo, N. Y.; and lawyer-turned-crusader **John Banzhaf III**, Legislative Action on Smoking and Health (LASH). All three espoused recommendations by Federal Trade Commission regarding health warnings and tar-nicotine ratings on packs and advertisements, but under questioning from committee members, yielded slightly to compromise proposal not to ban all cigarette ads from airways. **Dr. Terry** admitted that ban need not be enacted into law if enough stations did it on voluntary basis, noting that some already have (see page 34).

Moore-Kirby stint

Garry Moore and **Durward Kirby**, for many years on CBS, have been assigned segments of NBC Radio's *Monitor* weekend series.

Mr. Moore will become permanent host of 7-10 p.m. (EST) period beginning April 27. **Mr. Kirby** will become host of Saturday 7:30-10:30 p.m. section May 3.



“And Not a Drop to Drink...”

In their continuing efforts to combat water pollution, Storer stations have shown themselves articulate, ingenious and effective. A documentary on the crisis in Lake Erie produced by WSPD-TV, Toledo, was not only widely retelecast in Ohio and Michigan, but prints were also requested for use by Congressional and Cabinet groups in Washington. In New York, Radio Station WHN hired an independent research laboratory to analyze samples of Hudson River water

from its crystal-clear source to its dirty, refuse laden mouth. Miami's WGBS Radio, Milwaukee's WITI-TV and Cleveland's WJW Radio and WJW-TV — all serving communities with major water problems—are deeply involved in intensive programs of documentaries, editorials and in-depth news features on the subject. This mounting concern with America's economic and esthetic stake in preserving the purity of its “water, water everywhere” takes a lot of

doing. But in this, as in every phase of their broadcast operations, Storer stations do as a matter of routine things that community leaders often consider rather special. That's why Storer stations stand out — another reason why it's good business to do business with Storer.



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

M&H PRESENTS THE FACTS

(For Those Who Like Facts)

McHugh and Hoffman, Inc. had its seventh anniversary on March 1, 1969.

Our client experience includes the following items of continuing service.

Five TV stations for seven years
Six TV stations for four years
Three TV stations for five years
Eight TV stations for two years
Twenty stations for one year

There are four radio stations on our list ranging from one to three years. We have worked for all three TV networks for a minimum of one year, and one for two years.

The above client list includes thirty-seven markets in the United States, Canada, and the Caribbean.

We have worked also for two advertising agencies and one airline.

Another division of our company, called Design-Dynamics, applies many of the same research techniques to the problems of design and manufacture of products for the future.

We work intimately with selected research companies who specialize in the use of the social sciences to examine for us specific attitudes in the mass communication and product fields.

Our clients represent twenty-three markets in the top thirty—but we also have worked for clients in markets below the top one hundred.

We believe we can help you and will be pleased to make a presentation with no obligation on your part, at your convenience.

M&H

McHUGH & HOFFMAN, INC.
Television & Advertising Consultants

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

Datebook

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

April

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 TV 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. *Zenith Radio Corp.* Chicago.

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

April 22—*Foote, Cone & Belding* annual stockholders meeting. Hotel 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—*Broadcasting Executives Club* luncheon. Speaker: FCC Commissioner Robert E. Lee. Sheraton Plaza hotel, Boston.

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-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—Annual shareholders meeting, *Wrather Corp.* Disneyland hotel, Anaheim, Calif.

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

April 26—Meeting of *New Mexico AP Broadcasters*. Mid-town Holiday Inn, Albuquerque.

April 28—Special shareholders meeting, *Chris-Craft Industries Inc.* Pier 66 hotel. Fort Lauderdale, Fla.

April 28-30—Annual meeting. *Canadian Association of Broadcasters*. Speakers include Murray Chervoer, president of CTV television network; Harry J. Boyle, vice chairman. Canadian Radio-Television Commission; Charles Templeton, editor, *MacLeans* magazine; Paul L'Anglais, president of the Association Canadienne de la Radio et de la Television de Langue Francaise; and Keith Campbell, vice president, marketing. CTV. 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 Eco-*

nomics, Ithaca, N. Y.

April 29—Annual stockholders meeting, *Reeves Industries Inc.* Roosevelt hotel, New York.

April 29—Annual stockholders meeting, *Storer Broadcasting Co.* Bay Harbor Theater, Miami Beach, Fla.

April 29-May 2—Twenty-sixth annual national convention, *Alpha Epsilon Rho*. Speakers include Gordon McLendon, president, the McLendon Stations; Harold Nlven, 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, *Scrapps-Howard Broadcasting Co.* WCPO-TV Cincinnati.

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

May 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 the association. Speakers: Charles K. Murdock, vice president and general manager, WLW Cincinnati and Edward L. Hearn, manager, Radio Advertising Bureau. Stouffer Inn, Cincinnati.

TVB meetings

Television Bureau of Advertising regional sales clinics:

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—Wiltshire 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-Biltmore hotel, Atlanta.

May 26—Sheraton-Gotham motor inn, Syracuse, N. Y.

June 2—Sheraton-Plaza hotel, Boston.

June 4—Sheraton-Baltimore inn, Baltimore.

June 9—Sheraton-Gibson hotel, Cincinnati.

June 11—Statler Hilton hotel, Cleveland.

June 13—Howard Johnson motor inn, Detroit.

congratulations to the winners of the BMI 1968



Ain't no mountain high enough
Nickolas Ashford,
Valerie Simpson
Jobete Music Co., Inc.

Ain't nothing like the real thing
Nickolas Ashford,
Valerie Simpson
Jobete Music Co., Inc.

All I need
Eddie Holland, Frank Wilson,
R. Dean Taylor
Jobete Music Co., Inc.

Apples, peaches, pumpkin pie
Maurice Irby Jr.
Akbestal Music, Inc.
Act Three, Inc.
Patrick Bradley Music Corp.

Baby I love you
Ronny Shannon
Fourteenth Hour Music, Inc.

Chain of fools
Don Covay
Fourteenth Hour Music, Inc.
Pronto Music, Inc.

Cold sweat
James Brown, Alfred Ellis
Dynatone Publishing Co.

Cowboys to girls
Leon A. Huff, Kenneth Gamble
Razor Sharp Music
Double Diamond Music Co.
Blockbuster Music, Inc.

Dance to the music
Sylvester Stewart
Daly City Music

(Sittin' on) the dock of the bay
Otis Redding, Stephen Cropper
East/Memphis Music Corp.
Time Music Co., Inc.
Redwal Music Co., Inc.

Expressway to your heart
Leon A. Huff, Kenneth Gamble
Double Diamond Music Co.
Downstairs Music Co.

Funky Broadway
Lester Christian
Drive-In Music Co., Inc.
Routeen Music

Funky street
Arthur Conley, Earl Simms
Redwal Music Co., Inc.
Time Music Co., Inc.

Here we go again
Russell Steagall,
Donnie Lanier
Dirk Music

Honey chile
Richard T. Morris,
Sylvia Moy
Jobete Music Co., Inc.

The horse
Jesse James
Dandelion Music Co.
Jamesboy Publishing

I got the feelin'
James Brown
Toccoa Industries, Inc.
Lois Publishing Co.

**I heard it through the
grapevine**
Barrett Strong,
Norman Whitfield
Jobete Music Co., Inc.

I second that emotion
William Robinson Jr.,
Alfred Cleveland
Jobete Music Co., Inc.

I thank you
David Porter, Isaac Hayes
East/Memphis Music Corp.
Pronto Music, Inc.

I was made to love her
Henry Cosby, Sylvia Moy,
Lulu Hardaway,
Stevie Wonder
Jobete Music Co., Inc.

I wish it would rain
Rodger Penzabene,
Barrett Strong,
Norman Whitfield
Jobete Music Co., Inc.

If you can want
William Robinson Jr.
Jobete Music Co., Inc.

La-la means I love you
Thomas Bell, William A. Hart
Nickel Shoe Music Co., Inc.
Bell Boy Music

A natural woman
Gerry Wexler, Gerry Goffin,
Carole King
Screen Gems—
Columbia Music, Inc.

Reflections
Eddie Holland, Lamont Dozier,
Brian Holland
Jobete Music Co., Inc.

Respect
Otis Redding
East/Memphis Music Corp.
Time Music Co., Inc.
Redwal Music Co., Inc.

achievement awards

the most performed rhythm and blues songs
in the BMI repertoire for the period from
July 1, 1967 to June 30, 1968.

Shoo-be-doo-be-doo-da-day
Henry Cosby, Sylvia Moy,
Stevie Wonder
Jobete Music Co., Inc.

**Since you've been gone
(Sweet, sweet baby)**
Aretha Franklin, Ted White
Fourteenth Hour Music, Inc.
Cotillion Music, Inc.

Skinny legs and all
Joe Tex
Tree Publishing Co., Inc.

Soul finger
Jimmy King, Ben Cauley,
James Alexander,
Phalon Jones,
Carl Cunningham,
Ronnie Caldwell
East/Memphis Music Corp.

Soul man
David Porter, Isaac Hayes
East/Memphis Music Corp.
Pronto Music, Inc.

Soul serenade
Curtis Ousley, Luther Dixon
Kilynn Music Publishing, Inc.
Vee Ve Music Corp.

Sweet inspiration
Dewey Lindon Oldham Jr.,
Dan Pennington
Press Music Co., Inc.

Take time to know her
Steve Davis
Al Gallico Music Corp.

Think
Aretha Franklin, Ted White
Fourteenth Hour Music, Inc.

Tighten up
Billy H. Buttler, Archie Bell
Cotillion Music, Inc.
Orellia Publishing

**When you're young and in
love**
Van McCoy
Wren Music Co., Inc.

Your precious love
Nickolas Ashford,
Valerie Simpson
Jobete Music Co., Inc.

You're my everything
Norman Whitfield,
Rodger Penzabene,
Cornelius Grant
Jobete Music Co., Inc.

All the worlds of music for all of today's audience

BMI
BROADCAST MUSIC, INC.

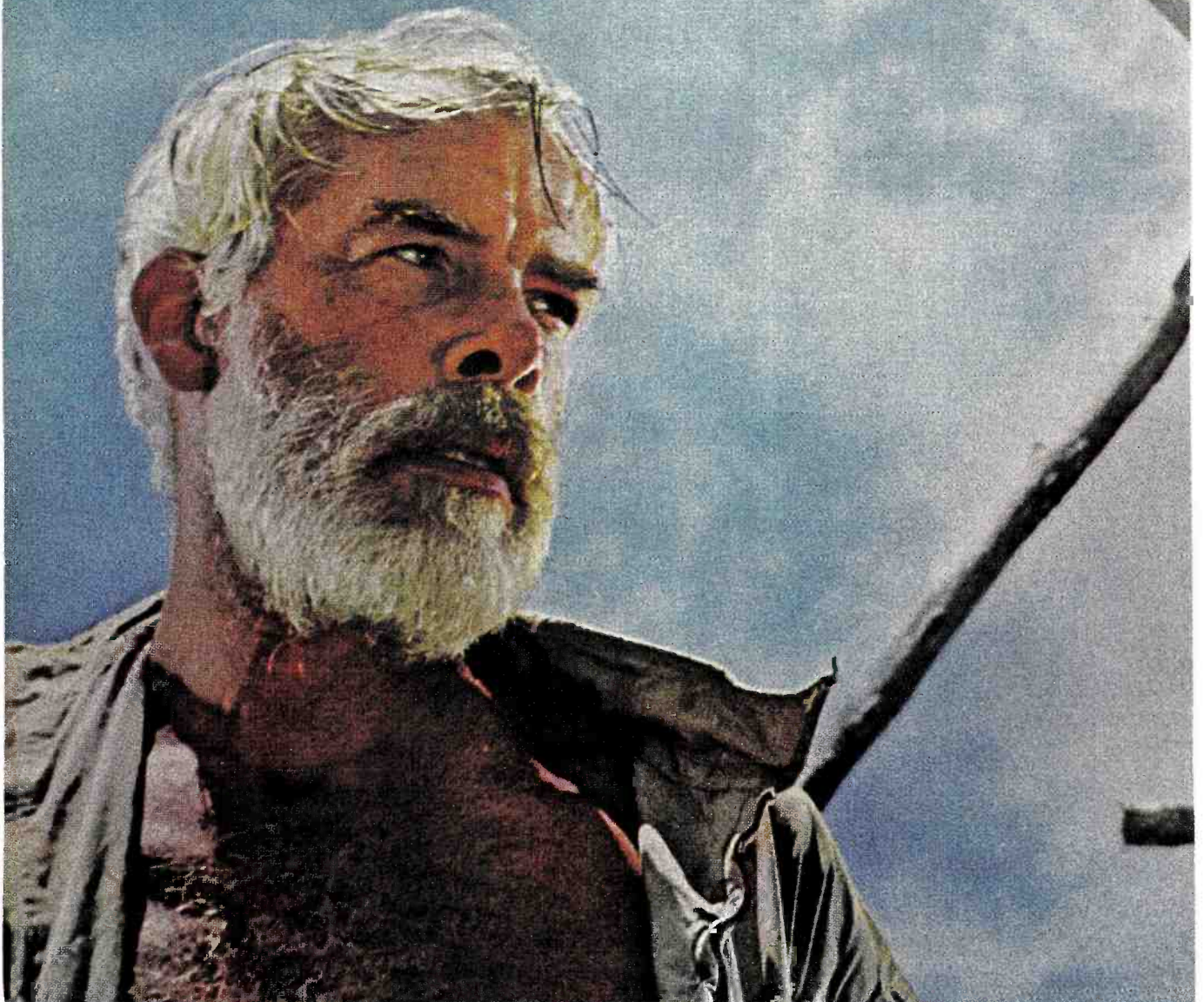
When you live through you're watching

Because ABC is on the big silver screen, too. We are now a major theatrical motion picture producer. With outstanding films like "Hell in the Pacific," a remark-

able tour de force with Lee Marvin and Toshiro Mifune as its entire cast. We plan to make ten or twelve fine pictures like this every year. Movies that entertain and involve people.

This will be a big year at the movies for ABC pictures. You'll be seeing Michael Caine

and Cliff Robertson in "Too Late for the Hero." Jane Fonda and Susannah York in "They Shook Horses, Didn't They?" Wood Allen's "Take the Money and Run." "Ring of Bright Water," starring Bill Travers and Virginia McKenna. And many others. When you see these pictures



Hell in the Pacific," ABC.

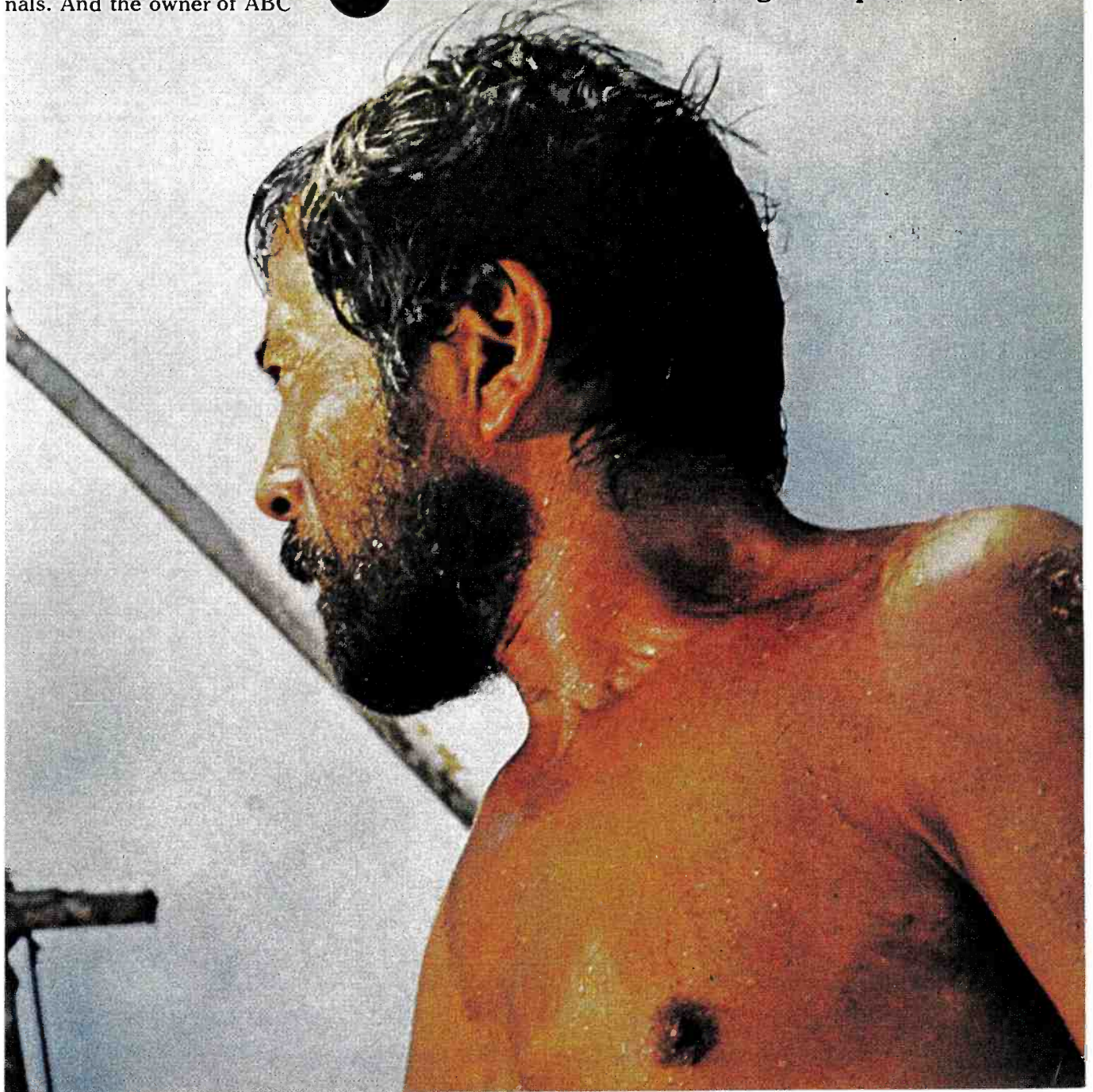
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c a new top ten record, you
also watching ABC. Because
is a major record company.
the largest chain of motion
re theatres in the world. And
blisher of three leading farm
nals. And the owner of ABC

Marine World, Silver Springs
and Weeki Wachee — three un-
usual scenic attractions.

We're many companies
doing all kinds of entertaining

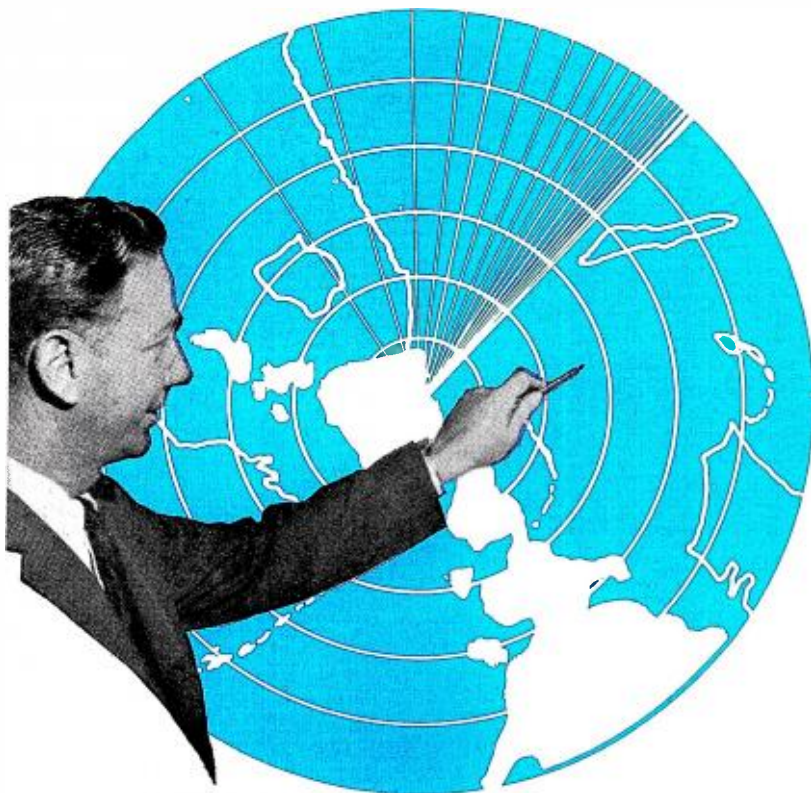
things you probably didn't know
we did. There's a lot more to the
American Broadcasting Compa-
nies than broadcasting. Watch us.
We're not quite as simple as ABC.

 American Broadcasting Companies, Inc.



IN SOUTH FLORIDA, EVERYONE IS TALKING ABOUT THE WEATHER...

on MIAMI'S WLBW-TV



"THANK YOU WLBW-TV FOR KEEPING US INFORMED"...

It was Saturday afternoon... a severe weather front with squalls, hail and tornado winds was moving across the state... and South Floridians turned to WLBW-TV, South Florida's ONLY radar TV station for up-to-the-minute comprehensive radar reports of the storm's position. During the 2½ hour duration of the dangerous front, WLBW-TV interrupted regular programming to air radar reports every ten minutes.

South Florida viewers flooded the WLBW-TV switchboard and mails with calls and letters expressing thanks for the radar information. For the true weather picture, SOUTH FLORIDA WATCHES WLBW-TV.

RADAR WEATHER as reported by South Florida's ONLY TV meteorologist **WALTER CRONISE**.



WLBW-TV

MIAMI, FLORIDA

AFFILIATED WITH WCKY
50 KW CINCINNATI, OHIO



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, Bolling Springs, Pa.

■May 2—Deadline for comments on FCC's inquiry and rulemaking proceeding on applications for channel service by telephone companies to affiliated CATV systems.

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 or 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.

May 5—Annual stockholders meeting, *Wometco Enterprises Inc.* Byron Theater, Miami Beach, Fla.

■May 5-7—Annual conference of the *Association of Canadian Advertisers*. Speakers include Eugene Hallman, vice president and general manager of English-network broadcasting for the Canadian Broadcasting Corp., and Pierre Juneau, chairman of the Canadian Radio-Television Commission. Toronto.

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

May 6—Deadline for comments on FCC's proposal to ban cigarette advertising on radio and television.

■May 6—Annual stockholders meeting, *RCA*. Madison Square Garden Center, New York.

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

■May 7—Annual shareholders meeting, *Magnox Co.* Fort Wayne, Ind.

May 7-9—Annual spring meeting, *Pennsylvania Community Antenna Television Association*. Allentown, Pa.

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

■May 8—Annual stockholders meeting, *Cowles Communications Inc.* Waldorf-Astoria hotel, New York.

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

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

■May 8-12—Tenth annual *American TV & Radio Commercials Festival*. New York.

May 9—Deadline for reply comments on FCC's proposed rulemaking that would authorize remote-control operation of VHF stations.

May 9-10—Annual meeting, *Virginia AP Broadcasters Association*. Mariner Motor Inn, Virginia Beach, Va.

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

Stop, look and whistle fabrics



start moving to you for the kind of fashions you like, at savings you like - by the modern rail way

In colorful boxcars and sophisticated tank cars, railroads carry what it takes to fashion your wardrobe—fibers and chemicals for the latest fabrics that help you look your best.

From raw materials to finished goods, railroads haul the things you need and use for the kind of living you like.

And the new rail way of moving them is the reason average rail freight charges are lower today than ten years ago...and why railroads will keep ahead of your ever-growing transportation needs.



ASSOCIATION OF
American Railroads

GROW, GROW
BY THE RAIL WAY

NATIONAL TRANSPORTATION WEEK MAY 11—17

WHBF

the call
letters of
public service
since 1925



Maurice
Corken, vice pres. & gen. manager

"Serve is the key word in our motto. It challenges us to provide the best in entertainment, news and public service that our many years experience can provide."



Ted
Arnold, vice president, sales

"First we must serve, then may we sell" has been our motto for years. We urge the staff to serve family, community and client to the best of his ability."



George
Koplow, TV program director

"We're judged by program quality. When Cork, Ted and I plan schedules, 90 years' experience in this market is working to insure public acceptance."

WHBF

CBS for the No. 2 market in
Illinois-Iowa (Rock Island,
Davenport, Bettendorf, Moline)

■May 11-13—NBC-TV affiliates convention. Speakers include Walter D. Scott, NBC chairman; Julian Goodman, NBC president, and Don Durgin, NBC-TV president. Century-Plaza hotel, Los Angeles.

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

■May 12—Annual stockholders meeting. *Capital Cities Broadcasting Corp.* Albany, N. Y.

■May 12—New date for FCC's oral arguments on applications by WNDN(FM) Kingston, N. Y., and by 11 UHF TV permittees for additional construction time. Previous date was March 31.

■May 12-13—Conference on satellite communications. Industrial electronics division, *Electronics Industries Association*. Speakers: Leonard H. Marks, Washington, Washington lawyer and recently chairman of U.S. delegation to International Telecommunications Satellite Consortium conference; Richard P. Gifford, and Robert Haviland, General Electric; Dr. Samuel Lutz, Hughes Research Laboratories; Dr. Richard Marsten, RCA; J. A. Fager, General Dynamics/Convair; Donald Jansky, Office of Telecommunications Management, U.S. Office of Emergency Planning. Airport Marina motel, Los Angeles.

■May 12-13—Southeastern convention. *National Religious Broadcasters*. American Motor hotel, Atlanta, Ga.

■May 13—Annual stockholders meeting. *3M Co.* St. Paul.

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

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

May 15—Annual spring manager's meeting, *New Jersey Broadcasters Association*. Rutgers University, New Brunswick.

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

■May 16—Deadline for reply comments on FCC's inquiry and rulemaking proceeding on applications for channel service by telephone companies to affiliated CATV systems.

May 16-17—Annual meeting. *UPI Broadcasters Association of Mississippi*. Speaker: Peter S. Willett, broadcast services, UPI. Ramada Inn, Tuscaloosa, Ala.

May 16-17—Spring meeting of *Iowa Broadcasters Association*. Holiday Motor Lodge, Clear Lake.

May 17—Deadline for comments on FCC's proposal to prohibit networks from owning or controlling more than 50% of their nonnews prime-time programming, and to limit their participation in syndication activities.

May 19—New 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.

May 19—*Radio Advertising Bureau* regional sales clinic. Sheraton-Ritz hotel, Minneapolis.

May 19-21—Annual Idea Bank convention (promotions). Holiday Inn, Pottstown, Pa.

May 19-23—Annual International television symposium and technical exhibition. Information: Case-Box 97, 1820 Montreux, Switzerland.

May 20—*Radio Advertising Bureau* regional sales clinic. Sheraton-Chicago, Chicago.

■May 21—Meeting of *Michigan Association of Broadcasters*. Madison hotel, Washington.

May 22—*Radio Advertising Bureau* regional sales clinic. Sheraton Jefferson, St. Louis.

■May 22—*Association of National Advertisers* workshop on new-product introductions. New York Hilton, New York.

■May 23—New deadline for comments on FCC's proposal that would require uniform tuning methods for UHF and VHF on all television receivers.

May 23—*Radio Advertising Bureau* regional sales clinic. Sheraton-Dallas, Dallas.

May 23-25—Spring meeting of *Illinois News Broadcasters Association*. Wagon Wheel Lodge, Rockton.

■May 24—Meeting of *Illinois AP Broadcasters Association*. Wagon Wheel Lodge, Rockton, Ill.

■May 24—Annual meeting. *Chesapeake AP Broadcasters Association*. Holiday Inn, Baltimore.

■May 24-27—*Alaska AP Publishers and Broadcasters* joint meeting. Mount McKinley Park hotel, Mount McKinley, Alaska.

May 25-27—Meeting of *Alaska Broadcasters Association*. Mount McKinley National Park.

■May 25-27—Fifth annual theater, television and film lighting symposium, *Illuminating Engineering Society*. Sheraton-Chicago hotel, Chicago.

■May 26—Meeting of *Southern California Broadcasters Association*. Lakeside Country Club, Hollywood.

May 26-28—Annual conference of *Sales Promotion Executives Association*. Waldorf-Astoria hotel, New York.

June

■June 3-5—Annual convention. *Armed Forces Communications and Electronics Association*. Sheraton Park hotel, Washington.

■June 6—New deadline for reply comments on FCC's proposal that would require uniform tuning methods for UHF and VHF on all television receivers.

■June 6—Third Annual Belding Awards for creative achievement in advertising. *Advertising Club of Los Angeles*. Beverly Hills hotel, Beverly Hills, Calif.

■Indicates first or revised listing.

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Broadcasting
THE BUSINESSWEEKLY OF TELEVISION AND RADIO

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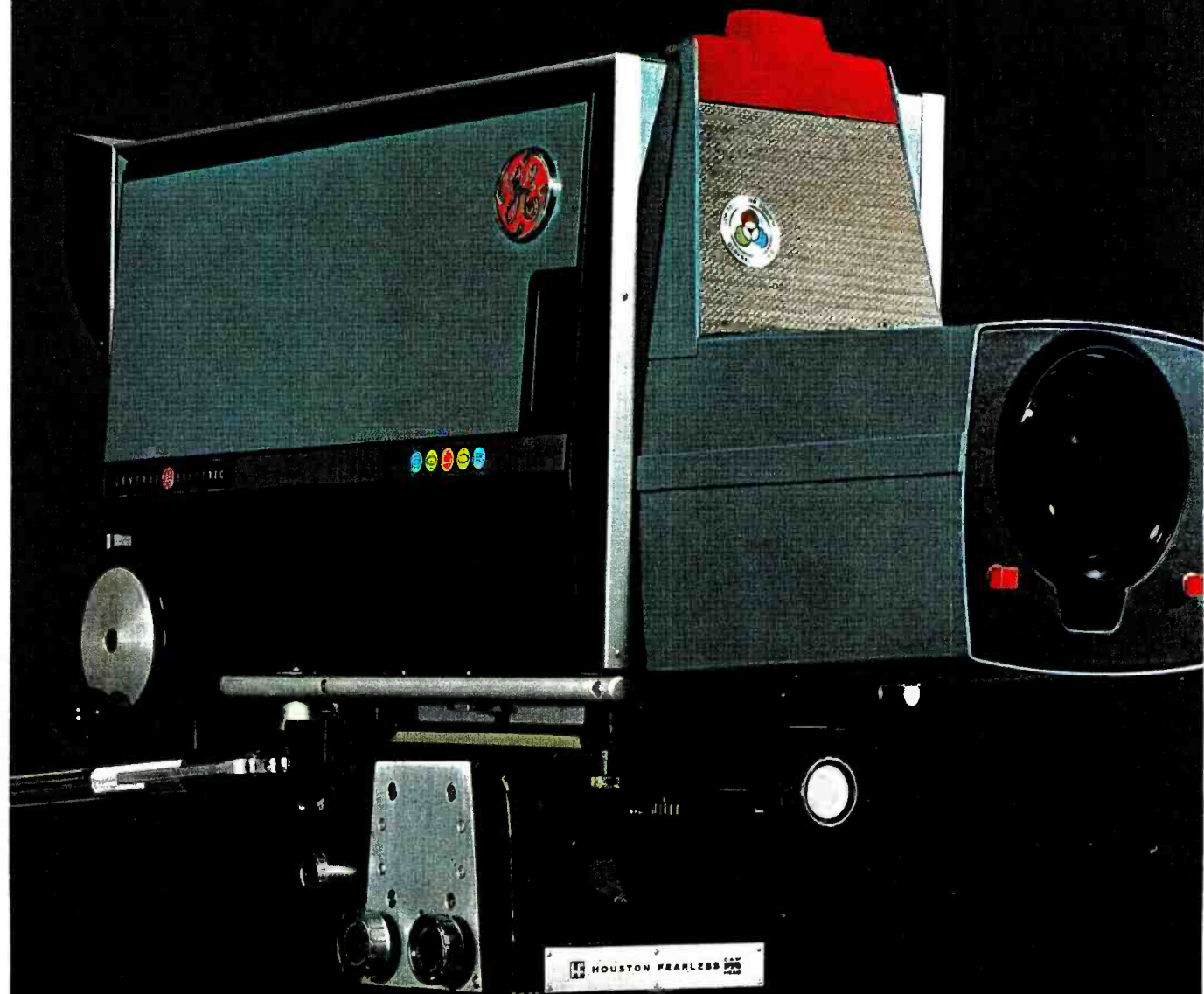
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The
General Electric
guide to explaining
your unfair advantages
over competition



Part 3: cameras

You're stuck. It's the kickoff dinner for the big local charity and you have to spend the evening sitting next to your biggest competitor. Of course he's going to bend your ear because he wants to know some things.

Like why your local color looks truer than his.

And how you get that crisp black and white.

And why you don't have lag and color problems under the new Lucalox® lamps at the municipal arena and the poor lights in the local college field house.

Chances are he knows you have General Electric PE-350 cameras. But since he's asking the questions, he apparently doesn't know how much the cameras mean. And you can keep your advantages with the right answers like this.

QUESTION: Boy, can't people be ugly when local news color is a little off?

ANSWER: "They sure are tough, but that's the public for you." You have to be pretty general here, because you probably don't even know the problem. The PE-350 has chroma enhancement on *all* color channels—not just red—to give you the most accurate, crisp color reproduction imaginable. And better yet, you're getting the best color at the least cost. With GE's "subtractive" registration, just one man can set up the camera. Maintenance is practically nonexistent and life on each of your four original tubes is averaging over 8,000 hours apiece. You know *you're* "money ahead" because he's been getting only 3-4000 hours on each of his three tubes. But why mention it.

QUESTION: You had much trouble with fuzzy black and white?

ANSWER: "Can't that really bug you?" Answer with a question and all he can

do is nod. Of course it bothers him. And what bothers him more is the fact he has the problem and you don't. But don't start talking about the many advantages of GE's separate luminance camera. You could rattle off facts about how a camera with separate luminance produces sharp black and white *even when the camera's slightly misregistered*. But you're at a dinner, not a seminar. Enjoy the creamed chicken and smile a lot.

QUESTION: Aren't models tough? They've been complaining about hot lights ever since we switched to color.

ANSWER: "Well, we try to soothe them." Actually, you soothe them by not using real hot lights. The PE-350 is the industry's leading low light level camera. It makes beautiful noise-free pictures even at *35 footcandles*.

You learned all this before you bought General Electric by visiting their Telecenter in Syracuse. And as a plus, your people were trained by GE not just to handle cameras but even to handle special telecasts such as remotes with combinations of incandescent, mercury, Multi-vapor® or Lucalox® lighting.

But don't volunteer that. And don't volunteer information about interchangeable circuit boards, interchangeable lenses, stability or the rest. He'll find out, someday.

One thing. If it's you that's knocking over water glasses to get close enough to ask the questions, get to someone who'll give you straight answers.

Your General Electric Broadcast Sales Representative might be able to give you an unfair advantage of your own. Call him. Or call us. General Electric Company, Visual Communication Products Department, Electronics Park, Syracuse, N.Y. 13201.

GENERAL  ELECTRIC

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Broadcasting

THE BUSINESS WEEKLY OF TELEVISION AND RADIO

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*Reg. U.S. Patent Office.

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OpenMike

Call for the hot spot

EDITOR: A mink for Margo Krasne! Her hard-hitting "Monday Memo" pleading for quality radio commercials (BROADCASTING, March 17) is something that should have been said a lot earlier, and should be said a lot more in the future. . . .

Somewhere, sometime, somehow, we've got to start training more people who know how to write quality radio commercials, and pay adequately to do it.—I. C. Haag, *I. C. Haag Advertising, Northbrook, Ill.*

Another writer, no outlet

EDITOR: Bravo to Bart Andrews for taking a firm stand in his "Open Mike" letter of March 31. Unfortunately, he is absolutely right. Studios, producers and networks are basically unwilling to give young, unproved talent a fair chance when it comes to the area of writing for television. Yes, when is the industry going to wake up and take a look at the future of television? I would

like to know myself.—Andrew Ferreri, *Hollywood*.

Wired city revisited

EDITOR: I appreciated your extensive coverage of our study of television program diversity for the President's Communications Task Force (BROADCASTING, March 17). I believe, however, it could be misconstrued since it failed to emphasize that we also found that "implications of the wired city for the existing TV industry are substantial. . . .

If networks pay the same time charges (for access to the cable) as all other users, then local stations in their present form would cease to be viable in all but the largest markets, and the local programming they provide would be lost. . . ."

I should also point out that the National Association of Broadcasters, as well as the National Cable TV Association, assisted us in collecting data for the study.—John A. Dimling Jr., *manager, communications and systems, Spindletop Research*.

BookNotes

"The Radio Amateur's Handbook, 1969," edited by Doug DeMaw. American Radio Relay League, Newington, Conn. 710 pp. \$4.

The 46th edition of this widely used guide has been revised and updated by the headquarters staff of the American Radio Relay League with Doug DeMaw as editor. The book contains over 1,300 illustrations and some 576 tube-base diagrams. There are two new linear amplifiers described in the transmitting chapter and new transmitting and receiving equipment has been added to the VHF and UHF chapters.

"Responsibility in Mass Communication," revised edition by William L. Rivers and Wilbur Schramm. Copyright, National Council of the Churches of Christ in the U. S. A. Harper & Row, New York. 314 pp. \$8.50.

First published in 1957, this study of the "media and the public interest" has been revised and enlarged to include the significant events and individuals of the past decade. A completely new chapter deals with "the Negro and the news." Also new are appendices containing the codes of ethics of the broadcast, print, film and public-relations industries.

In its main thrust, however, the book remains unchanged. It presents—pri-

marily for the student of journalism—a basically news-oriented introduction to the nature, functions and operation of the mass media. Four major themes recur throughout the book: (1) freedom and the "right to know" vs. government control; (2) the elusive question of "objective truth" in reporting; (3) the ways in which mass communication is and is not a "profession," in the strict sense; (4) the public's role in shaping mass communication.

The authors, two noted Stanford University communications - research specialists, are vivid in prose style and liberal in use of relevant examples drawn from the news. Their book is in no meaningful sense a "how-to-do-it" text, nor is it an advanced, scholarly treatise. It is a highly serviceable, basic introduction to the central problems of mass communications.

"The TV Director/Interpreter, 1968," by Colby Lewis. Hastings House Publishers, New York. 225 pp. \$8.95.

Colby Lewis, professor in the television and radio department of Michigan State University, provides a simple diagrammed exposition of modern television directing techniques. In addition, he devotes chapters to designing floor plans, efficiency between director, performers and technical staff, and selecting lenses, with a sprinkling of practical examples.

the **TALL** one in Knoxville

There is a reason why the giraffe has such a long neck... he can reach the tender leaves on the trees, which are tempting morsels. There is also a reason why WBIR-TV in Knoxville has such a tall tower... it enables us to REACH out and deliver more audience. Use Channel 10 in Knoxville... the REACH STATION!

- 1,751 ft. above ground.
- The tallest tower in the Southeast.
- 1,870 feet above average terrain.
- Maximum power; 316,000 watts.



wbir-tv

KNOXVILLE, TENN. CHANNEL 10



A Multimedia Station

Represented by Avery-Knodel, Inc.

IDEA QUICKS

LEADING QUESTION

Which network is likely to lead in size of audience when a major news event is covered by the three networks?

The answer is abundantly clear.

Any list of the most important events of the last eight months would have to include:

- The Republican National Convention
- The Democratic National Convention
- The Launching-and-Recovery of Apollo VII
- President Johnson's Announcement of a Bombing Halt in North Vietnam
- Election Night
- The Launching-and-Recovery of Apollo VIII
- President Johnson's State of the Union Address
- The Inauguration of Richard M. Nixon
- The Launching-and-Recovery of Apollo IX

Each of these events was carried by the three networks; and in each case NBC News gained a larger audience than either competing network news service.

We'd call that a leading *answer*.

**NBC
NEWS**

The value of the positive approach in radio

As a listener, I am impressed with the new ideas and new formats that are evolving in radio. As an observer of your industry, I am also impressed with your awareness of community needs. And as a concerned citizen, I am impressed with your recognition of the fact that when 81% of the people of Los Angeles listen to radio each day, this exposure brings with it a huge responsibility, one that goes far beyond kilocycles and the technology of broadcast.

You are in effect the "Voice of America," and in these times we need that voice at home far more than we ever needed it overseas. But I respectfully suggest that you may not be completely fulfilling this role.

In offering such a comment, I am very mindful of the ancient prayer of the Indians: "Great Spirit, grant that I may not criticize my neighbor until I have walked a mile in his moccasins." With your permission, I shall put on your moccasins for a few moments.

You that are so close to current events know the whole catalogue of our national tensions and turmoil. No one knows better than you that we live in a sick society. This may one day be called the Era of Ugliness—when it was "modern" to be mean and "in" to be sordid.

I know all of us are concerned about this. But I hope that all of us, in everything we do, are also asking ourselves whether we are contributing to solutions, or are we in some way compounding the problem? If that thought startles you, I call your attention to the 30-sheet poster panels throughout Los Angeles which recently showed a listener snarling back at his radio.

And there are other examples we might consider. Do the highly-paid personalities who preside over your "talk" programs become better draws or more convincing spokesmen when—as some of them do—they insult, ridicule, or cut off their callers in the middle of a word? Does the famous commentator of one of your networks really build audience for his stations or add to his own reputation by mimicking German, Italian and other dialects in his news-casts?

Is there a tendency in your news-room to emphasize bad news rather than good? The charge has been made

that the communications industry prefers to headline the negative about life in America. In my opinion, this is unfair and untrue, and has to be examined in the light of what news is. But the very fact that such a charge was made at least gives us food for thought.

In the face of our daily diet of draft-card burnings, flag trappings and violence on the campus and in the streets, I heard a refreshing change of pace over one Los Angeles station. It was a story about a youth gang in a midwestern city. But this gang of 55 kids—both boys and girls—was different. They do good deeds instead of destructive ones. You might be curious as to whether your own station carried an item of that type last Dec. 26.

We might also wonder whether the constant news attention and interviewing accorded the leaders of campus dissension do not provide a spotlight in which they thrive and which actually may serve to encourage them.

I am not proposing that radio undertake to solve America's problems. But I do suggest to you that we all share in this responsibility, and that each of us in his own way must help build bridges over the canyons that seem to divide our people.

Let's stop the snarling, stop insulting each other, stop shouting down anyone whose opinion differs from our own, stop running down the things that are good and clean and kindly. Sure, let's tell it like it is, but let's tell it all—and it's not all bad.

Does it really matter? It matters plenty if you agree that our way of

life—despite all its shortcomings—has produced more good for more people than any other system in all of man's history.

And it matters a great deal if we are willing to learn from the past. Historians tell us there have been 21 notable civilizations. Of these, 19 perished but they did not perish by external conquest. They collapsed from the evaporation of belief within. They literally destroyed themselves.

For all its dramatic technical progress, its remarkable audience growth, its record of public service and its achievements as a marketing medium, I believe that radio's greatest age of accomplishment still lies ahead. To help bring people together, to encourage them to pull together, to revive their faith in themselves and their country, this is your unique opportunity each day. There could be no more exciting way to serve—and to serve in a way that alienates no one and only enhances your stature as a dedicated industry.

In this there is enormous potential for good. Nothing is more powerful than an idea whose time has come.

A man named Joseph Addison lived nearly 300 years ago. But when he wrote these words, he might have been directing them to us:

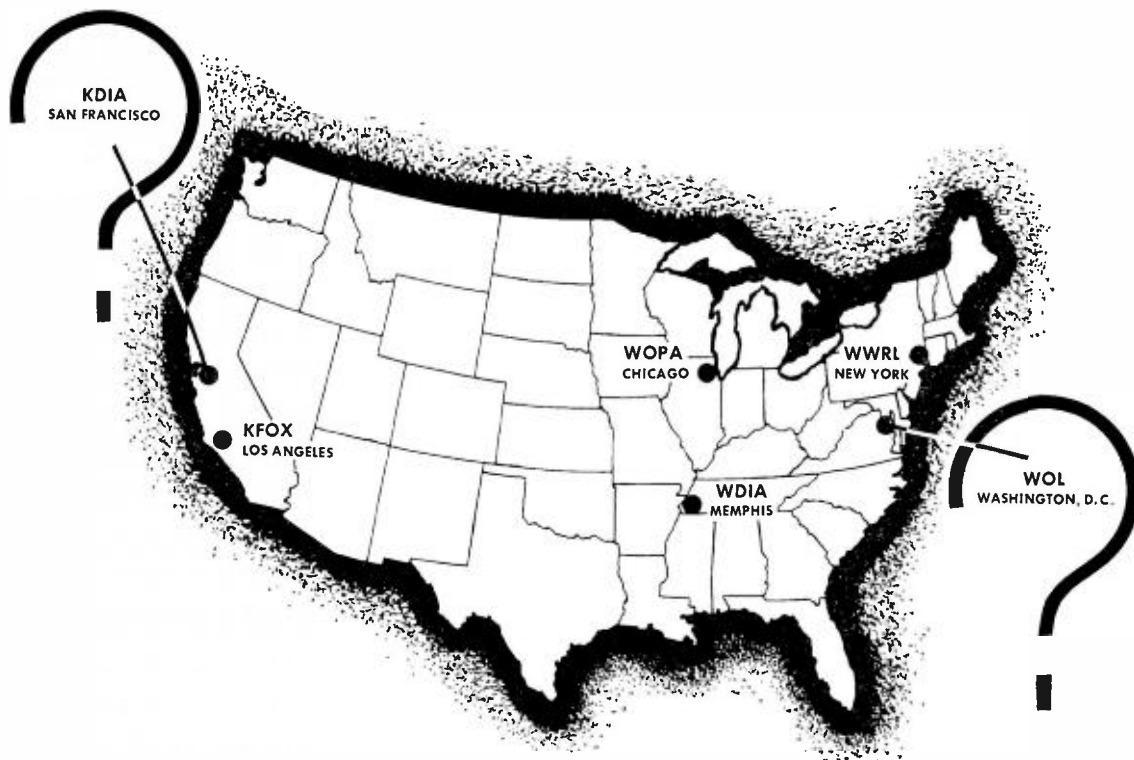
"If I can in any way contribute to the diversion or improvement of the country in which I live, when I am at last summoned out of it, I shall leave it with the secret satisfaction of thinking that I have not lived in vain."

Thank you for allowing me to try on your moccasins.



Bert D. Lynn, vice president, advertising and sales promotion for Western Airlines International, Los Angeles, has responsibility for all media advertising and promotional activities on the company's route system in 14 western states plus Canada and Mexico. He joined Western in 1950 after serving in the Air Force during World War II. Previously, he was aviation editor of Steel magazine and was executive assistant to the vice president for public relations at Douglas Aircraft Co., Santa Monica, Calif.

AN OPEN LETTER TO MR. EGMONT SONDERLING PRESIDENT OF SONDERLING BROADCASTING . . .



Dear Mr. Sonderling:

During the past three years you have purchased the following CCA Broadcast Transmitters: a 20KW FM Broadcast Transmitter for WOPA, Chicago, Illinois, a 20KW FM Broadcast Transmitter for WDIA, Memphis, Tennessee, a 5KW AM Broadcast Transmitter for WWRL in New York, and, most recently a 1KW AM for KFOX, Los Angeles, California.

At the risk of being presumptuous, when can we expect orders from WOL in Washington, D. C. and KDIA in San Francisco, California??

I appreciate your confidence in CCA Electronics. Thank you for your support.

Cordially yours,
CCA ELECTRONICS CORP.

Bernie
BERNARD WISE, *President*



CCA ELECTRONICS CORPORATION

716 JERSEY AVE., GLOUCESTER CITY, NEW JERSEY 08030

Avco Broadcasting's newest station:

WRTH MUSIC 59

WOOD RIVER, ILLINOIS

Serving Greater St. Louis with beautiful music 24 hours a day.



WRTH is the sound of music in the Greater St. Louis Market: beautiful music that is programmed for 18-49 year olds with above-average tastes and buying potential. Programmed 24 hours a day with the keynote on standards and show tunes plus the pleasant touch of popular music and light classics.

Buy the quality sound and audience on WRTH music. The newest Avco Broadcasting Station



RADIO: WLW Cincinnati / WRTH Wood River, Illinois / WOAI San Antonio / WWDC & WWDC-FM Washington, D.C. / KYA & KOIT San Francisco
TELEVISION: WLWT Cincinnati / WLWD Dayton / WLWC Columbus / WLWI Indianapolis / WOAI-TV San Antonio

Represented by Avco Radio Television Sales, Inc.

Radio-TV stocks drop—as earnings soar

Why were prices of major broadcast issues off 15% while most yearly reports showed substantial gain?

Like a whimsically wayward roller coaster, the stock market has been off on an erratic, bobbing, but distinctly downhill run in the first three-and-a-half months of 1969.

To rationalize the general decline, a handy set of major circumstances are regularly put forth, from the uncertain economic effect of a new administration's policies to the day-to-day vagaries of strained international relations. But as the downward trend continues, broadcasting observers have begun to ask more specific questions about their segment of the market.

For broadcasting stocks, generally, are showing an even steeper drop than the market average—and this price slump is building while broadcasters continue to turn in attractive, in many cases even record, earnings reports.

To be sure, the stock prices of major broadcasters have not felt the major economic blows that have befallen some segments of the market, such as the badly pinched conglomerates. But the squeeze is definitely greater than the all-market average and is clamping on an industry that, at least on the surface, would appear to be in the pink of

economic health.

As was reported in BROADCASTING April 7, the Standard & Poor industrial average declined 2% in the first quarter of 1969, while in this same period from Dec. 31 to March 28, much sharper drops were registered in the two major broadcast categories of the BROADCASTING index of selected stocks. The purely broadcasting division encountered an 8.4% setback and the broadcasting-with-other-major-interests category was down 5.2%.

An even more dramatic illustration of the situation can be seen by extracting from various divisions of the index the parent companies of the three major networks and two dozen of the major group broadcasters. All have issued economic reports on the companies' operations since the end of last year, with all but five of the 27 showing some earnings gains. Yet all but four of the group show stock price reductions as of April 10 from those of Dec. 31. The falls range from just under 1% (Sonderling) to 54% (Rollins). The largest gain of the only four that did climb was the 15.6% rise of Gross Telecasting on a stock split. (The only three

other rises were those of Meredith Corp., which gained 7.6%; Pacific & Southern Broadcasting, up 2.4%, and Westinghouse Electric, parent of Westinghouse Broadcasting, up 2.7%.)

The 27 broadcasting stocks were down an average of 16.7% in the Dec. 31-April 10 period.

However, during this discouraging interval, a number of major broadcasters brought in reports of the greatest financial success in their companies' histories: ABC, which has fluctuated widely on speculation during the period, but ended down 1%, reported record high 1968 earnings of \$3.43 per share; NBC parent RCA also had a record year, with earnings of \$2.37 per share, and has since reported a continuation of the boom with a record first quarter return of 63 cents a share, yet it was off 4.6%.

Corinthian fell 25.5% despite report of a record nine months ended Jan. 31, with earnings of 90 cents a share. Metromedia fell 16.2% while reporting a year with record earnings of \$1.75 a share, and Gannett slipped back 1.6% despite record yearly earn-

Record for leading broadcast stocks

Performance of three networks and 24 group broadcasters listed in the BROADCASTING stock index that have published earnings reports since Jan. 1:

Company	Closing		%	Per-share Earnings	
	Dec. 31	April 10		1968	1967
ABC	65½	64½	- 1.0	\$3.43	\$2.88
CBS	53¼	51¾	- 4.0	2.20	2.08
RCA (NBC)	46¼	44¼	- 4.6	2.37	2.27
Capital Cities	78	66	-15.4	3.13	2.49
Corinthian	36¼	27	-25.5	0.90	0.83*
Cox	59	43	-27.1	2.35	2.62
Gross Telecasting	32	37	+15.6	2.24	2.02
Metromedia	51¼	43¼	-16.2	1.75	1.68
Pacific & Southern	21	21½	+ 2.4	0.63	0.22
Reeves Broadcasting	35¾	25¼	-29.4	0.33	0.37
ScrIPps-Howard	31	27	-12.9	1.91	1.85
Sonderling	39¾	39½	- 0.9	1.28	1.08
Taft	39¾	37	- 6.9	1.49*	1.46*
Avco	48¼	35¾	-27.4	3.76*	5.47*
Boston Herald-Traveler	69	40½	-41.3	4.65	(0.19)
Chris-Craft	39¼	45¾	+16.9	0.73*	0.51*

Cowles Communications	17	13½	-19.11	(0.27)	(1.01)
Fuqua	44½	39	-12.4	1.80	1.27
Gannett	38¾	38¼	- 1.6	1.82	1.71
General Tire	34¾	25¼	-26.6	4.6M*	13.6M*
Meredith Co.	50¾	54¾	+ 7.6	1.76*	1.16*
Rollins	76¾	35¼	-54.0	0.74*	0.65*
Rust Craft	34¼	30¾	-11.2	1.31*	0.82*
Storer	60¾	47¼	-21.7	2.75	1.65
Time Inc.	99½	81½	-18.1	4.46	4.36
Wometco	32¾	21¾	-33.7	1.32	1.27
Westinghouse	64¼	66	+ 2.7	3.49	3.21
Total	48¼	40¼	-15.3		
	(Avg.)	(Avg.)			

*Per-share earnings are for normal year ended Dec. 28, 1968, or Dec. 31, 1968, with these exceptions: Corinthian, nine months ended Jan. 31; Taft, nine months ended Dec. 31; Avco, year ended Nov. 30; Chris-Craft, first fiscal quarter ended Nov. 30; General Tire, year ended Sept. 30 and stated in total earnings (millions of dollars) rather than per-share; Meredith Co., six months ended Dec. 31; Rollins, nine months ended Jan. 31; Rust Craft, nine months ended Nov. 30.

ings of \$1.82 per share.

Wometco reported recovery from a slight earnings slip last year (down to \$1.27 a share from \$1.32 per share in 1967), with an improved first two two months of 1969. Earnings for the period were 11 cents, 2 cents higher than the same 1968 quarter, yet Wometco stock was off 33.7%.

What is going on in Wall Street to bring about this apparently economically upside-down reversal?

While in the usual dispute over secondary factors, expert observers are virtually unanimous in their belief that broadcasting stocks have been caught in an economic wedge between some threatening new developments and a catch-up of past problems.

A number of respected Wall Street entertainment stock analysts admit that for the past year they have not been pushing buy recommendations on major broadcast stocks, which less than five years ago were among the hottest issues on their lists.

What has happened? The most frequently cited reasons for caution:

- The cigarette advertising question.
- The regulatory situation, particularly the new activist mood of the FCC.
- A feeling that the great expansionist boom of the major group broadcasters may be over and price/earnings ratios for them overinflated.

- A wearing off of some of the glamour of broadcasting stocks, particularly in the form of a hangover from the realization of 1967 that their earnings can fall off from a super-sensitivity to the economy.

- A mood of reserve toward the nation's economic outlook for the year among some of the largest investors.

On the cigarette issue, Emanuel Gerard, of Roth, Gerard & Co., compiler of the BROADCASTING index, says: "There is no question that the cigarette turmoil is a big part of the situation. If they go off, the networks will be hurt worst, but the groups will feel it, too. Among investors there is a feeling that although they may not be hit today, and they may not be hit tomorrow . . . they still may be hit."

A possible cigarette advertising ban also, of course, links into the regulatory uneasiness. Other issues cited here are the threats of restrictions on CATV ownership, multimedia ownership and license renewals. (In relation to the last worry, it is interesting to note that Boston Herald-Traveler, which reported record earnings of \$4.65 a share last year in a dramatic recovery from a 19-cents-a-share loss the year before, nevertheless dropped 41.3% in the study period, primarily because of the FCC's decision on WHDH-TV.)

Said one market analyst of the FCC worries: "Nick Johnson alone is having

Parker plans TV splurge

Parker Pen Co., Janesville, Wis., last week announced the most extensive TV advertising campaign in its history, allotting \$2 million to the medium in 1969. The agency for Parker Pen is J. Walter Thompson Co., New York. Parker will use both network programs and spot TV in 64 markets. Six new commercials will promote the theme: "Keep your paws off my Parker."

some effect on the price of these stocks. Where everyone used to feel the FCC's bark was worse than its bite, now it looks like the bite may be worse than the bark. And this regulatory thing is going to go on for a while."

There is a continuing Wall Street dispute over whether major broadcasting stocks have been boosted to unfavorable price/earnings ratios in the past two years. Harvey Sandler, senior security analyst at Goldman Sachs & Co., argues, for instance, that "Broadcasting isn't the kind of business where people watch the P/E ratios that closely. If they're really convinced the stock will go, they'll pay for it."

But the P/E situation is tied to a widespread feeling in the investment community that the present slump is in part still tied to a catching up from previous boom days.

Says one analyst, only partially in jest: "You can make a fortune on the total stupidity of Wall Street. The people in this business are always wrong, or late, or both. For years no one down here understood the broadcasting business or was interested in it. They saw it was government regulated and you could own only so many stations. They thought it had no growth potential. Then when guys started doing things like upgrading their stations or using their cash flow to diversify, prices started to go up. But not too many people really noticed it until the real action was almost over."

Tomio Saito, senior analyst for Baker, Weeks & Co., reflects this general feeling somewhat more gently: "From a market standpoint, the prices of many of these stocks were running up well even through last year, getting higher and higher multiples just at the time when some of the fundamentals, such as cigarette advertising and the FCC, were starting to look not so encouraging."

Says Mr. Gerard: "Even though the financial returns of most of the broadcasters have been pretty good, none of them have been really spectacular, and with the P/E ratios they have, they are going to have to expect to show decent earnings increases just to hold their prices where they are."

Most analysts indicate that although there will continue to be some acquisitions and growth, the period of major outside expansion for the large group broadcasters is over for the most part and they will have to depend primarily on internal earnings growth from here on out.

One analyst flatly predicts that in the current Washington climate, two of the biggest industry mergers now awaiting approval "are as good as dead."

And with recent acquisitions of a number of broadcasters, some analysts note that rather than being a help, they have been a brake on larger immediate earnings growth.

"In most cases," says one analyst, "the broadcasting end of their business has done very well this past year but some of their diversified operations have been disappointing."

One example cited was Cox Broadcasting, where broadcasting revenues for last year were up significantly, while the program production and distribution division was "substantially lower" than the previous year.

Another factor frequently cited as having cooled the ardor of some casual broadcasting investors is the advertising revenue drop of '67-'68, which analysts say demonstrated that the stocks do not automatically show revenue gains and, in fact, are much more sensitive to quirks in the national economy than many other investments.

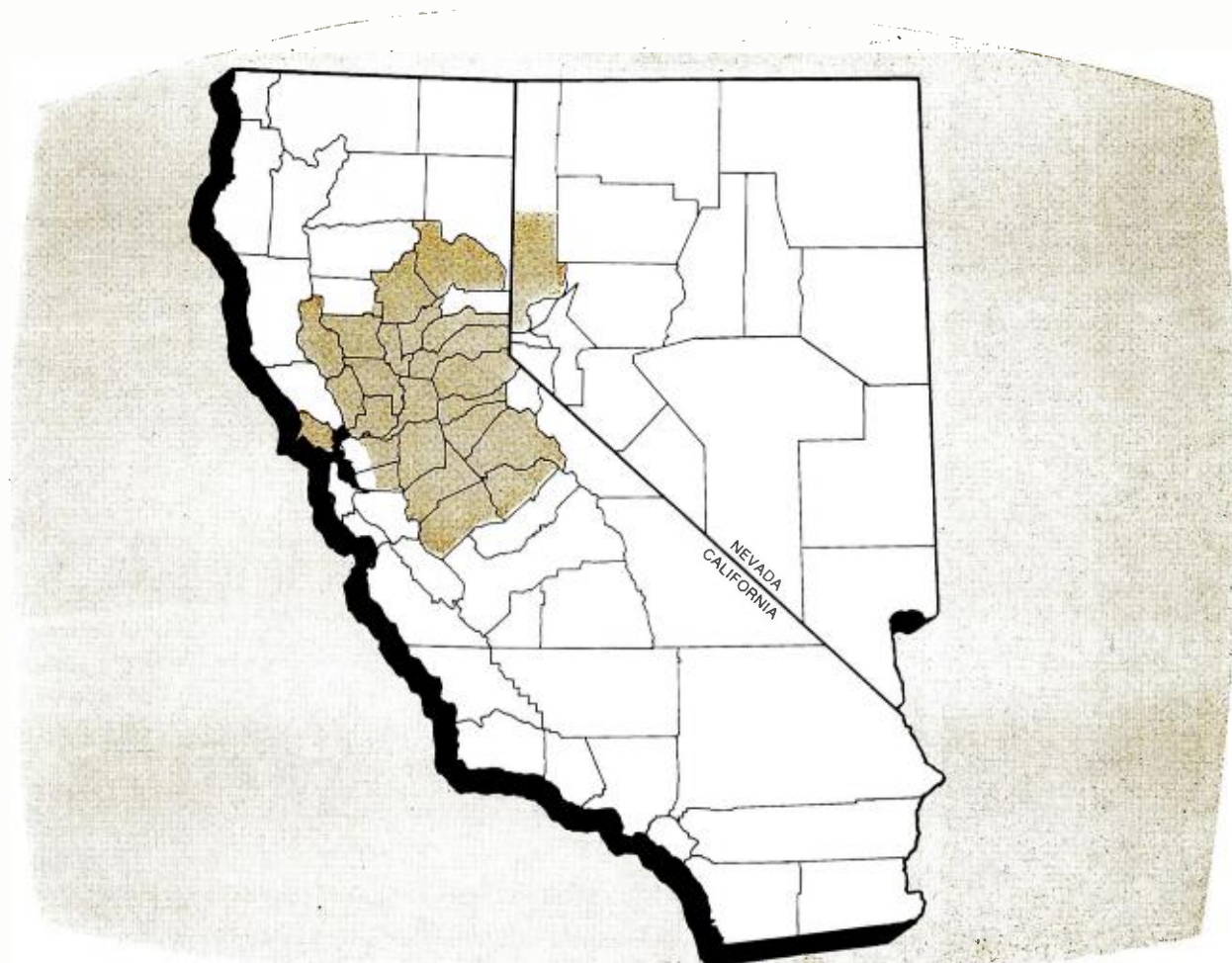
In connection with this, Mr. Sandler sees a conservatism among institutional investors as being a major factor in the broadcasting stock slump: "The institutional people are saying that we will go through a business slowdown in the last half of the year—and that means another advertising cut-back, which is making these groups reluctant to have their money in broadcasting."

What is the expectation for broadcasting stocks in the face of this prediction? Most feel there is nothing to do but sit tight and wait for the individual clouds of doubt—cigarette advertising, FCC, et al—to pass one by one. Despite this wait-and-see attitude, there is little gloom among the analysts over broadcasting stocks. Although none are predicting major new upsurges, many are showing definite optimism.

Mr. Sandler says that there probably will be some immediate improvement, as more and more first-quarter reports come out showing continuing record growth in broadcast revenues. And Mr. Saito says within the past two months he has "noticed some renewal of recommendations" for buys of broadcasting issues and "some increase in interest."

He adds, "They certainly are likely to do a little better than they have in the past few months. We may have seen the bottoming out."

KOVR Stockton-Sacramento 25th in Total Retail Sales ...bigger than Nashville



25th TV Market in the Nation . . .

The Stockton-Sacramento Market is big . . . and growing rapidly. This rich television market also ranks:

- 25th in Consumer Spendable Income . . . bigger than Memphis
- 23rd in Food Sales . . . bigger than Kansas City
- 19th in Drug Sales . . . bigger than Houston
- 21st in Passenger Cars . . . bigger than Buffalo

The total KOVR coverage area contains 1.7 million TV homes, and where KOVR has 50% or more coverage there is an effective buying income of more than \$5.2 billion. Any way you look at it, this is one big market.

Data Source: SRDS, Areas of Dominant Influence, February, 1969;
Sales Management's Copyrighted Survey of Buying Power, June, 1968; and ARB Television Coverage/65.

McClatchy Broadcasting

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Tobacco muscles flexed on the Hill

House hearings show cigarette lobbyist strength;
Hyde takes softer stand on smoking ad ban

The drive to ban cigarette advertising from the airwaves ran head on last week into determined and well-organized opposition on the House Commerce Committee, while cigarette foes on the panel were scarcely heard from and advocates of restrictions on cigarette marketing at the witness table gave little support to the FCC's proposed rulemaking that would eliminate cigarette commercials.

The net result of the week's testimony and question-and-answer sessions was a new assessment of the tobacco interests' chances of forestalling a series of anticigarette moves by regulatory agencies. The threat to cigarette advertising of most immediate concern to broadcasters—the FCC's proposed flat ban—was even down-played by FCC Chairman Rosel H. Hyde, who agreed under questioning that simply requiring that all cigarette advertisements carry health warnings would probably be a better solution.

Almost no one, cigarette friend or foe, had a good word to say about the commission's proposal. On Wednesday (April 16), the day before Chairman

Hyde's appearance, the surgeon general of the U.S., William H. Stewart, said officially he had no view on the merits of advertising restrictions. But, pressed in questioning, he allowed that personally—"from a public-health standpoint"—he would prefer that advertising not be eliminated, so that opportunities would remain for telling the antismoking story.

That the congressional odds had been well stacked in favor of the tobacco forces was evident from the line-up of witnesses on the first day of the hearings (April 15). The day was devoted solely to testimony from interested congressmen.

Four actually read their testimony into the hearing record (five others submitted written statements). But those four told a story of tobacco-producers' strength in Congress.

Appearing in defense of tobacco interests were two House committee chairmen, Carl D. Perkins (D-Ky.) of the Committee on Education and Labor, and John McMillan (D-S.C.) of the Committee on the District of Columbia, and a high-seniority subcommittee chair-

man, L. H. Fountain (D-N.C.). The lone opposition was a freshman representative—and he faced a concerted grilling from a solid phalanx of Commerce Committee members, well primed with facts, figures and accurate citations from the legal and scientific literature on the problem.

Throughout the first three days of the hearings not one encouraging word was heard from any committee member on the FCC's proposed commercials ban. Antismoking sentiment was occasionally heard from, but coupled with concern over the propriety of the commission's proposal.

After the first day's session a newsman asked Representative Brock Adams (D-Wash.) what he thought the chances were for congressional approval of an extension of the Cigarette Labeling Act, which expires June 30 unless Congress acts. "You saw the committee," he said simply. "The tobacco lobby is the best-organized group in the U.S. It'll pass in a breeze."

A simple extension of the law is precisely what the cigarette forces want. The law now on the books requires the



The surgeon general of the U.S., William H. Stewart, flanked by high-level government research directors, called for stronger efforts to warn the American public of cigarette hazards but suggested that a flat advertising ban, as proposed by the FCC, would work counter to that goal. Testify-

ing at last week's hearing on Capitol Hill (l-r): Dr. Daniel Horn, director, National Clearinghouse for Smoking and Health; Dr. Paul Kotin, director, National Institute of Environmental Health Sciences; Mr. Stewart, and Dr. Kenneth N. Endicott, director, National Cancer Institute.

present cautionary notice that appears on packs, but precludes restrictions on cigarette advertising. Anticigarette forces term the present phrase—"Caution: Cigarette smoking may be hazardous to your health"—too weak. They would prefer a "death" warning.

But the anticigarette warriors also want the stronger notice—"Warning: Cigarette smoking is dangerous to health and may cause death from cancer and other diseases"—to appear not only on packs but in all advertisements. Variations on the theme would also involve mandatory inclusion of tar-nicotine data plus figures on any other "incriminated agents" Public Health Service researchers might find in cigarette smoke.

The lone freshman testifying on Tuesday, Representative Edward I. Koch (D-N. Y.), said he supported one bill (H.R. 1237)—at least "until stronger bills are introduced"—but that measure and others similar to it were actually opposed by FCC Chairman Hyde the next day. The snafu was of minor importance but was symptomatic of the cross-purposes anticigarette forces seemed susceptible to all week, especially when compared to the precision drill of the tobacco representatives.

The FCC chairman took issue with measures before the committee that had been designed by forces friendly to his views on cigarettes. They would, he noted, require the commission to rule off the airwaves cigarette commercials that reached youthful audiences.

"It would appear most difficult," he observed, "to draw a practical line." Besides, he added, "the critical question is how the promotion, to any degree over broadcast facilities, of this product posing this unique danger to the health of all persons—children and adults—can be said to be consistent with the public interest."

But the alternative suggested by the surgeon general—requiring warnings in all advertisements—seemed to be more and more appealing to the FCC chairman as the questioning proceeded. For one thing, he noted, such an approach would eliminate the question of an FCC action limiting broadcast media as discriminatory with regard to non-regulated print media.

Chairman Hyde's espousal of the warning-in-advertising approach, however, was predicated, he made plain, on the assumption that such a requirement would have the practical effect of eliminating cigarette advertising. The advertiser, he supposed, would deem any advertisement a poor investment that would extol a cigarette's "wonderful taste" and then, a few lines down, warn that the product "could kill you."

If, however, such a requirement did not have the effect of eliminating



FCC Chairman Hyde

the advertising, the commission would be right back where it started, he added, with the necessity of dealing with the unresolved public-interest question.

Another aspect of the commission's policies—the requirement that under the fairness doctrine anticigarette spots be carried by stations running cigarette commercials—also came in for discussion. Chairman Hyde conceded that a disappearance of cigarette spots on the airwaves would also automatically mean the demise of the free antismoking messages. He hoped, he said, that the matter would still be discussed in issue programming, rather than being fought by battles of commercials, as at present.

The committee's most articulate and forceful foe of cigarettes, Representative John E. Moss (D-Calif.), was either silent or absent during the first two days of hearings. His questioning of Chairman Hyde, however, indicated that an initial strategy of the anticigarette forces—to merely attempt to block passage of any legislation, letting the labeling act expire—was to take a back seat to efforts at getting an extension bill that would extend the labeling provisions to advertising.

He said he agreed with the commission's objectives but had "deep concern" about the approach. His remarks echoed the sentiments of the surgeon general, who seemed to sense the power of advertising as useful for positively reducing cigarette consumption and was hence unwilling to see a flat ban instituted. Congressman Moss has introduced legislation to extend the labeling act but toughen it.

Another group, the Interagency

Councils on Smoking and Health, are also pressing for warnings in advertisements. On Thursday (April 17) following Chairman Hyde's appearance, Dr. George William Ware, of the District of Columbia interagency, testified. He is the first of several interagency representatives who are scheduled to testify.

Set for Friday (April 18) was an appearance by Luther Terry, the former surgeon general who issued the 1964 report on smoking and health that led, in part, to the passage of the Cigarette Labeling Act. Dr. Terry is currently chairman of the National Interagency Council on Smoking and Health. He will be accompanied by Dr. Robert G. Vincent of the New York interagency council.

Today (April 21) witnesses are National Association of Broadcasters President Vincent Wasilewski and representatives of the American Cancer Society, the Tobacco Workers of America, the New York State Medical Society and Action on Smoking and Health.

On Tuesday, Federal Trade Commission Chairman Paul Rand Dixon is scheduled to testify. The FTC, precluded from regulating cigarette advertising under the terms of the labeling act, is on record as favoring health warnings and tar-nicotine ratings in all advertisements.

Representatives of the Heart Association are also listed for Tuesday testimony. Wednesday's witness list features William Kloepfer, vice president-public relations, the Tobacco Institute.

The hearings are scheduled to continue Thursday with the governor of North Carolina, Robert W. Scott, and James A. Graham, commissioner of agriculture for North Carolina.

An early reading based on last week's first three days of hearings indicates that prospects for committee approval of a flat extension of the present labeling act are very good, the efforts of Congressman Moss and the opinions of the agency witnesses notwithstanding.

Committee Chairman Harley O. Staggers (D-W. Va.), at the start of the hearings, ticked off the options open to the panel and indicated he did not favor the simplest—allowing the present act to expire. Without committing himself to details, he said he felt strongly that the matter of cigarette regulation was one for Congress to decide.

A floor fight to amend a simple extension, which may be reported out with no expiration date, as tobacco forces hope, is seen by some observers. Prospects for amendments, whether to merely add an expiration date, thus insuring a replay of this year's renewal struggle at a later date, or to strengthen

the warning and to add it to advertisements, are harder to judge.

The strength of the tobacco interests, however, as already displayed on the committee, can be expected to carry over to the House floor, where discipline almost always spells the difference on victory or defeat.

The fate in the Senate of an extension that would satisfy the tobacco interests (and, in the process, derail the

FCC's proposal of banning broadcast cigarette advertising) is more problematical. Most observers agree that cigarette opposition is a great deal stronger in the Senate, and more strategically placed, than it is in the House. No hearings have yet been scheduled in the Senate, and one member, Senator Frank Moss (D-Utah) has vowed a filibuster to keep any labeling-act extension from coming to a vote on

Capitol Hill.

Senator Moss is chairman of the Senate's Consumer Subcommittee, under Commerce Committee Chairman Warren G. Magnuson (D-Wash.), who has also been outspoken in opposition to cigarettes.

Senator Magnuson, however, is felt to be as amenable to compromise on cigarette legislation as he has proved to be in the past.

Break-out on antismoking spots

CBS-TV to keep record of cigarette fairness; Bonneville confirms ban on cigarette ads

CBS-TV will shortly begin providing its affiliates with weekly reports on the number, scheduling and amount of time devoted to both cigarette commercials and anticigarette messages carried on the network.

Affiliates received word of the plan last Thursday (April 17) in a TWX communication that said it was being inaugurated "because of the increased attention being paid to television advertising of cigarettes and to anticigarette announcements."

The plan is to provide weekly TWX reports listing the placement and length of all cigarette commercials and anticigarette messages anticipated in the CBS-TV schedule for the following week. Additions to, deletions from and corrections in previous weekly projections will also be included.

The lists—both the projections and the after-broadcast reports—will also show weekly totals for the number and duration of cigarette commercials and

of anticigarette announcements on the network for the total broadcast day and for the evening hours alone (6-11 p.m. NYT). The listings will be program-by-program, so that affiliates in other time zones and those who delay or do not carry some CBS-TV programs can calculate their own pro and con announcement totals.

The CBS-TV TWX came three days after the Bonneville International group became the second CBS-affiliated group broadcaster to announce it would discontinue cigarette commercials. Bonneville had been on the verge of making such an announcement two weeks ago, hard on the heels of the Post-Newsweek Stations action (BROADCASTING, April 14).

In his wire to the network, FCC and members of the House and Senate, Bonneville President Arch Madsen said the group's stations would not accept new cigarette advertising after June 1, but would fulfill obligations to carry

such advertising already sold.

Affected stations in the Bonneville group are KSL-AM-FM-TV Salt Lake City; KIRO-AM-FM-TV Seattle; KMBZ and KMBR(FM) Kansas City, Mo.; KBIG-AM-FM Avalon-Los Angeles, and WRFM(FM) New York. Bonneville has a minority interest in KID-AM-FM-TV Idaho Falls, and those stations were not covered by the Bonneville decision.

Mr. Madsen said the group "for several years" had been weighing the subject of cigarette advertising and that it has now concluded "in the interests of our listening and viewing public—particularly young people—that we will discontinue cigarette advertising on the Bonneville radio and TV stations."

He noted that the Mormon Church, which owns the Bonneville group, forbids smoking as part of its religious belief, but added that if the group had decided to ban cigarette advertising strictly on a religious basis, it would have done so some 40 years ago when

How TV-network billings stand in BAR's ranking

Broadcast Advertisers Reports' network-TV dollar revenue estimate—week ending April 6, 1969 (net time and talent charges in thousands of dollars)

Day parts	ABC		CBS		NBC		Total minutes week ended April 6	Total dollars week ended April 6	1969 total minutes	1969 total dollars
	Week ended April 6	Cume Jan. 1-April 6	Week ended April 6	Cume Jan. 1-April 6	Week ended April 6	Cume Jan. 1-April 6				
Monday-Friday Sign-on-10 a.m.	\$ ---	\$ 4.9	\$ 111.8	\$ 1,604.5	\$ 281.6	\$ 4,720.7	88	\$ 393.4	1,110	\$ 6,330.1
Monday-Friday 10 a.m.-6 p.m.	1,345.2	19,777.8	2,414.8	39,107.4	2,221.6	34,560.0	850	5,981.6	12,290	93,445.2
Saturday-Sunday Sign-on-6 p.m.	1,193.1	16,192.8	1,067.5	16,353.5	275.3	9,155.3	311	2,535.9	3,905	41,701.6
Monday-Saturday 6 p.m.-7:30 p.m.	266.1	4,848.8	755.3	10,507.0	599.7	10,384.0	88	1,621.1	1,257	25,739.8
Sunday 6 p.m.-7:30 p.m.	96.0	2,243.8	249.5	3,422.3	204.0	3,317.9	22	549.5	305	8,984.0
Monday-Sunday 7:30-11 p.m.	5,033.2	76,169.2	7,434.2	98,201.6	5,900.6	98,375.4	433	18,368.0	5,912	272,746.2
Monday-Sunday 11 p.m.-Sign-off	369.8	5,119.8	39.1	920.7	459.0	6,567.2	79	867.9	1,044	12,607.7
Total	\$8,303.4	\$124,357.1	\$12,072.2	\$170,117.0	\$ 9,941.8	\$167,080.5	1,871	\$30,317.4	25,823	\$ 461,554.6

Bonneville first got into broadcasting. The church, he added, "does not believe in forcing its concepts on others."

CBS-TV officials last week said they had discussed the stations' moves with Mr. Madsen and with Larry Israel, chairman of the Post-Newsweek group.

Mr. Israel said the P-N stations WTOP-AM-FM-TV Washington and WJXT (TV) Jacksonville, Fla., would "by and large" cover any network cigarette commercials committed to after the P-N June 1 cutoff "with public-service announcements."

Some sources speculated that CBS-TV's advance notice of the placement of cigarette commercials was intended to make it easier for affiliates to substitute other messages if, like the Post-Newsweek and Bonneville stations, they decide to curtail their acceptance of cigarette advertising.

But last week's communication did not mention substituting other messages, and the wording clearly gave the impression that the plan was intended to help affiliates keep better track of the number and ratio of cigarette to anticigarette spots that appear on their air. The FCC has proposed to ban all broadcast advertising of cigarettes, but it has ruled flatly that in the meantime cigarette commercials must be balanced by antismoking messages—its rule of thumb is one anti to three pros—and a number of stations have been challenged on the issue.

Other sources noted last week that stations would not need this special sort of advance notice of cigarette commercial placement in order to cover them with other messages. All three TV networks routinely provide affiliates with notice of what products will be advertised in which spots, so that the stations can avoid scheduling local announcements for competitive products in adjacent positions.

No network is considered likely to encourage its affiliates to cover network commercials with other messages. It has been speculated, however, that an affiliate who conscientiously believed he should not carry cigarette commercials could successfully cover them with public-service messages—but not with commercials for other products. No network is expected to yield without a fight if an affiliate tries to substitute his own commercials for network cigarette commercials.

How far the other networks may go in following CBS's lead in providing cigarette and anticigarette breakdowns remains to be seen.

ABC-TV authorities thought their routine advance notice on the scheduling of commercials for all products was adequate without a separate breakout for cigarette spots, and said they already provide affiliates with monthly summaries of all public-service announcements, including anticigarette

messages. They indicated, however, that they may start furnishing advance notice of anticigarette spots to expedite the stations' calculations of their individual cigarette and anticigarette ratios.

NBC authorities declined to comment on separate breakouts for cigarettes, giving the impression that the question was under review with a final decision still pending.

Alpo's TV rated dog-gone good

Hunsicker gets TVAR award; tells how television built company sales records

The key role played by television in building Alpo dog food to a top position in the pet food field was outlined last week by Robert F. Hunsicker, president of Allen Products Company Inc., marketer of Alpo products, in a talk before the seventh annual creative management conference of Television Advertising Representatives.

Mr. Hunsicker, who received the TVAR Owl award presented each year to a chief executive officer of a company who has achieved distinction through creative management, noted that the company's initial investment in TV was in 1959 in spot.

He pointed out that the total increase in TV investment from 1959 to 1968 was 1,920% while sales during that period grew by about 1,500%. (Alpo, marketed by Allen Products, a division of Liggett & Myers, spent \$3,648,000 in network and spot TV in 1968, according to the Television Bureau of Advertising.)

Mr. Hunsicker reported that in 1959, 61% of Alpo's budget was placed in spot TV, and that figure rose to 80%



Robert F. Hunsicker (r), president of Allen Products Co., receives the Owl award of Television Advertising Representatives from Marvin L. Shapiro, president of TVAR.

in 1961. Correspondingly, sales rose by 30% in 1960, 36% in 1961 and 47% in 1962.

Network advertising, he said, began in 1964, initially on NBC-TV's *Today* and *Tonight*. The company in recent years has advertised on all three TV networks and in spot TV and now allocates about 90% of its budget to the medium, according to Mr. Hunsicker.

Mr. Hunsicker told his audience he launched his own business in 1936 as a one-man operation, and his company was acquired by Liggett & Myers several years ago. But he conceded that he might not attempt to start his business today because "it's a different world."

He claimed that government control and regulations are stifling initiative in business and discouraging self-enterprise. He maintained that "right now we're going through another era of legislative over-reaction."

To help revive interest in self-enterprise, Mr. Hunsicker announced he is establishing a chair at Haverford (Pa.) College, his alma mater, devoted to the study and teaching of entrepreneurship, primarily in the field of marketing.

Eastern sets major radio-TV campaign

Eastern Air Lines, New York, this week begins a \$12-million advertising and sales-promotion campaign that will continue throughout the summer. Approximately \$7 million will be allocated to TV and radio.

Eastern will use network television, including *Walt Disney's Wonderful World of Color* on NBC-TV, various prime-time network movie periods, and the New Orleans and Atlantic Golf Classics on the Hughes Sports Network. The airline has bought a spot-TV schedule in 15 major markets and a radio spot line-up in 55 markets.

Eastern and its agency, Young & Rubicam, New York, have created a campaign that stresses the theme, "smiling faces going places on Eastern." The company spent about \$26.1 million in advertising in 1968 and is expected to increase that amount to an estimated \$30 million in 1969.

Agency appointments:

- Doyle Dane Bernbach has been named agency for Porsche Audi division of Volkswagen of America, to handle the Porsche and Audi, an intermediate-size luxury car being introduced in this country. Billings are expected to total about \$2.5 million.

- Macalaster Scientific Co., Nashua, N.H., a division of Raytheon Co., has appointed E. A. Korchnoy Ltd., New York, to handle Lectron electronic toys. Spot TV will be used in the fall.

In St. Louis, the Blair man is

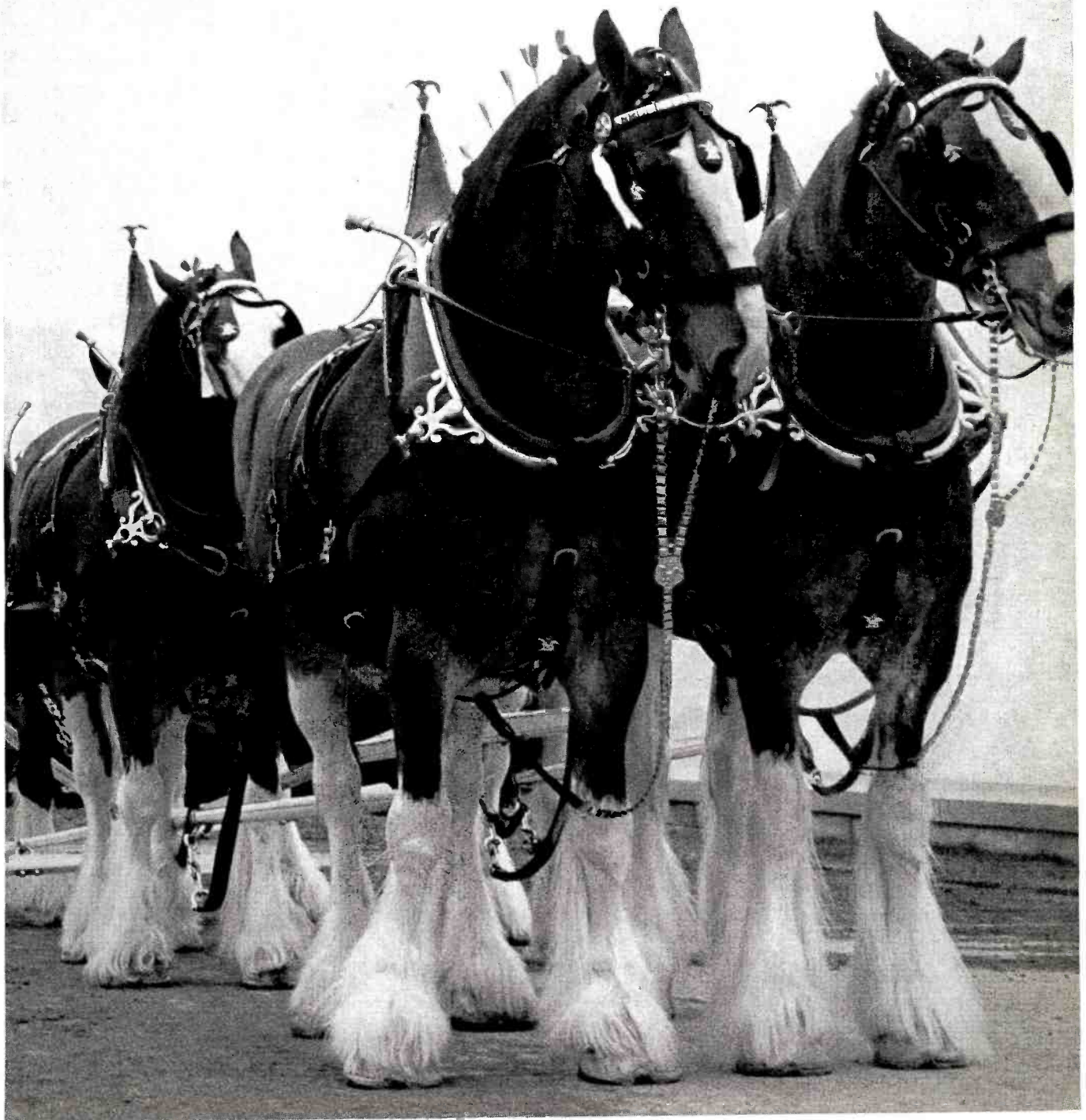
So a couple of top media men keep him busy on the world's largest beer account. Budweiser's the beer. Dolan Walsh and Bob Kane of D'Arcy are the media men. And Tag Simler's the man they talk to when they want to brew up a really great spot TV campaign. Tag keeps on top of everything in his fast changing, highly specialized field. Rates. Trends. Creative buying techniques. In-market promotion support. And to back him up, he's got the full resources of the nation's number one broadcast representative firm. So call your Blair man. He's on top of everything in your city. (If your city is St. Louis, call Tag.)



BLAIR TELEVISION



on top of everything.



A reassessment of agency problems

4A's to open at White Sulphur Springs with session focusing on mergers, diversification, marketing service

Some 750 members and guests of the American Association of Advertising Agencies will gather this week to explore a wide range of advertising problems, challenges and opportunities at the AAAA's annual meeting.

The sessions will be held Thursday through Saturday (April 24-26) at the Greenbrier, White Sulphur Springs, W. Va.

On the agenda are subjects as different as agency mergers, agency diversification, media, measuring advertising effectiveness, economic forecasts, the generation gap and social responsibility. The agency leaders and their advertiser and media guests will also hear some fresh interpretations of public attitudes toward advertising.

The board of the Television Bureau of Advertising, which traditionally meets at the Greenbrier during the annual AAAA sessions there, will do so again this year (April 24-28) and will again be host to the AAAA at a cocktail party Saturday evening.

Off-agenda features of the AAAA meeting will include showings of award-winning and other TV commercials of national and regional advertisers, and TVB is preparing a selection of outstanding local commercials to be presented at the same time. These showings have been tentatively set for Thursday evening and Friday afternoon.

The opening AAAA session Thursday morning, for members only, will hear an address by President John Crichton, elect officers and get management views on four current problems. The problems and speakers:

"Is the Agency Business Really Changing—Are Marketing Services on the Way Out?" by J. Ross MacLennan, executive vice president of Ted Bates & Co.; "Mergers—One Agency's Philosophy," by Donald B. Miller, president of Rumrill-Hoyt; "Planning for Succession in Agency Management," by Stuart B. Upson, president of Dancer-Fitzgerald-Sample, and "Diversification: Profits Outside the Agency Business," by Richard W. Tully, chairman of Foote, Cone & Belding, New York, whose own agency diversification program includes acquisition of cable-TV interests.

The four speakers, all from New York, will be joined by four discussants in exploring their topics in more detail: Donald P. Carter, president of Post-Keyes-Gardner, Chicago; Richard K. Manoff, chairman and president of Richard K. Manoff Inc., New York;

Cy Schneider, president of Carson/Roberts, Los Angeles, and Edward M. Thiele, president of Leo Burnett Co., Chicago. Moderator will be Norman B. Norman, chairman of Norman, Craig & Kummel, New York.

Mayor John V. Lindsay of New York is scheduled for the Thursday luncheon, and the Thursday-afternoon session will be devoted to "Plain Talk from the Media Man," with James J. McCaffrey, chairman of LaRoche, Mc-

Caffrey & McCall, New York, as moderator. The panel of media men: Herbert Maneloveg, BBDO; Harold Miller, Grey Advertising, and Richard A. R. Pinkham Sr., Ted Bates & Co., all New York, and Lee Rich, consultant to and former official of Leo Burnett Co., Chicago, now head of Lorimar Productions, Beverly Hills, Calif.

The Friday-morning session will include reports on "Measurement of Advertising Effectiveness" by Benjamin Lipstein of Sullivan, Stauffer, Colwell & Bayles and President Paul Gerhold of the Advertising Research Foundation, both New York; an examination of "Social Responsibility" by Dr. John P. Spiegel, director of the Lemberg Center for the Study of Violence, Brandeis University, Waltham, Mass., and a look at "Our Economic Outlook—Present Trends and Future Implications" by Dr. Leo Cherne, executive director, Research Institute of America, New York.

The Friday luncheon will hear about "The Generation Gap" from Dr. William Boyd, president of Central Michigan University, Mount Pleasant, Mich., in the windup of that day's formal program.

Saturday morning will be devoted to interpretations on the findings of the AAAA-sponsored study of consumer attitudes toward advertising, published last year by Harvard University's division of research, and the convention-closing address of the retiring AAAA chairman, Edward L. Bond Jr., chairman and chief executive officer of Young & Rubicam, New York.

The significance and implications of the consumer-attitudes study will be approached from the creative man's standpoint by Professor Vincent Scully of Yale University, Cleo Hovel of Campbell-Mithun, Chicago, and Daniel H. Lewis, from D'Arcy Advertising, New York.

The study, although underwritten by the AAAA, was conducted under the supervision of an independent academic review committee. Its basic findings, made public five years ago, were that the American public's opinion of advertising is "preponderantly favorable" (BROADCASTING, April 27, 1964). The findings and similar conclusions drawn from a follow-up study in 1967 were published last year by the Harvard Business School's research division as a 474-page book titled "Advertising in America: The Consumer View" (BROADCASTING, July 15, 1968).



Mayor Lindsay



R-H's Miller



D-F-S's Upson



Bates' MacLennan



FC&B's Tully



OUR CLOCK HAS A NEW FACE

BEAT THE CLOCK is back with an all-new fun format. Celebrities compete with married couples in the wildest and wackiest stunts ever dreamed up. Initial commitment—26 weeks of action half-hours for fall stripping—with more to come!

ALREADY SOLD: New York, Los Angeles, Detroit, Minneapolis, San Francisco, Cleveland, Fresno, St. Louis, Philadelphia, Altoona, New Haven, Lebanon, Harrisburg, Pa., Boston.

BEAT
THE
CLOCK

It's all
new!



Network-TV billings rise 4.4%

Combined TVB/BAR report shows January-March total of \$435 million

Network billings for January through March increased 44% to \$435,213,700 in 1969, according to the latest Television Bureau of Advertising-Broadcast Advertisers Reports figures.

The Saturday-Sunday daytime period increased 6.7%; nighttime, 6%, while daytime Monday-Friday declined 1%.

March investments rose 5.4% over March 1968 to \$147,044,600, with a 14% increase in Saturday-Sunday daytime, a 6.0% increase in night time, and a 0.1% increase in daytime Monday-Friday.

The figures by day part and by network follow:

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

	March			January-March		
	1968	1969	% Chg.	1968	1969	% Chg.
Daytime	\$ 42,226.3	\$ 43,962.7	+4.1	\$132,261.9	\$133,736.1	+1.1
Monday-Friday	30,031.5	30,057.7	+0.1	95,565.3	94,570.4	-1.0
Saturday-Sunday	12,194.8	13,905.0	+14.0	36,696.6	39,165.7	+6.7
Night time	97,280.8	103,081.9	+6.0	284,495.3	301,477.6	+6.0
Total	\$139,507.1	\$147,044.6	+5.4	\$416,757.2	\$435,213.7	+4.4

	ABC	CBS	NBC	Total
*January	\$37,044.6	\$56,289.5	\$56,790.1	\$150,124.2
*February	38,408.0	50,452.9	49,184.0	138,044.9
March	41,626.1	53,049.1	52,369.4	147,044.6

* Revised. Source: TVB/BAR

U.S. Steel, BBDO sever long-term ties

U.S. Steel Corp., Pittsburgh, is ending its 33-year relationship with BBDO on May 1 when the account moves to Compton Advertising. U.S. Steel bills about \$1 million, overwhelmingly in the printed media, but Compton will be paid on a fee basis amounting to about \$600,000 yearly.

Compton, it was learned, is being paid as if U.S. Steel actually were billing \$4 million. The reason for the fee payment rather than a commission is that the U.S. Steel account is heavily involved in advertising in specialized business and technical publications, which require considerable detail work but generate comparatively low billing.

U.S. Steel spent less than \$15,000 in television in 1968, but during the early 1950's and through the early 1960's it was a substantial TV advertiser. During the 1962-63 season, the final year of its sponsorship of the *U.S. Steel Hour* on CBS-TV, it spent more than \$3 million in TV.

Sunkist due \$6 million radio-TV ad campaign

Radio and television will be the principal media used by Bottlers Fruit Juice Corp., division of Bottler Diversification Corp. and licensee of Sunkist Growers Inc. of California, to advertise two Sunkist products going into national distribution.

An advertising budget of \$6 million

has been earmarked to back an over-all two year marketing schedule. The products are Sunkist carbonated beverages and Sunkist Fruit Juice drinks.

Geyer, Oswald Inc. is the agency.

Business briefly:

U. S. Time Corp., through Warwick & Legler, both New York, will sponsor an Alan King-Buddy Hackett special, *Alan and his Buddy*, on NBC-TV Monday, May 19 (8-9 p.m. EDT).

Maxwell House division of General Foods Corp., White Plains, N. Y., which underwrites six Harlem cultural festival summer concerts, will sponsor two of the concerts as one-hour prime-time TV specials in 13 cities. The programs are planned for mid-July and mid-August in New York, Atlanta, Baltimore, Chicago, Cincinnati, Cleveland, Dallas, Detroit, Los Angeles, Miami, Philadelphia, St. Louis and Washington. Ogilvy & Mather is the agency.

Colgate-Palmolive, through Norman, Craig & Kummel, both New York, will sponsor NBC-TV's one-hour presentation of *Highlights of Ringling Bros. and Barnum & Bailey Circus* May 26, 8-9 p.m.

Tect Inc., Northvale, N.J., is using TV to introduce a new line of household cleaners. A test campaign is running daytime in the Hartford, Conn., market and the test marketing will be expanded to other areas of New England. Agency: Venet Advertising, New York.

American Dairy Association, through Compton Advertising, both Chicago,

plans to use spot television in selected markets with saturation flights of prime and fringe 30's and 10's to promote cheese and butter.

Beck's Beer, imported by Dribeck Importers, New York, will begin a series of radio commercials this week (April 21) on stations in New York, Chicago and Boston. Warwick & Legler, New York, is the agency.

Chas. Pfizer & Co., New York, plans national introduction this spring of Un-Burn sunburn remedy, using network and spot TV and radio. MacManus, John & Adams, New York, is the agency.

SRA demonstrates new store-tag radio-TV spots

A filmed selection of "store-tagged" television and radio commercials created by leading manufacturers and used in national and regional spot advertising has been produced by the Station Representatives Association.

The sample reel is being shown to manufacturers, advertising agencies and retailers to demonstrate improved techniques for tying the commercials in with local stores. It is part of SRA's campaign to get manufacturers to take co-op money set aside for retailers—who normally spend most of it in newspapers anyway—and let their agencies use it to produce and place strong commercials with "store tags" at the end showing or telling where the advertised brands may be bought locally (BROADCASTING, July 22, 1968)

The project is headed by Nathan S. Lanning, SRA manager of spot development. A score or more manufacturers are already committed to use the plan this year, over half of whom were not in spot broadcasting before ("Closed Circuit," March 10).

Users include American Enka for carpets and hosiery, Fieldcrest Mills, Beaunit Fibers, Carters Underwear, Warner's Lingerie, Elizabeth Arden, Uniroyal, Mohasco Industrials, Westpoint Pepperell, Puritan Sportswear, Boonie Doon Hosiery, Brown Shoe Co., Owens-Corning Fiberglas and Celanese Corp., among others.

Also in advertising:

Facts galore ■ Edward Petry & Co., marketing division, has issued a comprehensive marketing guide, summarizing information considered useful in evaluating markets for broadcast use. The guide covers 62 markets in which Petry-represented radio and TV stations are located.

Larger quarters ■ Avery-Knodel's St. Louis office has moved to new and larger quarters, at 915 Olive Street, 63101. Telephone and teletype numbers remain the same.

A surprise in Philadelphia court

Federal judge holds unconstitutional, unfair FCC cable rule as it applies to Bucks County CATV

FCC and Justice Department lawyers are hoping for another chance at a federal judge who, in a little-noticed CATV decision—at the very least—embarrassed the commission in its regulation of CATV. At the most, he cast doubt on the fairness—if not the constitutionality—of some commission practices in the field.

Judge Ralph C. Body, of the federal district court in Philadelphia, held that a commission rule providing for an automatic stay was unconstitutional as it was applied to Bucks County Cable TV in the Philadelphia market. He said that by failing to rule expeditiously on petitions triggering the stay, the commission had denied the system its right to due process of law.

He issued the declaratory judgment in a decision in which he granted the system's request for an injunction against prosecution for failure to comply with the automatic stay. He also rejected the government's contention that he lacks jurisdiction to rule on the system's petition.

Private communications attorneys and some lawyers for the commission expressed the view that the decision would not necessarily have wide impact; they felt it was limited to the facts in the Bucks County case. However, several said that language used in the decision could be cited by CATV systems in support of their contention that the commission has been less than fair in its regulation.

The government, surprised and stung by the decision, has asked the court for a rehearing. If turned down, it may appeal to the U.S. Court of Appeals for the third circuit, in Philadelphia.

The Bucks County story is one of a CATV system that has been blocked "temporarily" from operating by one commission rule and is seeking to avoid losing its rights, as the commission moves into an "interim" period while considering an overhaul of its CATV regulations. Proposed new rules and interim procedures were announced on Dec. 13, 1968.

Bucks County, with an investment of some \$500,000 already made in its system, notified area television stations on May 17, 1968, that it was preparing to begin operating in Falls township, Pa.,

with signals from local and New York stations. The New York outlets put a grade B signal over the community.

However, two Philadelphia UHF stations, WIBF-TV and WPHL-TV, urged the commission to prohibit the proposed services on the ground it would adversely affect them. This action invoked the automatic-stay provision of the commission rules, stopping Bucks County until the commission acted on the petitions or on the system's request for temporary relief.

The commission never ruled on the petitions. And on Oct. 23, 1968, Bucks County asked the commission for temporary relief; it wanted permission to operate pending a hearing on the petitions. The commission eventually rejected the request in an order issued on Jan. 22.

The commission did designate the matter for hearing, consolidating it with 24 other cases in the same order. But, as Commissioner Robert T. Bartley noted in a dissenting opinion, the hearing order was "meaningless," since the new interim procedures, by then in effect, froze all such hearings.

In the meantime, Bucks County was being affected by other developments. Some of its 800 customers were canceling contracts, and others were complaining about the system's failure to start service. And, on Dec. 13, 1968, the commission proposed its new CATV rules, and issued its interim procedures.

These would permit Bucks County to carry the New York signals if it obtained retransmission permission from the stations involved and, in addition, a commission waiver of the auto-

matic-stay provision of the present rules. But the commission also said it would "grandfather" under existing rules all systems operating in compliance with them as of Dec. 20, 1968.

This left Bucks County with the question of whether or not to begin operating at once in violation of the automatic stay, on the theory that if it won a subsequent court test, it would qualify for grandfathering. On Dec. 19, it began operating with the New York signals.

And a week later, it asked the federal district court for an injunction protecting it against prosecution under federal law providing for a \$500 per day penalty for violating the automatic stay. Bucks County claimed it had been denied its constitutional right to due process of law because of the commission's failure to grant it the "expeditious" and "prompt" decision on the UHF petitions that is called for in the automatic-stay rule.

The system also said it wanted a hearing under existing rules. It believes that the UHF stations would be unable to sustain the burden of proof as to economic impact on their service, that the rules require.

Judge Body, in his decision, swept aside the government's argument that he lacks jurisdiction and that the case should be heard in the U.S. Court of Appeals. The case, he said, "is ripe for decision by way of a declaratory judgment."

In granting the requested judgment and preliminary injunction, he said, "this court has decided that the FCC failed to follow its rules and delayed its determination in such a way as to deprive the plaintiff of due process of law."

He also had "little doubt" that the commission was anticipating its proposed rules when it refused to consider the UHF stations' petitions. "The court does not believe that the FCC should be allowed to increase the effectiveness of an as-then-unannounced policy by disregarding the currently existing policy of dealing with such matters in an expeditious manner.

"The change in the FCC practices embodied in the proposed new rules . . . effective Dec. 20, 1968, should not be

ARB's radio clinics

American Research Bureau is holding this year's series of radio-station seminars in seven cities where ARB maintains offices. The seminars, designed to help radio broadcasters better understand and use ARB audience research, open May 13 in Los Angeles, and continue throughout the month: May 15, San Francisco; May 20, New York; May 21, Washington; May 22, Atlanta; May 26, Chicago, and May 28, Dallas.

Griffin, Leake plan to split up holdings

Griffin-Leake TV Inc., group owner, will divide its ownership subject to FCC approval. The announcement was made by John T. Griffin, chairman, and James C. Leake, president.

Mr. Griffin has formed Century Communications Co., which will be the licensee of KWTV(TV) Oklahoma City. Mr. Leake's holdings, through Leake



Mr. Griffin

Television Inc., will include KATV(TV) Little Rock, Ark.; KTUL-TV Tulsa, Okla., and interest in Cable TV Co., operator of a CATV system in Ponca City, Okla.

Mr. Griffin currently holds 56.38% of Griffin-Leake TV Inc. Marjorie Griffin Leake, Mr. Griffin's sister and Mr. Leake's wife, owns 37.21%, and Mr. Leake owns 6.07%. In addition, Mr. Leake has an 80% interest in WSTE(TV) Fajardo, P. R., which has a construction permit for channel 13.



Mr. Leake

allowed to cut plaintiff off completely from rights which until that time had only been temporarily delayed through a stay."

The judge also said it was unfair for a station seeking a waiver of the rules to benefit by the commission's delay "and gain all it asks, while the party without the burden loses all without having received any determination at all." That, he said, was the situation he found in the Bucks County Cable TV case.

Chronicle seeks reversal of license hearing order

Chronicle Publishing Co., licensee of KRON-FM-TV San Francisco, last week asked the FCC to reconsider its decision to designate those stations' license renewal applications for hearing.

The commission ordered a hearing last month on issues of possible news management, anticompetitive practices, and concentration of control (BROADCASTING, March 24). All three issues resulted from complaints by two former employees of the station.

In its petition for reconsideration, Chronicle protested the "unsupported, undocumented allegation that Chronicle Publishing has an undue concentration of control, especially since the licenses

were obtained through the front door by application involving all the pertinent facts." The real issue, according to the company, is whether newspapers should own TV stations in major markets—and that issue should be resolved by rulemaking rather than adjudication, it added. Chronicle cited the several other media outlets in San Francisco as evidence that no concentration exists.

Another issue involved charges that Chronicle had engaged in anticompetitive practices—specifically, that it had used profits from KRON-TV to cause its morning newspaper competitor, Hearst's *Examiner*, to fail, thus giving the *Chronicle* a morning news monopoly. Even if true, the *Chronicle* said, this allegation is no basis for a hearing: "There is no charge that Chronicle Publishing used improper means to better its competitive position, but only that it tried harder and became number one by acquiring 'expensive' circulation in areas outside the San Francisco city zone."

A related matter is the joint operating agreement between the *Chronicle* and the *Examiner* (now an afternoon paper), in which their noneditorial operations were merged. Several antitrust suits are now pending in federal courts concerning the general subject of joint agreements. One of these was brought by Blanche Streeter, former clerical em-

ployee of the *Chronicle*, who also brought the concentration-of-control and anticompetitive-practice charges against KRON-FM to the FCC. According to *Chronicle*, the joint operating agreement was executed only after the Justice Department indicated that it would take no action against any party to the agreement. Since the general issue of joint agreements is already pending in the courts, *Chronicle* said, "it is manifestly unfair and unjust for the commission to compel *Chronicle* Publishing to litigate the antitrust issue in an administrative proceeding."

The third issue, that of possible news management, was raised in a complaint by Albert Kihn, a former KRON-TV cameraman. Mr. Kihn charged that station newsmen had been ordered to suppress news that might run counter to the *Chronicle's* corporate interests.

In response, *Chronicle* said that licensee responsibility and news judgment had to prevail over Mr. Kihn's "own personal judgment of what KRON-TV ought to broadcast." The problem of "non-licensee disagreement with the editorial judgment of a licensee" is usually covered by the fairness doctrine, *Chronicle* noted. However, it added, there is no charge of fairness violation.

Annenberg sworn in as Britain ambassador

Walter Annenberg, president of Triangle Publications Inc., group publisher and station owner, took the oath of office last week as U. S. ambassador to Great Britain. A private ceremony was held in State Department offices, attended by Secretary of State William Rogers, and the governor and two senators from Pennsylvania, Ambassador Annenberg's home state.

While serving at the Court of St. James', Ambassador Annenberg told senators during his confirmation hearing, he will refrain from active editorial direction of his publishing and broadcasting properties, which include WFIL-AM-FM-TV Philadelphia, two Philadelphia dailies and *TV Guide* (BROADCASTING, March 10).

Davis, Hayes involved in Swiss switch

A former special correspondent with CBS in Geneva who is now a New York investment banker was named to succeed former broadcasting executive John S. Hayes as ambassador to Switzerland.

President Nixon last week nominated Shelby Cullom Davis to replace John S. Hayes in Bern. Mr. Hayes had been president of the Post-Newsweek Stations before his appointment in 1966.

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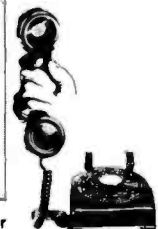
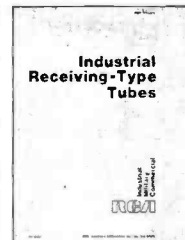
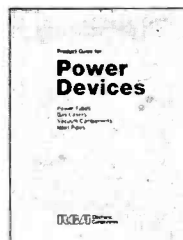
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Bureau supports WFMT sale

FCC told acquisition by WGN group will not mean media control in market

The FCC's Broadcast Bureau has recommended that the commission affirm its approval of the \$1-million sale of WFMT(FM) Chicago to WGN Continental FM Co., a subsidiary of the Tribune Co. communications complex.

The bureau, in proposed findings of fact and conclusions of law, said last week that the sale would not result in a concentration of control, in violation of commission rules and policy, and since the station's fine-arts format will be maintained, it will serve the public interest.

The bureau said the commission could not deny the proposed sale without enunciating new multiple-ownership and broadcast-newspaper cross-ownership policy. And the commission should do that by a rulemaking proceeding—not on a case-by-case basis, it said.

The bureau's views, as well as those of WGN and of a committee of Chicago citizens opposing the sale, were filed in an evidentiary hearing which the commission ordered after the U.S. Court of Appeals for the District of Columbia reversed the commission's order of March 27, 1968, approving the sale. The court acted after the Citizens Committee to Save WFMT appealed the commission's action.

The committee, in its proposed findings and conclusions, asserted that the sale would result in a significant reduction in the diversity of ownership of mass media—and, it suggested, would result in the swallowing up of a liberal voice (WFMT) by a conservatively oriented media conglomerate. The committee said WFMT and the Tribune Co. are at "opposite sides" in the political spectrum of Chicago media.

It also said the sale would violate the Clayton Antitrust Act by substantially reducing competition among the mass media in Chicago. One of two lawyers preparing the findings is a former legal assistant to Commissioner Nicholas Johnson, Robert Bennett.

WGN, like the bureau, denied the contention the sale would result in a concentration of control. And it pointed to its maintenance—and extension of—the station's fine-arts format, and its "fulfilled" commitment to improve the FM's news broadcasts as reasons why the sale is in the public interest. WGN is operating the station pending the outcome of the hearing proceeding.

Concern over the fate of the fine-arts format in the event of a sale was a major reason the citizens committee

originally sought to block the former owner, Gale Broadcasting Inc., owned by Bernard Jacobs, from selling to WGN. However, as WGN began operating the station, the concentration-of-control issue quickly became paramount. And this was the sole issue on which the hearing was held.

The bureau acknowledged that the Tribune Co. is "a prominent entity in communications." It owns or controls seven daily newspapers, including two of Chicago's four papers, the *Tribune* and *American*, whose total weekly circulation of 26,264,990, makes the chain the largest in the country in terms of circulation. The Tribune's broadcast properties are WGN-AM-TV Chicago; WPIX-FM-TV New York; KDAL-AM-TV Duluth, Minn.; KWGN-TV Denver; and WICC Bridgeport, Conn. The company also has interests in CATV in Michigan and California.

But, the bureau said, the Tribune Co. isn't alone in Chicago. There are five

TV edges out papers in Sindlinger survey

More U.S. adults now watch television during the average weekday than read newspapers, according to daily interviews conducted by Sindlinger & Co., Norwood, Pa., during the first quarter of 1969.

Sindlinger noted this was the first time since its series on media comparison began in 1959 that TV has overtaken newspapers in weekday exposure.

The company's results show that 85.3% of those interviewed had watched TV at some time during the preceding day (projected to 110.3 million adults), while 84.2% said that they had read a newspaper (projected to 108.9 million adults).

The latest survey by Roper Research Associates, conducted for the Television Information Office, shows that television has increased its ranking as the most believable news medium and maintains its lead as the primary source of news (BROADCASTING, March 31).

According to Sindlinger's tabulations, most radio listening occurs in the morning, with 67.6% listening during this period, compared with 44.6% in the afternoon and 29.5% in the evening.

Findings also show that 77.9% had listened to radio at some time during the day prior to interviewing (projected to 100.7 million adults).

other commercial television stations, two educational television outlets and construction permits outstanding for two other stations. In addition, there are 13 other AM stations and 15 FM's. The entire area covered by WFMT, which has the widest coverage of any FM in the city, includes a large number of additional media.

Since Chicago is served by "a plethora of mass media," the bureau said, "it must ultimately be concluded that the acquisition of WFMT by the Tribune Co. will not result in a concentration of control. . . ."

The bureau also said another question that must be faced is whether the sale would contravene the commission policy aimed at promoting diversification of ownership of mass media. And the sale, it conceded, would result in a further concentration rather than diversification of ownership. But, the bureau added in a footnote, it is aware of no case where the commission has permitted the diversification criteria to operate as a disqualifying factor in the kind of situation involved in the WFMT sale.

"Under present rules and precedent," the bureau said, "there is no impediment" to the sale. It said that the Tribune Co. has long been a broadcast licensee and the fine-arts service it will render through the FM will serve the public interest. It also said no anti-competitive practices on the part of the Tribune Co. have been alleged or proved.

The commission is now considering a rule that would bar the owner of a full-time station from acquiring another full-time outlet in the same market. The proposal was issued for comment on the same day the commission approved the sale of WFMT to WGN Continental. But, the bureau noted, the commission said it would process applications then on file in accordance with existing rules and precedents. The assignment application in the WFMT case was filed on Nov. 6, 1967.

The citizens committee, however, said that the sale will probably do more violence to the FCC's diversification policy than any other transfer now permitted under FCC rules. And if the proposed one-to-a-customer rulemaking serves the public interest, it added, the WFMT sale does not.

The committee also said the sale should be disapproved on the ground it would violate Section 7 of the Clayton Act, which bars mergers tending to lessen competition or to create a monopoly. It said that the Tribune Co.'s Chicago media revenues in 1967 totalled \$128,361,538—a staggering 46.4% of the total media—the percentage is 42.6% when the geographic area is expanded to cover metropolitan statistical

area), revenues in the city.

The committee said this share would be enough to rule out further horizontal expansion, whatever the characteristics of the acquired firm. "And WFMT is the dominant factor in the one submarket [FM] in which the Tribune Co. does not operate."

WGN, in its proposed findings and conclusions, disputed the contention that the sale would violate any of the antitrust laws. It noted that the commission had, at one point in the proceeding, observed that the Justice Department had investigated the anticompetitive aspects of the acquisition before the commission approved the sale, and decided against taking any action.

It said that the economic competition among the communications media in Chicago is competition for advertising revenues. And the existence of three network-owned AM-FM-TV combinations, it added, "precludes any maintainable claim that this acquisition would in any way lessen competition for advertising revenues."

The citizens committee, which was critical of the manner in which Examiner Basil Cooper conducted the hearing, said the commission should hold a further hearing if it concludes that the record does not demonstrate an undue concentration of control will result from the sale.

It said the examiner had excluded relevant evidence and foreclosed relevant lines of inquiry by the committee. It also said the examiner had erred in denying the committee's request for postponement of the hearing or for keeping the record open for the receipt of additional evidence.

This request is an outgrowth a dispute revolving around the committee's difficulty in obtaining legal counsel. It was represented initially by a lawyer, but showed up at the hearing itself without counsel and asked for additional time to obtain an attorney.

The commission had ordered the proceeding to be expedited. It directed the examiner to certify the record to it for final decision, without writing an initial decision.

Media reports:

News affiliate ■ WKOP Binghamton, N. Y., is to become a CBS Radio affiliate today (April 21). Andrew Jarema is president and general manager of the station, which is on 1360 kc with 5 kw day and 500 w night.

Station agency ■ Hecht, Vidmar Inc., New York, has been named as agency for WOR-TV New York.

Agency named ■ WSB-AM-FM Atlanta has named Cargill, Wilson & Acree there to handle the station's advertising.

Legal trouble besets former LIN officer

Frederic Gregg Jr. faces separate suits by two of firm's stockholders

LIN Broadcasting Corp.'s president-elect has received a nod of approval from the FCC.

At the same time, two LIN stockholders have leveled suits against a former LIN president and other directors.

In its reply to an April 2 letter from counsel for Donald A. Pels, LIN's president-elect (BROADCASTING, April 14), the FCC said that Mr. Pels' new appointment would not constitute a transfer of control requiring commission approval.

The opinion came in a letter from FCC Secretary Ben F. Waple to J. Roger Wollenberg, attorney for Mr. Pels.

Mr. Wollenberg's April 2 letter concluded that Mr. Pels's acceptance of the LIN position would not require commission approval and sought the FCC's opinion. Mr. Wollenberg noted that, if Mr. Pels was employed by LIN, he would purchase 65,000 shares and would have an option to buy an additional 25,000 shares over a period of years, bringing his LIN holdings to approximately 3% to 4% of the outstanding stock. Mr. Pels would not assume control of the company, Mr. Wollenberg noted.

The FCC in its reply said: "Based expressly on the representations you have made on behalf of Mr. Pels . . . it does not appear that his acceptance of the proposed position would either constitute or reflect a transfer of control." It added, however, that its deci-



Mr. Gregg

sion "is not to be construed as a final determination. . . ."

Meanwhile, LIN stockholders Louis J. Brecher and Robert Perlman have filed separate suits against former LIN president, Frederic Gregg Jr., and other directors.

Mr. Brecher's suit charges that Mr. Gregg sold his 80,000 LIN shares to the Saturday Evening Post Co. for a total of \$3.5 million. The suit claims this was \$1.2 million above the market price at the time.

In return, it was alleged, Mr. Gregg agreed to resign as president, to use his influence to cause Martin Ackerman (former president of the Saturday Evening Post Co.) to become president of LIN, and to make three board seats available to the Saturday Evening Post. Mr. Gregg resigned Jan. 10, and Mr. Ackerman became president and director. Two Saturday Evening Post directors also were made directors of LIN. Since then, Mr. Ackerman has been fired and one of the other Saturday Evening Post directors has resigned.

The suit filed by Mr. Brecher also alleges that LIN had a contract to buy WJRZ Hackensack, N. J., for \$5.5 million from Communications Industries Corp.; however a change in LIN management and share ownership held up necessary FCC approval and the deal was called off in February.

According to the suit, LIN forfeited \$250,000 of a deposit it had put down on the WJRZ purchase. Joel Thrope, a LIN vice president who served as president on an interim basis, said the money was in escrow with Blackburn & Co. and that LIN had requested its return. An official of that station broker said last week that it had the \$250,000, but that it could not return it. The escrow agreement, the official said, states that the deposit could be returned only if Communications Industries did not object—and it had.

Also alleged by Mr. Brecher's suit is that the exchange of stock and a change in management have jeopardized LIN's radio license renewals.

Charges in Mr. Perlman's suit are substantially the same, according to Mr. Thrope.

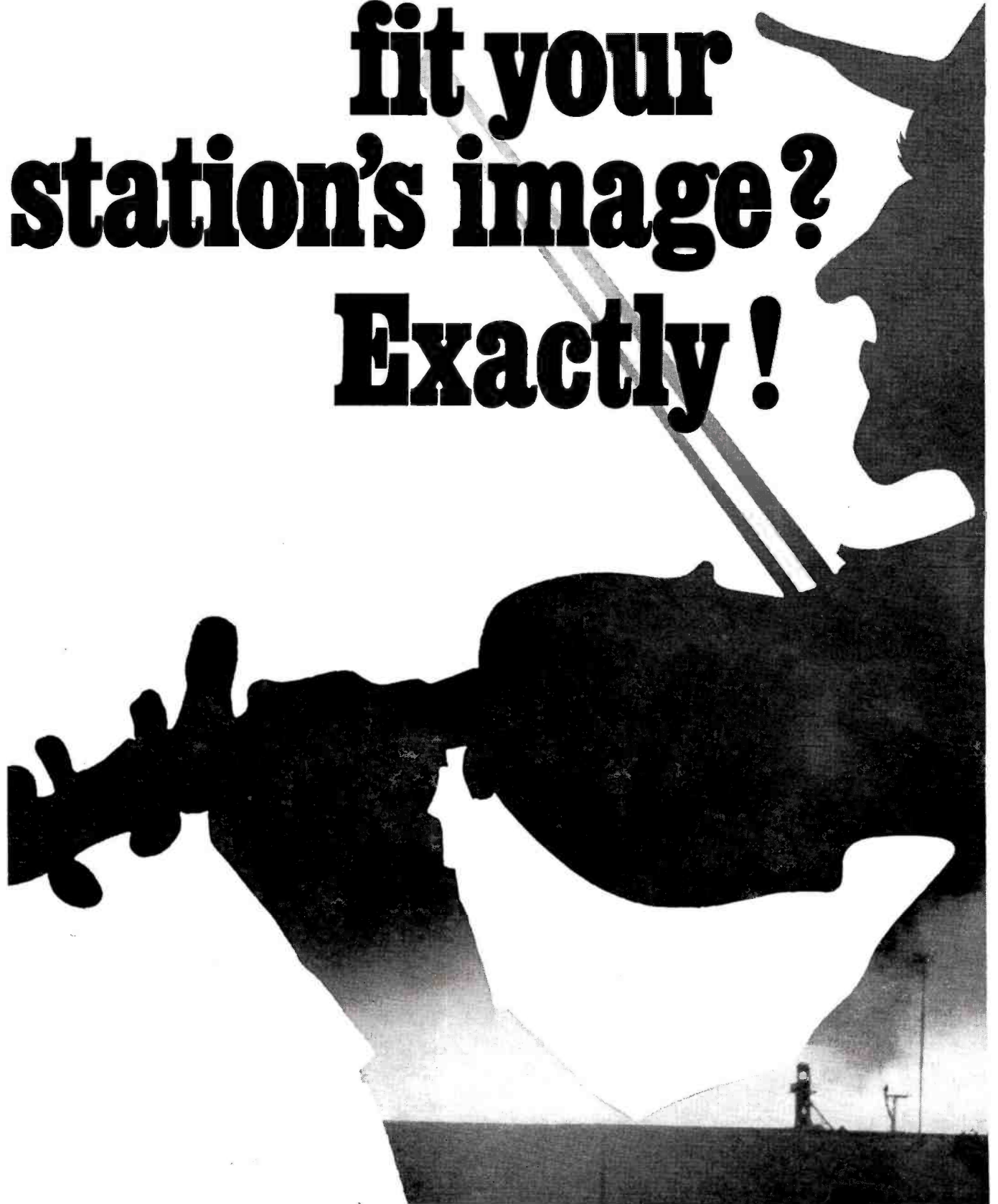
Thomas W. Evans, Mr. Gregg's attorney, had no comment on the pending litigation. "We will file our answer in court if and when it is appropriate," he said.

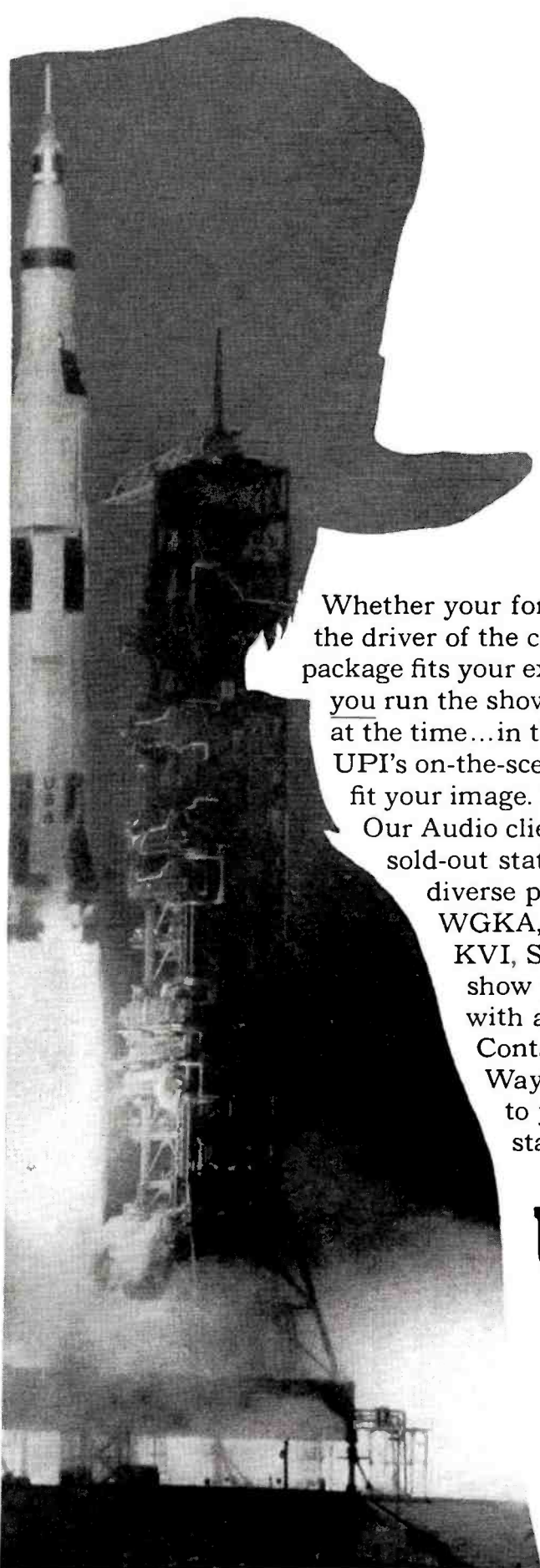
FCC delays action on Philadelphia's ch. 23

A UHF permittee who had asked the FCC for more time to build his station—and for permission to sell it—will have to wait on both applications.

The commission, which had previously granted the two applications

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last week set them aside and designated the proposed extension of time for hearing. The permittee is Bernard Rappaport, of WGRI-TV (ch. 23) Philadelphia. He had sought permission to sell the station to Seven Arts Broadcasting Corp.

In setting aside the grants, the commission said it would withhold action on the proposed assignment until the extension-of-time question is resolved.

The commission's action follows a remand of the case by the U.S. Court of Appeals for the District of Columbia. The applications were granted in July 1967, but that decision was appealed by three Philadelphians headed by lawyer Robert Goldy, and doing business as MG-TV Broadcasting Co. The appellants, none of whom had broadcast experience, wanted to apply for the channel.

In reversing the decision, the court said the commission should have considered MG-TV's argument that extension of time should be denied and the existing CP cancelled.

Mr. Rappaport received his CP in 1961. He later sought more time to build the station and permission to sell it, citing ill health as justification. That sale agreement was terminated; then, in 1966, he filed to assign the permit to Seven Arts.

In view of the CP's long-dormant status, MG-TV argued that it had actually "lapsed." The commission rejected that contention and said that a CP does not lapse until the commission declares it forfeited.

Las Vegas channel goes to Talmac Inc.

The FCC last week granted a construction permit for channel 13, Las Vegas, to Talmac Inc. At the same time, the commission approved agreements for dismissal of six applications for the facility.

Presently operating on channel 13 is KSHO-TV. Its interim operator is Channel 13 of Las Vegas Inc., which comprises four of the regular applicants, including Talmac.

An application to transfer control of the interim operator to Talmac was dismissed. The commission said the transaction "would serve no useful purpose inasmuch as the dismissal agreements contemplate dissolution" after Talmac receives program-test authority.

Talmac officers include Alan K. Abner of Las Vegas, president; Lewis B. Atkin, vice president, and R. Kent Oram, treasurer. Principals of Eitlinger Broadcasting Corp., one of the losing applicants, will buy stock in Talmac. Among these is William D. Stiles, vice president of Coastal Broadcasting System Inc. and general manager of its WAJA-TV Miami.

Macdonald requests task force report

And WTEV manager cautions cablemen over economic issues in selling time

Representative Torbert H. Macdonald (D-Mass), chairman of the Communications Subcommittee of the House Commerce Committee, has asked President Nixon to release to the "appropriate" committees of Congress the report of President Johnson's Task Force on Telecommunications Policy.

Mr. Macdonald told of wiring the President in a speech the communications subcommittee chairman made Friday (April 18) to the Mid-America and Texas CATV associations, in Dallas.

He told the CATV operators that the FCC needs better guidelines by Congress "on just what it can and can't do in the way of setting telecommunications policy."

This remark came after Mr. Macdonald said that he and FCC Chairman Rosel H. Hyde had been mutually frustrated in trying to determine how the commission's proposed CATV retransmission rules would work out.

"It is easy to make the FCC a scapegoat for some of the obvious defects that are characteristic of communications policy today," he said, "but . . . this is too simplistic an approach."

The FCC, he said, "is more a victim than a villain in this situation, struggling to administer an outmoded law with inadequate funds and resources, under fire from various pressure groups and perhaps without a clear focus on broad national issues and priorities."

Congress must delineate the FCC's role and responsibilities, he said; "We . . . may even want to consider whether the FCC should be superseded by a new organization—perhaps a cabinet-level Department of Telecommunications."

The task force report was submitted to President Johnson in the waning days of his administration. President Nixon has asked his science adviser, Dr. Lee A. DuBridge, to look over the report and determine whether it should be made public.

Earlier, New England cable TV owners heard a broadcaster warn that the present controversy between broadcasters and CATV would be a minor skirmish compared to the battle that would ensue if cable TV starts selling time on its channels.

Vance L. Eckersley, station manager of WTEV-TV Providence, R. I. (ch. 6), told the spring conference of the Cable TV Association of New England on April 11 that cable TV was a threat to

broadcasters.

When it touches the pocketbook, Mr. Eckersley said, broadcasters will fight long and hard, for "when economic survival is coupled with a conviction of righteousness, you have the stuff of which holy wars are made."

Mr. Eckersley also chided CATV owners for siding with land-mobile interests in what he called the "battle of the spectrum," on the misguided doctrine, he said, that "the enemy of mine enemy is my friend."

He warned that the foundation of CATV's success are the programs they take from TV stations and that if television broadcasting's present structure is upset, cable TV too will suffer.

CCCC sues TransAmerican over quality of service

Central California Communications Corp., which operates CATV systems in 11 California communities, has filed a \$700,000 damage suit against Trans-American Microwave Inc. The suit alleges the carrier has failed to provide commercially acceptable and usable signals from Los Angeles and San Francisco stations.

CCCC, which filed its suit in federal district court in San Francisco, asserts that TransAmerican has in the past year failed to live up to an agreement to install specified types of primary equipment and stand-by equipment, and to provide test data and engineering reports to Central California, and to maintain proper standards of maintenance.

CCCC says it has suffered damages as a result of the service. The company operates cable systems in Salinas, Capitola, Marina, Pacific Grove, Seaside, Watsonville, Arroyo Grande, Morro Bay/Cayucos, Paso Robles, San Luis Obispo and Santa Rosa. CCCC pays TransAmerican \$13,000 monthly for service.

The suit is the second that CCCC has filed in connection with the microwave systems. The earlier one, filed in California superior court in Monterey county, is against Golden West Broadcasters for alleged refusal to recognize the option CCCC said it exercised to purchase the systems, and to transfer the systems to TransAmerican.

CCCC, which claims in the suit that the signals would have been improved if it had owned the systems, is seeking \$2.5 million in damages or specific performance of the option agreement.

If CCCC wins, the damages might be assessed against Gene Autry and Loyd Sigmon. The option agreement on the facilities involved in the suit was originally reached with a company in which they were copartners in 1962. Since

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then, the properties have changed hands three times—Golden West, controlled by Mr. Autry, acquired them in 1962; TransAmerican, controlled by Jack Kent Cooke, in 1966; and, last month, Microwave Transmission Corp. In each succeeding transfer, the purchasing party was to be held blameless in the event CCCC sued and collected damages.

Meanwhile, CCCC added another wrinkle to the story last week with a petition asking the commission to reconsider its approval of the transfer of the microwave systems to MTC. CCCC said it was concerned about the likelihood that MTC will use the systems for data transmission.

It said the commission should hold a hearing on the data-transmission plans of MTC and their effect on the continued rendition of CATV common carrier service. CCCC had made a similar request in a petition to deny the assignment.

Cable operator buys VHF in Virgin Islands

In what was said to be the first acquisition of a VHF television station by a cable-TV operator, Television Communications Corp. (TVC) has purchased WBNB-TV St. Thomas, V.I., for TVC stock valued at close to \$840,000.

The transaction, subject to FCC approval, was announced last Thursday (April 17) by Alfred R. Stern, chairman and president of TVC, and Robert Moss, president of Island Tele-Radio, owner of WBNB-TV and also of WBNB-AM-FM, which are not involved in the deal.

The announcement said "slightly less than 60,000 shares" of TVC stock would be paid for the TV station, which is on channel 10 and has been on the air since July 1961. TVC stock has been selling recently at about \$14 a share.

Mr. Moss and Robert Noble are currently the owners of the WBNB stations. Upon completion of the TV sale, Mr. Noble will operate the radio stations while Mr. Moss remains with WBNB-TV in the TVC organization.

Mr. Stern said TVC "might" seek other TV-station acquisitions.

"When TVC became a public corporation," he asserted, "we said that our aim was to build an organization that would include a diversity of communication services. We feel that WBNB-TV adds a new dimension to our company and complements our growing capacity in local program origination."

TVC, whose stock is traded over the counter, is one of the largest CATV owners and operators in the U.S., with systems in 10 states serving more than 70,000 subscribers.

Nixon picks Flanigan as his agency liaison

Peter M. Flanigan, a New York investment banker who has served as an unpaid talent scout for the Nixon administration, is the new White House liaison man with the regulatory agencies. He went on the White House payroll last week as a presidential assistant.

Mr. Flanigan, 45, will handle many of the duties that had been the responsibility of Robert Ellsworth, who was named ambassador to the North Atlantic Treaty Organization.

Mr. Flanigan, a Princeton graduate, began working for the investment banking firm of Dillon, Read & Co. in 1947, and was named a vice president in 1954. He joined the Nixon presidential campaign last year, as deputy campaign manager, and, following the election, remained in Washington to help fill high-level government posts.

He had intended to return to Dillon, Reed until the President persuaded him to remain on as an assistant. One of his new duties will be to keep an eye on the current studies on smoking.



Mr. Flanigan

KNEW-TV renewed after KTVU relinquishes rep

Metromedia Inc.'s announced surrender of its representation of KTVU(TV) Oakland-San Francisco through a subsidiary firm resulted last week in the FCC renewing Metromedia's license for KNEW-TV San Francisco.

The commission in a ruling issued March 12 directed Metromedia to report within 30 days the steps it was taking to terminate Metro TV Sales' representation of KTVU, owned by Cox Broadcasting Co. Such representation

violated its policy of proscribing local cross-interests by licensees, the commission said.

A week later, Metromedia said the representation would cease by July 1. The commission made its renewal grant subject to the condition that Metromedia terminate its representation of KTVU no later than July 1.

The commission last month renewed the licenses of radio stations owned by Golden West Broadcasters and Storer Broadcasting Co. in Los Angeles following the elimination of similar cross-interest problems involving those licensees. The stations are Golden West's KMPC and Storer's KGBS-AM-FM (BROADCASTING, March 31.)

Urban problems keynote RTNDA fall conference

Urban affairs and attendant problems will be one of the major topics of discussion at the 1969 International Conference of the Radio-Television News Directors Association to be held at the Statler-Hilton hotel in Detroit Sept. 23-27.

Plans for the September conference were explored at the mid-year meeting of the RTNDA board of directors in Detroit on April 12. Attending the session were 30 officers, board members and committee chairmen. Eddie Barker of KRLD-AM-TV Dallas-Ft. Worth presided. J. W. Roberts of Time-Life Broadcasting, Washington, is general conference chairman and Robert J. McBride of WJBK-TV Detroit is local chairman.

ABC radio O&O officers to gather in New York

The ABC-owned radio station division achieved an all-time high in sales during the first quarter of 1969, Harold L. Neal Jr., division president, will report to owned-station executives in New York for conferences this week (April 21).

Mr. Neal relates the 25% increase over 1968 to the over-all growth of audience acceptance of the ABC stations. He also cites a need for a continuing series of conferences for management personnel because "the viability of radio as an essential advertising and communications medium demonstrates the increasing importance of professional management at all levels of station operations."

The conferences scheduled for April 21-25 will include sessions on programming, audience measurement and sales. The programming meetings will be conducted by Robert E. Henabery, ABC director of program development. Mr. Henabery has announced the creation of a "talent bank" from which the sta-

tions may borrow personnel when a need arises.

Sales session will include a luncheon Wednesday (April 23) in which each station's executives will be host to selected guests from New York advertising agencies and will make presentations. Christopher W. Denison, director of national sales, will conduct the luncheon.

The research sessions, under the direction of Tom Kirby, director of research and sales development, will emphasize ABC's use of the local-market brand-rating index studies to be released next June.

ABC President Leonard Goldenson and Simon Siegel, executive vice president, will participate in a Wednesday morning meeting.

Panelists score lack of Negroes in medium

"Television is such a visual medium that one black face looks like an invasion," the public relations director of the National Urban League told the New York chapter of Sigma Delta Chi, national professional journalism fraternity.

While acknowledging that "after all these years of famine we now have a few blacks on the air," Laymond Robinson said last week he still considered "television and radio hiring policies rather disgraceful." He was equally, if not more, harsh on newspaper minority employment in a panel discussion on "bias and the media." Participants in the discussion Wednesday (April 16) were members of the group that drafted the recently released report of New York governor's committee to study employment of minority groups in the news media (BROADCASTING, April 14).

One of the panelists, Edward J. Barrett, former dean of the Columbia University journalism school, said he feels news departments "have gotten rid of most of the color line and prejudice," but that in reporting by news media "there still is a failure to notice changes in Negro communities, to understand the black experience."

House Radio-TV Gallery spends quiet 30th birthday

The House Radio-Television Correspondents' Gallery celebrated its birthday yesterday, it was 30 years old on April 20.

On that date in 1939, a resolution adopting a report submitted by John J. Dempsey, a member from New Mexico, extending to radio privileges similar to those enjoyed by the press, was passed by the House. And 30 years

later, the man who was selected at that time as superintendent of the gallery, Robert M. Menaugh, is still presiding over its activities.

The first broadcast made from the gallery was made by H. R. Baukhage over NBC, making what Representative Lawrence Lewis (D-Colo.) called "an important event in news dissemination."

Mr. Baukhage introduced the new accommodations and the superintendent to the public, calling Mr. Menaugh a "tall red-headed Hoosier, who knew his way around the Hill because he had worked on the floor of the House for

years." He pointed out that there were 26 official members of the gallery—to-day there are more than 450.

That first broadcast from the gallery closed with: "This has been the first broadcast from the House of Representatives Radio Correspondents' Gallery, but there will be many more." This proved true, as one day last month a record showed that from the gallery, two news conferences were held, covered by film crews; there were 10 interviews with members of Congress, 20 radio tape interviews, and two live radio broadcasts.

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FCC, FTC requests remain firm

Proposed Nixon budget would slash \$10 million from CPB financing plan

The FCC and the Federal Trade Commission are among a number of small government agencies that escaped untouched from the \$4 billion wringing out that President Nixon gave the proposed budget of former President Johnson. Educational television however, didn't fare as well.

The requests of \$23,950,000 for the FCC and \$19,940,000 for the FTC remain unchanged in the budget amendments being sent to Congress by the administration.

But the President is recommending only \$10 million to provide continued financing for the Corp. for Public Broadcasting in fiscal year beginning July 1. This is twice as much as in the present budget, but half the \$20 million President Johnson had recommended for the new year.

And he proposes a cutback in the amount proposed for construction of educational television and radio stations—\$4 million, the same amount as that provided in the current budget, but down from the \$5,625,000 recommended by President Johnson.

Administration officials explained the cuts in the requests as being required by the effort to trim the budget.

But the Department of Health, Education and Welfare, which administers the funds, said it will explore ways of providing permanent financing for CPB, "particularly by encouraging private enterprises to participate." New legislation will be required to extend

the appropriation authorization beyond June 30.

The budget request for the FCC, if granted by Congress, will provide the commission with \$4.2 million more than it has in the current fiscal year. Still to be acted on by Congress, however, is a supplemental request of \$927,000 for salary increases.

The FTC request represents an increase of \$3,640,000. However, supplemental requests totalling \$650,000 for the current year are pending in Congress.

Two factors apparently played a role in saving the small agencies like the FCC and FTC from cuts. One was that the Nixon administration, in seeking savings, was looking for areas where substantial cuts could be made. And the regulatory agencies, which government critics have maintained have lacked the funds to do their jobs, did not seem the place.

The other, government officials said, was that the leadership of most agencies had not changed with the new administration, with the result that the views of the agencies did not change. "We asked each agency to suggest reductions," one official said. "But those that had the same people didn't offer any—and we didn't recommend any."

However, unless Congress grants President Nixon's request and repeals a 1969 law imposing a ceiling on government employment, agencies whose primary expenditures are for salaries—

like the regulatory agencies—may not be able to spend the money provided. The law requires the government to lower the employment level to that of June 30, 1966.

In other budget matters affecting the spectrum:

- The request for the Office of the Director of Telecommunications Management is \$2,095,000, unchanged from the figure in the Johnson budget. ODTM, which advises the President on, and aids in developing policy on, telecommunications, was given \$1,675,000 for the current fiscal year. However, President Nixon has asked Congress for another \$777,000 for fiscal 1969 to permit the office to conduct research on the interference between satellite and terrestrial communications services.

- The request for the telecommunications and space-services research by the Environmental Science Services Administration of the Department of Commerce is \$4,524,000, down from the \$5,838,000 proposed in the Johnson budget. However, the reductions do not affect communications matters.

- The U.S. Information Agency would be given \$177,303,000 in new budget authority in the Nixon budget, down slightly from the \$178,953,000 recommended by the Johnson administration, but still above the \$176,303,000 provided for the current fiscal year. In the Johnson budget \$11,944,000 would have been provided for motion picture and television activities and \$36,567,000 for the Voice of America. These figures are not expected to be seriously affected.

Meredith purchase of WNEM-TV approved

The sale of WNEM-TV (ch. 5) Flint-Bay City-Saginaw, Mich., by Gerity Broadcasting Co. to Meredith Corp. for \$11.5 million was approved last Wednesday (April 16) by the FCC, giving Meredith the full complement of five VHF's.

James Gerity Jr., owner of Gerity Broadcasting, retains WABJ Adrian and WNEM-FM Bay City, both Michigan. He will seek to change the call letters of the FM station to WGER-FM.

Meredith owns KCMO-AM-TV and KFUM(FM), Kansas City, Mo.; KPHO-AM-TV Phoenix; WOW-AM-FM-TV Omaha, and WHEN-AM-TV Syracuse, N. Y. The AM's and TV's at Syracuse, Omaha and Kansas City are CBS affiliates; KPHO-TV is an independent and KFUM is a Mutual affiliate.

Meredith also publishes *Better Homes and Gardens* and *Successful Farming* magazines; owns Meredith Press, Appleton-Century-Crofts, Lyons and Carnahan, all book publishing firms; manufactures world globes, and does

CPB grants due for Senate airing

Witnesses have been firmed for Senate Commerce Communications Subcommittee hearings, conducted by Senator John O. Pastore (D-R.I.), to consider a bill to extend the provisions relating to grants for construction of educational television or radio broadcasting facilities and those of the Corp. for Public Broadcasting. The hearings, originally set for April 29-30, have been rescheduled for April 30-May 1.

Testifying at the hearings will be a representative of the Department of Health, Education and Welfare; FCC Chairman Rosel H. Hyde; John W. Macy, CPB president; Joseph D. Hughes, vice president, T. Mellon & Sons, and member of the CPB board of directors; Erich Leinsdorf, music director, Boston Symphony, and CPB board member; Vincent T. Wasilewski, president, National Association of

Broadcasters; Hartford Gunn Jr., manager, noncommercial WGBH-TV Boston; Mrs. Joan Cooney, producer, *The Children's TV Workshop* for National Educational Television, and John F. White, NET president.

Calling on the administration to "re-examine its recommendations," William G. Harley, president of the National Association of Educational Broadcasters, also expressed the hope that Congress consider giving greater support to educational television and radio.

"These media," he said, "can utilize the resources of cities across the nation to produce a high yield of benefits for our children and families from the investment of modest but still adequate funds."

Mr. Harley noted that the 1967 Public Broadcasting Act authorized \$47 million for broadcast facilities and support for the Corp. for Public Broadcasting. Only \$9 million of this amount has been appropriated, he pointed out.



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WNEM-TV, an NBC-TV affiliate, has 100 kw visual and an antenna height of 1,036 feet above average terrain. It went on the air in February of 1954.

The sale was approved by a vote of 5-to-1 with Chairman Rosel Hyde and Commissioners Kenneth Cox, James Wadsworth, Nicholas Johnson and H. Rex Lee in the majority. Commissioner Robert Bartley dissented. Commissioner Robert E. Lee was absent.

Mr. Scranton's global point-of-view

Former governor, now head of U.S. group to Intelsat, sees communications changes

Former Pennsylvania Governor William W. Scranton last week told broadcasters to be prepared for sweeping changes in communications in the not too distant future. He pointed out the rapid rate of change in instant communication in the past 50 years and said he thought the rate of change would accelerate much more rapidly in the years ahead.

Mr. Scranton, who has been named head of the U.S. delegation to the International Conference on Satellite Communications (BROADCASTING, April 14), made his remarks at the 10th annual Pennsylvania Association of Broadcasters dinner in Washington honoring that state's congressional delegation.

At the dinner Mr. Scranton received the PAB's Gold Medal of Honor which the association presents each year to Pennsylvanians who have "distinguished themselves through significant contributions to their state and nation in the field of communications, business, arts and sciences, government, education and civic enterprises." Previous recipients have been Ed Wynn, Gene Kelly, and Fred Waring.

The former Republican governor of Pennsylvania stressed that broadcasters were well aware of changes in world conditions. He noted that improved communications in developing countries would significantly alter their relations with their neighbors. As an example of the changes taking place in communications, he pointed to countries in Asia, such as Thailand, which had doubled or tripled their communication with the outside world after satellite use had been introduced in their countries. Ghana, when it was a British colony known as the Gold Coast, he noted, did not have direct communication with adjoining countries. And formerly, he said, colonies in Africa could not communicate with one another by telephone or telegraph except through



Mr. Scranton

Paris, London or Brussels. The new means of communications, he commented, could revolutionize relations between countries in these areas.

To illustrate the potential of the new means of communications he recalled a man who had called him from Paris recently and asked for a job. Such an occurrence might not seem so unusual in the near future, he suggested.

Mr. Scranton referred to a trip he had made to Europe since the Republican and Democratic conventions in 1968, and to the satellite relays of those conventions to Europe. He said every leader he had met during his trip was familiar with the conventions due to the extensive coverage of the events.

He said he really had first begun to become familiar with respect to broadcasters as governor of Pennsylvania. He said broadcasters there had made a particular effort to be fair.

As head of the U.S. delegation to Intelsat, Mr. Scranton succeeds Leonard H. Marks, former director of the U.S. Information Agency who has returned to private law practice in Washington. Mr. Scranton is a former broadcaster himself, at one time owning WARM Scranton, Pa., and 20% of WNBP-TV Scranton-Wilkes-Barre, Pa.

Illegal sign-ons earn stations heavy fines

Two radio stations have incurred stiff penalties for rule violations which included unauthorized presunrise operation.

B & G Broadcasting Inc., WJSW Maplewood, Minn., was ordered by the FCC to pay a \$5,000 fine for operating before its authorized sign-on time, destroying transmitter logs and maintaining false transmitter data.

After a field inquiry, the FCC found WJSW operated one hour before local sunrise during most of October 1967,

and it found that Armand J. Belli, then president of B & G, had ordered station personnel to fabricate transmitter logs for at least 19 days and had destroyed the originals which showed the unauthorized sign-on time.

The commission noted, however, that B & G did not deny the violations, and said that although WJSW's unauthorized presunrise operation "occurred on only three dates which were not more than one year prior to the date of issuance of the forfeiture notice, the log violations were of a continuing nature and resulted in additional forfeiture liability *no less than* that set forth in the notice of apparent liability." WJSW has 30 days to apply for mitigation of the fine.

In another action the FCC informed KTFI Broadcasters Inc., KTFI Twin Falls, Idaho, that it incurred an apparent liability for a \$1,000 forfeiture for unauthorized presunrise operation with its 5 kw daytime power. The commission claimed that KTFI violated presunrise rules April 1 through April 13, 1968, and that log entries indicated a similar pattern during preceding months that year.

Bureau blasts WXUR renewal

Examiner's decision is rejected for reasons of substance and style

The initial decision that recommended license renewal for fundamentalist, politically right-wing WXUR-AM-FM Media, Pa., seemed more like an attempt to write the "great American broadcasting novel" than an attempt to draw reasonable conclusions from the record. That, at least, was the reaction of the FCC's Broadcast Bureau, which last week filed its exceptions to the decision of retired Hearing Examiner H. Gifford Irion.

According to the bureau, Mr. Irion misconstrued the nature of the stations' fairness obligation; excused obvious misdeeds because the stations are small, rural operations, and ignored the fact that Faith Theological Seminary, the licensee, had misrepresented its intentions when it acquired the stations in 1965. Even the examiner's prose style came under attack; his repeated use of words such as "vignettes," "narrative," and "a spectacle . . . on a vast canvas" betrayed an attempt to give the controversy a flavor of "high dramatic import," the bureau said.

"The initial decision is correct in stating that the stations' entire performance has to be considered," the bureau said. "But it errs in failing to

do so."

The stations have been at the center of controversy since the seminary, headed by fundamentalist radio-minister Dr. Carl McIntire, filed its application to acquire them. Both before and after the sale, individuals and groups in the area worried out loud about the ultraconservative cast they feared it might be acquiring. The commission granted the transfer only on the condition that the station would serve the needs and interests of the area rather than its own private interest; that it would abide by the fairness doctrine, and that it would not "slant the news or in any way distort factual material."

Complaints came to the commission throughout the following three years—and, finally, 19 groups, including the Greater Philadelphia Council of Churches and the National Association for the Advancement of Colored People, filed a petition to deny renewal, charging that the stations were "one-sided, unbalanced and weighted on the side of extreme right-wing radicalism." Following the hearing over which Mr. Irion presided, the Broadcast Bureau filed proposed conclusions agreeing with the complainants.

The examiner, however, came to a different conclusion: "In the broad perspective of the record," he said, "it

is almost inconceivable that any station could have broadcast more variegated opinions on so many issues than WXUR." He said that the seminary had responded to an underserved need for religion, especially "conservative fundamentalist religion," but did not neglect other community needs. Mr. Irion also concluded that Dr. McIntire had personally been "extremely circumspect" in notifying persons attacked on his program, and in otherwise complying with commission rules (BROADCASTING, Dec. 16, 1968).

The Broadcast Bureau responded last week with its own set of conclusions. "Robust debate," it said, "is not necessarily achieved by vilification of religious or ethnic groups or by diatribe," but when "contrasting views are fairly presented." The stations failed to meet this criterion even after they received complaints, the bureau said.

The examiner also erred in contending that the commission's personal-attack rules are directed to "protecting persons from public abuse," according to the bureau. Their true function, it added, is to protect public access to conflicting views—which, the bureau contended, WXUR-AM-FM clearly failed to do, based upon the record.

Further confusing the issue, according to the bureau, was the examiner's

contention that the stations' small size and rural-service area somehow excused some of their conduct. They were explicitly licensed to meet the needs of a particular community, the bureau said, and were thus subject to the same standards that govern other licensees irrespective of size.

Finally, the bureau argued that Faith Seminary had misrepresented its intentions by promising to broadcast balanced, community-oriented programming. In reality, the bureau said, the licensee made no such effort and apparently never intended to do so. As one barometer of the licensee's community orientation, the bureau alleged that Faith had never even conducted a survey of community needs.

Changing Hands

Announced:

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

■ WBNB-TV St. Thomas, V. I.: Sold by Robert Moss and Robert Noble to Television Communications Corp. for about \$840,000 (see page 50).

■ WINA-AM-FM and construction permit for WINA-TV, all Charlottesville, Va.: Sold by Donald G. Heyne to Laurence E. Richardson for \$450,000. Mr. Richardson is former president of Post-Newsweek Stations. WINA is full time on 1070 kc with 5 kw. WINA-FM is on 95.3 mc with 3 kw and an antenna height of 190 feet above average terrain. WINA-TV has a CP for channel 29 with 9.3 kw visual and an antenna height of 1,240 feet above average terrain. Broker: Blackburn & Co.

■ KCOY Santa Maria, Calif.: Sold by Ed J. Zuchelli and others to James H. Ranger for \$250,000. Mr. Ranger is station broker. KCOY is full time on 1440 kc with 1 kw.

■ WMWM Wilmington, Ohio: Sold by Francis Stratman and Dean Shafer to Daniel W. Burgeon, Carl A. Cook, William McKinney and Ruth Haupp for \$237,500. Buyers have interest in WBRJ Marietta, Ohio. WMWM is a daytimer on 1090 kc with 1 kw. Broker: Chapman Associates.

■ KBRN Brighton, Colo.: Sold by Virgle E. Craig to James Gordon Douglas III, Harry T. Starkland, Arthur J. Shadok, William Lask and J. V. Roiss for \$110,000. Buyers have interests in KKAT Roswell, N. M.; KPRI(FM) San Diego; KYMS(FM) Santa Ana, Calif.; KRDS Tolleson, Ariz., and KKAM Pueblo, Colo. KBRN is a daytimer on 800 kc with 500 w. Broker: Chapman Associates.

■ WTHM-AM-FM Lapeer, Mich.: Sold by Robert Tripp, Jimmie Harris, Ed

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Oyster, and Robert Taylor to Stuart E. Sheill for \$100,000 and liabilities. Mr. Sheill is a Birmingham, Mich., builder. WTHM is a daytimer on 1530 kc with 5 kw. WTHM-FM is on 103.1 mc with 3 kw and an antenna height of 300 ft. above average terrain. 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 84):

■ WNEB-TV Flint-Bay City-Saginaw, Mich.: Sold by James Gerity to Meredith Corp. for \$11.5 million (see page 52).

■ WRMA Montgomery, Ala.: Sold by Stan Raymond and Zenas Sears to William O. Jones and others for \$235,000. Messrs. Raymond and Sears are vice presidents of WAOK Atlanta. Mr. Jones owns 75% of a radio time sales company. WRMA is a daytimer on 950 kc with 1 kw.

Rex Lee calls for FCBA aid

He chides attorneys for their 'disinterest' in how commission fares

FCC Commissioner H. Rex Lee says what the FCC needs is less criticism and more help determining and meeting the public interest. And he called on the Federal Communications Bar Association last week to shake its "disinterest" and provide some of the needed help.

Commissioner Lee, making what has become the traditional appearance before the FCBA of a new FCC commissioner, noted that the criticism of the commission has reached a "crescendo," with calls for its abolition, the redistribution of its functions or the removal of some of its members.

While he said it doesn't do any good "for everybody to join the throngs" of the commission's critics, he agreed change is necessary. Communications attorneys, through their experience in representing private clients have gained the kind of knowledge that would help the commission in deciding how to respond to the need for change.

"What is very badly needed, from you as well as from the commission," he said, "is better understanding of what the media does to and for the people of this country. The private-enterprise aspects of the media must not be your only consideration."

He said the cumulative knowledge of the attorneys and the commission should be brought to bear on the difficult prob-

lems of the day which intertwine with communications. The problems themselves, many of which "are the result of clashing economic interests" are not easily solved or compromised, he said.

"The only answer—perhaps the only hope—is for us, together, to seek equity, to find the balanced position between faction and dissension, to find, finally, the public interest."

The commissioner also called on the attorneys to help with "the housekeeping chores" he said need doing—and in that connection, he delivered a mild rebuke to the communications bar. He referred to the need for improving commission procedures—simplifying and reducing the volume of pleadings and solving the commission's "English-language problem" (that is, by making commission documents more intelligible), among them.

"Your voice must be heard constructively" in these matters, he said. "Unfortunately, I have been advised that the voice of the communications bar is one of the most silent among interested parties. Frankly, your group should be the last to tolerate this kind of fact."

He said the bar has "one of the greatest stakes in the FCC's mission" and cannot continue to shun the agency, "preserving a studied disinterest in how it fares."

Limits sought on civic participation

KSL asks appellate court to dismiss petitions from Salt Lake citizens

How wide is the door to those who would seek judicial review of FCC actions? Is it wide enough to permit entry not only of "legitimate spokesmen" for the public but of "one or two individual malcontents?"

KSL Inc. raises this question in a motion filed with the U.S. Court of Appeals for the District of Columbia last week, asking dismissal of an appeal by two Salt Lake City residents who are seeking denial of the license renewal for KSL Salt Lake City.

The motion was one of several pleadings that KSL filed with the commission and the court in an effort to block Ethel C. Hale and W. Paul Wharton in their campaign to persuade the commission to change its mind about renewing the station's license.

KSL asked the commission to dismiss the parties' second petition for reconsideration of the decision to renew the KSL license on the ground that it was filed

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too late. The renewal was granted on Oct. 4, 1968, and the first petition for reconsideration was denied on Jan. 15. And, KSL said, the commission is prohibited by law from considering petitions for reconsideration filed more than 30 days after notice of the action complained of.

KSL, arguing that the commission has no jurisdictional basis on which to grant the complainants' second petition, asked the court to deny a motion by the complainants to hold the appeal in abeyance pending the commission's decision on their petition.

Miss Hale and Mr. Wharton asked the commission to reconsider their earlier decisions in light of its subsequent decisions in setting for hearing the renewal applications for WCCO-AM-TV Minneapolis and KRON-FM-TV San Francisco. The issues involve questions of concentration of control of media and antitrust activities. These are matters the complainants want reviewed in connection with the KSL renewal application. KSL is owned by Bonneville International Corp. (the Mormon church), licensee of KSL-FM-TV and publisher of one of the two daily newspapers in Salt Lake City, the *Deseret News*. The paper in turn has a joint operating agreement

with the other newspaper, which is owned by persons having broadcasting interests in the city.

However, the critical question now is whether the court will grant Miss Hale and Mr. Wharton standing. As KSL said in its motion to dismiss their appeal, the courts for years had accorded standing in commission cases only to persons who would suffer economic injury as a result of an order or who could establish an order would result in interference to their stations.

But the Washington appeals court, in a decision involving the United Church of Christ's appeal of the commission renewal of WLBT(TV) Jackson Miss., in 1966 provided another standard for meeting the standing requirements. The court, KSL noted, said "'responsible and representative groups,' 'legitimate listener representatives,' and 'responsible spokesmen for representative groups having significant roots in the listening community,' have standing. . . ."

KSL said that the Salt Lake City complainants neither established nor alleged that they meet the tests laid down in the United Church of Christ case.

KSL agreed that the public can be "aggrieved" or "adversely affected" by an order of the commission. "This seems

to indicate that the public should have standing or an opportunity to present its interests in a commission proceeding or in an appeal," it said.

"But," KSL added, "the public should be represented in such proceedings through legitimate spokesmen representing the community, not one or two individual malcontents." KSL said the court, in the WLBT case, emphasized that "such spokesmen must be truly representative of significant elements of the community." KSL said the United Church of Christ, which was given standing to oppose WLBT's license renewal, claimed to represent the views of 45% of the community (the Negro population) and was a national denomination with substantial membership in the station's service area.

"If standing is to remain a practical and functional concept," KSL said, "it must be available only to those who are able to establish that they are qualified to utilize it."

KSL warned that "chaos" would be injected into the broadcasting business if a person, reasonable or unreasonable, without representing any real community view or public interest, can force a station into an expensive hearing simply by writing a letter to the FCC.

NAB seeks remedy at renewal time

Several bills are presented in the House to deal with strike-application problems

A broadly mounted campaign to gain legislative relief against competing applications at broadcast-license renewal time began to roll last week as the first bills were introduced in the House of Representatives. In the Senate, which did not meet last Wednesday or Thursday (April 16, 17), interest in the draft legislation was reported running high, but no bills had been formally submitted by late Thursday.

The push for strike-applications relief, being coordinated by the National Association of Broadcasters but implemented by individual broadcasters working in cooperation with their district congressmen and state's senators, was launched the week before the congressional Easter recess.

Letters from the NAB to legislative liaison members suggested precise legal language that would provide the relief sought, by requiring the commission to find first that a licensee had not operated in the public interest before competing applications for the same facility could be considered, and triggered the campaign to have the bills introduced.

Last week was the first week that Congress was in session and the first day that any of the recommended bills

could have been introduced was Monday (April 14). On that day two representatives dropped the first bills into the House hopper.

Through the Thursday session (April 17) a total of eight measures had been introduced in the House.

The NAB strategy is for local broadcasters to do the lion's share of labor in behalf of the legislation. It is felt that a number of similar bills being introduced by congressmen of both parties and with a good geographic distribution will show congressional leadership that the need for the legislation is general and widely understood by the membership.

Leadership in both the Senate and the House is said to be already in sympathy with the broadcasters' aims. Senator John O. Pastore (D-R. I.) is on record as firmly supporting the principle that a broadcaster should feel reasonably secure for renewal of his license as long as he has done a reasonably good job during his license period.

Senator Pastore, chairman of the key Communications Subcommittee, has not publicly endorsed any specific legislative solution to the strike-applications problem, but it is understood that broadcast-

ers have assurances of his full support in their efforts to mitigate the current threats toward license renewals.

During a Senate agency-review hearing the FCC commissioners were told in no uncertain terms by Senator Pastore that encouraging competing applications at renewal time served no useful purpose and, on the contrary, fostered pressures on licensees to maximize profits over the short run while slighting public service, because of fears they might be out of business after their next renewal (BROADCASTING, March 10).

The senator repeated the theme in his luncheon address before the NAB convention last month.

The first representatives to introduce the NAB legislation were John J. Duncan (R.-Tenn.) and William H. Natcher (R-Ky.).

On Wednesday (April 16) Congressmen James T. Broyhill (R-N. C.) (a Commerce Committee member), John P. Saylor (R-Pa.), Burt L. Talcott (R-Calif.) and John H. Dent (D-Pa.) submitted bills.

On Thursday, bills were introduced by Congressmen James H. Quillen (R-Tenn.) and J. Irving Whalley (R-Pa.).

The measures are entitled: "a bill

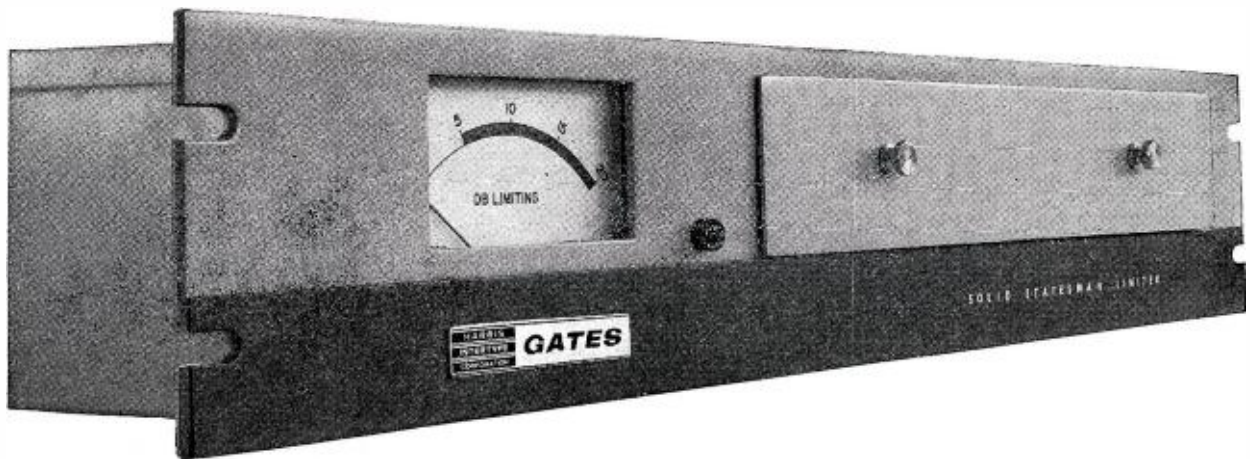
UP WITH AVERAGE MODULATION. INCREASE SIGNAL EFFICIENCY.

That's what Gates Solid Statesman Limiting Amplifier will do for your station. It brings broadcast signals up to maximum efficiency by controlling audio levels instantaneously, automatically.

The Gates Limiter attacks modulation problems — in just 3 to 5 microseconds (without audible clipping) and a 30:1 compression ratio allows 99.5% modulation.

Asymmetrical limiting is provided for AM stations, permitting positive peak modulation levels of 110% or 120% with negative peaks limited to 100%, thus producing a louder sounding signal.

Want to hear more? Write or call for full information. Gates Radio Company, a Division of Harris-Intertype Corporation, Quincy, Illinois 62301. Telephone (217) 222-8200.



to amend the Communications Act of 1934 to establish orderly procedures for the consideration of applications for renewal of broadcast licenses."

In its entirety, the body of the legislation follows: "Be it enacted by the Senate and House of Representatives of the United States of America in Congress assembled, that section 309 (a) shall be amended by adding the following after the final sentence thereof: 'Notwithstanding any other provision to the act, the commission, in acting upon any application for renewal of license filed under section 308, may not consider the application of any other person for the facilities for which renewal is sought. If the commission finds that the public interest, convenience, and necessity would be served thereby, it shall grant the renewal application. If the commission determines after hearing that a grant of the application of a renewal applicant would not be in the public interest, convenience and necessity, it may deny such application, and applications for construction permits by other parties may then be accepted, pursuant to section 308, for the broadcast service previously licensed to the renewal applicant whose renewal was denied.'"

FCC ponders CATV rules

Complexities confuse commissioners as several revisions are proposed

A move to sharpen the proposed new cable-TV rules was discussed and passed over by the FCC last week, for the second time in a row. There were indications that some commissioners are confused with the intricacies of proposed new CATV regulations.

Another reason for the commission's failure to act on the revisions, submitted earlier this month by the general counsel's office, is that additional memoranda on revision of the December regulations were submitted by the commission's CATV task force.

The pending revisions of the proposed CATV rules recommend that construction permits for TV stations be counted by CATV systems when measurements are made to determine whether the cable system is within or outside the 35-mile radius of a secondary TV station-served community. These would be TV markets that are

not part of the top-100, where more rigid limitations are proposed to be imposed. CATV systems within the 35-mile radii are limited to carrying no more than five TV signals—three networks, one independent and one educational.

In the suggested revision, CATV systems would have to count existing CP's for at least eight months; in the case of future construction permits, the time would be 16 months.

As part of the recommended change, CATV systems would be permitted to disregard educational TV stations or permits. And the same proposal would permit the FCC, without going through rulemaking, to amend its list of top-100 TV markets by the addition of contiguous communities, such as Oakland to San Francisco. Under the rules proposed in December, CATV systems had to measure only from the San Francisco post office to determine whether or not they were within the confines of a major TV market. Under the suggested change, cable operators would now have to measure from Oakland as well.

In a related proposal, the commission staff recommended that petitions for waivers of distant-signal and non-duplication rules be held for 20 days to permit the filing of oppositions by stations and then be decided 60 days after that period where the petitions make clear that the waivers are consistent with the rules. There are understood to be 35 to 40 such petitions awaiting FCC action.

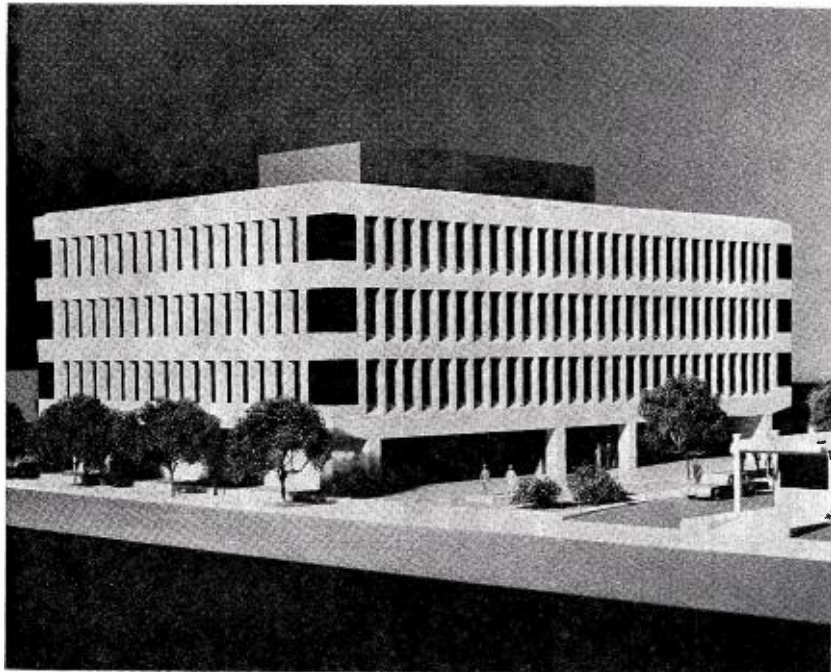
Demographics show pot users dislike TV

Advertisers who want audiences that are paying strict attention might be cheered by news that the turned-on generation isn't tuned in. On the other hand, marijuana smokers may be watching TV less, but enjoying it more.

That's the best light that can be put on a report of research psychiatrist Alfred M. Freedman, who testified before a Senate hearing last week on narcotics addiction and control.

Dr. Freedman, chairman of the department of psychiatry at the New York Medical College Metropolitan Hospital Center, told the Senate Subcommittee on Health, under the chairmanship of Senator Ralph Yarborough (D-Tex.), that researchers under his direction had found that marijuana users were less interested in sports and television than nonusers.

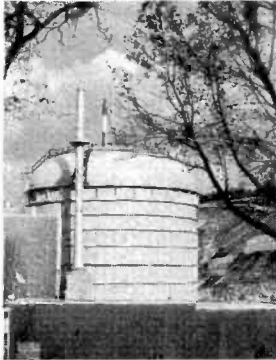
Pot smokers tended to be more culturally inclined toward music and art, he noted. Among other findings: Marijuana smokers tended to come from broken homes more often than nonusers, and users tended more toward "political activism."



CBS Studio Center, North Hollywood, is getting a new \$2.5 million administration building. This is in keeping with a general expansion and modernization of the film studio designed to make it capable of turning out multimillion-dollar movie productions as well as TV series. The new building, designed by Daniel L. Sworsky of the firm of Associates, Los Angeles, will be located at the entrance to the 70-acre film lot. The four-story 58,000 square-foot

building is scheduled for completion in September. In addition to office space for producers, directors, writers and company executives, the building will include four projection auditoriums. CBS purchased the film-making facility from Republic Corp. for \$9.5 million in February 1967. TV programs in production at the studio last season included Gunsmoke, Wild Wild West, My Three Sons, Family Affair, The Good Guys and Hawaii Five-0.

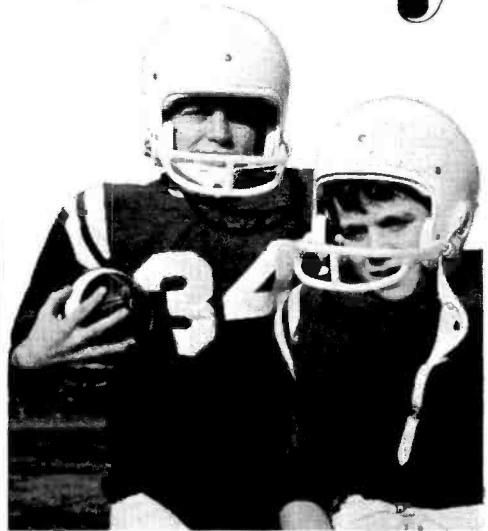
You can't get away from it.



Power sources for tomorrow . . .



Electricity wherever people want it—for a better future . . .



Electric use—and supply—doubling about every ten years . . .



Electric energy is everywhere, making life easier, pleasanter—making the better future happen.

In fact, it's part of the environment—in ways that go beyond toasters, elevators, air conditioners. Because we're in the electric business in a free enterprise way, we've got a big responsibility to the people and communities we serve.

That's one reason we've always worked hand in hand with you, the public—and with educators, civic leaders, other businesses to improve the communities we serve. We've helped sponsor area development, rural improvement, conservation, recreation and youth education programs.

Should business-managed electric companies go that far? Well, you just can't get away from the fact that what benefits people is bound to benefit business, too.



Cities, towns, country—electric help for people . . .



**The people at your
Investor-Owned
Electric Light and Power
Companies***

*For names of sponsoring companies, write to:
Power Companies, 1271 Ave. of the Americas, N.Y., N.Y. 10020

Watch "Mirror of America," Sunday evening, May 11, on NBC-TV

No money in it—but you look so good

Agencies are finding philanthropic commercial-making challenging, prestigious and showcase for new ideas

In an industry popularly construed as self-serving and avaricious, the competition is keen for accounts that offer no percentage and no fee. Public-service advertising, properly in the hands of professionals, costs the communications industries millions of dollars annually. But while few ad agencies are without public-service accounts, not every public-service organization has an ad agency.

"We are our own agency," says the YMCA's Joe Pisarro. At the National Council of YMCA's in New York, Mr. Pisarro heads a staff of four people who turn out three or four new television spots a year and many more radio messages. Their annual production budget is in the neighborhood of \$25,000—a figure at which most ad agencies would be hard pressed to make one commercial. In 1967, \$12 million in television time alone was donated to the National Council of YMCA's. "The radio we couldn't even begin to estimate," says Mr. Pisarro.

To be sure, Mr. Pisarro and other nonprofit organizations like the Y, have to do their share of scrimping. Principally, this means going hat in hand to producers, talent and film labs and persuading them to work at cost, or at least for minimum scale.

There are also hand-me-downs—hand-me-down footage and stills that make spots cheap; even hand-me-down spots. Often a local philanthropic group will make its advertising efforts available to similar groups in other regions. Mr. Pisarro works cooperatively with some of the larger YMCA's around the

country that independently produce spots for local broadcast. These spots are usually open-ended and can be adapted for use by the national organization.

A greatly successful local campaign, and one which saw practically no money change hands, was created by Young & Rubicam for the New York Urban Coalition and The Mayor's Urban Action Task Force. Although originally designed for New York City, the noted Y&R "give a damn" campaign has been made available to a number of cities.

Ninety percent of the money sunk into this public-service campaign was spent producing radio and television spots. Y & R assigned its top creative team to the account. The resulting campaign received \$2.5 million in free time and space during the summer of 1968. The coalition and the task force paid for nothing but the manufacture of "give a damn" buttons. Y & R had wangled free everything—raw stock, production services and waivers from the unions. The social climate last summer was such that volunteers were plentiful, according to vice president and associate creative director Tony Isidore, who supervised Y & R's work on the campaign.

Some stations hung back because of the "damn," says Mr. Isidore, but ultimately "they were much more liberal with their time than the newspapers were with their space."

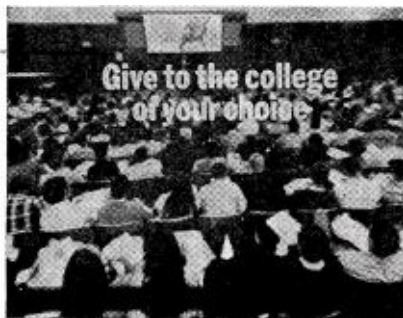
A total of three TV spots were produced, all of them 60's. One spot was in color, two in black and white, "not

for cost purposes, but mostly because we wanted a documentary feel," says Mr. Isidore. He estimates they would have cost \$40,000 to \$50,000 apiece "under normal circumstances." Four 60-second radio spots were produced, with additional 10- and 20-second versions.

The "give a damn" campaign was successful and cheap partly because of an atmosphere of crisis in New York during last year's troubled summer. One of the campaign's creators voices doubt that the sense of urgency can be sustained: "I don't know this year if there will be the same enthusiasm. I think we are going to have a hard time this year."

Would that every public-service campaign could claim the success that the YMCA and the coalition can. But these campaigns each had the ingredients that insure success to a public-service effort. The coalition campaign had the unfortunate (or fortunate) advantage of coming at a time when emotion ran high in the cities. YMCA had the good luck to be endorsed by the Advertising Council.

The Ad Council is a nonprofit institution organized and supported by American business. The council makes it its business to review various causes, endorse many of them, and select a few of them to be parceled out to volunteer ad agencies. The participating organizations are assessed annually, and that money, along with the contributions of American businesses, pays the bills. While the agency gets nothing but the satisfaction of doing a good turn, there is a waiting list of agencies eager to be



Ad Council's aid to higher education campaign was prepared by N. W. Ayer.



Peace Corps has had Ad Council and Y&R assistance since its founding.



This spot for National Safety Council was created by NH&S.

assigned a needy cause.

The council was formed in 1942 to help muster public support for the World War II effort. In cooperation with the U.S. Office of War Information, the council created those wartime public-service campaigns and repopularized such phrases as "is this trip necessary?" and "a slip of the lip may sink a ship." Since then, the council estimates that the advertising-communications industries have contributed over \$4 billion worth of service and facilities to council-sponsored campaigns.

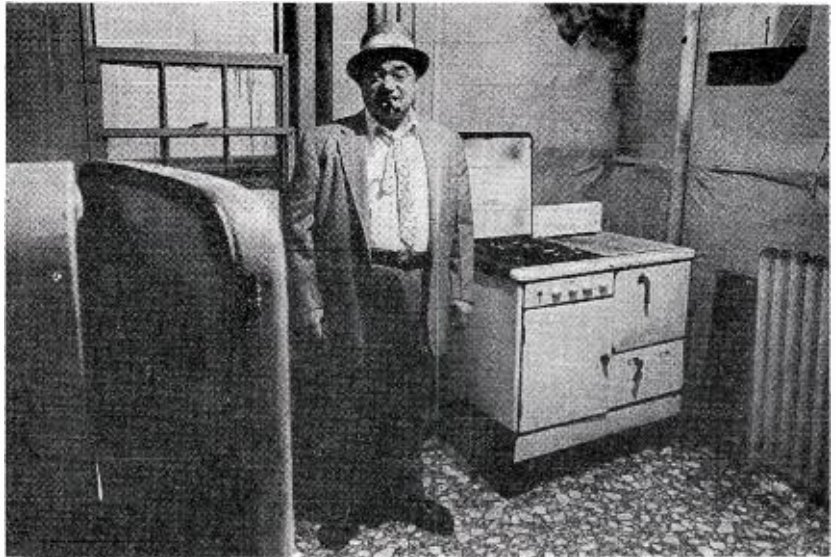
In fiscal 1967-1968, the Ad Council placed the value of the campaigns done with its blessings at \$352,311,156—that includes media contributions and ad-agency commissions contributed. About one-fifth of the council's working budget was contributed by the 22 participating organizations and the rest came from general contributions in 1967-1968.

The policies of the Ad Council are the same in 1969 as they were 27 years ago. The council accepts no subsidy from the government and remains independent of government, although in exactly half of the 22 campaigns being conducted by the council for 1969, the client is the U.S. government. Among the 11 government agencies serviced by the council are the Peace Corps; the Department of Health, Education & Welfare; the Post Office; the Department of Justice and the Census Bureau.

To qualify for council support, causes must be national in scope and nonsectarian. The council has further pledged to remain nonpartisan and non-political and to work only on a volunteer basis.

The docket of council clients is "pretty stable," according to a member of its executive staff. While he denies that any deliberate attempt is made to balance the line-up of organizations, it would be unlikely that the council would ever take on a second inter-denominational religious group or additional health agencies.

In order to get help from the council, a philanthropic agency must make its case to the organization; the council, through its board of directors accepts



This seedy-looking character is the renting agent for a slum-dwelling in Y&R's 60-second dramatization of what it is

like to be poor in New York. The spot was made for the Urban Coalition and Mayor's Action Task Force.

(or rejects) the organization. Then the Association of National Advertisers is called upon to select a volunteer coordinator.

The coordinator is an executive of a major advertiser, knows what to expect from an ad agency, and acts as primary client to the volunteer agency on behalf of the organization. He reviews all advertising and serves as arbiter in case of a dispute between agency and client. An agency is appointed to the client by the American Association of Advertising Agencies. The resulting campaign is handed over to the Ad Council for distribution to the media.

The council has an allotment system, meting out to each member organization a few weeks out of the year for a media push. During each drive, the media are encouraged by the council to run one campaign in particular, although they are welcome to run any Ad Council material at any time.

In addition to its set of primary clients, the council endorses other public causes and lists them in a bi-monthly bulletin to radio and TV stations, and the networks. It is to this limbo of causes endorsed, but not financed, by the council that The National Council of YMCA's is consigned.

Keep America Beautiful Inc. is one of the 22 organizations under the Ad Council's wing. Allen H. Seed, executive vice president of KAB, feels it owes its success in the fight against litter to the council.

While KAB is not a government agency, but one of the 11 private agencies on the council docket, Lady Bird Johnson showed great interest in the organization during President Johnson's years in the White House, and KAB took part in the First Lady's beautification program. President Nixon is a

trustee of KAB. And, if KAB's New York headquarters look unimpressive, one does well to remember that on its board of directors sit the executives of Continental Can, U.S. Steel, Philip Morris, Allied Chemical, and General Motors.

Mr. Seed is very happy with the treatment KAB receives at the hands of Lennen & Newell, its volunteer agency; indeed, he says, "we are probably benefitted by being a charity case." Mr. Seed says he feels like a "cash customer" at L&N, and is free to comment on the agency's work.

Last year \$21 million in free time and space was donated to Keep America Beautiful, and the bulk of that was television. KAB budgeted \$75,000 to the council last year for its share of the expense. "In the last few years, we have gotten over the hill on the litter problem," says Mr. Seed, "It wasn't really a success until the Ad Council put its shoulder to the wheel."

The council estimates that its contributing agencies donated \$52,800,000 in commissions to its campaigns in the 1967-1968 fiscal year. And there is a line of agencies waiting for Ad Council assignments. While it involves a substantial commitment of personnel that only large, financially secure agencies can afford, public-service accounts are not all sacrifice.

Virtue is its own reward. But, says one anonymous ad man, "I suspect there is a lot of favoritism and politics and jockeying." There is a characteristic eagerness to do the advertising for those government agencies and a characteristic reluctance to take on small, struggling health agencies. One advertising executive, working on a major government campaign, points to the broadcast industry and the fact that



Celebrities like Julie Andrews endorse National Multiple Sclerosis.



Most prominent public-service spots to appear on TV screens in recent months are those for American Cancer Society. In ACS spot created by Lord, Geller, Federico and Partners (l) "bad guy," a hardened smoker, loses shoot-out with "good



guy" when he doubles over in fits of coughing. In other Hanna-Barbera-produced spot Yogi Bear tells his nephew, "it's not easy to quit smoking; the best way is never to start." Spot is patently designed for young children.

broadcasters have a sense of social responsibility somewhat imposed upon them. Of his own industry he says, "no one is doing that to us—yet."

"People in business today feel that if things crumble around us, their business isn't going to mean much," says Fred Papert of Papert, Koenig, Lois Inc. One of the fringe benefits of a public-service campaign, says Mr. Papert, is that agency people readily become involved and their enthusiasm makes them "better at other things," meaning the paying accounts. And, he adds, "you get a chance to showcase some good stuff."

Agencies never have trouble enlisting people to work on public-service accounts. Such an account usually offers greater freedom to the creative team, and the results always look good in a copybook or on the agency's sample reel. As one copywriter says of his public-service account, "they know nothing about advertising and don't pretend to. That's an advantage right there."

Cochran (Gus) Supplee, vice president and account supervisor at Y & R, manages that agency's work for the Peace Corps. Because of the nature of the client, that account offers the creative team a special opportunity, says Mr. Supplee. No one can work for the Peace Corps more than five years, so there is less chance to build a bureaucracy and Y & R is continually "exposed to a new bunch of characters in Washington." And that makes the Peace Corps more open to new ideas, he adds. "It's the kind of an account where they can afford within the limits of political reality to take more chances. You know you're going to get snappy stuff, and it looks good in your book."

Young & Rubicam has done the advertising for the Peace Corps. since its

inception. "In the earliest days, we had budgets the size of your thumbnail," says Mr. Supplee, but things are looking up—they can afford location-shooting now. And Ad Council account, the Peace Corps received \$25 million in donated media last year.

Few philanthropic organizations know how to express their needs, and it is for that reason that many ad men consider them ideal clients. Compared to a cash-carrying client, "they are not as demanding, and they are not really in the position to be demanding," says the supervisor of an Ad Council account, "the most perfect kind of client to have.

"They should be grateful," another agency executive describes his public-service accounts. If the public-service account is the pet charity of the agency's chairman of the board, the situation is modified, but, as a rule, without billings clients are a toothless bunch, and in no position to be choosy.

The council circumvents this problem to an extent with its volunteer coordinators from the ANA. Generally, public-service accounts unaffiliated with the council have a much harder time of it. Media are slower to respond, although radio receives special commendation from one ad man. "They even offer before you ask. Maybe radio as a medium is public-service oriented, more community oriented," he says.

"If you want real coverage, particularly on television, the Ad Council has a real edge," says Fred Papert. PKL did some political advertising, first for Senator Jacob Javits (R-N.Y.) and later for the late Robert Kennedy. After that, Mr. Papert says, all sorts of social causes began to flock to the agency.

One of the more controversial campaigns PKL took on was the Emerg-

ency Committee for Gun Control. With the media Mr. Papert claims to have "had more luck than you would imagine." But such campaigns can be costly, and Mr. Papert warns agencies against overextending themselves. To survive, an agency must keep its talent available to paying customers. Take on too many public-service accounts, he suggests, and you end up doing none well.

Al Bouchard, who is account supervisor on Schmidt's Beer at Ted Bates, is involved in two public-service accounts—the U.S. Department of Justice and the National Multiple Sclerosis Society. "In both cases you have a very interesting client," he offers. On one hand, the agency is "responsible to people in politics who are very involved with good will," while people in the other camp are "basically do-gooders."

For the Justice Department, an Ad Council assignment, the money flows more easily and the media are more accessible. Bates only recently completed a spot for the Justice Department's crime-prevention campaign. The spot, produced in color in 60-, 30-, 20- and 10-second versions, cost from \$22,000 to \$24,000 to make. The department gets about \$12 million in free media exposure annually, of which television and radio are the major part.

Multiple Sclerosis gets about half the media contributions that the Justice Department receives. The society makes its big pitch every spring between Mother's Day and Father's Day, during which it averages some 700 TV spots. Bates cuts corners for Multiple Sclerosis by finding talent who endorse the society and who are working on a feature film. Then after a shooting day is over, the society can take advantage of the set and equipment to film its message.

His work for the society is labor of

love for Mr. Bouchard. The society, he says, is a client the agency can easily please, since people on the account become more emotionally involved with a cause than a product. Mr. Bouchard himself is vice chairman of the board of the New York County Chapter of the Multiple Sclerosis Society.

One of the few advantages of being unaffiliated with the Ad Council and also relatively small, poor and local, is that a nonprofit group, like Multiple Sclerosis, can find people to work for less. Talent can be persuaded to work for scale. The heat is put on the production services to work at cost. Public-spirited people in the industry are sought out to contribute their services.

"It is our belief that we can get the most for our dollar when we deal directly with the producer," Mr. Pisarro says of the YMCA's non-agency operation. With a volunteer agency he feels out-of-pocket tends to get costly. An agency, he says, would need "more money than we can put into this thing. We can go to talent—that is, star-level talent—and ask them to work as a contribution."

Ad Council clients generally have heftier budgets, and everybody knows it. Mr. Seed of KAB admits the organization could get off more cheaply "if we came to you with our tambourine." Pointing to regional groups engaged in the same anti-litter effort, Mr. Seed acknowledges that they can do more for less because "they go around and poor-boy about it."

Not all production companies welcome business from nonprofit organizations. It's one thing when an agency that ordinarily furnishes a film house with a lot of business asks for a special favor, but when it is approached by independent groups, the producer may over-bid to avoid getting the job.

But friendship, not business relationships, often determines who works on what public-service campaign. There is a tendency for these campaigns to cross agency lines. Agencies that are fiercely competitive where money is involved have been seen to work harmoniously on joint public-service campaigns.

The Chicago offices of J. Walter Thompson and Leo Burnett have produced a campaign for the Chicago Alliance of Business. The spirit of cooperation in Chicago engulfs Foote, Cone & Belding, too, which prepared a summer youth program campaign with Leo Burnett. Agency director Fairfax Cone, who feels very strongly about the program, provided the incentive.

Bob Ralske, a vice president and account supervisor at C & R, a Bates subsidiary, is putting together the first television campaign for the Jazzmobile, a traveling lecture-concert in New York. Two Carl Ally vice presidents are also in on the project. Mr. Ralske's involvement, too, is personal; he is on the

board of directors of Jazzmobile.

The United Negro College Fund, whose advertising of which is endorsed but not financed by the Ad Council, has a three-minute tape made for the fund by Dolye Dane Bernbach in New York. Polaroid, a DDB client, according to an agency spokesman, "bought into the Leonard Bernstein specials for a ridiculously low rate," and decided to donate three minutes in each program to the fund. Polaroid was mentioned briefly at the end of the message.

The spot has since been cut to one minute and is being made available to other companies who would buy time in behalf of the college fund and who would get their names tacked on to the end. The supervisor of this project was the chairman of the greater New York committee for the United Negro College Fund—David Ogilvy, who is also creative director of Ogilvy & Mather. Mr. Ogilvy was in effect Doyle Dane's client.

Clearly, agencies tend to acquire these accounts in an unbusinesslike fashion. One person, often someone fairly high on the corporate ladder, may be enthusiastic about a public-service project and do some proselytizing in the office. Before long, the agency (officially or unofficially) has the account. The character of the account

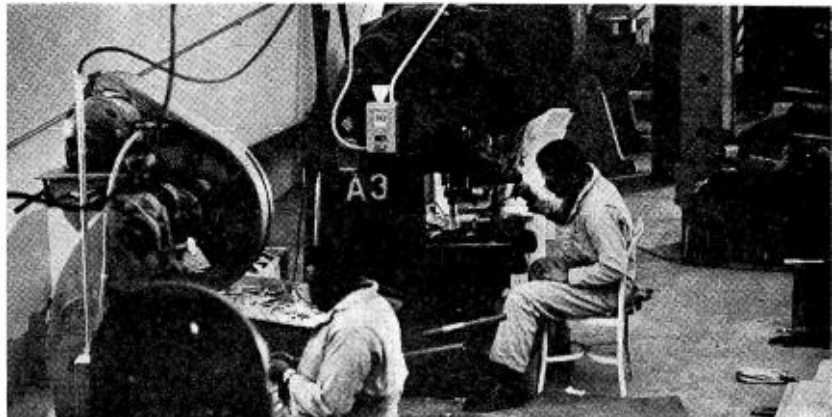
changes when a client representative is within the agency; such public-service clients are less intimidated.

While a General Motors or a Procter & Gamble can afford fancy market research, philanthropic agencies usually have to rely on less scientific means of measuring the effectiveness of their ad campaigns. When you are conducting a membership drive, like YMCA, you count members. When you ask for donations, like the Red Cross, you count dollars. But what if you ask people to "give a damn"?

"We saw a lot of buttons around," a creative man, who worked for the Urban Coalition, describes their informal research methods. "The 'give a damn' slogan," he continues, "started turning up in surprising places. It was in the *New York Times* crossword puzzle."

Mr. Bouchard's criterion for judging the success of his work for multiple sclerosis is simple—"are we getting the cash in?" Bates is quite pleased with the results of that campaign; the National Multiple Sclerosis Society just completed a five-year fund-raising program in four years.

But the Justice Department is another problem. If the national crime rate is any measure of the success or failure of the campaign, it looks bad



AT&T begins using public-service 'mini-docs'

AT&T, which for two seasons has grouped its commercials together at the conclusions of its TV programs, has now introduced the "mini-doc," or non-commercial commercial. This "mini-doc," which tells the story of a Negro-owned business in Portland, Ore., is one of three scheduled for the NBC-TV *White Paper* on Tuesday (April 22) 7:30-9 p.m. EST.

Taking the place of commercial messages and running two and three minutes, these miniature documentaries are designed to augment the theme of the program rather than promote a Bell

System product or service. The 90-minute NBC News *White Paper* is concerned with crisis in the cities.

This noncommercial commercial traces the establishment of the Albina Corp., a metal fabricating plant in the Albina section of Portland. Another "mini-doc" scheduled for airing this week is concerned with Philadelphia's Project IN ("interested Negroes") which brings black youngsters into contact with Negro men who have achieved success in their fields. A third scheduled for the April 22 show deals with problems of the Indians of the Isleta pueblo in Albuquerque, N. M.; with the assistance of the Dreyer Pickle Co., the Isletas have evolved into a productive part of the local economy.

for Bates. Social factors, says Mr. Bouchard, make it impossible to judge their effectiveness. If the current "lock your car—take your keys" campaign keeps car theft "in proportion with the national crime rate, we are doing a good job," he adds.

While the advertising industry congratulates itself for a job well done, there is one angry and vocal critic in its midst. Martin L. Smith, of Smith/Greenland Co. says not enough is being done.

The world does not need any more

Smokey's while, what Mr. Smith calls "severe need areas," are being neglected.

Recognizing that the Ad Council has limited managerial resources, Mr. Smith still deems it unfortunate that there are advertising agencies waiting for assignment.

"I don't know how they mete out their campaigns, but if I were the Ad Council, I would have everyone willing to work working," he adds.

Lecturing at the New School for Social Research in New York, Mr. Smith called public-service campaigns "drop-

ping a quarter in the collection plate on Sunday."

"Let us assume that our critics are right," he supposes. "Let's grant that we have a tremendous power to sell bad or useless products. That we can create false values and impose them on our culture. That we do create the promise of paradise that can never exist here on earth. If we can do all that, can't we also use that power to do some good?"

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

Programming

HEW gets violence study off the pad

Richard Moore appointed; Finch clarifies his agency's role in federal project

A government psychologist and a former commercial broadcaster are going to be two of the principals involved in the forthcoming study by the surgeon general of the U.S. of TV violence and its effect on viewers.

The psychologist is Dr. Eli A. Rubinstein, assistant director of extramural programs and behavioral science at the National Institute of Mental Health, who will be in charge of the study staff. Richard A. Moore, one-time president of KTTV(TV) Los Angeles, will act as liaison between the study staff and the secretary of health, education and welfare.

Dr. Rubinstein, a 50-year-old New Yorker, joined NIMH in 1958, after serving 11 years with the Veterans Administration. He received his Ph. D. in psychology from Catholic University in Washington.

Mr. Moore was asked to serve as a consultant to Robert H. Finch, secretary of health, education and welfare, when the idea of a TV violence study by the surgeon general was first formulated by Senator John O. Pastore (D-R. I.), chairman of the Senate Communications Subcommittee (BROADCASTING, March 10 et seq.).

In an announcement last week by Mr. Finch directing the study, Mr. Moore was designated as the secretary's representative to maintain liaison with the surgeon general's committee. Mr. Moore has known Mr. Finch for a number of years.

Mr. Moore currently is a member of the board of directors of noncommercial, educational KCET(TV) Los

Angeles. He is also a principal stockholder (20%) in Western Broadcasting Corp., one of the 10 applicants for 1110 kc Pasadena, Calif. An examiner's initial decision earlier this month recommended that Voice in Pasadena Inc. be given the grant (BROADCASTING, April 7). Mr. Moore also is vice chairman of the National Cable TV Association, and until a year ago was 40% owner of Southwestern Cable Co., San Diego, which was sold to Time-Life Broadcast Inc. last June. Mr. Moore remains as a consultant to the San Diego CATV system.

Announcement of the special investigation into the relationship between the depiction of crime and violence on TV and the viewing public, especially children, was made last week by Mr. Finch.

Mr. Finch said he had authorized the formation of a 15-member Scientific Advisory Committee on Television and Social Behavior, to be chosen from a panel of psychologists, psychiatrists, sociologists, child-development special-

ists and experts in related fields. Dr. William H. Stewart, surgeon general of the U.S., will be chairman.

The study, undertaken at the strong urging of Senator Pastore, will follow in large part the same procedures used in the surgeon general's study of cigarette smoking and cancer.

The HEW statement also noted that Senator Pastore's recommendations "have received the explicit endorsement of President Nixon." President Nixon had written Senator Pastore the day before the President addressed broadcasters at the convention of the National Association of Broadcasters last week, supporting the Rhode Island Democrat in his proposed study of TV violence "and antisocial behavior among young people . . ." (BROADCASTING, March 31).

It has been reported, however, that President Nixon's comments were insufficiently researched and that a "clarification" may be forthcoming ("Closed Circuit," April 14).

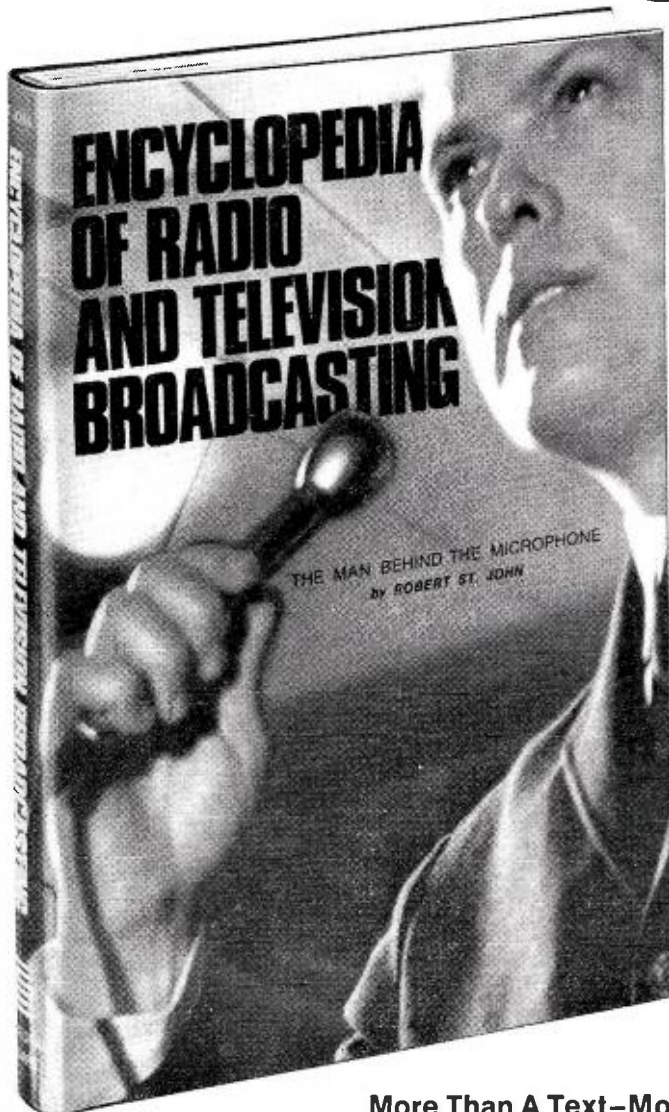
Secretary Finch made clear that the study would propose no policies or standards for TV broadcasters if a connection between TV violence and violence by viewers is found. "As far as this department [HEW] is concerned," he said, "we have no mandate and no power that relate to commercial broadcasting, and we do not seek any."

Mr. Finch also noted that broadcast industry leaders "have consistently indicated by word and deed their sincere interest in finding the answers to the question. . . ." He said he had no doubt that broadcasters would take corrective action if it should be found that there is a relation between TV violence and antisocial behavior by children. But he added a veiled, yet cryptic, warning. "If," he said, "any broadcast licensee were reluctant to cooperate in a general program of self-regulation, any corrective action which appears necessary would doubtless be forthcoming in accordance with the broadcaster's in-



Mr. Moore

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dividual obligation to serve the public interest."

Mr. Finch also commented: "There already exists a considerable body of evidence and responsible opinion which suggests that there may well be a connection between certain types of television content and mental health of our citizens, particularly younger citizens."

And, he added, "the sole purpose of this scientific study is to exercise our clear responsibility to determine whether such connection does, in fact, exist—and to do so at the earliest possible date."

Not yet determined is the length of time for the study, but Dr. Stewart, in testimony before the Senate committee, had estimated at least one year.

Dr. Stewart also mentioned last week that studies in the field have already been undertaken by some broadcasters and that he invites "continuing advice and consultation" from them "on questions both of methodology and substance."

Death-dealing smog dealt with in KNBC documentary

There's a documentary on the smog problem developing at KNBC(TV) Los Angeles, unusual on several counts. First, it will be narrated by actor Jack Lemmon, who receives as much as \$1 million per performance for his movie appearances. Mr. Lemmon, who last worked in television in a 1959 *Playhouse 90* show, will receive little more than \$300 for the local station program.

Second, *The Slow Guillotine*, as the documentary is entitled, has been two years in the making and in actual production since last December. The one-hour program was filmed on location in Reno, Detroit, New York, Washington, Phoenix, and Los Angeles, Riverside and Lake Arrowhead, all California.

Most importantly, the station, in researching and producing the documentary, actually believes that it has come up with a way to reduce automotive smog—the chief villain of the air pollution scene. As a result of its preliminary research into the problem, KNBC felt the situation was so critical that it asked and got the help of a leading scientist in the field.

Don Widener, on leave as KNBC's publicity director and assigned as producer and writer of the documentary, decided a local, independent effort possibly could find a solution to smog. He arranged a meeting between Robert T. Howard, NBC vice president and KNBC general manager, and Milton Farber, a member of the team that developed the first atomic bomb, who is a personal friend of Mr. Widener. As a result of

TV may cause violent behavior

Dr. Larsen links the two, scores print's actions in speech before ASNE

"What comes first, the violent act, or its portrayal? Obviously, many things shape society. But few appear to have more prominence today than television."

Dr. Otto Larsen, professor of sociology at the University of Washington and author of the book "Violence and Mass Media," chose to link television and violent social behavior as he spoke before the American Society of Newspaper Editors last week. Dr. Larsen presented evidence which he felt was conclusive enough to designate televised violence as "a national health problem." He added: "In my judgment,

social science knowledge about the effects of media violence resembles medical knowledge about the effects of cigarette smoking."

Dr. Larsen also noted that "different people see different connections" between violence on television and violence in the real world. "In general," he said, "media spokesman tend to see their content as being designed to reflect rather than to influence the real world. On the other side, critics, including anxious parents and politicians, tend to turn the problem around. Their concern is whether the violence of the real world is somehow aggravated, triggered or caused by the mass media content."

These very questions are among those being studied by the surgeon general's newly created commission on violence (see page 68).

Dr. Larsen admitted that research was essential, but added, "we need to broaden our inquiries beyond a concern for whether symbolic violence directly

that meeting, which is re-enacted in the documentary, Mr. Farber, who runs a small, private laboratory in Monrovia, Calif., has created a muffler device that he claims can virtually eliminate automotive exhaust pollution.

The details of Mr. Farber's device may be explained at a news conference in Los Angeles just prior to the documentary's air date of May 10. But KNBC's personal involvement with the smog problem does not end with the muffler device. The documentary flatly editorializes for more government and industry action.

"We have shown you tonight how your resources are being plundered, year after year after year," Mr. Lemmon says towards the end of the pro-

gram. "This, while the government talks of studies to determine 'criteria' and 'levels of tolerance.' Meanwhile, science tries to devise a tree that will grow in polluted air. "Why . . . for crying out loud . . . must we put up with this?"

"Meanwhile . . . back at the factory . . . industry pleads for tolerance.

"Enough," Mr. Lemmon says. "Write to your congressman, the governor, the mayor. Don't ask . . . demand action. Tell them what you saw on this program. If you get a form letter, answer back. Send a copy to his political opponent and keep a copy yourself, so you won't forget his name on election day." The KNBC documentary, which cost about \$25,000 to produce, may be bicycled to other NBC-owned stations.



Mr. Widener (l) with Mr. Lemmon (c) and KNBC production crew.

triggers violent acts. We must also be concerned with how the media portrayal of violence might build a climate of attitudes, norms, and values as a condition that leads to, supports or prevents the abandonment of, violence in society."

Dr. Larsen did not put all the blame on television, however. He admitted that the print media were partly responsible for the current atmosphere, declaring, "in this period of greatest prosperity for newspapers in American history . . . you are losing the attention and respect of significant sectors of the population today. For the young, the black and the poor, you are perceived as having less credibility as basic channels of information than even your electronic counterparts. You are not seen as being responsive to the needs of a changing society. Indeed, you are in danger of becoming irrelevant," he warned.

Dr. Larsen emphasized that "television is perceived as the most credible and believable source of information concerning what the world is really like." He added: "This trend to video as the window to the world is unmistakable and will likely continue." Because of this great influence on society, he urged the media to remember that "even in reality, violence is not the only operating, let alone newsworthy, means to resolve human conflict."

11 in broadcasting cited by Headliners

The National Headliners Club presented awards to ABC, nine TV-radio stations and two newsmen for outstanding achievement in 1968 during ceremonies in Atlantic City, N.J., April 12.

ABC was cited for "outstanding TV color coverage" of the Olympics. TV stations that received awards were WFIL-TV Philadelphia for its public fraud consumer program; Taft Broadcasting Co., for its public service dramatic programs; wckT(tv) Miami, for consistently outstanding TV editorializing; wIIC-TV Pittsburgh, for consistently outstanding coverage of local news events and in-depth reporting of major news events.

Radio stations cited were KDKA Pittsburgh for consistently outstanding public service coverage; KGO San Francisco, for consistently outstanding radio editorializing; WHOP Hopkinsville, Ky., for its year-long in-depth coverage of politics; wIXY Cleveland and Bill Clark, for consistently outstanding news broadcasting and KFWB Los Angeles, for consistently outstanding news broadcasting. Eugene Jones of New York won an award for a documentary news feature on Vietnam, "A Face of War."

Two networks deny news staging

CBS, NBC question propriety of FCC probe; ABC admits one incident

CBS and NBC have told the FCC that their investigations have turned up no evidence that their newsmen were involved in any of the news-faking events said to have occurred during the disorders that accompanied the Democratic national convention in Chicago in August.

The networks' letters were in response to a commission request to all three networks to check on whether their personnel were involved in any of four alleged incidents.

ABC, however, was reported to have informed the commission that some ABC personnel were involved in one of the incidents: An individual presumed to be a newsman thrust a "Welcome to Chicago" sign into a small street fire and called to a cameraman to film the scene ("Closed Circuit," April 14).

ABC, which carried several seconds of film on the scene, is reported to have told the commission that one newsman was suspended for 30 days as a result of the incident.

CBS and NBC both said that not only were none of their personnel involved in any of the allegedly staged events but that they did not broadcast any of them.

CBS said that one event its cameras filmed appears "to be somewhat similar" to one of the allegedly faked events. However, it cited a letter from a freelance photographer who figured in the scene and who said he had been injured, as proof that the event had been authentic.

Individuals wearing CBS insignia figured in two of the events. But CBS noted that the Walker committee report on the convention-week disorders said that some of the demonstrators carried "false press identification." CBS also reported that a WCBS New York radio crew had come upon one indi-

Paul Galan opens shop

Galan Films Ltd., New York, has been established as a TV production company that will be active in documentaries, commercials and short subjects. Paul Galan, president, has been a producer-director-editor for 12 years and has produced documentaries for Westinghouse Broadcasting Co. and National Educational Television. Galan Films is at 35 West 45th Street, New York 10036.

vidual wearing a helmet with a CBS News identification, who admitted he was not with CBS. The radio crew later determined, the letter said, that the CBS identification had been "cut from a CBS News mailing sticker."

Both CBS and NBC questioned the propriety of the commission questioning the networks on the incidents. They noted that the commission, in asking the questions, had said it would investigate allegations of news faking only if "extrinsic evidence" warranted such a check—not merely if there were allegations of faking.

CBS said that "only by the most generous construction" could any of the four incidents be said to have such evidence in their support and, thus, justify governmental inquiry into news coverage. And NBC said the commission was conducting "a full-scale inquiry on far less than might have been expected from [the commission's] guidelines." It added that such an inquiry "must also encroach upon the First Amendment's guarantee of freedom of the press."

CBS, in addition, expressed concern about the reflection of such an inquiry on the journalistic integrity of the news organization involved. "The mere fact that such allegations are made the subject of a government inquiry," it said, "lends them credibility and results in a further diminishing of public confidence."

CBS's letter was signed by Robert V. Evans, vice president and general counsel. NBC's letter was under the signature of Corydon B. Dunham, vice president and general attorney.

Change in Oscars makes tight show

ABC telecast reached estimated 60 million; show syndicated worldwide

Change was the most prominent participant last week in ABC-TV's two-hour telecast of the Academy awards. An estimated 60 million U.S. viewers watched the 41st running of the Oscar ceremonies finish on schedule for the first time in many years. Cutting down the length of the Oscars program, which ran two hours and 31 minutes last year, was the primary aim of Gower Champion, the highly successful Broadway director called in to breathe new life into the Academy Awards.

The actual presentations telecast ran 115 minutes this year and it originated from a glittering new setting—the 3,300-seat Dorothy Chandler Pavilion in downtown Los Angeles. For the last eight years the ceremonies had been

held in the Santa Monica Civic Auditorium.

Along with the new setting there was a tradition-breaking new telecast format. The time-honored concept of a master of ceremonies and a long list of presenters (up to 30) was tossed out. Instead, the Oscars were presented by a group of 10 top-ranked star actresses and actors.

The usual practice of having the telecast open with views of the stars arriving at the auditorium and the traditional overture by the orchestra also were eliminated from the telecast as were substitute recipients for absentee winners. The walk to the stage for winners was shortened by the installation of a special ramp which was flanked on both sides by nominees in the most important categories.

Richard Dunlap produced and directed the ABC-TV telecast, with Mr. Champion producing and directing for the Academy of Motion Picture Arts and Sciences. It was ABC-TV's ninth consecutive year of televising the awards show. It has another year to go on its current five-year contract.

The telecast was sponsored by Eastman Kodak, through J. Walter Thompson, for the fourth consecutive year. Reportedly, Kodak paid \$1,650,000 for the sponsorship. ABC-TV pays an estimated \$750,000 to the motion picture academy for TV rights. The academy, in turn, spent some \$500,000 to produce the show.

For the first time the Academy Awards show was telecast worldwide. In addition to the live colorcast in the U.S., the feed went live to Mexico.

APRTA honor 23 radio-TV's

Four stations will receive plaques and 19 others will be given certificates by the Associated Press Radio-Television Association in recognition of their contribution of news stories to the AP in 1968.

The winners—20 radio and three TV stations, the largest number ever cited in the awards competition—were announced last week by APRTA President Theodore McDowell of WMAL-AM-TV Washington.

Named to receive plaques were WJR Detroit; WHB Kansas City, Mo., and WGBS and WQAM both Miami.

Winners of certificates were WGAU Athens, and WBBQ Augusta, both Georgia; WCAU Philadelphia; WFBR Baltimore; KDB Santa Barbara, Calif.; KTOK Oklahoma City; WGIR Manchester, N. H.; WCLG Morgantown, W. Va.; WBAL Baltimore, and WWTW(TV) Cadillac, Mich.

Also WICC Bridgeport, Conn.; WION Ionia, Mich.; WDBF Delray Beach, Fla.; WTRC Elkhart, Ind.; WALK Patchogue, N. Y.; KGO-TV San Francisco; WBRZ(TV) Baton Rouge; KBOW Butte, Mont., and KBOL Boulder, Colo.

Staggers's outburst takes off on TV violence tangent

House Commerce Committee Chairman Harley O. Staggers (D-W. Va.) generally keeps close counsel about his personal feelings on any legislation pending before his committee, but he's been known—more than once—to speak his mind forcefully about matters that aren't on the immediate agenda.

The presence of FCC Chairman Rosel H. Hyde at the witness table also seems to often act as a catalyst in provoking Chairman Staggers to get something extra off his chest.

Last week, while discussing cigarette regulation (see page 32), the Commerce Committee chairman suddenly had some instructions for the commission on a subject he has indicated previously he feels very strongly about—violence in the nation and especially on TV.

"You're doing all this work on cigarettes," he told Mr. Hyde, "while the most severe problem in America goes without attention." A very central part of the problem, Mr. Staggers said, "is violence on TV and everybody agrees. Why not do something on this?"

Mr. Hyde replied that the commission does not have the same First Amendment problems on cigarette advertising that it does on program content, especially regarding news, where much of the violence is seen.

Chairman Staggers agreed that news

Thorny path of fair trial-free press

NAB's Anello warns that Reardon standards may be used to withhold 'essential information'

The problems of fair trial and free press were expounded last week by Douglas A. Anello, general counsel for the National Association of Broadcasters.

Discussing proposed standards for lawyers, courts and law-enforcement agencies and how they affect the news media, during a panel session at a Connecticut Bar Association meeting, Mr. Anello said that the legal advisory committee of the American Bar Association will help implement the Reardon standards adopted by ABA. ABA will, he said, encourage the cooperation of the bar and media "to enact voluntary measures to protect the rights of fair trial and free press."

Mr. Anello stated that there was no objection to lawyers tightening their code of conduct, but some of the proposed regulations, he said, might "be used as an excuse to prevent the release of essential information."

"It is here," he declared, "that cooperation between bar and media can be most helpful."

Another problem brought out by Mr. Anello was the recommendation that pretrial hearings be closed to the public. He pointed out that the danger is not in the recommendation itself, but rather in the "effect it might have on those who would normally convey information to the press."

"Many judges," he explained, "because of their natural desire to do nothing that might cause a verdict to be reversed, may lean the other way so far that severe and unnecessary restraints will be imposed on news and other sources of information."

Turning to the proposed restrictions on law-enforcement agencies, Mr. Anello

said that many of them will "naturally withhold important news to protect themselves from any possible violation."

"Media can be of great help in this regard," he stated, "by prompt discussions with the police of mutual problems concerning crime-news coverage, working with them to develop workable guidelines as an obligation to the public."

Mr. Anello also commented that the recommendation relating to the use of contempt power against a person who provides information designed to affect the outcome of a trial, or against a person who willfully disseminates information regarding a trial after a judge has ordered that this not be done, "is vague and has been the subject of much dispute." He admitted that there is a question whether this power may be used against the media.



Mr. Anello



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“I want to invite every media executive to get behind this BBB campaign.”



By Ward L. Quaal
Chairman, Association of Better
Business Bureaus
International

An influential cluster of Americans—housewives, educators, legislators and businessmen as well as spokesmen for consumer groups—is urging a step-up in “consumer education”.

Some are concerned over what they see as the “unfair contest” between the “professionalism” of the seller and the “amateurism” of the buyer. Other advocates of increased consumer education value it as an aid to the poor and least educated.

Why Business Backs It

Businessmen who recommend enlarged consumer education are fully aware that private companies, trade associations and the Better Business Bureaus already are producing and distributing, at their expense, millions of pieces of consumer literature

a year. They also know that BBBs have taken new initiatives, through such means as consumer affairs councils and mobile vans, to increase the pace of consumer education.

But these businessmen point out that an independent, self-regulating private sector can survive only if it enjoys the confidence of its customers and the respect of opinion-moulders.

Speaking for myself, as a businessman and a broadcaster, I believe one of the best ways to increase this confidence and respect is for the private sector to launch a first-rate, large-scale consumer education campaign that will help people get more for their money, and help them understand our competitive business system.

The BBB Campaign

Such an effort—in the form of a major public service advertising campaign—has been developed by the Association of Better Business Bureaus, and is now being released to newspapers, radio and TV stations.

This BBB campaign embraces three types of message: 1) Consumer

education counsel and information, to help your audiences become more knowledgeable and alert buyers; 2) Explanations about advertising, mass media and private enterprise, and how they serve consumers; 3) Background about the business-supported Better Business Bureaus, and how more people can use their services.

I believe this to be an exceptionally worthy public service advertising campaign. It will benefit your audiences, your advertisers, your own business and the enterprise system. Speaking on behalf of the Bureaus, I thank you in advance for what I fully expect will be your generous contribution of time or space.

For more information about this campaign, contact your nearest BBB (if they haven't called you first) or the Association of Better Business Bureaus International, 122 East 42nd Street, New York, N.Y. 10017.



was a special case, but added: "I'm talking about the public interest. I'm certain this committee is going to look into this sooner or later, and if you don't think the problem is urgent, you'll find the country is not going to be here."

Violence on TV is the "most vital thing that faces you," he told Mr. Hyde. "It's a fundamental thing, and you better get busy on it, and I mean get busy tomorrow, not next week."

Wood, Tower explain broadcasters' side

The *New York Times*, which editorially attacked CBS's cancellation of the *Smother's Brothers Comedy Hour* as a restraint on freedom of expression (BROADCASTING, April 14), has twice since carried the opposite view on its editorial pages—in its letters-to-the-editor column.

A letter from CBS-TV President Robert D. Wood, published April 12, charged that the *Times* editorial contained "accusations that are both extremely unfair and unfounded," and defended the cancellation as an exercise of responsibility for maintaining taste and propriety.

"We wonder," Mr. Wood wrote, "how long the *Times* would tolerate a contributor, however distinguished, whose material was constantly delivered so close to deadline that *Times* editors could not review it, or whose material regularly contained sequences which breached the *Time's* standards as to taste, or who delivered ultimatums to the *Times* in which he threatened not to deliver the material at all unless he received from the *Times* blind clearance of certain items."

The second letter, published April 13, was from Charles H. Tower of Corinthian Broadcasting, chairman of

the TV board of the National Association of Broadcasters. Without mentioning the Smothers brothers incident, Mr. Tower undertook to clarify the issue of censorship, about which he said "a lot of nonsense has been spoken and written" in recent months.

Deletion of material is censorship if done by government command but not if done by private parties, he asserted.

"Those who communicate with the public, whether in person, in print or over the air, are necessarily involved in a selection process, i.e., in deciding just what they will say," he wrote. "In each case the decision is made by the one who has been given the final authority to determine what shall be said. . . ."

In broadcasting, he continued, the broadcaster, "who has the legal and moral responsibility to make the final decision," must insist that standards be met.

Election reform bills aimed at uniform reporting

Senator Howard H. Baker Jr. (R-Tenn.) last week introduced three proposals aimed at reforming some of the electoral processes in the U.S., one of which would benefit broadcasters in the airing of election results.

Senator Baker's proposals would provide for a system of 50 state presidential primaries; allow transients the right to vote in the national elections, and establish a uniform 24-hour voting period for all presidential and congressional elections.

This last proposal, in a bill (S.1817) cosponsored by Senator Birch Bayh (D-Ind.), would provide that polling places would remain open for a full 24 hours with balloting beginning and ending at the same Greenwich Mean Time across the nation. This would

eliminate the controversy over whether the broadcast of early returns from eastern states influence voting patterns in the West where the polls are still open.

Program notes:

Partnership dissolved ■ Producer Ivan Tors and trainer Ralph Helfer, associated in the production of the *Daktari* and *Cowboy in Africa* TV series, have dissolved their partnership in Africa U.S.A., the wild animal ranch near Los Angeles where both TV shows were based.

Nasser interview ■ Egyptian President Gamal Abdel Nasser will appear on a special one-hour edition of National Educational Television's *News in Perspective* tonight (April 21) at 8 p.m. EST. It will be Mr. Nasser's first interview on foreign television in four years and the program will be the first *News in Perspective* special since the program went on the air in 1963.

Around the world ■ ABC Films is placing into syndication a travel-adventure film series, "Safari," which is produced by WTMJ-TV Milwaukee. The series, filmed in more than 100 different countries, is offered as either half-hour shows (260) or one-hour shows (130). Chuck Barris Productions, Hollywood, will produce a pilot for a new program, *RSVP*, for ABC-TV. The etiquette-based game show will be produced by Mike Metzger and Steve Friedman.

ESP drama series ■ QM Productions, Los Angeles, has signed with NBC-TV to develop a series, *The Intruder*, intended for broadcast during 1970-71 season. The series centers around a successful author who possesses an extraordinary degree of extra-sensory perception.

Aimed at blacks ■ WCIU-TV (ch. 26) Chicago has begun *A Black's View of the News* in 10 p.m. prime news period with the city's million Negroes considered the chief audience target. Roy Wood, who continues as news director of Negro-oriented WVOH Chicago, is anchorman for WCIU-TV program.

New Kanter entry ■ NBC has signed producer-director-writer Hal Kanter to a new development contract, under which he will write and produce a new half-hour comedy plot for the 1970-71 season. Mr. Kanter created *Julia* for NBC-TV.

Black 'encyclopedia' ■ Columbia University's Black Identity Project, under the direction of Alan Lomax, has produced a long-playing record of 28 one-minute segments on black culture. This "Black Encyclopedia of the Air" is being mailed this month to over 400 radio stations in markets with minority communities.

An alumnus twits some FCC undergrads

Paul Porter, member of the national advisory board for the George Peabody Awards and former FCC chairman, lightheartedly took issue with the *New York Times* and the present composition of the FCC last week during presentation of the George Peabody Awards (see page 74B).

At issue with the *Times* (which was not directly referred to by name) was an article that noted no TV entertainment award was being made this year to a commercial network, that the major network awards were in the areas of news, public affairs and education, and that Senator John O. Pastore (D-R.I.) had recently held hearings in Washington criticizing sex and violence in network entertainment programming.

"I emphatically deny that we were intimidated by Senator Pastore," Mr. Porter quipped. He said he personally felt that television as a whole should get an award for "getting violence off the street and putting it back in the home, where it belongs."

Mr. Porter also got off a parting shot at FCC Commissioners Nicholas Johnson and Kenneth A. Cox. He said he had discouraged speculation that Mr. Johnson would be named "ambassador to Biafra" and that Mr. Cox would be designated "special representative to Anguilla." He discouraged this speculation, he said, by pointing out that their successors on the commission would probably be Ralph Nader, noted critic of the automobile industry and consumer activist, and Betty Furness, former White House adviser on consumer affairs.

ABC, CBS get pairs of Peabodys

NBC Radio, Westinghouse, NET each take one of 12 awards presented in New York

Twelve George Foster Peabody Awards were presented for distinguished achievement by television and radio during 1968 at the 29th annual awards luncheon last week in New York. Both CBS and ABC garnered two awards each in TV categories; NBC received no awards in TV, and one in radio categories—a marked contrast to last year's presentations when the three radio-TV networks accrued 11 Peabodys.

For the second time in four years the commercial networks failed to receive an award in the TV entertainment category. The award went, instead, to the National Educational Television network for its *Playhouse* series, a mix of "outstanding classics, new experimental plays, an occasional musical and even an Indian motion picture." NET also received an award for its children's program, *Misterogers' Neighborhood*.

In 1965 all award categories were dropped in favor of choosing outstanding examples of broadcasting, amid charges by Paul Porter, Peabody board member and former FCC chairman, that there was "a dreary sameness and steady conformity" dominating the airwaves (BROADCASTING, April 26, 1965).

News programs relating to current social problems captured the attention of the Peabody advisory board this year. The CBS-TV awards were earned in the TV news category, for Charles Kuralt and "On the Road," and in a

special award category, for *CBS Reports: Hunger in America*. CBS-owned WEEI Boston received an award in the radio education category, for Dr. Leonard Reiffel and *The World Tomorrow* series.

The ABC-TV awards were for the network's 1968 Olympic games coverage, in the TV promotion of international understanding category, and for its "creative documentaries," an award shared in the television education category with noncommercial WTTW(TV) Chicago, for Robert Cromie and *Book Beat*.

NBC received an award in the radio news category for its *Second Sunday* series, while the Westinghouse Broadcasting Co. received an award in the TV public service category for its *One Nation Indivisible* series.

The awards are presented under the auspices of the Broadcast Pioneers and are administered by the University of Georgia's Henry W. Grady School of Journalism and a national advisory board. Mr. Porter announced the award recipients. Dean John E. Drewry of the journalism school made the presentations.

The award winners by categories and citations:

Radio news—*Second Sunday* (NBC) was cited for its in-depth exploration of an important area of "revolutionary social change presented so as to develop insight and stimulate thought." The

series, the citation noted, is "a significant illustration of radio's too rarely used capability of bringing understanding and illumination of the current scene."

Radio education—Dr. Leonard Reiffel and *The World Tomorrow* (WEEI) was cited for Dr. Reiffel's "extraordinary ability to explain, in five-minute capsules, intricate scientific projects in vivid and meaningful language. He provides a bridge of understanding in our nuclear age."

Radio entertainment—*Steinway Hall* (WQXR New York), a weekly presentation of renown pianists.

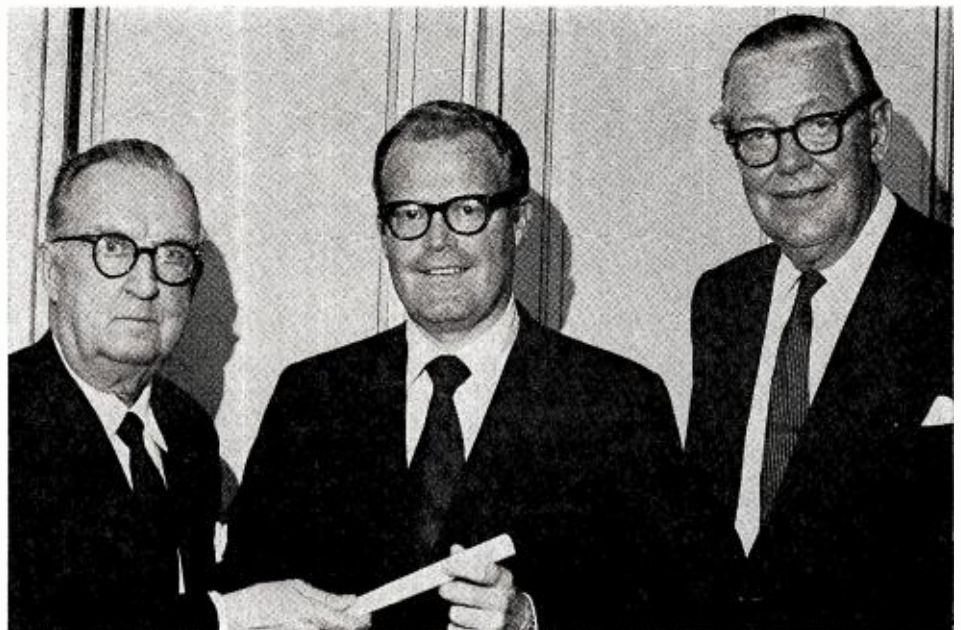
Radio public service—*Kaleidoscope* (WJR Detroit) was cited for its "excursion into the mind of man and the world he has made for himself" with a "skillful blending of writing, music and production. . . ."

Television news—Charles Kuralt and "On the Road" (CBS) was termed "nostalgic vignettes," a "heartwarming program-segment" of the *CBS News with Walter Cronkite* that featured "choice bits of Americana."

Television education—Robert Cromie and *Book Beat* (WTTW), and "creative documentaries" (ABC). Mr. Cromie's *Book Beat* was cited as filling "a neglected niche with taste, humor, unvaryingly high standards, and a sense of purposeful inquiry." The ABC documentaries specifically cited were *The Sense of Wonder*, *How Life Begins*,



Above: Charles Kuralt who earned one of CBS-TV's two awards. Left: Roone Arledge (c), accepts from Dean Drewry for the Olympics. Paul Porter (r), Peabody board member, looks on.



Sharks: The Undersea World of Jacques Costeau, The Road to Gettysburg, Hemingway's Spain and The Secret of Michaelangelo: Every Man's Dream, which were termed by the judges as the "most persuasive educators of 1968 in any medium."

Television entertainment—*Playhouse (NET)* was cited for its "imaginative and inclusive approach" to theater entertainment by "avoiding the triteness of formula production." The productions were "of high quality whether secured from abroad or specially commissioned."

Television youth or children's pro-

grams — *Misterogers' Neighborhood (NET)*, a program of songs, lessons and ideas for children from ages three to eight.

Television promotion of international understanding — 1968 Olympic games (ABC) was cited as a "high watermark of imaginative production and a noteworthy example of television fostering international understanding. Particular honors," the citation noted, go to Roone Arledge, president, ABC Sports, and Chris Schenkel, anchor man for the presentation.

Television public service—*One Nation Indivisible (Westinghouse)* was

termed "one of the first television explorations of the racial attitudes held by Americans." The program was further cited "for the serious consideration of one of our nation's major problems—the gulf between white and black Americans . . . for inspiration and leadership in meeting this challenge. . . ."

Television special award—*CBS Reports: Hunger in America (CBS)*. In "moving and horrible scenes" CBS "told the American people—as only television can—about the plight of some 10 million hungry people in our land, and goaded our nation to action—to begin to feed its hungry."

Equipment&Engineering

FCC again tackles the 770 tangle

Commission resurrects clear-channel proceeding to allow KOB to operate while protecting WABC

The FCC has begun another in a long series of efforts to solve what seems to be the unsolvable KOB problem—a problem that has its roots in a stop-gap commission action in 1941 and that has involved KOB Albuquerque, N.M., and ABC in innumerable battles in court and before the commission ever since.

The commission last week announced it was reopening the clear-channel rulemaking proceeding—which itself was initiated in 1945—for the limited purpose of permitting KOB to operate as a Class II station on 770 kc without interference to ABC's WABC New York.

KOB, owned by Hubbard Broadcasting Inc., now operates essentially as a Class II on the clear channel 770 kc, on which ABC's WABC is the I-A station.

The new proposal is an effort to meet the directive of the U.S. Court of Appeals for the District of Columbia, which reversed an earlier commission decision aimed at resolving the controversy between Hubbard and ABC.

The commission in 1958 held that KOB and WABC should both operate as I-B's on 770 kc, with each station directionalized at night to protect the other. But the court held this would be unfair to ABC, since CBS and NBC operate omnidirectional I-A stations in New York. The commission was turned down in a request to the U.S. Supreme Court for review of the lower court decision.

The case began in 1941, when the then WJZ (now WABC) was shifted from 760 kc to 770 kc as a class I-A clear-channel station, and KOB was moved from 1180 kc to 1030 kc but

was given temporary permission to use 770 kc with 50 kw day and 25 kw night. The 1030 kc frequency is used by Westinghouse Broadcasting Co.'s WBZ Boston as a class I-B clear channel.

The shifts were required by the deletion of 760 kc and 1180 kc as U.S. channels under the terms of the North American Regional Broadcasting Agreement. ABC has sought to move KOB off the channel or to have KOB protect WABC's nighttime nondirectional signal ever since.

The commission proposal would add 770 kc to the list of clear channels on which the commission, in its 1961 clear-channel decision, decided to permit second stations to operate at night on condition they protect the dominant I-A. Thus, KOB would be left as a full-time station on the frequency, but would be required to protect WABC,

However, the commission has managed to add to the complexity of the KOB problem. Its public notice, based on the order which had not yet been released, said that Hubbard may apply for authority to operate with 50 kw power at night, "instead of its present 25 kw, if it can afford the required degree of protection to WABC," which would operate nondirectionally.

Actually KOB has been operating since 1963 with 50 kw at night, but its nighttime service is directionalized to protect the skywave pattern WABC would emit if it were operating in accordance with the commission's 1958 decision. KOB applied for permission to increase its night-time power in accordance with that occasion. However, WABC has con-

tinued with a nondirectional pattern.

A commission official said KOB's present night-time operating authority had simply been "overlooked." He also said the order itself would not be released in its present form; the commissioners would be consulted to determine how the new problem is to be handled. But he thought the commission would reach the same result in the matter.

The commission conceded its proposal was not in strict compliance with the court remand order to effect parity of service among the three network stations in New York. The court had suggested that the commission consider reducing NBC's and CBS's New York stations to the status of I-B outlets. The commission concluded that this would result in a restructuring of the clear-channel decision that would involve a disruption and loss of service.

The commission, however, said it did not believe its proposed action is inconsistent with the conditions of the court's order, which called for "further proceedings not inconsistent with this opinion." The commission added that no one now receiving service from KOB will lose it. However, in view of the fact that KOB is operating with 50 kw night, this is not true, a commission source said. He said "some" audience would be lost.

The commission asked for comments on the proposal by June 9. Replies are due July 9.

All seven commissioners voted to issue the proposed rulemaking. But Commissioner Kenneth A. Cox was less than enthusiastic about it. He issued a concurring statement in which he ex-

pressed the view that the court's remand order was wrong as to allocations policy.

He said he did not believe that, under the conditions of modern network radio, it was not essential for ABC to operate a I-A station in New York. He would have preferred to go back to the commission decision providing for dual Class I operation by WABC and KOB.

Meanwhile, a separate try at resolving the controversy was also begun, this one in Congress. New Mexico legislators introduced bills in the Senate and House that would, if enacted, overturn the court decision requiring the commission to provide equal facilities for the three major networks' New York stations unless some disparity could be justified.

The legislation, submitted by Senator Joseph M. Montoya (D-N.M.) and Representative Manuel Lujan Jr. (R-N.M.), would amend the Communications Act to require that "in such matters, sole regard shall be given to the public interest of the areas to be served and without regard to the effect on network competition."

Watchful eye on X-radiation

Federal official asks state health officers to look for hot TV's

The federal Bureau of Radiological Health alerted state health officers last week to keep an eye peeled for color-TV sets, manufactured after Oct. 18, 1968, that radiate more than the accepted norm: 0.5 milliroentgens per hour at two inches from the set.

Dr. Raymond T. Moore, acting director of the bureau, asked state health officers to notify the Washington office about excessive radiation. He also warned color-TV viewers to make sure their receivers are serviced by "competent" TV technicians, to sit at least six to 10 feet from the front of the set and to avoid the back and sides while the set is operating.

The Oct. 18, 1968, date is the date when the Radiological Control Act was signed into law by former President Johnson. The Bureau of Radiological Health is part of the Consumer Protection and Environmental Health Service of the Department of Health, Education and Welfare.

Dr. Moore also urged manufacturers to continue to observe the present maximum radiation standards (adopted by the National Council on Radiation Protection and Measurements in 1959 and affirmed in 1968), and said that radiation performance standards for TV

receivers would be promulgated as soon as possible. Still required under the Radiological Control Act is the establishment of a technical advisory committee.

Dr. Moore cited four specific conditions in color-TV sets that can be responsible for excessive radiation: failure of components with built-in shielding, omission of outside shielding, failure to regulate the voltage of the picture tube to accommodate fluctuations in line power, and increasing the voltage of the picture tube to gain a brighter picture.

The bureau's activity resulted from a report two weeks ago by the Suffolk County, N. Y., health officer, that 20% of 5,000 sets surveyed gave off excessive radiation (BROADCASTING, April 14).

Merits of GE's domestic satellite plan discussed

Participants in the FCC's inquiry into establishment of a domestic communications-satellite system last week registered predominantly negative reaction to a special-purpose satellite proposal submitted earlier this year by General Electric Co.

GE has suggested the establishment of a new entity, as an alternative to existing common carriers, that would provide new kinds of record communication service, while meeting the needs of specialized groups such as the broadcasting and airline industries (BROADCASTING, Feb. 24).

The GE proposal, the cost of which was estimated at \$321 million, was submitted nearly two years after the third and final deadline for comments in the commission's inquiry, but the commission has yet to reach a decision on what kind of satellite system to authorize. The proposal looks toward facilities for new communications services, such as instantaneous business-to-business service.

Once those services have been provided, according to GE, further satellite capacity would remain and could be used by private network users, such as broadcast networks, and common carriers on any "mutually agreeable basis that would be consistent with commission policy."

In their responses, interested parties viewed the GE proposal in light of their own previous suggestions for domestic satellite service. AT&T argued that only a multipurpose system, such as it had earlier proposed, would provide adequate service and economy. It said that GE contemplates creation of separate facilities for voice and record communication—a proposal with little technological and no economic justification, AT&T said, since one would be "wholly adequate."

ITT World Communications Inc. and

Western Union International Inc. disputed GE's contention that "viable competitors" should be established in the common-carrier field. They argued that, on the contrary, existing, experienced common carriers should be permitted to own and operate new satellite systems.

Communications Satellite Corp. renewed its call for a pilot system, which it could operate and which would include "the service for which satellite facilities offer a particular and immediate opportunity, namely, network television."

ABC, which has asked for authority to establish specialized facilities for transmission of network programming to individual stations, noted approvingly that the economic viability of GE's proposal would not be dependent upon program-transmission revenues. While ABC took no position on the GE suggestion as it applies to the record-communication field, the network said that its proposal for specialized broadcast service would be necessary and feasible whether GE's proposal was approved or not.

An unreservedly positive filing came from Microwave Communications Inc., which has applied for FCC authorization to build and operate special-service common-carrier facilities between Chicago and St. Louis. Microwave supported GE's argument that new common carriers are needed to create competition in that field.

NASA eyes future satellite plans

Agency may call meeting to discuss how its ATS birds can be used by TV

In about a month or so, the National Aeronautics and Space Administration hopes to call a conference—and TV-network broadcasters as well as other potential users of satellite communications will be invited.

The theme of the meeting will be to determine whether NASA's applied technology satellites, their scientific missions accomplished, can be used for further experimentations—like trying out a domestic satellite system over the U.S.

This is how Willis H. Shapley, associate deputy administrator of NASA, explained the reports that circulated in mid-month that NASA was considering inviting TV-network broadcasters to propose using existing and future ATS spacecraft for, among other things, relaying TV programs to affiliates ("Closed Circuit," April 14).

Mr. Shapley pointed out that NASA's ATS vehicles were lasting longer than

expected and that in some instances experiments had been concluded. The spacecraft, like a natural resource, he commented, were still available for experimentation—all sorts of experimentation.

He agreed that policy considerations entered the picture; among them how the FCC might feel about such a move, and where the Communications Satellite Corp. might fit into the picture. Nothing will be done, he stressed, without proper coordination with all interested agencies and organizations.

Other decisions, he said, must be made to determine whether NASA or the potential users should build and operate ground stations for transmissions to the satellites. And, he added, it must be made clear that technological results gained from the experiments must be made available to all; they cannot be patented or held as proprietary secrets by anyone who participates in the tests.

The concept of using the ATS spacecraft for communications tests of this nature was developed by Edward Roth,

a special consultant to NASA and a former broadcast management official. Mr. Roth has been associated with NBC, WGN-TV Chicago, Associated Television in England and Irish Television Network, among other posts.

Neither the FCC nor Comsat, it's understood, has been formally apprised of the potential experiments. Pending before the communications agency are a number of proposals for a domestic satellite system—from Comsat, ABC, the Ford Foundation and most recently from the General Electric Co.

FocusOnFinance

CBS foresees income upsurge

Paley predicts first billion-dollar year; Stanton reports record quarter for TV

CBS Board Chairman William S. Paley told the company's annual stockholders meeting last week that net income for the first quarter is expected to be \$13.5 million, up 8% from last year's period, on net sales estimated at \$259 million, a gain of 10%.

He put per-share earnings at 51 cents as against 47 cents in the first quarter of 1968. Federal surtax was five cents a share in both periods.

"We are off to a strong start," Mr. Paley declared, "and assuming no substantial letdown in our economy, we look forward to further advances in sales and earnings during the balance of the year. In other words, we anticipate an excellent year."

In answer to a question he predicted CBS 1969 sales would exceed \$1 billion, compared with \$988 million in 1968.

Some of the factors behind Mr. Paley's bullish outlook were outlined by President Frank Stanton in his report. Dr. Stanton said that both CBS-TV and the CBS-TV Stations Divisions had the highest first-quarter sales in their histories, and that gains over 1968 first-quarter sales—some of them described as "substantial," "sharply higher" or "considerably higher"—were achieved by the CBS Radio, CBS Records, CBS Direct Marketing Services, CBS International and CBS Musical Instruments Divisions, Holt, Rinehart & Winston, W. B. Saunders Co., Bailey Films and Film Associates, Creative Playthings Division and CBS Television Services Division.

The stockholders approved an increase in the number of common shares, now 30 million, to 50 million.

Mr. Paley, Dr. Stanton and their associates fielded stockholder questions on a variety of subjects including cigarette advertising, the cancellation of the *Smothers Brothers Comedy Hour* (BROADCASTING, April 14, 7), taste in programing and coverage of the Democratic convention in Chicago last summer, but their answers followed the pattern of their earlier positions on those subjects.

They estimated that an outright ban on broadcast advertising of cigarettes would cost CBS about 10% of its broadcast revenues but declined to say what this would represent in dollars. They did, however, say a stockholder's

estimate of \$5 million or \$6 million in cigarette billings was inaccurate.

In his report Dr. Stanton noted that there are "certain forces in and out of government who seek to curtail or suppress our freedom to report" the news, but cited the latest Roper Research Associates study, conducted for the Television Information Office, as evidence that, from the public's standpoint, TV is the prime source of news, its credibility is at an all-time high and most people also think government should stay out of it (BROADCASTING, March 31).

Among CBS divisions for which Dr. Stanton did not report first-quarter sales increases this year were Cinema Center Television Films, CBS Laboratories and CBS Electronic Video Recording (formed just a year ago). But he said that CCTF, only two years old, has a number of films coming up with important stars; that CBS Labs is "in the midst of one of its most varied and productive periods in communications research and development" and that the EVR division in the first quarter "launched a highly successful nationwide sales and marketing campaign."

He said CBS News "enjoyed an exceptional year in 1968" and that 1969 "promises to be no less momentous."

For the New York Yankees, also owned by CBS, he expressed "high hopes for an even better year at the box-office"—and a better pennant race.

The meeting was held at studios of CBS-owned KMOX-AM-TV St. Louis and included a demonstration of electronic video recording. Next year's stockholder meeting, will be in San Francisco, where CBS owns KCBS-AM-FM.



Mr. Paley

Networks show rosy '68 financial picture

FCC reports new revenue high of \$1.3 billion; dramatic increases in earnings marked by O&O's

Pretax income for the three television networks and their owned stations rebounded last year after a 1967 slump, though not quite back to the record level of 1966.

The networks and their 15 owned stations posted pretax income of \$178.8 million in 1968, an 11.7% increase over 1967's profit of \$160.2 million. Revenues hit a new high last year—\$1.3 billion, up 7.5% from the previous year's \$1.2 billion.

The financial figures for the networks and their owned outlets were released last week by the FCC. The report noted that although the networks posted modest gains in pretax income and revenues in 1968, markedly healthy increases were shown by the 15 network-owned outlets.

The report revealed that income be-

fore taxes for network operations alone amounted to \$56.4 million, up 1.1%, on revenues of slightly over \$1 billion, a 6.6% increase. In 1967, network operations resulted in pretax income of \$55.9 million; revenues that year were \$953.4 million.

Pretax income and revenues for the network-owned stations in 1968 demonstrated dramatic increases. The 15 TV outlets had pretax income of \$122.4 million—a 17.4% jump—and revenues of \$291.5 million, a 10.7% increase over 1967. Pretax income in 1967 was \$104.3 million, while revenues were \$263.3 million.

Networks increased their time sales last year; payments to their owned stations were less than in 1967, but payments to affiliates increased.

Network time sales before deduction

of agency commissions increased 4.4% to \$633.7 million, of which \$40.5 million (0.5% less than 1967) was paid to owned stations and \$203.7 million (an increase of 0.7% over 1967) was paid to affiliated stations.

In 1967, network time sales amounted to \$606.9 million of which \$40.7 million went to owned stations and \$202.5 million to affiliated stations.

Revenues from sale of programs were \$669.8 million in 1968, a 5% gain over 1967.

Owned-and-operated stations showed increases of over 12% in both national-regional and local time sales. Sales in 1968 to national-regional advertisers were up 12.4% to \$257.1 million, and local time sales increased 12.5% to \$42.1 million. In 1957, the network-owned stations' sales to national-regional advertisers decreased 0.9% to \$228.8 million; in 1967 local sales increased 7.8% to \$37.4 million.

Broadcast financial data of three national television networks and their 15 owned-and-operated stations, 1968 (in millions of dollars)

Item	Total		Networks		15 owned and operated TV stations	
	Amount	% Change from previous year	Amount	% Change from previous year	Amount	% Change from previous year
A. Revenues from the sale of time:						
1. Network time sales to advertisers			\$ 633.7	4.4		
2. Deductions from network revenue from sale of time to advertisers:						
a. Paid to owned and operated stations			40.5	(0.5)		
b. Paid to affiliated stations			203.7	0.7		
Total participation by others (excluding commissions) in revenue from sale of network time			244.2	0.5		
3. Total retentions from sale of network time	\$ 430.0	6.3	389.5	7.0	\$ 40.5	(0.5)
4. Nonnetwork time sales:						
a. National and regional advertisers	257.1	12.4			257.1	12.4
b. Local advertisers	42.1	12.5			42.1	12.5
Total nonnetwork time sales	299.2	12.4			299.2	12.4
5. Total time sales	729.2	8.7	389.5	7.0	339.7	10.7
6. Deduct—commissions to agencies, representatives, etc.	151.5	7.3	95.2	4.8	56.3	11.9
7. Net time sales	577.7	9.1	294.3	7.8	283.4	10.4
B. Revenues from incidental broadcast activities:						
a. Talent and programs	669.8	5.0	669.1	5.0	0.7	(33.5)
b. Sundry broadcast revenues	60.5	23.2	53.1	22.1	7.5	31.4
Total from incidental broadcast activities	730.3	6.3	722.1	6.1	8.2	21.3
C. TOTAL BROADCAST REVENUES	1,308.0	7.5	1,016.4	6.6	291.5	10.7
D. TOTAL BROADCAST EXPENSES	1,129.2	6.9	960.0	7.0	169.2	6.4
E. BROADCAST INCOME (before federal income tax)	\$ 178.8	11.7	\$ 56.4	1.1	\$122.4	17.4

Note: In some cases, last digits of figures do not add because of rounding.

MM has revenue rise, but net income is down

Metromedia Inc. reported last week that gross revenues in the 1969 first quarter increased but net income dropped sharply with earnings per share sliding to one cent, compared with 24 cents in the similar 1968 period.

John W. Kluge, chairman, observed that "our first-quarter earnings reflect continuing operating losses of our direct mail division, substantial increases in television and radio-program and news-production costs, and the anticipated start-up expenses of the new Metromedia records division and UHF television station KNEW-TV in San Francisco." He added that Metromedia's first-quarter earnings traditionally have been lower than succeeding quarters and "are not necessarily indicative of the entire year."

For the 13 weeks ended March 30:

	1969	1968
Earned per share	\$0.01	\$0.24
Gross revenues	43,118,717	40,241,992
Net income	60,973	1,219,000

General Artists plans debenture, stock offer

General Artists Corp., New York, has filed a registration statement with the Securities and Exchange Commission, seeking registration of \$239,000 in 6% convertible debentures, 98,000 common

stock purchase warrants and 30,277 common shares.

The shares, warrants and debentures will be offered for sale by stockholders at \$18 per share maximum.

The debentures were sold from 1963 to date to various individuals; the warrants were sold in January to L. M. Rosenthal & Co., as agent, and the common stock was issued through the company's stock option plan.

General Artists is engaged in various branches of the entertainment business, and although primarily a talent agency, it also is a major packager of television programs.

Collins, Honeywell may get together

Collins Radio Co., Dallas, and Minneapolis-based Honeywell Inc. have announced they are holding merger talks.

The joint statement by James H. Binger, chairman of Honeywell, and Arthur A. Collins, president and chairman of Collins, said that terms of the transaction have not yet been completed.

Collins, a diversified electronic-communications company, which is a major manufacturer of AM and FM transmitters, has formally rejected an offer by Electronic Data Systems Corp., Dallas, a designer, installer and operator of computer systems. Electronic Data has filed a registration statement with the Securities and Exchange Commission offering 3,645,000 shares in exchange for up to 2,430,000 Collins shares at the rate of 1.5 shares for each Collins share. It already holds 75,000 shares of Collins. EDS earned \$1.6 million for the fiscal year ended June 30, 1968, on revenues of \$7.7 million.

Collins, which has announced plans to offer computing services to industry and government, earned \$2.1 million on sales of \$99.6 million in the second quarter ended Jan. 31.

Time Inc.'s net dips while gross sets high

Time Inc., publisher and owner of group operator Time-Life Broadcast Inc., reported at its annual stockholders meeting last Thursday (April 17) that gross revenues for the first quarter of 1969 reached a record high but net income declined from the corresponding period of 1968.

James A. Linen, Time president, said the drop in income was attributable primarily to increased costs of operation. He said all divisions had increased revenues for the period, but said the preference for television on the part of packaged-goods advertisers has had an

effect on the rate of advertising growth of its magazines.

Mr. Linen noted, however, that packaged-goods advertisers are reviewing their advertising allocations since TV prices are rising at a higher rate than those of magazines.

For the first quarter ended March 31:

	1969	1968
Earned per share	\$0.68	\$0.85
Gross revenues	128,000,000	123,000,000
Net income	4,900,000	6,100,000

Filmways taking over PDC in stock deal

Filmways last week made its first venture into the publishing field with announcement of agreement to buy Publishers Distributing Corp., New York.

Boards of both firms agreed to the merger of PDC into a new Filmways subsidiary for an undisclosed amount of Filmways common stock, part of which is to be based on PDC earnings. PDC represents 26 publishers and distributes about 140 magazines and 50 paperback books per month. It is to operate as a division of Filmways under its present management.

Last year PDC had total sales of about \$35 million. Filmways Chairman Martin Ransohoff said the film production company had been "actively seeking a major entry into the publishing field" and will look for additional acquisitions in publishing.

Filmways also announced that for the six months ended Feb. 28, it had earnings of \$1,012,000, or 91 cents a share, on revenues of \$26,403,000. That compares with earnings of \$882,000, or 79 cents per share on revenues of \$24,331,000 in the 1968 period.

CCC seeks loan to buy Naegele Outdoor group

Phoenix-based group-broadcaster Combined Communications Corp. has completed an agreement to borrow \$5 million from Teachers Insurance and Annuity Association, New York, to purchase Naegele Outdoor Advertising of Detroit.

TIAA will purchase \$5 million of 15-year secured notes, with warrants to subscribe to CCC common shares.

The CCC stations, owned by Karl Eller and associates and John Louis and family, are KTAR-AM-FM-TV Phoenix, KYUM Yuma, KYCA Prescott, all Arizona. The Eller group's KBLU Yuma is to be donated to Arizona Western College and its KBLU-TV is to be assigned to CCC pending FCC approval. The Louis family's KYUM is to be sold.

CCC also owns a sign company, two magazines and two outdoor advertising companies and operates a Muzak background music franchise.

Meredith Corp. wins amortization battle

U.S. does not challenge Court of Claims ruling on affiliation contracts

A 15-year-long battle by Meredith Corp. to win the right to amortize network affiliation contracts has been won.

Meredith's victory in the U.S. Court of Claims requiring the Internal Revenue Service to accept amortization of affiliation contracts (BROADCASTING, March 3) was made final on April 10 when the solicitor general of the U.S. informed the parties he did not intend to ask the U.S. Supreme Court to review the case.

The unanimous court of claims decision authorized Meredith to apportion \$229,853 to network affiliation contracts, \$175,000 to the station's license and \$75,000 to advertising contracts. The court upheld in principle a finding of one of its commissioners in 1967, but revised the amortizable figures.

At issue were the affiliation contracts held by KPHO-TV Albuquerque, N.M., when Meredith bought KPHO-AM-TV in 1953 for \$1.5 million. Meredith al-

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in Drug Sales
During 1967

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WDBJ-TV



ROANOKE

*Sales Management's Survey of Television Markets 1968

located \$459,706 of the purchase price to intangible assets and attempted to amortize a substantial portion of this for lost network affiliation contracts in its income tax for the fiscal year that ended June 30, 1953. IRS, however, refused to permit this, as it has done in all such cases; the tax agency claims there is no way of determining the life of a network affiliation contract. Meredith, therefore, paid the tax, but brought suit to recover.

B&B net goes up 25% while billings drop

Although Benton & Bowles' total billings and gross income declined in 1968, the agency announced last week that profits before taxes increased by 44% and net profit was up 25% over 1967.

B&B President Victor G. Bloede and Chairman L. T. Steele also told the stockholders meeting last week that the

agency had gained more than \$16 million in new billings during 1968. International billings rose from \$46.1 million in 1967 to over \$50 million in 1968, while domestic billings dropped from \$146.6 million to \$132.7 million. Agency officials also reported a 15% increase in book value of the common stock and a 25% increase in common stock dividend pay out.

G&W sells another studio

The Paramount Cahuenga studio, Hollywood film-making facility, was acquired last week by Home Investment Co., Long Beach, Calif., from Gulf & Western Industries Inc., New York, for \$2.5 million. The studio was sold by G&W to satisfy a 1967 U.S. Justice Department consent decree.

Company reports:

Comonwealth United Corp., Beverly Hills, Calif., engaged in fields of entertainment and leisure time products,

among other diversified interests, reported substantial increases in revenues and profits for the year ended Dec. 31, 1968:

	1968	1967
Earned per share	\$0.98	\$0.39
Revenues	155,374,000	109,520,000
Net income	10,370,000	2,600,000
Shares outstanding	10,627,109	6,660,407

Note: 1967 results restated by company to include operations of companies acquired on a pooling-of-interests basis.

Lamb Communications Inc., Toledo, Ohio, multiple CATV operator and owner of WICU-TV Erie, Pa., reported substantial gains in revenues and net income for the year ended Dec. 31, 1968:

	1968	1967
Earned per share (loss)	\$0.09	(\$0.06)
Revenues	1,981,000	52,000
Gross income	2,171,000	85,000
Net income (loss)	230,000	(112,000)
Shares outstanding	2,650,700	1,774,300

Bartell Media Corp., New York, last week reported a 55% increase in operating income, a 5% increase in sales and an 11.5% increase in profit per share for 1968. President Earl H. Tiffany credited new records in sales and profits at WOKY Milwaukee and WADO

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 17	Closing April 10	Closing April 3	1969		Approx. Shares Out (000)	Total Market Capitalization (000)	
					High	Low			
Broadcasting									
ABC	ABC	N	68½	64½	59½	76½	56½	4,709	\$ 266,600
Atlantic States		O	9½	9½	10	15½	9½	1,798	18,000
Capital Cities	CCB	N	69½	66	68	79	62½	2,811	186,900
CBS	CBS	N	52½	51½	50	54½	44½	24,138	1,215,900
Corinthian	CRB	N	29½	27	26½	37½	25½	3,384	97,300
Cox	COX	N	45	43	44½	59	42½	2,884	135,900
Gross Telecasting*		O	18½	18½	19	19½	18½	400	16,000
Metromedia	MET	N	41½	43½	42½	53½	40½	5,408	257,600
Pacific & Southern		O	22½	21½	23	25½	19½	1,616	38,800
Reeves Broadcasting	RBT	A	23½	25½	20½	35½	18½	2,091	47,800
Scripps-Howard		O	26	27	28	31½	26	2,589	73,800
Sonderling	SDB	A	38	39½	34½	40	32½	3,363	32,300
Taft	TFB	N	36	37	37	40½	34½	3,363	127,800
							Total	56,154	\$ 2,514,700
Broadcasting with other major interests									
Avco	AV	N	33½	35½	33½	49½	32½	12,535	\$ 451,300
Bartell Media	BMC	A	16	14½	14½	22½	14	2,106	31,300
Boston Herald-Traveler		O	38	40½	42	71	38	574	23,000
Chris-Craft	CCN	N	45½	45½	45	58½	38½	1,395	64,200
Cowies Communications	CWL	N	14½	13½	14½	17½	13½	3,620	53,400
Fuqua	FOA	N	42½	39	38½	47	34	3,781	139,400
Gannett	GCI	N	38½	38½	39½	40½	38	5,322	223,500
General Tire	GY	N	25½	25½	24	34½	24	17,402	461,200
Gray Communications		O	10	18½	10½	12½	9½	475	5,200
Lamb Communications		O	5½	5½	5½	10	5	2,468	13,600
Liberty Corp.	LC	N	18½	18½	19½	23½	18½	7,036	146,000
LIN		O	14½	14½	13½	30½	13½	1,415	19,100
Meredith Corp.	MDP	N	52½	54½	53	59½	47½	2,744	146,100
The Outlet Co.	OTU	N	22½	22½	23½	30½	22½	1,229	30,300
Plough Inc.	PLO	N	65½	66	65½	72½	62½	6,761	446,200
Post Corp.		O	23½	22	22	40	17	566	12,700
Rollins	ROL	N	36	35½	33½	38½	30½	7,947	266,200
Rust Craft	RUS	A	31½	30½	30½	38½	29½	1,169	35,400
Storer	SBK	N	45	47½	43½	62	41½	4,194	190,300
Time Inc.	TL	N	71	81½	79½	100½	71	7,211	587,700
Wometco	WOM	N	23½	21½	21	23½	19½	5,723	121,600
							Total	95,673	\$ 3,467,700
CATV									
Ameco	ACO	A	11½	12½	10½	14½	10½	1,200	\$ 13,100
Columbia Cable		O	14½	14½	14½	15½	13½	580	8,400
Cox Cable Communications		O	19½	18½	18½	20	16½	2,500	45,600
Cypress Communications		O	15	15	15	23	12	808	12,100
Entron		O	5½	5½	6½	10	5½	607	3,800
H & B American	HBA	A	16½	17½	14	20	13½	4,973	70,900
Sterling Communications		O	8½	7½	9½	10	6½	500	4,900
Teleprompter	TP	A	53½	54½	47½	66½	46½	995	51,000
Television Communications		O	14	12½	12½	17½	12½	2,090	26,600
Vikoa	VIK	A	28	27½	25	33½	23½	1,573	41,500
							Total	15,826	\$ 277,900

New York, and new highs in publishing advertising revenue, for the increases. Bartell also owns KCBQ San Diego and several CATV's.

For the year ended Dec. 31, 1968:

	1968	1967
Earned per share	\$0.214	\$0.192
Sales	33,871,883	31,539,068
Operating Income	1,167,254	750,992
Net Income	454,095	403,917

Wometco Enterprises Inc., Miami-based diversified company and group broadcaster, reported record gross revenues and net income for the 12 weeks ended March 22:

	1969	1968
Earned per share	\$0.21	\$0.18
Gross revenues	17,656,928	13,832,754
Net income	1,169,399	975,938
Average shares outstanding	5,680,026	5,470,823

Note: 1968 figures are restated to reflect the 10% federal income tax surcharge and the three-for-two stock split of March 1969.

Norton Simon Inc., Fullerton, Calif., which entered television and motion picture production with the acquisition last year of Talent Associates Ltd., reported a 31% increase in per share

earnings for the nine months ended March 31:

	1969	1968
Earned per share	\$1.80	\$1.37
Revenues	722,739,000	690,360,000
Net Income	23,338,000	19,537,000
Shares outstanding	10,596,997	10,284,967

Note: Net earnings for 1969 period are exclusive of gain of \$10,043,000 on sale of stock of Crucible Steel Corp.

Metro-Goldwyn-Mayer Inc. reported a loss of more than \$6 million in the first 28 weeks of the current fiscal year because of "disappointing film rentals, substantial write downs of films in release and losses in the record division." For the 28 weeks ended March 13:

	1969	1968
Earned per share (loss)	(\$1.05)	\$1.60
Revenues	104,000,000	126,800,000
Net income (loss)	(6,040,000)	9,227,000

Gross Telecasting Inc. (WJIM-AM-FM-TV Lansing, Mich.) reported an 11% increase in gross revenues and a 9% increase in net income for the first quarter of 1969 over the same period in 1968. Harold F. Gross, company president, predicted revenues for the

full year will surpass those of 1968.

For the period ended March 31:

	1969	1968
Earned per share	\$0.24*	\$0.22*
Gross revenues	789,411	702,192
Net Income	196,198*	181,708*

*Adjusted on basis of two-for-one stock split effective April 4, 1969.

Plough Inc., Memphis, pharmaceutical firm and group radio station owner, reported a 9% increase in net sales and a 16% jump in net income for the three months ended March 31:

	1969	1968
Earned per share	\$0.45	\$0.39
Net sales	31,000,000	28,500,000
Pretax income	7,250,000	6,350,000
Net income	3,550,000	3,050,000
Average shares outstanding	7,889,803	7,856,179

Reeves Broadcasting Corp., New York, group owner and multiple CATV operator, reported a record 34% increase in revenues but a decline in net income for the year ended Dec. 31, 1968:

	1968	1967
Earned per share	\$0.28	\$0.36
Revenues	15,147,000	11,325,000
Net income	621,000	778,000

Note: 1967 figures have been restated to reflect poolings of interest.

	Stock Symbol	Ex-change	Closing April 17	Closing April 10	Closing April 3	1969		Approx. Shares Out (000)	Total Market Capitalization (000)	
						High	Low			
Programming										
Columbia Pictures	CPS	N	32½	32½	33½	42	29½	5,113	\$ 171,300	
Commonwealth United	CUC	A	14½	14½	14½	24½	13½	7,396	114,600	
Disney	DIS	N	83½	82½	76½	86½	69½	4,346	345,500	
Filmways	FWY	A	31½	30	29½	38½	28½	1,079	33,400	
Four Star	O	O	4½	5½	5½	10	4½	666	3,800	
Gulf & Western	GW	N	30½	32	32½	50½	30½	15,700	514,200	
MCA	MCA	N	36½	37	38½	44½	36	8,059	297,200	
MGM	MGM	N	37½	38	38½	44½	37½	5,762	227,600	
Transamerica	TA	N	33½	34½	34½	38½	32	59,742	2,195,500	
Trans-Lux	TLX	A	37	35½	36½	58½	34	856	33,600	
20th Century-Fox	TF	N	33½	33½	33½	41½	31½	7,072	227,200	
Walter Reade	O	O	12	12	13½	15½	11½	2,248	30,300	
Warner-Seven Arts	WBS	A	48	49½	48½	64½	39½	3,816	185,600	
Wrather Corp.	O	O	15½	15	15½	22½	15	1,760	28,200	
Total								132,615	\$ 4,408,000	
Service										
John Blair	O	O	27	25	25½	30	22½	2,271	\$ 56,800	
Comsat	CQ	N	45½	45½	45	55½	41½	10,000	442,500	
Doyle Dane Bernbach	O	O	29½	29½	29	31½	28	2,104	58,900	
Foote, Cone & Belding	FCB	N	14½	14½	15	15½	14	2,159	31,000	
General Artists	O	O	14½	14½	15	20½	14½	581	9,300	
Grey Advertising	O	O	17½	15½	15½	18½	14	1,199	18,900	
MovieLab	MOV	A	10½	10½	11	14½	10	1,407	15,100	
MPO Videotronics	MPO	A	14½	14½	14½	22½	13½	536	8,000	
Nielsen	O	O	35½	35½	36½	37	31½	5,240	189,900	
Ogilvy & Mather	O	O	30½	30½	29½	30½	21½	1,090	30,000	
Papert, Koenig, Lois	PKL	A	17½	19½	18½	30½	10½	721	14,300	
Wells, Rich, Greene	O	O	17½	16½	18	18	13	1,501	26,600	
Total								28,809	\$ 901,300	
Manufacturing										
Admiral	ADL	N	19½	18½	15½	20½	15	5,110	\$ 84,300	
Ampex	APX	N	37½	38½	37½	39½	32½	10,571	407,000	
General Electric	GE	N	90½	91½	90½	96½	85½	90,578	8,355,800	
Magnavox	MAG	N	54	54½	52½	56½	47½	15,446	839,900	
3M	MMM	N	100½	102½	101	106	94	54,110	5,566,600	
Motorola	MOT	N	110	109½	104½	133½	102½	6,122	679,500	
RCA	RCA	N	43½	44½	43½	48½	41½	62,612	2,606,200	
Reeves Industries	RSC	A	7½	8	8	10½	7½	3,415	28,600	
Visual Electronics	VIS	A	21	22	22½	37	19	1,233	28,400	
Westinghouse	WX	N	63	66	66½	71½	62½	38,239	2,571,600	
Zenith Radio	ZE	N	49½	49	49½	58	48½	18,924	948,600	
Total								306,360	\$22,116,500	
			Grand total				626,437		\$33,686,100	
Standard & Poor Industrial Average			110.07		111.03		109.95		113.19	106.36

N-New York Stock Exchange
A-American Stock Exchange
O-Over the counter (bid price shown)

Shares outstanding and capitalization as of March 28
*Adjusted for two for one stock split April 4

Financial notes:

- RCA, New York, has filed a registration statement with the Securities and Exchange Commission seeking registration of 909,090 shares of common stock. The shares are issuable upon conversion of \$50 million principal amount of 5% guaranteed sinking fund debentures, due 1988, of RCA International Development Corp.
- Cowles Communications Inc., New York, publisher and group broadcaster, has agreed in principle to purchase the Ocala Star Banner Co. and Perry Printing Process Division from Perry Publications Inc. for 348,937 shares of Cowles stock. The Ocala Star Banner Co. publishes the *Ocala (Fla.) Star-Banner*; Perry Printing Process, located in Ocala, is a commercial printing operation.
- Twentieth Century-Fox Film Corp.,

New York, has filed a registration statement with the Securities and Exchange Commission seeking to register 1,538,462 common shares. The shares are issuable upon conversion of \$40 million of 5% guaranteed sinking fund debentures, due 1987, of 20th Century-Fox International Corp., a wholly owned subsidiary.

- Walt Disney Productions Inc., Burbank, Calif., reported an increase in net income for the six months ended March 29—\$4,733,000 (\$1.08 per share) compared to \$4,425,000 (\$1.03 per share) in 1968. Revenue figures for the period were not made available; the company said a full interim report is being prepared and will be mailed to shareholders in the near future.
- Ogilvy & Mather International will increase the regular quarterly dividend from 12½ cents to 15 cents per share,

payable May 29 to shareholders of record May 12.

- Technicolor Inc. has acquired Mid-America Color Labs., Chicago, professional film processing facility of Wilding Inc., TV and film production subsidiary of Bell & Howell. Wilding has been shifting emphasis to Detroit facilities.
- General Instrument Corp., Newark, N. J., has bought the stock of Alliance Amusement Corp., Chicago, for approximately \$10 million in cash. Alliance's operations include a 50% ownership with the Jerrold Corp., a GIC subsidiary, of CATV systems in Ottawa, Streater and Pontiac, all Illinois, and in Logansport, Ind. Alliance also owns restaurant and theater chains in Indiana and Illinois. With Alliance's CATV interest, General Instrument will now operate 26 cable systems in the U. S.

Promotion

Florida seeks better climate for cinema

The Greater Miami Film and Television Council is being formed to unify the Florida film industry and encourage the establishment of permanent film-making operations in the state. The council was created in response to a challenge from Governor Claude R. Kirk to the state's film executives to persuade producers that Florida is a good base for their industry.

The council will present to the state legislature a package of proposals, including tax reforms, which would favor the growth of film-making and will spearhead the formation of similar councils throughout the state leading to a centralized Florida film council. The council's address is 121 Northeast 16th Avenue, North Miami, Fla. 33161.

Promotion tips:

Popular commercials ▪ The Colonial Baking Co. with its agency J. Walter Thompson and the Ragu Spaghetti Sauce Co. with the Finnegan Advertising Agency got the nod from voters in the "Favorite Commercial Contest" sponsored by WANE-TV Fort Wayne, Ind. Topping the lists in the national and local-regional divisions, respectively, the commercials were cited for "high standards of advertising" and "an entertaining sales message."

Super snowman ▪ The winner of a tallest-snowman contest recently spon-sored by KQWB St. Paul stood 60 feet high and measured 192 feet in circumference. Built by the junior class of St.

Michael-Albertville Public School with the aid of silage blowers and fire hoses, the 1,000 ton ice man brought the students \$10 per foot in prize money.



Plenty of reading ▪ A lady Marine corporal; a Marine colonel; Stuart Davis, chairman of the board of Great Western Financial Corp., and Neil E. Derrough, vice president and general manager of KCBS San Francisco (l to r), pose with the more than 225,000 paperback books collected by the station for American servicemen in Vietnam. The financial organization donated its offices as collection centers for the books.

Princely reward ▪ Johnny Carson will receive the International Radio & Television Society's "Performer of the Year" award at a May 22 luncheon in New York.

Music award ▪ American Airlines' *Musical 'Til Dawn* has received the National Federation of Music Clubs' highest

award, the National Citation. The all-night music show, first broadcast on WCBS New York April 13, 1953, is now on 10 radio stations.

Amateur art ▪ WCBS-TV New York, will sponsor its second annual Children's Art Awards, open to grade school children in the tri-state viewing area. Last year over 5,000 entries were received and a number of them were exhibited during WCBS-TV station breaks.

Selling film ▪ WGN Chicago has produced a new half-hour color film, "The 720 Story," to sell itself to agencies and advertisers. The film was previewed by WGN sales staff and station representatives last week in Fort Lauderdale, Fla., at a two-day sales workshop.

Prize winners ▪ Bing Crosby Productions Inc., television syndication division, has announced winners of the company's Hawaiian Carnival drawing, held during the National Association of Broadcasters convention in Washington. Winners of the all-expense-paid trips to Hawaii for two were Oscar Smith, program manager of WJET-TV Erie, Pa.; Dave Abott, general manager of WLWC(TV) Columbus, Ohio, and Doug Smith, manager of WFBC-TV Greenville, S.C.

Station identification ▪ Radio and TV station call letters can now be magnetically held on car doors by plastic signs with three dimensional embossed letters. The signs are two color printed on white background and cost from \$5 to \$25 per sign. For pamphlet write: Fran Green, 7910 San Juan Road, Richmond, Va. 23229.

Broadcast advertising



Mr. Farran



Mr. Johnston

Charles Farran, president and chief executive officer, Griswold-Eshleman Co., Cleveland, elected chairman and chief executive officer. **James T. Johnston**, VP and director of creative services, elected president. **Robert L. Baumgardner**, executive VP and manager of Cleveland office, named vice chairman, and **John H. Byrne**, New York office, named executive VP.

John Amey, director of data processing, The Katz Agency, New York, elected VP, systems.

Lloyd Werner, Chicago sales manager and branch office coordinator, Tele-Rep Inc., named New York sales manager. He succeeds **Len Tronick**, who joins Television Advertising Representatives as account executive. Replacing Mr. Werner in Chicago is **Rich Frank**, account executive there.

John W. Miller, account executive on Noxell products at William Esty Co., New York, joins Noxell Corp., Baltimore, as advertising manager.

Dennis Higgins, associate creative director, Grey Advertising Inc., Beverly Hills, named VP-creative director. **Rohert E. Emenegger**, VP-creative director, named VP-broadcast creative services.



Mr. Pusey

Robert O. Pusey, promotion director, KSL Salt Lake City, named national sales manager. He succeeds **Raymond W. Fritsch**, who becomes manager of KSL-FM. **R. Kay Bengtzen**, director of sales development, KSL-AM-FM, appointed director of promotion and sales development.

Lucian Kaminsky, with Wesson & Warhafting Inc. agency, New York, named VP.

Robert A. Hiers, advertising designer, joins Scofield, Braselton & Williams Inc., Atlanta, as VP and creative director.

Dorothy Wood, creative director, and **Raymond Abernathy**, account executive, Gerald Rafshoon Advertising Inc., Atlanta, named VP's.

Fred Broitman, media director, Grant, Wright & Baker Inc., Chicago, elected VP, media.

Roy V. Smith, with National AgRadio Group, Silver Spring, Md., appointed sales manager for New York area.



Mr. Sirowitz

manager.

Tom Harder, VP and account supervisor, Henderson Advertising Agency Inc., Greenville, S. C., named VP and management supervisor. **W. Lawrence Weltin**, manager of Henderson's Atlanta office, elected VP and named to management committee.

James W. Svehla Jr., account executive, NBC TV Spot Sales, Chicago, joins Bomar Lowrance & Associates Inc., Atlanta, as manager of Dallas office.

William B. Stough, regional account executive, WISH-TV Indianapolis, joins Mercer, Donegan & Willingham agency there as executive VP.

Cal Druxman, with sales staff, KXOL Fort Worth, appointed sales manager. He succeeds **Dale Drake**, who joins KVIC Victoria, Tex., as VP and general manager.

Merle Edwards, local sales manager, KBKB and KGB-FM San Diego, named director of sales and operations.

Mike Shew, station manager of KALF Mesa, Ariz., moves to KALF-FM there as marketing director.

Edmund Lytle, with sales staff, KFI Los Angeles, appointed to newly created position of local sales manager.

Media

Kenneth F. Julin, president, Leach Corp., San Marino, Calif., joins parent

Subscription Television Inc., South Pasadena, Calif., in same capacity.

T. Marshall Weaver, VP and general manager, KIII(TV) Corpus Christi, Tex., joins KLNJ-TV Lafayette, La., as executive VP and general manager.

Raymond W. Fritsch, national sales manager, KSL Salt Lake City, named general manager of KSL-FM.

Charles Eggenpiller, radio instructor, noncommercial WNAS-FM New Albany, Ind., appointed general manager.

Hugh Johnston, VP and station manager, WDUZ-AM-FM Green Bay, Wis., named executive VP. He succeeds **Thomas Karavakis**, who joins newly formed Colorado Broadcasting Co., Fort Collins, Colo.



Mr. McGuire

general manager, respectively.

David J. Jones, account executive, KARK-TV Little Rock, Ark., named general sales manager. He succeeds **Michael F. Mullins**, who joins Paramount Television as account executive in Atlanta office.

Sy Levy, assistant station manager, WJRZ Newark, N. J., appointed station manager.

Pierre J. LaForce, with law firm of Hogan & Hartson, Washington; **Kenneth F. Tworoger**, with Federal Trade Commission there, and **Douglas W. Morrison**, with law firm of Jones, Wald, Holbrook & McDonough, Salt Lake City, join Washington law firm of Wilkinson, Cragun & Barker.

Julian Kanter, VP and general manager, WCIX-TV Miami, joins WAST(TV) Albany, N. Y., as executive VP and general manager.

Wayne Vann, programing consultant, joins KALF Mesa, Ariz., as station manager.

Jay Barrington, sales manager, KXOA-AM-FM Sacramento, Calif., appointed general manager.

Dick Painter, sales manager, KVGBC

Great Bend, Kan., joins KYSM-AM-FM Mankato, Minn., as general manager.

Programming

Peter Robinson, head of own educational-industrial production company, joins NBC as director, program development, West Coast. **William R. Potts Jr.**, station sales representative, television network sales department, NBC-TV, New York, appointed manager of sports program sales.

Owen Simon, manager of advertising, promotion and publicity, Group W Productions and Group W Program Sales, New York, named to newly created position of manager of creative services.

Dave Garroway, former host of NBC-TV's *Today* show, joins WNAC-TV Boston as host of own 90-minute talk-variety show, *Tempo/Boston*.

Keith G. Dare, VP and general manager, KSHO-TV Las Vegas, joins Global Sports Television Inc., Palo Alto, Calif., as director of operations. **Edward H. Macaulay**, western division manager, NBC Spot Sales, San Francisco, joins Global as director of sales.

Howard Gregory, production director, wow-TV Omaha, also named program director.

Buzz Bennett, with WMCA New York, joins KGB-FM San Diego, as program manager.

Ronald E. MacDonald, program manager, KIRO Seattle, joins KNBR San Francisco, in same capacity.

Jack Schell, air personality, KVIL Highland Park (Dallas), Tex., appointed program director.

Tom Longfellow, assistant manager, KARK-AM-FM Little Rock, Ark., and Arkansas Radio Network, programming supplier, appointed manager of Arkansas Radio Network.

Robert L. Dumais Jr., with WLAM Lewistown, Me., joins WIDE Biddeford, Me., as program director. He succeeds **Joseph Martelle**, who joins WGAN Portland, Me.

George Stoltz, advertising and promotion director, KGO San Francisco, appointed operations director of KGO-FM.

Robert J. Natili, news director, WBUT-AM-FM Butler, Pa., appointed program director.

John M. Hamer, executive producer and assistant program manager, KYW-TV Philadelphia, joins WTVJ-TV Miami, as broadcast operations manager.

News

Alan Walden, news director of WNEW New York, and Metromedia news executive, named national news coordina-

tor for Metromedia Radio. **Ken Reed**, Washington news bureau chief for Westinghouse Broadcasting Co., succeeds Mr. Walden at WNEW.

Jim White, newsman, KMOX St. Louis, appointed assistant news director.

B. J. McFarland, UPI manager at Helena, Mont., joins Portland, Ore., bureau as Oregon state manager, succeeding late **Willard D. Eberhart**.

Richard Threlkeld, reporter for CBS in Vietnam, appointed news correspondent.

John Webster, news director, WCFL Chicago, joins WMAQ there as manager of radio news.

John Chambers, Washington bureau manager, UPI Audio, joins General Electric Broadcasting's Washington news service as chief correspondent.

O. Donald Ambrose, acting news director, WSOC-AM-FM-TV Charlotte, N. C., named news director. **James E. Sims**, night news editor, appointed assistant news director and editor for television, and **Richard O. Waters**, radio news editor, appointed assistant news director and editor for radio.

William H. Johnson Jr., with KIXL Dallas, joins WLS Chicago as news editor and announcer.

Larry Litwin, news editor, WTMR Camden, N.J., joins ABC News, New York, as member of operations staff.

Ben Laurie, air personality, KVIL Highland Park (Dallas), Tex., appointed news director.

Donald L. Smith, news director, WNCT-TV Greenville, N. C., joins WTVB-TV Durham, N. C., as general assignment news editor.

Thomas E. Lague, editor, ABC Radio news, New York, and **Malcolm Iain Balfour**, reporter, UPI, join WTVJ-TV Miami, as reporters.

Art Powell, newsman, WESH-TV Daytona Beach-Orlando, Fla., joins WJXT-TV Jacksonville, Fla., in same capacity.

Bostic named TVSI chairman

Thomas C. Bostic, president of KIMA-TV Yakima, Wash., elected chairman of TV Stations Inc., broadcaster-owned programming consultant and sales research organization. He succeeds **A. Louis Read**, WDSU-TV New Orleans. **Herb Jacobs** re-elected president of TVSI. Other officers elected were **Joe Floyd**, KELO-TV Sioux Falls, S.D., first VP; **Mr. Read**, second VP; **Don Menchel**, TV Stations Inc., VP; **Doug Man-ship**, WBRZ-TV Baton Rouge, treasurer; **Bill Smullin**, KOBI-TV Medford, Ore., secretary; **Grace Jacobs**, TV Stations Inc., assistant secretary.

Bruce Taylor, news director, KFYP, Bismarck, N.D., joins WIBC Indianapolis, as reporter and newscaster.

Theda Cumbridge, with United States Information Agency in Vietnam, joins WTOP-TV Washington as member of news staff.



Mr. Beaton

R. W. Beaton, VP and general manager for Europe, Africa and the Mideast, UPI, named VP and general manager. He will move to New York from London, where **Julius B. Humi** will succeed him.

Retired baseball star **Mickey Mantle** has joined NBC-TV sports announcer lineup to serve as an "observer-at-large" during at least 10 pregame broadcasts in network's 1969 *Baseball Game of the Week* series.

Joe Nevens, news desk editor, KABC Los Angeles, appointed editorial and community relations director. He succeeds **Charles Mosher**, who assumes news post at station.

Bob Gregory, with CBS News, Washington, rejoins KTUL-TV Tulsa, Okla., as assistant news director.

George Rasmussen, director of news, WNAC-TV Boston, appointed director of broadcast editorials and chairman of newly formed editorial board.

Virgil Carter, Chicago Bears quarterback, joins WIND there as sports commentator.

Promotion

St. Clair Pugh, coordinator, NBC Radio information, appointed manager, business and trade publicity, NBC press department.

Jim Ellison, sales representative, Cine-Vox Productions Inc., New York, joins Robert E. Eastman & Co. there in newly created position of promotion director.

Michael L. Ayers, assistant to director of advertising and public relations, M. W. Kellogg Co. and Swindell-Dressler Co., divisions of Pullman Inc., New York, joins Ampex Corp., Redwood City, Calif., as eastern regional public relations manager. He will be based in New York. He succeeds **J. Peter Nelson**, who becomes eastern area PR manager for Ampex, with headquarters in Chicago.

Mary Kaplan, with Gerald Rafshoon Advertising Inc., Atlanta, appointed publicity director.

Bertha Reynolds, with noncommercial KAET-TV Phoenix, appointed promo-

tion manager.

Hugh Lampman, air personality, KVIL Highland Park (Dallas), Tex., appointed creative-promotion director.

Equipment & engineering

Harry B. Proudman, manager of industrial products division, Chester Electronic Laboratories Inc., Chester, Conn., joins Sony Corp. of America, Long Island City, N.Y., as eastern regional video recording products sales manager.

Daniel L. McQuillan, president and director of Tansitor Electronics Inc., Bennington, Vt., joins Aerovox Corp., New Bedford, Mass., as senior VP.

David B. Jacoby, VP, marketing, McCoy Electronics Co., Mt. Holly Springs, Pa., joins Oak Manufacturing Co., Crystal Lake, Ill., as VP and general manager. Both are subsidiaries of Oak Electro/netics Corp.

Alfred Markim, president, Recording Studios Inc., New York, joins Teletronics International Inc. there as VP in charge of operations.

Donald L. Balcom, studio supervisor, WWJ-TV Detroit, appointed chief engineer. He is succeeded by WWJ-TV engineer **Hayes Gier**.

John T. Dowdell, chief engineer, WIBX Utica, N. Y., appointed director of engineering. **Everett A. Radley**, engineer, succeeds Mr. Dowdell.

International

Don Hamilton, manager, CKIG Vancouver, re-elected president of British Columbia Association of Broadcasters.

Charles B. Radloff, with Oak Electro/netics Corp., Crystal Lake, Ill., named managing director of Oak Electro/netics Holland N.V., Emmen, Netherlands.

John D. Ross, with Canadian Broadcasting Corp., Toronto, and **Peter W. Smith**, chief engineer of station SAS 10 in Adelaide, Australia, join Central Dynamics Ltd., Montreal, as VP's.

Allied fields

Irv Wilson, sales executive, CBS-TV, New York, rejoins Creative Management Associates there as VP of television department.

Robert H. Fleming, head of press and publications service, United States Information Service, Washington, resigns to return to private employment. He is succeeded by **R. Kenneth Towery**, Texas manager for President Nixon during last year's campaign.

Bill Wright, former air personality and national radio sales manager for Storer Broadcasting Co. in Philadelphia and New York, joins Columbia School of Broadcasting as owner-director of its Providence, R.I. facility.

Deaths

John P. Harris, 67, board chairman, Publishing Enterprises Inc., group owner, died April 13 following heart attack at his home in Hutchinson, Kan. He is survived by wife, Rosalie, and son.

Theodore L. Bartlett, 65, assistant dean of School of Law at Temple University, Philadelphia, and former FCC staff member and RCA executive, died April 13 at Burlington county hospital, Mount Holly, N.J. Mr. Bartlett joined FCC in 1934 as its first paid employee. He was active in development of national communications policy recommendations and held such positions as principal legal administrator, trial lawyer and examiner, and legislative counsel. Prior to his FCC service he was special assistant to attorney general. He is survived by his wife, Claudia, daughter and two sons.

Ned Brooks, 68, former newspaperman, prominent Washington radio-TV correspondent and moderator of NBC-TV's *Meet the Press*, died April 13 in Washington, after long illness. Mr. Brooks joined Scripps-Howard bureau in Washington in 1932 and later served as chairman of Standing Committee of Correspondents on Cap-

itol Hill. In 1947 he helped originate weekly news program, *Three Star Extra*, for NBC Radio. He was moderator of *Meet the Press* until his retirement in 1966. His wife, Mary, and daughter survive.

Howard P. Bretherton, 79, veteran motion picture and television director, died April 12 in San Diego after long illness. Mr. Bretherton's television credits included *Trouble with Father*, *Mystery Theater* and *Superman* series. He is survived by his wife, two daughters and son.

Lynn Poole, 58, former PR director of Johns Hopkins University, Baltimore, and creator of one of television's first educational programs, died April 14 in Westwood, Calif. In 1948 Mr. Poole created network science program, *Johns Hopkins Science Review*, later known as *File 7*, which ran until early 1960's. He is survived by his wife, Gray.

Joseph M. Allen, 78, pioneer broadcast advertiser and former VP of Association of National Advertisers and of Bristol-Myers Co., died April 16 at his home in Crestwood, N.Y. At ANA he guided the work of television committee and headed information service center. He is survived by his wife, Bessie, and two sons.

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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

Start authorized

■ **KEET(TV)** Eureka, Calif.—Authorized program operation on ch. 13, 210-216 mc, ERP 32.4 kw vis. Action April 3.

Initial decision

■ **Fort Smith, Ark.**—Broadcasters Unlimited. Hearing Examiner Forest L. McClenning in an initial decision granted UHF ch. 24 (530-536 mc); ERP 1,056 kw vis., 187 kw aur. Ant height above average terrain 852 ft.; ant. height above ground. 699 ft. P.O. address: 3300 Midland Boulevard, Fort Smith 72901. Estimated construction cost \$507,473.15; first-year operating cost \$236,000; revenue \$425,000. Geographical coordinates 35° 28' 04" north lat.; 94° 26' 15" west long. Type trans. Townsend Associates TA-30-BT. Type ant. Jampro Zig Zag JZZ-8-0-A-24. Legal counsel Harold E. Mott, Washington; consulting engineer Edward Lorentz, Chevy Chase, Md. Principals: Cleve L. Cotner, Mike Meyer, Carl Robbins, Gilbert Forsgren and Ernest S. Stephens (each 20% partners). Mr. Cotner sells monuments and is in real estate purchases and sale of cemetery lots; is president, director and 50% stockholder in cemetery and has stock in funeral home. Mr. Meyer is in transportation and sale of homes. Mr. Robbins is vice president and stockholder in bank and is president, director and stockholder in lumber and building supplies. Mr. Stephens is in coal, mining and transportation. Mr. Forsgren is partner in heavy construction concern. Action April 11.

Other actions

■ Review board in Montgomery, Ala., TV proceeding, Doc. 16984, granted request for extension of time to file exceptions and reply briefs filed April 7 by Cosmos Broadcasting Corp. Action April 9.

■ FCC denied petition by Wilkes Broadcasting Co., licensee of WKBC-AM-FM North Wilkesboro, N. C., seeking reconsideration of commission order granting application for

new AM in Wilkesboro and denying a motion to dismiss by Wilkes Broadcasting. Order released Nov. 22, 1968, granted application of Paul L. Cashion and J. B. Wilson Jr. for CP on 1240 kc with 100 w, U (Doc. 16311). Action April 16.

Action on motion

■ Chief, Broadcast Bureau, on joint request by Plains Television Corp. and Turner-Farrar Association, extended to April 30 to file comments, and to May 12 to file reply comments in matter of amendment of rules to add VHF channel to Mount Vernon, Ill. (Doc. 18453). Action April 11.

Rulemaking petitions

■ State Educational Radio and Television Facility Board (of Iowa) and KVFD-TV Fort Dodge, Iowa—Request amendment of table of TV assignments to substitute ch. *49 for ch. 28 at Estherville and add ch. *46 to ch. 21 at Fort Dodge, both Iowa. Ann. April 11.

■ Maryland Educational-Cultural Broadcasting Commission, Hagerstown, Md.—Requests amendment of rules and regulations to delete ch. *68 and add ch. *31 at Hagerstown and delete ch. *31 and add ch. 17, 23 or 38 at Altoona, Pa. Ann. April 11.

Existing TV stations

Final actions

■ **KNEW-TV** San Francisco—FCC granted renewal of license to Metromedia Inc. for period ending Dec. 1, 1971. Grant made subject to condition that Metromedia terminate sales representation of KTVU-TV San Francisco no later than July 1, 1969. Action April 16.

■ **WFLD-TV** Chicago—Broadcast Bureau granted CP to change ERP to 610 kw vis. and 122 kw aur.; change trans. location to John Hancock Building, Chicago; change type ant.; make changes in ant. structure; ant. height to 1,400 ft.; condition. Action April 10.

■ **WBZ-TV** Boston—Broadcast Bureau granted CP to change aur. ERP to 9.75 kw; make changes in ant. system. Action April 10.

■ **WECT(TV)** Wilmington, N. C.—Broadcast Bureau granted CP to change ant. system from directional to omni-directional operation. Action April 10.

■ **KMEC-TV** Dallas—Broadcast Bureau granted CP to change ERP to 97.5 kw vis., 79.5 kw aur.; change studio location to 7901 Carpenter Freeway, Dallas; change ant.; make changes in ant. structure; ant. height to 1,680 ft.; condition. Action April 2.

■ **WSVI(TV)** Christiansted, St. Croix, V. I.—Broadcast Bureau granted CP to change ERP to 58.5 kw vis., and 7.2 kw aur. Action April 10.

Actions on motions

■ Office of Opinions and Review in Largo, Fla. (WLCY-TV Inc. [WLCY-TV]), TV pro-

ceeding, granted motion by Hubbard Broadcasting Inc., Association of Maximum Service Telecasters Inc., and L. B. Wilson Inc. and extended to April 23 time to file oppositions to applications for review (Doc. 17051). Action April 11.

■ Hearing Examiner Thomas H. Donahue in Rapid City and Lead, both South Dakota (The Heart of the Black Hills Station), renewal of licenses of KRSD-TV and KDSJ-TV, continued hearing from April 14 to April 17 (Docs. 18358-9). Action April 11.

■ Hearing Examiner Millard F. French in Miami (Coral Television Corp. [WCIX-TV]). TV proceeding, continued further hearing from April 10 to April 17 (Doc. 18325). Action April 9.

■ Hearing Examiner Isadore A. Honig in Newark, N. J. (Atlantic Video Corp. [WRTV-TV], Vikom Broadcasting Corp. and Ultra-Casting Inc.) TV proceeding, granted petition by Atlantic Video Corp. for leave to amend application to reflect following change: Samuel L. Highleyman now financial vice president of Walter Reed Organization Inc., (parent company of Atlantic Video) and other appropriate information concerning Mr. Highleyman; and resignation of Joseph A. Brandt from position as treasurer of Walter Reed Organization Inc., effective April 12 (Docs. 18403-4, 18448). Action April 10.

■ Hearing Examiner Chester F. Naumowicz Jr. in Lynchburg, Va. (WLVA Inc. [WLVA-TV]). TV proceeding, granted petition by WLVA Inc. for leave to amend financial portion of application in response to designated issue (Doc. 18405). Action April 14.

Rulemaking action

■ FCC in notice of proposed rulemaking adopted proposal to shift educational TV reservation from ch. 50 to ch. 16 at Watertown, N. Y. Both channels are now assigned there, neither in use. Action April 16.

Call letter application

■ *WFPK-TV, Board of Education, Jefferson County, Ky. Requests *WKPC-TV.

New AM stations

Applications

■ **Golden, Colo.**—Voice of Reason Inc. seeks 1250 kc, 1 kw, DA-D, P.O. address: c/o Dr. Bill Beeny, Box 162, St. Louis 63166. Estimated construction cost \$16,000; first-year operating cost \$75,000; revenue \$100,000. Principals: Non profit corporation, Dr. Bill Beeny, president, et al. Ann. April 8.

■ **Shenandoah, Iowa**—John Boseman seeks 92 kc, 500 w, 1 kw-LS, U, P.O. address: 660 Edgewater Road, Wichita, Kan. 67230. Estimated construction cost \$21,393; first-year operating cost \$63,600; revenue \$96,000. Principals: John Bozeman, sole owner, Mr. Bozeman owns 49% of KFRM Salina, and of applicant for FM at Wichita, both Kansas, and is engaged in production of radio, TV and entertainment shows. Ann. April 9.

■ **Marshall, Mich.**—WMRR Broadcasting Co. seeks 1540 kc, 250 w-D, P.O. address: c/o Thomas R. Andrews, Box 364, 5655 Dixie Highway, Bridgeport, Mich. 48722. Estimated construction cost \$13,550; first-year operating cost \$34,380; revenue \$40,000. Principals: Louis H. and Thomas R. Andrews (each 50%). Thomas Andrews is announcer for WSAM-AM-FM Saginaw, Mich. Ann. April 10.

Starts authorized

■ **WEKG** Jackson, Ky.—Authorized program operation on 810 kc, 1 kw-D. Action April 4.

■ **WRAN** Dover, N. J.—Authorized program operation on 1510 kc, 500 w, 10 kw-LS, DA-2, U. Action April 3.

Final action

■ **Rockingham, N. C.**—Sandhills Broadcasting Inc. Broadcast Bureau granted 1500 kc, 500 w-D, (250 w-CH), P.O. address: 325 McArthur Drive, Rockingham 28379. Estimated construction cost \$22,958; first-year operating cost \$35,000; revenue \$50,000. Principals: Robert E. Perkins, president (19.4%), William E. Benoist, vice president

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(24.5%). Altha F. Rich, secretary (29.1%), et al. Principals have interest in WAYN Rockingham. Mr. Benoit is salesman and announcer. Mrs. Rich is in cosmetology. Action April 8.

Initial decision

■ Jenkins, Ky.—Cardinal Broadcasting Co. Hearing Examiner Forest L. McClenning in initial decision granted 1000 kc. 1 kw-D. P.O. address: Jenkins, Ky. 41537. Estimated construction cost \$58,022; first-year operating cost \$36,000; revenue \$41,000. Principals: Dr. E. E. Musgrave, president (83½%), and Florence Musgrave, secretary-treasurer (16%). Mr. and Mrs. Musgrave own 66% and 16%, respectively, of hospital; 60% and 20%, respectively, of medical lab and of real estate firm. Action April 11.

Other actions

■ FCC denied application by Progressive Broadcasting Inc. for reconsideration of action Feb. 27, returning application for AM in Calhoun, Ga. Action April 9.

■ Review board in Franklin, N. J., AM proceeding, Docs. 18251-53, 18256-57, granted petition to enlarge issues filed Jan. 14 by Broadcast Bureau. Action April 10.

■ Review board in New York, AM proceeding, Docs. 18454-55, scheduled oral argument before panel of review board for May 8. Action April 9.

■ Review board in Hartsville, S. C., AM proceeding, Docs. 18198-99, granted motion for extension of time filed April 7 by Community Broadcasting Co. of Hartsville. Action April 9.

■ Review board in Collinsville, Va., AM proceeding, Docs. 18245-46, granted joint request for approval of agreement; for acceptance of amendments, and for grant of applications without hearing, filed Dec. 27, 1968, by Radio Collinsville Inc. and 1530 Radio. Action April 9.

Actions on motions

■ Hearing Examiner Thomas H. Donahue in Collinsville, Va., and Chapel Hill, N. C. (Radio Collinsville Inc. and Michael C. Turner and Howard A. Weiss), AM proceeding, granted petition by 1530 Radio for leave to amend application to report that Michael C. Turner has moved his residence and changed employment and ask that Turner-Weiss reflect those facts (Docs. 18245-6). Action April 8.

■ Hearing Examiner Isadore A. Honig in Henrietta, Genesee and Warsaw, all New York ("What The Bible Says Inc.," Oxbow Broadcasting Corp. and John B. Weeks), AM proceeding, on examiner's own motion, ordered record reopened for presentation of further evidence under contingent comparative issue (Issue 9); scheduled rehearing conference for April 23 to make procedural arrangements for further hearing under contingent comparative issue (Docs. 17511-3). Action April 14.

■ Hearing Examiner Jay A. Kyle in Statesboro, Jesup and Reidsville, all Georgia (Farnell O'Quinn, Morris's Inc. and John M. Masters), AM proceeding, granted in part and denied in part motion by Morris's Inc. and extended certain procedural dates; rescheduled hearing to June 4 (Docs. 17722, 18395-6). Action April 11.

■ Hearing Examiner Jay A. Kyle in Statesboro, Jesup and Reidsville, all Georgia (Farnell O'Quinn, Morris's Inc. and John M. Masters), AM proceeding, granted motion on behalf of John M. Masters and dismissed with prejudice application (Docs. 17722, 18395-6). Action April 11.

Call letter application

■ Buford Broadcasting Inc., Buford, Ga. Requests WGCO.

Existing AM stations

Final action

■ KREO Indio, Calif.—Broadcast Bureau granted CP to change trans. location to 44th Avenue and A. A. Canal; install new trans. Action April 9.

■ KFRC San Francisco—Broadcast Bureau granted license covering change in ant.-trans. location. Action April 11.

■ KUDU Ventura, Calif.—Broadcast Bureau granted license covering change in ant.-trans. location and change in ant. system. Action April 11.

■ KSTR Grand Junction, Colo.—Broadcast Bureau granted CP to install new trans.

at main trans. location for auxiliary purposes only; remote control permitted. Action April 9.

■ WGCH Greenwich, Conn.—Broadcast Bureau granted CP to install alternate main trans. at main trans. location. Action April 8.

■ WDRC Hartford, Conn.—Broadcast Bureau granted license covering use of former main trans. for auxiliary purposes only. Action April 11.

■ WGMA Hollywood, Fla.—Broadcast Bureau granted mod. of CP to make changes in DA system; condition. Action April 9.

■ WDLM East Moline, Ill.—Broadcast Bureau granted CP to increase MEOV. Action April 14.

■ WAMD Aberdeen, Md.—FCC notified that broadcast of announcements using voice of announcer Bob Lee Geddes, prospective candidate for political office, does not require that WAMD afford equal opportunity to all other candidates for office. Action April 10.

■ WJBK Detroit—Broadcast Bureau granted mod. of CP to add MEOV. Action April 8.

■ WMPC Lapeer, Mich.—Broadcast Bureau granted CP to change from 1230 kc. 250 w, SH, to 1230 kc. 250 w, 1 kw-LS, SH. Action April 3.

■ WTUP Tupelo, Miss.—Broadcast Bureau granted license covering use of main nighttime trans. as alternate-main nighttime-auxiliary daytime trans. Action April 11.

■ KBUB Sparks, Nev.—Broadcast Bureau granted CP to increase power from 1 kw to 5 kw; install DA-D; change ant.-trans. location to 7½ miles south of Sparks, Nev.; install new trans. conditions. Action April 8.

■ KYVA Gallup, N. M.—Broadcast Bureau granted mod. of license to change name of licensee to KYVA Inc. Action April 14.

■ WMHR Syracuse, N. Y.—Broadcast Bureau rescinded action of April 3 which granted license for station. Action April 10.

■ WNCT Greenville, N. C.—Broadcast Bureau granted mod. of CP to extend completion date to May 12. Action April 9.

■ WCLW Mansfield, Ohio—Broadcast Bureau granted CP to change frequency to 1140 kc; decrease power to 250 w; change DA system on alternate main trans. Action April 14.

■ KAKC Tulsa, Okla.—Broadcast Bureau granted CP to install new alternate main trans. at main trans. location. Action April 14.

■ WINH Georgetown, S. C.—Broadcast Bureau granted CP to change trans. location to Screven and Church Street; Georgetown. Action April 14.

■ KNAK Salt Lake City—Broadcast Bureau granted CP to install main nighttime trans. as auxiliary daytime trans. Action April 14.

■ KVEL Vernal, Utah—Broadcast Bureau granted CP to install auxiliary trans. at main trans. location. Action April 8.

■ WKCY Harrisonburg, Va.—Broadcast Bureau granted license covering increase in power and installation of new trans., specify type trans. Action April 11.

■ WJLM Salem, Va.—Broadcast Bureau rescinded action of April 3 which granted license for station. Action April 10.

■ WDOT Burlington, Vt.—Broadcast Bureau granted license covering use of former alternate-main-auxiliary trans. for auxiliary purposes only. Action April 7.

■ KMO Tacoma, Wash.—Broadcast Bureau granted CP to change ant.-trans. and studio location to 0.125 mile south of intersection of Water Works Road and Pierce-King County Line, Tacoma. Action April 8.

■ WABA Aguadilla, P. R.—Broadcast Bureau granted CP to change trans. location to 0.425 mile west of Route 2 and Route 111, Aguadilla. Action April 14.

Initial decision

■ Hearing Examiner David I. Kraushaar in initial decision denied applications by Lum A. Humphries for renewal of license of KWLG Wagoner, Okla., and by Vinita Broadcasting Co. for renewal of license of KVIN Vinita, Okla., and for CP for new FM in Vinita. (Docs. 18085-7). Action April 11.

Actions on motions

■ Office of Opinions and Review in Washington Court House, Chillicothe and Wellston, both Ohio (The Court House Broadcasting Co. and The Family Broadcasting Co.), for renewal of licenses of WCHO, WCHI and

WKOV, granted petition by applicants, and extended to April 24 time to file exceptions to initial decision (Docs. 17977-9). Action April 11.

■ Office of Opinion and Review in Corvallis and Central Point, both Oregon (Radio Broadcasters Inc. and James L. Hutchens), revocation of license of KFLY and revocation of CP of KPNT, et al, granted motion by Radio Broadcasters Inc. and James L. Hutchens, and extended to May 19 time to file exceptions to initial decision of March 18 (Docs. 18079-84). Action April 10.

■ Hearing Examiner Basil P. Cooper in Ogden Utah, and Golden, Colo. (North America Broadcasting Co. and George I. Norman Jr. and Phillip B. Rosenthal), renewal of licenses of KSVN Ogden and KICM Golden. Terminated proceeding involving Norman Broadcasting for renewal of license of KSVN to date to be specified following action taken by trustee in bankruptcy for North America; cancelled evidentiary hearing presently scheduled for May 6 in Denver; and further ordered subpoenas and subpoenas duces tecum previously issued by hearing examiner directing witnesses to appear at May 6 hearing cancelled (Docs. 18343-4). Action April 11.

■ Chief Hearing Examiner Arthur A. Gladstone in Clifton Forge, Va. (Image Radio Inc.), renewal of license of WCFV, scheduled hearing set for April 28 at Roanoke, Va. for same date in Washington. (Doc. 17945). Action April 11.

■ Hearing Examiner Isadore A. Honig in Henderson, Nev. (1400 Corp [KBMI] and Joseph Julian Marandola), AM proceeding, granted petition by 1400 Corp. for leave to amend application to reflect that on March 16 KBMI began receiving service from American Entertainment Network (ABC). (Docs. 16813-4). Action April 8.

■ Hearing Examiner Chester F. Naumowicz Jr. in Mobile, Ala. (Azalea Corp. W.G.O.K Inc. [WGOK], People's Progressive Radio Inc. and Mobile Broadcast Service Inc.), AM proceeding, dismissed motion by Mobile Broadcast Service Inc. to strike portions of proposed findings of fact of Azalea Corp. (Docs. 17555-8). Action April 14.

■ Hearing Examiner Chester F. Naumowicz Jr. in Alamogordo and Ruidoso, both New Mexico (Fred Kaysbier and Sierra Blanca Broadcasting Co. [KRRR]), AM proceeding, by three separate actions, scheduled further hearing for April 17; granted petition by Fred Kaysbier for leave to amend financial portion of application in response to designated issue; and denied motion by Fred Kaysbier alleging Sierra Blanca has failed to timely supply him with certain information and requests, alternatively, that Sierra Blanca's application be dismissed or that time for certain cross-examination be deferred (Docs. 17264-5). Actions April 14.

■ Hearing Examiner Chester F. Naumowicz Jr. in Cedar City, Utah (New Era Broadcasting Co. and Southern Utah Broadcasting Co. [KSUB]), AM proceeding, scheduled hearing for June 23 (Docs. 18458-9). Action April 15.

Fines

■ KFTI Twin Falls, Idaho—FCC notified of apparent liability forfeiture of \$1,000 for willfully or repeatedly failing to observe terms of license and rules by operating during pre-sunrise hours with daytime power and without PSA. Action April 9.

■ WJSW Maplewood, Minn.—FCC ordered forfeit of \$5,000 for repeated failure to observe terms of license and rules by operating prior to authorized sign-on time and for willful and repeated violation by destroying station logs and by maintaining logs containing false information. Action April 9.

New FM stations

Applications

■ Mobile, Ala.—Duke Broadcasting Corp. seeks 94.9 mc, ch. 235, 30.7 kw Ant. height above average terrain 134 ft. P.O. address: c/o Walter A. Duke, Box 10217, 815 North Craft Highway, Pritchard, Ala. 36610. Estimated construction cost \$26,100, first-year operating cost \$12,000; revenue \$24,000. Principals: Walter A. Duke (each 25%) et al. Mr. and Mrs. Duke own respective interests in WZAM Pritchard, Ala. Mr. Duke owns 50.2% of WDBM-AM-FM Statesville, N. C. Ann. April 19.

■ Pine Bluff, Ark.—Jefferson County Broadcasting Co. seeks 94.9 mc, ch. 235, 25.2 kw. Ant. height above average terrain not speci-

Summary of broadcasting

Compiled by BROADCASTING, Apr. 17, 1969

	On Air Licensed	CP's	Total On Air	Not On Air CP's	Total Authorized
Commercial AM	4,241 ¹	8	4,249 ¹	62	4,311 ¹
Commercial FM	1,950	36	1,986	169	2,155
Commercial TV-VHF	496 ²	10	506 ²	13	519 ²
Commercial TV-UHF	124 ²	52	174 ²	158	334 ²
Educational FM	363	7	370	35	405
Educational TV-VHF	71	5	76	1	77
Educational TV-UHF	73	27	100	12	112

Station boxscore

Compiled by FCC, Apr. 1, 1969

	Com'l AM	Com'l FM	Com'l TV	Educ FM	Educ TV
Licensed (all on air)	4,236 ¹	1,946	618 ¹	358	144
CP's on air (new stations)	10	36	62	9	32
Total on air	4,246 ¹	1,982	678 ²	367	176
CP's not on air (new stations)	62	167	171	38	13
Total authorized stations	4,308 ¹	2,149	841 ²	403	189
Licenses deleted	1	0	0	0	0
CP's deleted	0	1	2	0	0

¹ Includes three AM's operating with Special Temporary Authorization, and 25 educational AM's.

² Includes two VHF's operating with STA's, and two licensed UHF's that are not on the air.

ned. P.O. address: 111 West 5th Street, Pine Bluff 71601. Estimated construction cost \$23,920; first year operating cost \$5,000; revenue \$12,000. Principals: Louis Alford, Phillip D. Brady and Albert Mack Smith (each 33 1/3%). Principals own respective interests in WAPP and WCCA(FM), both McComb, WMDC Hazelhurst, all Mississippi, and KADL Pine Bluff. Mr. Smith owns 50% each of WKPO Prentiss and WJRL Calhoun City, both Mississippi. Ann. March 25.

■ Burney, Calif.—Ulysses Sherman Bartmess seeks 106.1 mc, ch. 291, 100 kw. Ant. height above average terrain 1,055 ft. P.O. address: Box 956, Burney 96013. Estimated construction cost \$1,500; first-year operating cost \$5,200; revenue \$48,000. Principals: Ulysses Sherman Bartmess, sole owner. Mr. Bartmess owns KAVA Burney, lumber company and real estate investment firm. Ann. April 8.

■ Ames, Iowa—Residence Associations Broadcasting Service seeks 91.9 mc, ch. 220, TPO 10 w. Ant. height above average terrain 100 ft. P.O. address: Box 880, Friley Hall, Iowa State University, Ames 50010. Costs and revenues not indicated. Principals: Student Board of Directors, Richard Bevar, technical director, et al. Principals operate KISU Ames, a student owned station. Ann. April 4.

■ Great Falls, Mont.—Frank Anderson seeks 98.9 mc, ch. 255, 25 kw. Ant. height above average terrain 45 ft. P.O. address: 2315 10th Avenue, South, Great Falls 59401. Estimated construction cost \$17,995; first-year operating cost \$12,000; revenue \$12,000. Principals: Frank Anderson, sole owner. Mr. Anderson owns radio and electronic equipment supply company. Ann. April 8.

Starts authorized

■ KWYN-FM Wynn, Ark.—Authorized program operation on 92.7 mc, ERP 3 kw, ant. height above terrain 300 ft. Action April 8.

■ WVTS(FM) Terre Haute, Ind.—Authorized program operation on 100.7 mc, ERP 41 kw, ant. height above average terrain 135 ft. Action April 3.

■ KOYN-FM Billings, Mont.—Authorized program operation on 93.3 mc, ERP 26.5 kw, U. ant. height above average terrain minus 68 ft. Action April 3.

Final actions

■ Pocatello, Idaho—Pocatello Broadcasting Co. Broadcast Bureau granted ch. 229, 29 kw. Ant. height above average terrain 14 ft. P.O. address: 101 North Main, Pocatello 83201. Estimated construction cost \$22,695; first-year operating cost \$9,000; revenue \$12,000. Principal: Daniel C. Libez, president and general manager. Pocatello Broadcasting is licensee of KSNB Pocatello. Action April 14.

■ Glen Ellyn, Ill.—Glenbard West High School District #87. Broadcast Bureau granted ch. 203, 10 w. Ant. height above average terrain 75 ft. P.O. address: c/o John Sheahan, 670 Crescent Boulevard, Glen Ellyn 60137. Estimated construction cost \$7,008.60; first-year operating cost \$1,000; revenue none. Principals: High School Dis-

trict #87, Board of Education. Action April 14.

■ Knox, Ind.—Kankakee Valley Broadcasting Co. Broadcast Bureau granted ch. 257.1A, 3 kw. Ant. height above average terrain 294 ft. P.O. address: c/o Almo Smith, 20 North Main Street, Knox 46534. Estimated construction cost \$17,743; first-year operating cost \$36,000; revenue \$50,000. Principals: Almo Smith, secretary, Michael J. Gurrado and Thomas J. Bell (as a group 100%). Action April 3.

■ Bemidji, Minn.—Bemidji State College. Broadcast Bureau granted ch. 220, .01 kw. Ant. height above average terrain 90 ft. P.O. address: Box 122, Birchmont Drive, Bemidji 56601. Estimated construction cost \$6,562; first-year operating cost \$1,500; revenue none. Principals: Applicant is Minnesota public educational institution, John S. Glas, acting president, et al. Action April 14.

■ Columbus, Neb.—City and Farm Broadcasting Inc. Broadcast Bureau granted ch. 228A, 3 kw. Ant. height above average terrain 252 ft. P.O. address: 1367 33rd Avenue, Columbus, Neb. 68601. Estimated construction cost \$14,226; first-year operating cost \$6,500; revenue \$8,400. Principals: William C. Whitlock, president, Ronald L. Robson, secretary-treasurer (each 30%), et al. Mr. Whitlock owns 52% of KUVR Holdrege, Neb., and 32.5% of KGEK Sterling, Colo. Mr. Robson also owns 32.5% of KGEK. City and Farm Broadcasting is licensee of KTTT Columbus, Neb. Action April 4.

■ Murphy, N. C.—Cherokee Broadcasting Co. FCC granted ch. 280, 1.413 kw. Ant. height above average terrain 433 ft. P.O. address: Drawer 280, Murphy 28906. Estimated construction cost \$14,687; first-year operating cost \$6,000; revenue \$8,000. Principal: Max M. Blakemore, sole owner. Mr. Blakemore is licensee of WCVP Murphy. Action April 9.

Other actions

■ Review board in Fort Smith, Ark., FM proceeding, Docs. 18241, 18387-88, granted to extent indicated, joint petition for approval of agreement filed March 21 by KZNG Broadcasting Co. and Christian Broadcasting Co.; held in abeyance in all other respects pending resolution of character issue specified against KZNG. Action April 11.

■ Review board in Tulare, Calif., FM proceeding, Docs. 18418-19, granted joint request for dismissal of application; approval for reimbursement of expenses, and grant of application filed March 13 by Mineral King Broadcasters and Arthur Nersasian. Action April 10.

■ Review board in Miami, FM proceeding, Docs. 17401 & 17403, board members Nelson and Kessler adopted order granting motion for extension of time filed April 10 by Mission East Co. Action April 11.

■ Review board in Rockmart, Ga., FM proceeding, Docs. 18314-5, granted motion filed April 10 by Georgia Radio Inc. and Faulkner Radio Inc., and extended to April 29 time to file reply to Broadcast Bureau comments on joint petition for approval of agreement filed March 7 and to file responses to petition to enlarge issues filed April 3 by Broadcast Bureau. Action April 14.

■ Review board in Williamson, W. Va., FM proceeding, Docs. 18456-57, granted joint

petition for extension of time to file oppositions to petitions to enlarge issues filed April 9 by Harvit Broadcasting Corp. and Three States Broadcasting Co. Action April 10.

Actions on motions

■ Chief, Broadcast Bureau on request by Hayward F. Spinks and Barkley Lake Broadcasting Co., extended to May 19 time to file comments and to May 29 time to file reply comments in matter of amendment of table of assignments (Greenville, Hartford, Cadiz, Elizabethtown, Burnside and Greensburg, all Kentucky, and Flora, Ill.) (Doc. 18476). Action April 11.

■ Chief, Broadcast Bureau on request by Gateway Broadcasters Inc., extended to May 9 time to file comments, and to May 21 time to file reply comments, in matter of amendment of rules, table of FM assignments, (Porterville, Calif.) (Doc. 18389). Action April 11.

■ Hearing Examiner Basil P. Cooper in Ocean City, N. J. (Lester H. Allen and Salt-Tee Radio Inc.), FM proceeding, granted request by applicants and continued evidentiary hearing to June 23 (Docs. 18408-9). Action April 14.

■ Hearing Examiner Thomas H. Donahue in Lincoln, Neb. (Cornbelt Broadcasting Corp. and KFMQ Inc.), FM proceeding, continued to May 1 date for further hearing (Docs. 17410, 18174). Action April 8.

■ Hearing Examiner Charles J. Frederick in Portland, Ind. (Glenn West and Soundvision Broadcasting Inc.), FM proceeding, in order formalizing ruling of examiner on order of April 9 hearing, accepted unopposed petition of Soundvision Broadcasting Inc. for leave to amend application to reflect change of residence of Omer K. Wright, president, and change in percentage of stock ownership (Docs. 17916-7). Action April 10.

■ Hearing Examiner Millard F. French in Huntington, W. Va., and Catlettsburg, Ky. (Christian Broadcasting Association Inc. and K & M Broadcasting Co.), FM proceeding, continued certain procedural dates and continued hearing to May 12 (Docs. 18439-40). Action April 14.

■ Hearing Examiner Millard F. French in Williamson and Matewan, both West Virginia (Harvit Broadcasting Corp. and Three States Broadcasting Co.), FM proceeding, in order following April 11 prehearing conference, set certain procedural dates and continued hearing from May 12 to June 17 (Docs. 18456-7). Action April 14.

■ Chief Hearing Examiner Arthur A. Gladstone in Wichita, Kan. (Jaco Inc. and KAKE-TV and Radio Inc.), FM proceeding, designated Hearing Examiner Ernest Nash as presiding officer; scheduled prehearing conference for May 21 and hearing for June 23 (Docs. 18515-6). Action April 11.

■ Chief Hearing Examiner Arthur A. Gladstone in Middlesboro, Ky. (Cumberland Gap Broadcasting Co.), FM proceeding, designated Hearing Examiner Ernest Nash as presiding officer; scheduled prehearing conference for May 26 and hearing for June 30 (Doc. 18520). Action April 14.

■ Chief Hearing Examiner Arthur A. Gladstone in Billings, Mont. (Lee Enterprises Inc.), FM proceeding, designated Hearing Examiner James F. Tierney as presiding officer; scheduled prehearing conference for May 21 and hearing for June 23 (Doc. 18514). Action April 11.

Rulemaking petitions

■ KPBC Port Sulphur, La.—Requests institution of rulemaking to assign ch. 294C to Port Sulphur. Ann. April 11.

■ Trevor F. Swoyer and Associates, Oak Ridge, Tenn.—Requests amendment of table of FM allocations to add ch. 262 to ch. 232A at Oak Ridge, add ch. 287 at Jarristown, both Tennessee, and ch. 228A at Pineville, Ky. Ann. April 11.

■ KALT Atlanta, Tex.—Requests amendment of rules and regulations to add ch. 257A at Atlanta, Tex. Ann. April 11.

Rulemaking actions

■ FCC denied petition by Southern Wisconsin Co., licensee of WMTM (AM) Lake Geneva requesting rulemaking to assign ch. 269A to Lake Geneva, and for waiver of minimum separation requirements of rules. Action April 16.

Call letter applications

■ North Texas State University, Denton, Tex. Requests *KNTU (FM).

■ Harrison-Washington School Corp., Gaston, Tex. Requests *WDHS (FM).

PROFESSIONAL CARDS

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<p>JULES COHEN & ASSOCIATES Suite 716, Associations Bldg. 1145 19th St., N.W., 659-3707 Washington, D. C. 20036 Member AFCEE</p>	<p>CARL E. SMITH CONSULTING RADIO ENGINEERS 8200 Snowville Road Cleveland, Ohio 44141 Phone: 216-526-4386 Member AFCEE</p>	<p>VIR N. JAMES CONSULTING RADIO ENGINEERS Application and Field Engineering 345 Colorado Blvd.—80206 Phone: (Area Code 303) 333-5562 TWX 910-931-0514 DENVER, COLORADO Member AFCEE</p>	<p>A. E. Towne Assocs., Inc. TELEVISION AND RADIO ENGINEERING CONSULTANTS 727 Industrial Road San Carlos, California 94070 (415) 592-1394</p>
<p>PETE JOHNSON & Associates CONSULTING am-fm-tv ENGINEERS P.O. Box 4318 304-925-6281 Charleston, West Virginia</p>	<p>MERL SAXON CONSULTING RADIO ENGINEER 622 Hoskins Street Lufkin, Texas 75901 634-9558 632-2821</p>	<p>WILLIAM B. CARR CONSULTING ENGINEERS Walker Bldg., 4028 Daley Fort Worth, Texas AT 4-9311 Member AFCEE</p>	<p>RAYMOND E. ROHRER Consulting Radio Engineers 317 Wyatt Bldg. Washington, D. C. 20005 Phone: 347-9061 Member AFCEE</p>
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Call letter actions

- Southern Illinois University, Edwardsville, Ill. Granted *WSIE(FM).
- Shelbyville Broadcasting Co., Shelbyville, Ill. Granted WSHY(FM).
- Chester County Broadcasting Corp., Chester, S. C. Granted WCMT(FM).
- Vermont Technical College, Randolph Center, Vt. Granted *WVTC(FM).

Existing FM stations

Application

- *KRWG(FM) University Park, N. M.—Seeks CP to change frequency to 90.7 mc, ch. 274; change ant.-trans. and studio location; operate by remote control from studio; install new trans. and ant.; changes in ant. system; ERP to 340 kw; ant. height above average terrain: 400 ft. Ann. April 15.

Final actions

- Broadcast Bureau granted licenses covering changes in following: KRMD-FM Shreveport, La.; WFMD-FM Frederick, Md.; WKJB-FM Mayaguez, P. R. Actions April 11.
- Broadcast Bureau granted licenses covering following new stations: KJRL(FM) Liberal, Kan.; WPKY-FM Princeton, Ky.; WELQ-FM Tupelo, Miss.; KGMO-FM Cape Girardeau, Mo.; *KGCC(FM) Denison, Tex. Actions April 11.
- Broadcast Bureau granted licenses covering changes and to specify type trans. for following: KSYN(FM) Joplin, Mo.; *WRPI(FM) Troy, N. Y. Action April 11.
- Broadcast Bureau granted requests for SCA on subcarrier frequencies of 67 kc for following: WOLF(FM) Pensacola, Fla.; WOPA-FM Oak Park, Ill.; WQNZ(FM) Natchez, Miss.; WELQ-FM Tupelo, Miss.; KGMO-FM Cape Girardeau, Mo.; WBCO-FM Bucyrus, Ohio. Actions April 8.
- WBMD-FM Catonsville, Md.—Broadcast Bureau granted CP to change ant.-trans. and studio location to 2901 Moravia Street, Baltimore; install new trans. and new ant.; make changes in ant. system; ERP to 50 kw horiz., 5 kw vert.; ant. height to 245 ft.; conditions. Action April 11.
- WHLS-FM Port Huron, Mich.—Broadcast Bureau granted CP to install new trans.; install circular polarized ant.; ERP to 3 kw; remote control permitted; condition. Action April 14.
- KAFE-FM Sante Fe, N. M.—Broadcast Bureau granted license covering new station. Action April 15.
- WLIR(FM) Graden City, N. Y.—Broadcast Bureau granted CP to install new auxiliary trans. at main trans. location for auxiliary purposes only; remote control permitted; ERP to 850 w; ant. height 300 ft. Action April 11.
- WKBN-FM Youngstown, Ohio—Broadcast Bureau granted license covering use of former main trans. composite for auxiliary purposes only; ERP 25 kw; ant. height 540 ft. Action April 11.
- WNOK-FM Columbia, S. C.—Broadcast Bureau granted mod. of SCA to make changes in equipment; and to change subcarrier frequency to 67 kc. Action April 11.
- *WFMQ(FM) Lebanon, Tenn.—Broadcast Bureau granted mod. of CP to change trans. and ant. Action April 8.
- KASE(FM) Austin, Tex.—Broadcast Bureau granted license covering new station; specify type trans. Action April 11.
- KEFM(FM) Nacogdoches, Tex.—Broadcast Bureau granted license covering installation of new trans.; ERP to 100 kw; ant. height to 360 ft. Action April 11.
- WNVA-FM Norton, Va.—Broadcast Bureau granted mod. of CP to change ant. Action April 8.
- KDUX-FM Ocean Shores, Wash.—Broadcast Bureau granted mod. of license and mod. of CP to change name of licensee to Ocean Shores Broadcasters Inc. Action April 7.

Translator actions

- Broadcast Bureau granted licenses covering changes in following VHF translators: K13EM Yuma, Colo.; W03AI Bryson City, Whittier, N. C.; K06FS Dell City, Tex.; K13HE Spokane, Wash. Action April 9.
- Broadcast Bureau granted licenses covering following new VHF translators: K04FO Copper Center, Alaska; K04FP Gakona, Alaska; K07TN Glenn Highway West and East of Tolsona, Alaska; K04FQ Glenallen,

Richardson Highway Area North and South of Glenallen, Alaska; K09IZ Richardson Highway Community South of Copper Center and Kenny Lake, Alaska; K07II Morro Bay, Calif.; K04FK Caliente, Nev.; K13JA Panaca, Nev.; K11IV Ploche, Nev.; K04FJ Ursine, Nev.; K11IZ Penasco, N. M.; W04AJ Scholarie and Middlesburg, N. Y.; W10AL Cherokee, N. C.; W06AJ Franklin, N. C.; K02FH Lead, S. D.; K03CI Packwood, Wash.; K12EL Packwood, Wash. Actions April 9.

- Broadcast Bureau granted licenses covering following new UHF and VHF translators: K74DM Mile Ridge and Royal Gorge, Colo.; W73AL Baltimore; W12AF Kalama, zoo and Comstock, Mich.; K02EZ Jacksonville, Phoenix and Talent, Ore.; K12GX Aztec, N. M.; K06FO Marfa, Tex.; K11IW Marfa, Tex. Action April 10.
- K06FJ Bleber, Little Valley and Fall River Mills, all California—Broadcast Bureau granted CP to change trans. Action April 10.
- K81BI Alamosa, Leadville and Salida, all Colorado—Broadcast Bureau granted license covering new UHF translator. Action April 10.
- K11HO Polson, Mont.—Broadcast Bureau granted CP to replace expired permit for changes in VHF translator. Action April 9.
- K07HG Polson, Mont.—Broadcast Bureau granted CP to replace expired permit for changes in VHF translator. Action April 9.
- Community TV Assn. Coop., Red River, N. M.—Broadcast Bureau granted CP for new VHF translator to serve Red River on ch. 6 by rebroadcasting KOB-TV Albuquerque, N. M. Action April 8.
- K75AU Maupin, Ore.—Broadcast Bureau granted CP to change type trans.; make changes in ant. system of UHF translator. Action April 10.

CATV

Final actions

- FCC denied Winn Cable TV, Winnfield, La., waiver of program exclusivity requirements of rules and has been directed to comply with requirements within 30 days. Action April 9.
- FCC denied request by Niagara Community TV Cooperative, operator of CATV system at Niagara, Wis., for waiver of program exclusivity requirement of rules. Action April 9.

Other action

- FCC amended rules to eliminate provisions corresponding to carriage nonduplication and notice requirements of rules. Sections of rules cover applications for microwave service to provide television signals to CATV systems. Amendment adds requirement that CATV system proposing to use microwave delivered signals give notice and apply for distant signal authority before filing common carrier microwave application (Doc. 18383). Action April 9.

Ownership changes

Applications

- KOLD Tucson, Ariz.—Seeks assignment of license from Old Pueblo Broadcasting Co. to KOPO Broadcasting Co. for purpose of corporate reorganization. No consideration involved. Principals: Gene Autry (48%) et al. Mr. Autry has majority interest in KOLD-TV Tucson, sale of which pends FCC approval, and KOOL-AM-FM-TV Phoenix. He also owns 50.1% of KMPC and KTLA-TV, both Los Angeles; KSFQ San Francisco; KEX Portland, Ore.; and KVI Seattle. Mr. Autry is former TV-movie actor. Ann. April 11.
- KNAC Long Beach, Calif.—Seeks assignment of license from International Cities Broadcasting Corp. to Harden Broadcasting Co. for \$97,500. Sellers: H. Chester Moore, vice president, et al. Buyers: James E. Harden, president (65%), Howard Griesbach, vice president (20%), and William V. Griesbach, vice president (15%). Mr. Harden is freelance radio-TV news producer employed by NBC in Burbank and owns 33 1/3% of news election service. Mr. Griesbach is sales manager. Mr. Varcha is broadcast consultant for Nationwide Broadcast Consultants. Ann. April 9.
- KCOY Santa Maria, Calif.—Seeks assignment of license from Arezco Broadcasters to James H. Ranger for \$250,000. Sellers: Ed J. Zuchelli, president, et al. Buyer: James H. Ranger formerly had interest in KCOY-AM-TV and is presently station broker. Ann. April 11.
- WDAX McRae, Ga.—Seeks assignment of

license from Radio Telfair Inc. to Entertainment Communications Inc. for \$65,000. Sellers: E. Herman Warnock, secretary, et al. Buyer: Henry J. Akins II, sole owner. Mr. Akins is southeastern manager of TV representatives firm and is partner in cattle ranch. Ann. April 11.

- WFLD-TV Chicago—Seeks assignment of license from Television Chicago to Metro-media Inc. for \$10,044,000. Sellers: Joint venture of Field Communications Corp. (50%), H & E Television Inc. (13 1/12%), et al. Principals of Field Communications Corp.: Field Enterprises, 100%; Bailey K. Howard, president, et al. Field publishes *Chicago Daily News* and *Sunday Times* and other newspapers and is involved in educational publishing and holds CP for WCAN-TV Milwaukee, which it intends to surrender or sell. Principals of H & E Television: Harry and Elmer Balaban et al. Messrs. Balaban and other principals control WICS(TV) Springfield, WICD(TV) Champaign, WTVO(TV) Rockford, all Illinois, and WHNB-TV New Britain, Conn. Messrs. Balaban own a chain of motion picture theaters and hold CP for new TV at Flint, Mich. Buyers: John W. Kluge, president (9.05%), et al. Buyers own WNEW-AM-FM-TV New York; WASH(FM) and WTTG(TV), both Washington; WHK and WMMR(FM), both Cleveland; WIP and WMMR(FM), both Philadelphia; KLAC, KMET(FM) and KTTV(TV), all Los Angeles; KMBC-TV Kansas City, Mo.; WCBM Baltimore; KNEW Oakland and KSNAN(FM) and KNEW, both San Francisco. Calif. Ann. April 8.

- WKAN Kankakee, WIRL-AM-TV Peoria and WQUA Moline, all Illinois; WIRE Indianapolis, and KIOA Des Moines, Iowa—Seek transfers of control of Mid America Media from Kankakee Daily Journal Co. (100% before, none after) to Burrell L. Small, et al. (as a group none before, 100% after). Consideration: Exchange of stock. Principals of Kankakee Daily Journal Co.: Len H. Small (33.5% before, 68.32% after), Burrell L. Small (33.5% before, none after) et al. Kankakee Co. owns 70% of WQUA and KIOA. Messrs. Small each own 13.65% of WQUA and KIOA. Principals own Kankakee TV Cable Co., Kankakee, CATV systems. Kankakee Daily Journal Co. publishes the *Kankakee* (Ill.) *Daily Journal*, the *Ottawa* (Ill.) *Daily Times* and the *La Porte* (Ind.) *Herald-Argus*. Ann. April 8.

- WMRC Milford, Mass.—Seeks transfer of control of Radio Corp. from Green Mountain Broadcasting Co. (52.8% before, 40.3% after) to Lawrence Shane (21% before, 33.5% after). Consideration: \$4,666.67. Sellers: Daniel B. Ruggles III, president, et al. Buyer: Lawrence Shane, general manager of WMRC. Ann. April 9.

- WPGR(FM) Uniontown, Pa.—Seeks transfer of control of Warman Broadcasting Inc. from Edwin G. Warman and Kenneth R. Strawberry (each 50% before, 30.9% after) to E. G. Warman Publishing Inc. (none before, 12.9% after), Marshall Kent Warman, Cameron Scott Warman (each none before, 2% after) and Edward E. Olesh (none before, 25% after). Consideration: \$100 per share. Principals: E. G. Warman votes stock of Warman Publishing Inc. and is custodian of Marshall and Cameron Warman. Mr. Olesh is general manager of WPGR(FM). Ann. April 11.
- KNEL Brady, Tex.—Seeks transfer of control of Radio Brady Inc. from P. Bert Haney Jr. (75% before, none after) and Valley Broadcasting Co. (25% before, none after) to Roy White and Pearl E. Howze (each none before, 50% after). Consideration: \$63,831. Sellers: Gene L. Carle, deceased, owned 92.3% of Valley Broadcasting Co. Buyers: Messrs. White and Howze are executing agents for insurance company. Mr. White owns two electric companies. Ann. April 11.
- WRVA-AM-FM Richmond Va.—Seeks transfer of control of WRVA Radio Inc. and WRVA-FM Inc., respectively, from Larus Investing Co. (100% before, none after) to First & Merchants National Bank trustees (none before, 100% after) for purpose of corporate liquidation. No consideration involved. Principals: John Baldwin Larus, Charles D. Larus, et al. Ann. April 11.

- WHEO Stuart, Va.—Seeks assignment of license from Gray Broadcasting Corp. to Community Broadcasting Inc. for \$61,500. Sellers: Theodore J. Gray Jr., president, et al. Sellers own WAKS Fuquay Springs, N. C. Mr. Gray has interest in WKDE-AM-FM Altavista, Va., and owns 50% of WDAR-AM-FM Darlington, S. C. Buyers: James E. Litten, president, French A. Sitten, vice president, and Ann C. Litten, secretary-treasurer (each 33 1/3%). Mr. Litten is salesman

(Continued on page 96)

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Man-on-the-street salesman. Sales manager position open to qualified person. Location in fastest growing area central eastern coast of Florida. State starting salary desired with resume. Box D-213, BROADCASTING.

Illinois AM/FM has sales position opening. Earnings in excess of \$10,000, advancement potential, male/female. Rush background and letter to Box D-232, BROADCASTING.

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Announcer. First phone. Philadelphia market MOR station. Primarily news and commercials. Little or no maintenance. Send tape and resume. Box D-101, BROADCASTING.

Announcers—continued

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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.

First Class License. Chicago, Permanent, Immediate. All details, requirements, first letter please. Box D-156, BROADCASTING.

Versatile country announcer. Pleasant West Virginia college city. Second vacancy in eight years. Previous men still our employees. Mature, steady, chatter. Copy writing and production. Some sales. Resume and salary. Limited experience considered if potential. Family man preferred. Box D-182, BROADCASTING.

Position open—Announcer/engineer with first class license. Must be heavy on announcing—minimal engineering. 1kw unlimited needs personality for 6 p.m. to midnight slot. MOR with a bright sound, tight production. Rapidly growing college town in Oregon. 40 minutes from Portland and the ocean. Send tape, photo and particulars. No experience necessary. Voice and delivery only considerations. Box D-184, BROADCASTING.

Beginner—Pro's—male or female announcers needed now! Need a break, beginner? We'll train you our way. Send tape and complete resume and picture. Box D-205, BROADCASTING.

Announcer with program director potential. MOR format, ABC Information affiliate station, potential in fastest growing area Florida state, starting salary with resume. Box D-214, BROADCASTING.

Pro—top 40. Afternoon drive. 5 kw #1 in Tri-City area. You better be good. Tapes. Box D-221, BROADCASTING.

Attention Bilingual Spanish speaking announcers or first phone combo men (need not to be bilingual). Interested in working a market with summer weather all year round plus the greatest beaches in the hemisphere? If you'd be interested in working one of the most attractive Latin-American markets write Box D-224, BROADCASTING.

Drake format, top 25 market rocker needs production pro who can also handle a short housewife shift. First phone mandatory; no maintenance. Great opportunity to learn major market radio and move up with top organization. 9a.m.-3p.m. shift Sunday-Friday, \$145/week plus outside gigs guaranteed. Box D-253, BROADCASTING.

Successful and growing midwestern chain of modern country music stations has a rare opening for fast paced personality with first phone, no maintenance involved. The individual we seek will join our newest station in Lincoln, Nebraska, a market of 200,000 and the home of the University of Nebraska. He will work with young broadcast pros in a position that offers unequal stability. The starting salary is \$150 a week. Our opening is immediate. Rush air check and resume to Fred L. Scott, General Manager, KECK Radio, P.O. Box 6006, Lincoln, Nebraska 68506 or telephone 402-489-6575.

Tired of cold winters? Come to Southern California, break into Los Angeles-Long Beach market. KNAC (FM) expanding programming, needs two experienced announcers (MOR and Underground Rock). Send resume, tape to: James Harden, KNAC, 666 E. Ocean Boulevard, Long Beach, California 90802.

K000, Omaha, Nebraska, has opening for first phone modern country music pro. Starting salary is \$150 per week. Send air check and resume immediately to Jim Treat, general manager, K000, Box 37 W. D., Omaha, Nebraska.

Soul jock. First phone, for Ethnic radio station. Contact manager, KZEY, Tyler, Texas.

Experienced announcer, first phone, no maintenance, for 10 kw modern CGW. Housing available if desired. Send tape, photo, resume, WAXU, Box 759, Lexington, Ky. 606-254-8858.

Announcers—continued

Wisconsin AM/FM in northern Milwaukee metro area. Combo. Some countrywestern. Production, news or sales an asset. Mr. Kraychee, WBKV, West Bend.

If you are top rated in small or medium market and looking for a great job send MOR air check, resume and salary requirements to: Program Director, WINR AM-TV, Binghamton, New York 13902.

Immediate opening for experienced MOR announcer. Hospitalization, life insurance, salary continuity, and other benefits. Send tape, photo, and resume to Jim Carrigan, Radio Station WKRM, P.O. Box 113, Columbia, Tennessee 38401.

For the first time in over a year there is an opening in the air staff of Nashville's top rated WMAK. The man who will fill that position is a professional radio personality who can take over a top rated 7 to midnight show and keep it top rated. He is an above average disc jockey who has something different to offer. He is ambitious. He works well with a team of radio professionals. He will become a member of the aggressive growing Mooney Broadcasting Organization. He will be paid an above average salary, with bonuses for rating increases. If you are this man, rush tape resume, and recent photo to Joe Sullivan—Radio WMAK, P.O. Box 2628 Uptown Station, Nashville, Tennessee 37219.

Announcer-Salesman. Permanent. Third endorsed. Good salary. Good station. WLSJ AM-FM, Jacksonville, Illinois.

Announcer-engineer, announcer-salesman or salesman-engineer, \$100-\$175 and more based on experience and ability. MOR. Send resume to Bob Rooney, WOSC-AM-FM, 1 West Bridge Street, Oswego, New York 13126.

Leading Radio-TV operation has opening for top-flight announcer for radio, with some television if qualified. Send tape, WSAV Radio and Television, Savannah, Georgia.

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.

Full-time, 5000 Watt, sports minded, MOR CBS affiliate has opening for newsmen and announcer-DJ. Send tapes and resume to Jerry Schroeder, WSGW, 400 Mason Building, Saginaw, Michigan 48607. Or call 517-753-4456.

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.

Wonderful opportunity for a good announcer to become program director at good salary at clear channel near St. Louis. 1st Ticket required. Also need announcer that wants sales with 1st. Call 314-586-8577 Day or 586-8513 Night.

Desire permanent home? Small country station morning man. Settled, church affiliated, some experience, age unimportant. Contact C. Bell, 1114 Barry Ave., Hampton, S.C. 803-943-2443, evenings.

Technical

Chief Engineer. East. \$235 weekly to start. Resume, references and current pic required. Box D-24, BROADCASTING.

Combination engineer-play-by-play, or combination engineer, morning man. Start \$600 plus monthly. West-mid-west area. Write Box D-159, BROADCASTING.

Engineer, experienced, maintenance and operations, television and radio, large midwestern university. Prefer college degree. Box D-180, BROADCASTING.

Immediate opening for experienced studio/audio engineer in large Miami Radio station. Send resume Box D-203, BROADCASTING.

Technical—continued

Southern California opportunity for chief engineer-announcer. Beautiful city, fine AM/FM facilities. Must have excellent references, strong contemporary radio background. Top money, fine working conditions. Air mail resume and air check to: Norman W. Lofthus, KDES, Palm Springs, California 92262.

Man with first phone for transmitter watch. Will train beginner. WAMD, Aberdeen, Md. 21001.

Why fight it? Really live in Fort Lauderdale, Engineer, experienced, AM/FM directional—maintenance. Phone WFTL, 305-566-9621.

First phone immediately announcing-engineer. Michigan Top 40 AM-FM. Call WKFR 964-7173.

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.

Upstate N.Y.—group owned station needs aggressive, self-starting number 2 newsmen, full time. Excellent opportunity for a newsmen on the way up. Station is number 1 in five county area. An equal opportunity employer. Box D-248, BROADCASTING.

Will consider all applications for News Director. This station believes in news. Vacancy created by promotion within group. Send tape, resume and salary requirements to: Manager KMA Radio, Shenandoah, Iowa 51601.

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.

Newsmen—strong on air work and rewrite. Immediate opening in heavy news suburban New York station. Sports and play-by-play interest would be asset. Send resume, air check and salary requirements to Personnel Director, WCTC, 385 George Street, New Brunswick N.J. 08901.

Wanted: Newsmen 5,000 Watt-er needs accurate, responsible news announcer-reporter. Benefits excellent, affiliated with morning newspaper and FM. Contact Jack Speech, WNAM, Neenah, Wisconsin 54956.

Needed immediately, experienced newsmen, 1st phone preferred. No beginners. Single station market. ABC affiliate. Send full information WRHL, P.O. Box 177, Rochelle, Illinois 61068.

\$130.00 to start for top-40 newsmen. Send tape: Tom McMurray, WSAR, Fall River, Mass.

Fulltime Newsmen: Oklahoma's top small market news station needs immediately on full time newsmen. Salary, mobile unit, group ins., best facilities. Phone 405-224-2890, Now!

Program, Production, Others

Gal-Friday needed for western Maryland 5000 watt modern county music station. Accent on traffic, copy writing and some production. Rush resume, photo and salary requirements. Box D-176, BROADCASTING.

Need experienced afternoon traffic dj for Pulse rated #1 Mod country in medium Gulf Coast market. Must be creative production man. Benefits include life, health and dental insurance, all paid. Profit sharing and Xmas bonus. Maximum to start \$500 month. Tape, resume and picture to Box D-260, BROADCASTING.

Situations Wanted Management

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.

Need P.D., Assistant Mgr., Manager? Ready to assume responsibility. Young man, 28, married, employed in largest market in Mid-Atlantic states as AM drive DJ, PD responsibilities, production. Desires southern, small to medium market, country or MOR station. I offer permanency, long hours in return. Let's talk. Box D-181, BROADCASTING.

Management—continued

Radio operations manager—20 years experience seeks greater financial rewards. Stymied present position. Award winning programing, production, personnel, FCC, promotion, merchandising. Current top, respected operation. Top 50 markets only. Resume available. Box D-186, BROADCASTING.

Larger MOR wanted. Currently program director, music director, promotion director and air personality for small MOR. Have produced good product. Excellent references. Brochure, tapes, on request. Box D-201, BROADCASTING.

Operations manager of medium market MOR-AM looking for similar position on west coast. Early 40's, 21 years radio-TV. Box D-210, BROADCASTING.

Thoroughly experienced. Major market professional. Outstandingly strong personal salesman. Ethical, efficient administrator. Creative, hardhitting. Minimum \$25,000, override. Worth more, College, Family. Impeccable references, record. Box D-238, BROADCASTING.

10 years in radio. Looking to return to radio. Assistant director of Broadcasting School in Philadelphia, Pennsylvania. Metro voice MOR. Prefer spot as program director. I have the background you want. Write Box D-256, BROADCASTING.

Young, single, university professor with 4 years continued involvement in Radio-TV is looking for any permanent full-time or summer only position.—Will relocate anywhere—T. Just, Pol. Sc., V.P.I., Blacksburg, Virginia.

Sales

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

Personality Personified—no brags, just facts—Radio and/or TV—any format or Talk—credentials unitd. Box D-2, BROADCASTING.

Negro announcer, broadcasting school graduate, third phone endorsed, beginner. Box D-31, 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 pluses: 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.

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.

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.

One soul DJ avail. May 1. Tight board, 3rd endorsed. Box D-167, BROADCASTING.

Congenial DJ—announcer, commanding newscaster, 3rd endorsed, MOR—top 40—Imaginative, versatile, tight board, sales appeal, modern personality, 31, family relocate. Box D-173, BROADCASTING.

Have 1st, will travel—Chicago area MOR jock desires medium market top 40 with chance to be creative personality. Box D-177, BROADCASTING.

DJ, tight board, good news, commercials, ready now. Box D-183, BROADCASTING.

Pittsburgh and suburban—college graduate, 26, 1st phone, military completed, 2 years experience dj/news, full or part time. Box D-185, BROADCASTING.

Announcers—continued

A Neophyte says: I'm a salesminded/announcer. Dignified sound newscaster/dj. Box D-187, BROADCASTING.

Mature announcer, married family man, some experience. Looking for permanent announcing position with well managed and stable station. Prefer mid-west and mid-south states. Broadcasting school graduate with third endorsed. Box D-188, BROADCASTING.

Black personality, recent grad. Good news, tight board, 3rd phone. Ready now. Box D-191, BROADCASTING.

Experienced first phone seeks jazz format outlet. Relocate. Box D-192, BROADCASTING.

1st phone, wish to learn maintenance. Prefer country operation. 37 years old. Experienced in production news etc. References. No small markets please. Box D-194, BROADCASTING.

11 years—Radio-TV—All phases. Sports specialist. College graduate, married, family. Reliable, diligent. Want to move up. Box D-196, BROADCASTING.

Experienced dj—announcer—newscaster. 3rd endorsed. Married. No floater. I'm your man! Box D-197, BROADCASTING.

I am a beginner with a 1st phone. Can do RGB very well. Have a well rounded background in broadcasting. Would like a job as a jock. Box D-199, BROADCASTING.

Female, Negro: News or commercials. Professionally trained, 3rd endorsed. San Francisco Bay area. No salary. Box D-206, BROADCASTING.

Experienced DJ, music/production director. MOR, top 40, modern CGW. Single, 24, draft exempt. (reserves). Available June 1st. Box D-211, BROADCASTING.

Dynamic, mature Negro DJ; broadcasting school graduate, 3rd phone; good voice, pleasing personality. Wish to relocate. Box D-212, BROADCASTING.

DJ—newscaster, tight board, versatile salesman, school graduate. Seeking rock, RGB or MOR station. Draft exempt, 3rd endorsed, will travel. Box D-216, BROADCASTING.

You bet your sweet bippy I can!! Founder, manager of American Contemporary College station which beats in city rock competition in sales and ratings. Also experience at AM rock leader in SWNY. Plus two FM's (rock). For your walletno plus a letter you get sample tape and resume. I'm yours for summer! Box D-218, BROADCASTING.

Drake format preferred. Pro top 40. Major market sound. Strong production. Must be within 200 miles of Kingston, N.Y. Draft exempt. Box D-220, BROADCASTING.

Canadian, 21 (no ticket) Broadcasting School graduate. Mature voice for MOR format and all play-by-play sports. Box D-222, BROADCASTING.

Authoritative newscaster, D.J., announcer reads well. Family man. Box D-225, BROADCASTING.

Lose a pig? Maybe we can help! DJ-Comedy team, Radio or TV. Nonsensical, satirical, contemporary, mature, reasonable salary requirements. Box D-228, BROADCASTING.

Experienced, young, versatile morning man wants Florida location. Box D-230, BROADCASTING.

Soul DJ, 6 mo. experience, relocate. 3rd, willing to learn. Working for 1st. Box D-231, BROADCASTING.

College grad. with degree in broadcasting. 3 yrs. exp. Prefer midwest, but will consider any offer. Box D-236, BROADCASTING.

1st phone announcer wants to move to West Coast, Rock or easy listening. Experienced as P.D. No maintenance. Box D-237, BROADCASTING.

Newscaster—Announcer—DJ: prefer CGW or MOR format. Good worker. Box D-239, BROADCASTING.

Young handicapped trained voice & diction wishes chance in Radio (Northwest preferred) parttime to start. 3rd phone. Box D-247, BROADCASTING.

D.J./Announcer—determined and eager. Broadcast School. Third endorsed. Desire Top 40 or RGB. Will relocate. Box D-250, BROADCASTING.

Experienced announcer, PD, in major market. good ratings. 1st ticket, wants position where this will pay off. Make offer, I'll consider all. Box D-251, BROADCASTING.

Sharp CGW personality. Young, digs real country music. No hick. Leave Engelbert Humperdinck at the MOR station. High ratings guaranteed. Major/medium market. State best salary offer first letter. Box D-255, BROADCASTING.

Announcers—continued

Negro beginner, top 40, R/G B/D. Broadcast School Grad. Gordy c/o 734 Euclid, Cleveland Ohio 44114.

Midwest Announcer—D.J. Resourceful and exciting Top 40 talent, with tight board and strong ability to communicate. Intelligent young married, family, college, broadcasting school, 3rd endorsed. Can relocate. Air check available. Will consider all offers. Box-412, Berwyn, Illinois 60402.

Female DJ—3rd—tight board—well qualified—news gathering—traffic—experienced—children. Write: Pupil, 314 Bradley Bldg., Wabash, Indiana 46992. Phone: 219-563-4426.

The no. 1 jock in the 57th market for 2 years, is looking for a higher top-40 market. 5 years experience. Married, 1/2 a child (it will be one child soon). 413-739-6889.

Negro, DJ, announcer, newsmen. Young, experienced. Any format anywhere available. 3rd. phone. Jimmie Steward, 523 West Morse Street, Phila., Penna. 19122. Tele. 215-CE5-0891.

Announcer. Recent broadcast school graduate, third phone-endorsed. Military fulfilled, will relocate anywhere. Box-623-2716.

First phone; intelligent, ambitious young man with first phone and B/A degree, desires position in announcing. Call Harry Cain Harrison, 817-CR4-7898.

College graduate—majored in radio and television—draft exempt—22, mature. Seeks newscasting or announcing. Had some experience in producing and directing. Contact Sheldon Swedarsky, 612 E. Keasey, South Bend, Indiana 46618 or call 219-289-8031.

3rd phone endorsed, announcing or copywriting. Connecticut or Massachusetts preferred. 203-747-1046. Jesse Cavallaro.

Comedy team . . . currently working Cleveland, Ohio. Third endorsed, flexible format. Dandy-Payton, 1661 Mars Ave., Lakewood, Ohio 44107.

Beginner needs experience. Third endorsed, Conn. School of Broadcasting, 426 North Main Street, Southington, Conn. 06489, Phone 628-5759.

Ohio-Ind.-Mich.-Ky.-Tenn.—Program director, dj, (top 40), Byrs. experience, 3rd class. Drake personality. 513-631-5428.

Experienced first phone announcer available for immediate employment 914-452-2838.

News DJ MOR. Presently on air. Contact Mr. Taylor, 2135 South Michigan, Chicago, 60616. CA-5-6420, after 9 p.m.

Announcer-third endorsed. Wants work in Eastern market. Top 40, Underground, or R/G B. Dick Kelleher, 4550 E. 19th St., Tucson, Arizona 85711.

Technical

First phone transmitter engineer wants work in Florida. Box D-102, BROADCASTING.

Available May 11—Vacation relief engineer with first, transmitter experience, car. Box D-189, BROADCASTING.

Engineer: Experience as Chief desires technical position with station and opportunity in sales. Now in Washington. Box D-209, BROADCASTING.

Vacation Relief: Upstate N.Y. Student with first phone, competent board, operator, car. Box D-245, BROADCASTING.

Unemployed first phone fully experienced, \$140 week. 215-387-1297.

First phone 7 years commercial experience, solid engineer, good announcer. College student desires month of August vacationland, recip me into a good motel. Any position, locale considered, Fred Higham, 9 Paterson Ave., Warwick, R.I., 02886.

NEWS

Award winning news director wants move to West Coast. Can mold your news department into #1. Box D-30, BROADCASTING.

Experienced, aggressive college Junior wants news, announcing, sales or related summer work in California or Arizona. Box D-178, BROADCASTING.

Female graduate of Career Academy seeks position as newscaster in Johnstown, Penna. area. Box D-217, BROADCASTING.

Editorial—Attractive, Talented, Female, news writer/reporter seeks new challenges. Excellent background. Ten years hard news, newspaper/radio. Some announcing. Prefer news media but would consider attractive P-R offer, leading firm. Box D-226, BROADCASTING.

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.

Radio copywriter, production skills, third phone, college grad. desires creative challenge in Nevada, Colorado, New Mexico, or Arizona. Box D-190, BROADCASTING.

Moonlighting and working 7 days a week too much. Loyalty for present employer squeezed out. 29 college grad., 7 years in radio, competent jock, excellent P.D. or production manager. Prefer production. Gen. Amer. accent, mature voice. Very loyal, honest, and sober. Want permanent position 201.00 pr week. Will work like a fool and get along with everybody. Present job 3 years, anxious to settle matter, anywhere. Hate to float, but must feed family. MOR only. No swinging doors, please. Box D-202, BROADCASTING.

Help . . . trapped as network newsmen . . . realize mistake leaving sports where last decade includes major football, basketball, major league baseball play-by-play. Want team action, but consider TV strip. Box D-204, BROADCASTING.

Need a good FM programmer? 30 yr. old, married wants \$200 wk. Have an excellent position now, but am just doing on-air work. MOR programmer par excellent. Will relocate for right position. Box D-233, BROADCASTING.

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 MANAGEMENT

CATV Manager for large community CATV system in major N.E. area. State experience, personal background, and salary desired. Send snapshot. Box D-241, BROADCASTING.

Sales

Great opportunity for experienced and successful TV salesman to work in a major market. WTCN-TV, Minneapolis, has an attractive offer for a proven producer. Generous pay, plus commission with plenty of fringe benefits including stock option. If you qualify, send resume to Norm Page, WTCN TV, Minneapolis, Minn.

Technical

TV technician—large N.Y.C. Diocesan ITFS system. Involves basic electronic maintenance and operation of studio master control, and MATV equipment. Technical skill and flexibility needed. Salary dependent on qualification and experience. Box D-208, BROADCASTING.

Chief Engineer for large CATV system. Reply giving complete details including salary required. Excellent position. Box D-242, BROADCASTING.

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 programming or production. Send resume to KVDA-TV, Box 5188, Tucson, Arizona.

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.

Going full color in new studios. Need studio technician. Will train man with BGW experience. Contact Chief engineer, WWSA-TV, Rawley Pike, Harrisonburg, Virginia Phone 703-434-0331.

Immediate openings for First Class licensed TV master control technicians. Opportunities in FM Stereo now under construction. Write: Chief Engineer, WYNY-TV, Box 22, Burlington, Vermont 05401.

Fetzer TV needs engineers with first class license for WWTV, Cadillac, Michigan and WWUP-TV, Sault Ste. Marie, Michigan. Experience desirable but not essential. Diversified operation. Good pay and many company benefits. Write: P.O. Box 627, Cadillac, Michigan or call collect 616-775-3478.

NEWS

Fourth Market has opening for staff writer/producer for TV News Department. Must be experienced. Contact Box D-111, 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.

Photographer reporter, silent sound on film. Upper midwest. Network VHF. Salary open. Send resume and requirements to Box D-166, BROADCASTING.

Immediate opening for experienced news writer-reporter on camera work, photography desirable, fringe benefits, ideal working conditions. NBC TV affiliate. Send VTR and resume to Ken Bechtel, Station Manager, KCMT Television, Alexandria, Minnesota 56308.

TV Newsmen, for top-rated Washington Post-Newsweek Station, Florida. Good at reporting, writing, on-air. Contact Bill George, WIXT-TV, Broadcast House, Jacksonville, Florida 32207.

Programing, Production, Others

Major market station wants creative cameraman-editor for TV commercial unit. Only those with commercial film production experience need apply. Box D-170, BROADCASTING.

TV floorman-director—need some experience on floor, but will train in directing. Good chance for your man to grow, good midwest market, all color station, lots of production going on. Send full information to Box D-252, BROADCASTING. Or call Erv, 319-364-4194.

Staff Photographer: Know 16 mm, SOF, editing, processing, operation of film dept., send resume. Manager, WYNY-TV, Box 22, Burlington, Vermont 05401.

TELEVISION

Situations Wanted

Sales

Sales Manager: Currently in medium market as local TV sales manager. Have done all I can do here. Corporate structure prevents advancement. Five years in current position. Seven years with company. Tremendous sales record, 202.8% increase in local sales over the past five years. 33 years old. Qualified in all aspects of TV. B.S. degree in Radio & TV. Medium or large market anywhere. Company knows of this move. Resume and photo available. Personal interview anytime. If it's a soft job don't answer. I need challenge to produce. Box D-174, BROADCASTING.

Announcer

Fine station? Looking for top professional talent? College, family, 15 years experience, news, weather, commercials sales production. Excellent voice, delivery and appearance. Some executive and administrative duties desired. Discuss around 20,000.00. Box D-207, BROADCASTING.

Fun in the morning! Bright, nonsensical, satirical, warm, total personality-P.D. MOR medium-majors. Management. On-camera TV. Box D-229, BROADCASTING.

Technical

Studio supervisor—desires new challenge, responsible, ambitious and color experienced. Strong maintenance. Ten years with present television employer. Box D-139, BROADCASTING.

Single technician with experience in television would like job. Will go anywhere. Have no license. Box D-219, BROADCASTING.

TV Engineer, first phone, 2-year technical graduate, experienced, available now. Box D-235, 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

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.

Qualified newsmen wants TV news reporter position in top 15 market. Tape available. Box D-175, BROADCASTING.

News—continued

Dedicated professional in top twenty five desires quality location. Box D-200, BROADCASTING.

Newsman seeking prime time anchor slot major market. Experienced, solid network background radio and TV news/or will consider news directorship if substantial salary. Box D-215, BROADCASTING.

Program, Production, Others

Producer-director, studio production, film, 14 years solid experience. Capable. Competent. Seeks a position with east coast station. Box D-165, BROADCASTING.

TV Operations director seven years commercial, five ETV experience in continuity, traffic, production, announcing, programming and administration. Masters & Radio-TV. Available July 1. Box D-227, BROADCASTING.

19 years' experience, Radio: Management, news, delivery, production, programming. Television: Promotion, production, announcing, camera. Age: 36; married; dependable; want permanence. Box D-234, BROADCASTING.

Experienced Promotion Manager with art background desires new challenges. Box D-246, BROADCASTING.

Television host with own show in top ten market. Host of nationally syndicated radio show, 31 years old. 17 years experience. Seeks new challenge. Box D-257, BROADCASTING.

WANTED TO BUY—Equipment

We need used 250, 500, 1 KW & 10 KW AM and FM transmitters. No junk. Guarantee Radio Supply Corp., 1314 Iturbide St., Laredo, Texas 78040.

Need used 1 kw FM transmitter, late model, for stereo station. Call Delbert Keeling, Chief Engineer, WCAY, 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.

400 to 500 foot self supporting tower. Give details & price. Mr. Lee, W5BC, 2400 W. Madison St., Chicago, Ill. 60612.

AM looking for 140 foot tower in good condition that is disassembled and within 50-75 miles of Springfield, Mass. . . Call or write Donald Wilks . . . WTYM, East Longmeadow, Mass 413-525-4141.

FOR SALE—Equipment

Coaxial-cable—Helix, Styroflex, Spiruline, 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 FM5B transmitter in good operating condition with used spare final tubes, filters and factory reconditioned mono exciter tuned to 100.7. John R. Krieger, KVET, 113 W. 8th St., Austin, Texas 78701, AC 512-478-8521.

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.

RCA TR 5, excellent condition, immediately available. Box D-157, BROADCASTING.

6½ kw generator set good condition, \$650.00 or trade for 1 kw FM transmitter or MOD-freq. monitor. . . Box D-195, BROADCASTING.

Need low priced 1 kw AM transmitter, also C. R. Mod. 916-A bridge, priced right for immediate cash purchase. Box D-249, BROADCASTING.

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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 Godson McKee, 817-754-1488 or 772-3810, Waco, Texas.

New Rust RC-1000 remote control unit, complete with modulation meter, 13-E. Cost \$1020.00 new, never used. \$975.00 or best offer. Also Western Electric 1000/250 transmitter modified with 833-A finals, model 443A-1. Good for parts or actual operation with some work. \$800.00 or best offer. KINO Box K, Winslow, Arizona, Call 602-289-3364.

Two audio microwave links ultra reliable, manufactured by Motorola, similar to Mosley PCL-2A \$1500 each, K-101 (formerly KPEN), 1001 California Street, San Francisco, California.

FOR SALE—Equipment—(cont'd)

Spotmaster, Scully, Magnecord, Crown, Omega, Ionics duplicators. Lease finance trade, Audiovox, Box 7067-55, Miami, Florida 33155.

Ampex 350-U Recorder, good condition. \$750.00. 3 Ampex 352 Polybacks, Mono, good, all for \$1800. Contact: Maze Corporation, Box 6636, Birmingham, Alabama 35210.

Field Intensity Meter—RCA-WX2-C—make offer. Write Box 56, Holicong, Pa. 18928.

MISCELLANEOUS

Deejays! 11,000 classified gag lines, \$10.00. Unconditionally guaranteed. Comedy catalog free. Edmund Orrin, Mariposa, Calif. 95338.

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INSTRUCTIONS

F.C.C. License Course available by correspondence Combination correspondence-residence curriculum available for BSEE Degree. Grantham Schools, 1505 N. Western Ave., Hollywood, California 90027.

New Orleans now has Elkins famous 12-week Broadcast course. Professional staff, top-notch equipment. Elkins Institute, 333 St. Charles Avenue, New Orleans, Louisiana.

The nationally known six-weeks Elkins Training for an FCC first class license. Conveniently located on the loop in Chicago. Fully CI approved. Elkins Institute in Chicago, 14 East Jackson Street Chicago, Illinois 60604.

Elkins is the nation's largest and most respected name in First Class FCC licensing. Complete course in six weeks. Fully approved for Veteran's Training. Accredited by the National Association of Trade and Technical Schools. Write Elkins Institute, 2603 Inwood Road, Dallas, Texas 75235.

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INSTRUCTIONS—(cont'd)

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 May 26. 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.

New York City's 1st phone school for people who cannot afford to make mistakes. Proven results April 68 graduating class passed FCC 2nd class exams. 100% passed FCC 1st Class exams. New programed methods and earn while you learn job opportunities. Contact ATS, 25 W. 43rd St., N.Y.C. Phone OX 5-9245. Training for Technicians, Combo men, and announcers.

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First Class License in 4 weeks guaranteed! \$225.00. Dixie Radio Institute, c/o Diplomat Inn, Huntsville, Alabama, 205-539-5982.

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, Atlanta, 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.

Follow the leader to a fast first phone . . . the Nation's original four week accelerated course with results guaranteed. . . . Tuition 295.00, rooms \$8.00 weekly Next class May 12th. Tennessee Institute of Broadcasting, 2106-A 8th Ave. South, Nashville, Tennessee . . . phone 297-8084.

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Cleveland Institute of Broadcasting. New class starting April 16, 1969. Still not too late to enroll. Studios: 633 Hippodrome Bldg., Cleveland, Ohio 44114. Enroll now—711-2811.

What are the needs of the broadcast industry??? Employees who have a good basic understanding of all station operations, with flexible announcing ability, 1st class tickets, can run tight board, able to write & produce good commercial material, help develop good sponsor relationships, can obtain listener response. This type of extensive training is the reason Don Martin graduates are always in demand. For free brochure call or write. Don Martin School of Radio & TV, (est. 1937) 1653 N. Cherokee, Hollywood, Calif. HO 2-3281.

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Established young multiple owner broadcasting 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.

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A POSITION WITH THE FUTURE

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To represent a prestigious program consultancy. Must have:

- A. Experience
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Rush all details, including resume and references to:

Take 6 Enterprises, Inc.
6565 Sunset Boulevard
Hollywood, California 90028

Programing, Production, Others

WANTED

Program Director for New York Station

Must know all music & creative promotions. A leader with a proven record. Send full resume with recent photo.

Box D-258, Broadcasting

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.

Director Advertising

Promotion/Publicity. Create and execute promotions for NBC owned radio station in Cleveland. Should be familiar with graphics for print ads and sales materials. Knowledge of merchandising helpful. Supervise publicity. Submit complete resume and salary requirements. All replies held confidential.

Box D-243, Broadcasting

Announcers

SPORTS DIRECTOR

Major market Western Radio station needs a real "pro" capable of doing live play-by-play of professional basketball, college football and professional football. Please send tape, resume and salary requirements to

Box D-85, Broadcasting.

\$10,000

Wanted: One Boss Jock
Prerequisite: Big Voice with
Something to Say
Locale: "Heavy" Eastern Market

Send tape and resume to:
Box D-179, Broadcasting

NEWS

BUSINESS REPORTER

Major radio operation has free-lance assignment for good Business-Economics Reporter with broadcasting experience. Excellent position with future potential. Salary open.

Reply in confidence to:

Box B890, 125 W. 41 St.
NY 10036

Situations Wanted

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HUMAN COMMUNICATIONS EXECUTIVE

Do you need an executive who envies excellence, covets challenge, prizes performance? A man who sensitively and creatively helps to implement policy objectives by communicating your ideas to other human beings in a clear, considerate, cogent way? A personable, prudent "medium is the message" man who helps to execute decisions by personably communicating your policies directly to the concerned people in a precise, persuasive manner?

Presently employed, New York City based commercial broadcaster: 46, married, 3 children. 25 years experience in public information, news, public relations, community affairs as: public information specialist; public affairs, commercial radio/tv broadcaster; member New York State Bar, trial attorney; news commentary, documentary, speech writer/editor; orientation/briefing officer, press radio advisor, radio station group director, personnel administrator, teacher.

Backgrounded world, local, community affairs, government, politics, sports, labor relations, economics, radio, television. Excellent public speaker.

Will exchange the above plus integrity, gut honesty, complete loyalty for challenging opportunity in the \$30,000 area. Write

Box D-259, Broadcasting

Announcers

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Let Dick Good help you.



Get a Columbia School of Broadcasting graduate to fill your next opening. It's a free service we provide to your station and to our graduate. We have 27 offices in the U. S. and Canada. The chances are we have just the man you're looking for, from your part of the country. Just call or write Dick Good and he'll send you a tape, resume and photo of a good graduate near you.

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A career opportunity . . . it's a good one—but it's a tough one. We are well respected & long established & still growing! We deal with top management at leading Radio & TV stations nationally. We have a very desirable spot for a seasoned Sales Manager to lead a capable & willing sales staff. This individual must be a strong motivator, an innovator and a top producer.

To the person who can do this job will go a "Trip to the Moon" future . . . a fine starting base salary, generous incentives, excellent fringe benefits. "What are you waiting for"?

Our organization knows we are looking for you. Write fully—

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THE BUSINESSWEEKLY OF TELEVISION AND RADIO

From our organization

(the national spot and local television sales division of a major communications corporation)

has come the current executive vice president of the corporation.

Three division presidents.

Thirteen vice presidents.

And twenty-six other managerial executives.

If you are a college graduate with proven broadcast sales ability, it could happen to you. And you don't have to be a big-city advertising type either. Far from it. Our present sales staff hails from two different countries, 13 different states, 61 colleges (19 different degrees). The average age is 31. And the average income is \$23,960!

If you think you can sell your way to the top, send us a detailed resume including your education, experience and other convincing evidence of your broadcast sales ability. If we are convinced, we'll take it from there.

Box D-171, Broadcasting

Help Wanted Sales Continued

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Exclusive territory for sale of rapidly expanding line of broadcast equipment requires highly motivated, sales-minded individual with strong technical knowledge of equipment primarily to AM, FM, and TV stations. Leading company with history of high profit and rapid growth. Salary plus commission—with full fringe benefits and travel expenses paid.

Send resume or call Robert T. Fluent, Assistant Personnel Manager, 123 Hampshire, 217-222-8200.

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Public Broadcasting
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PRODUCTION

2 PROMOTION SPOT

Network Owned TV Station

Here's a great opportunity for an experienced broadcast promotion specialist to move up. We're #1 in a top-ten market and offer an unlimited future. You must be a creative writer with a working knowledge of all phases of audience and sales promotion. Please send complete resume with non-returnable samples of your recent efforts.

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NEWS

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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.

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.

Technical

Video T&I Engineer

BSEE or equivalent. Prefer video signal, video camera, or VTR experience. Will work with Development Engineers to determine specifications and test procedures on new video products. Duties include some black box design, capital equipment recommendations, and first-run test on prototypes.

Located on the San Francisco Peninsula. Relocation assistance provided. Excellent fringe benefits. An equal opportunity employer.

Send resume in confidence to: Mr. Harlyn Prouty, 2655 Bay Road, Redwood City, Calif. 94063

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Excellent opportunity for experienced Video Tape operator with maintenance capabilities for professional studio with top advertising agency. Good salary, 7-5, no weekends. Holidays and benefits. Send resume to

Box D-198, Broadcasting.
An equal opportunity employer

WRITER DIRECTOR

For Documentary Film Unit

Top-ten market network owned station. Must be experienced, at home with all phases and types of production. Please send resume, references & salary requirements to Box D-261, Broadcasting.

An Equal Opportunity Employer

FOR SALE—Equipment



ED RIES AND ASSOCIATES

For Sale: Large Quantity 3M and Memorex color video tape, low pass, 1 hour reels. All solid-state color switcher w/special effects, colorizer and chroma-keyer. Tektronix waveform, vector, vector-scopes and solid-state test dual trace scopes. Write, wire or phone.

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FOR SALE—Stations

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For Sale Stations—cont'd

Confidential Listings
RADIO—TV—CATV
N.E.—S.E.—S.W.—N.W.

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(Continued from page 88)

for WHYL, Carlisle, Pa. Mr. See has interests in live stock sales and auction firms and is vice president of West Virginia bank. Ann. April 11.

■ **WWJC-FM Superior, Wis.**—Seeks assignment of license from WWJC Inc. to Titanic Corp. for \$37,500. Sellers: Floyd Bernard, president et al. Buyers: William D. Gregory II, secretary-treasurer, Herbert Gross, president, and Gordon H. Ritz, vice president (each 33 1/3%). Mr. Ritz has interest in KSOO-AM-FM-TV Sioux Falls, S. D. Mr. Gross has interests in KLFJ-AM-FM Litchfield and KDLM Detroit Lakes and is applicant for new AM at Buffalo, all Minnesota. Mr. Gregory is travel agent. Ann. April 8.

Actions

■ **WRMA Montgomery, Ala.**—Broadcast Bureau granted transfer of control of WRMA Broadcasting Co. from Stan Raymond and Zenas Sears (each 50% before, none after) to W. O. Jones Inc. (none before, 100% after). Sellers: Mr. Raymond is executive vice president of WAOK Atlanta and Mr. Sears is vice president of same. Buyers: William O. Jones, president (75%), Ralph M. Newberry, vice president-secretary and William W. Dixon, vice president-treasurer (each 12.5%). Mr. Jones owns 75% of radio time sales company. Mr. Newberry owns accounting firm. Consideration: \$235,000. Action April 9.

■ **KCST-TV San Diego and KAUZ-TV Wichita Falls, Tex.**—Broadcast Bureau granted transfer of control of Western Telecasters Inc., and Bass Brothers Telecasters Inc., respectively, from Perry R. Bass, trustee, (25% before, none after) to Robert M. Bass (none before, 25% after). Relinquishment of trustee holdings. No consideration involved. Principals: Bass Brothers Enterprises Inc., 100%. Sid R., Edward P., Robert M. and Lee M. Bass (each 25%). Mr. Lee Bass is minor: stock held by Perry R. Bass. Principals own KFDA-TV Amarillo, Tex., and satellites KFDW-TV Clovis, N. M., and KFDO-TV Sayre, Okla. Action March 28.

■ **WNEM-TV Bay City, Mich.**—FCC granted assignment of license from Gerity Broadcasting Co. to Meredith Corp. for \$11.5 million. Seller: James Gerity Jr., sole owner. Mr. Gerity owns WABJ Adrian and WNEM-FM Bay City, both Michigan. Buyers: Fred Bohlen, chairman of board, Darwin D. Tucker, president, E. T. Meredith III, vice president-assistant secretary, et al. (as a group, 100%). Buyers own KCMO-AM-TV and KFMU (FM), all Kansas City, Missouri; KPHO-AM-TV Phoenix; WGV-AM-FM-TV Omaha; and WHEN-AM-TV Syracuse, N. Y. They also own companies engaged in publishing magazines, text and consumer books; manufacturing world globes; and printing. Action April 16.

■ **WBNT-AM-FM Oneida, Tenn.**—Broadcast Bureau granted assignment of license from Scott Broadcasting Co. to Oneida Broadcasters Inc. for \$160,000. Seller: R. H. Troxel, sole owner. Buyers: George R. Guertin, president (49.7%), James F. Stair, secretary-treasurer (50%) and Charlotte Guertin, vice president (3%). Mr. Guertin owns 37.5% of WMTM-AM-FM Morristown, and 39% of WYSH-AM-FM Clinton, both Tennessee. Mr. Stair owns 5.3% of WMTN-AM-FM and 20% of WYSH-AM-FM. Mrs. Guertin owns 1% of WYSH-AM-FM. Action April 8.

Community-antenna activities

The following are activities in community-antenna television reported to BROADCASTING, through April 16. 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.

■ *Brea, Calif.*—Cablecom-General of Southern California has been awarded a non-exclusive franchise. Subscribers will pay \$4.95 monthly.

■ *Pleasantville, N. Y.*—Saw Mill River Cablevision Inc., a subsidiary of Time-Life Broadcast Inc., has been granted a 25-year nonexclusive franchise.

■ *Yorktown, N. Y.*—Two firms have been granted six-month nonexclusive franchises: Saw Mill River Cablevision, a Time-Life subsidiary, and Mid-County Cablevision.

Perry Samuels took a deep breath. He'd been immersed since last August in a new corporate role, with promotions, changes and responsibilities coming thick and fast, and the question brought him to an uncharacteristic pause. The question wasn't well focused, but he answered it anyway, in good humor, concisely, with organized points ticked off in order, despite the minor excursions that tend to detour even the most businesslike of conversations.

The question was, simply and exhaustively, what his new position, as Avco Broadcasting's senior vice president for radio, was all about, and how it was going.

The answer couldn't be provided by lifting a page from Avco's corporate management manual. Mr. Samuels' position didn't exist before he stepped in to fill it. The objective was, as he tells it, to bring together into a coherent group operation a collection of seven radio outlets (five AM's and two FM's) that had "just grown like Topsy."

Group radio ownership, he notes, is a comparatively new Avco endeavor. Stations were added to Avco's long-time holding of WLW Cincinnati (acquired in 1945) beginning in 1965, when three outlets were purchased (WWDC-AM-FM Washington and WOAI San Antonio, Tex.). Two San Francisco stations were acquired in 1966 (KYA and KORT[FM]) and the purchase of WRTH Wood River, Ill. (St. Louis area), was approved by the FCC in February of this year.

Mr. Samuels joined Avco in 1967 as vice president and general manager of the Washington stations. By August of the following year it had become apparent to Avco top management that Avco radio was coming into its own as a separate corporate enterprise, with more growth slated for the future. Accordingly, the post of vice president for radio was created, paralleling an existing position of vice president for television, and Mr. Samuels was named to the post.

Among his first tasks was finding a successor to manage the WWDC stations on a day-to-day basis. Also, he was heavily involved in the purchase of the Wood River property.

In late December 1968 he moved to Cincinnati. In March of this year came the promotion to senior vice president, which served to clarify corporate lines of command.

In the meantime, the value of overall supervision of the radio properties has been showing up in ratings and on the books. For the present he is holding current figures close to his vest, but it's understood that sales are well up with profits showing even larger gains.

Partly, he observes, the gains reflect widespread increases in business levels

Perry Samuels and the view from the corporate level

generally. But partly they also reflect greater attention to controlling operating costs, which permits earmarking specific percentages of sales increases to profit.

An outside view of expenses, such as a group manager can provide, can be very helpful to a station manager, Mr. Samuels notes. Without comparative evaluations from similar operations, operating costs "can nickel-and-dime a manager to death," he says.

Perspective can help on programing, too, he adds. Station managers, although they must retain control of day-to-day decisions, "can be too close to get the feel of it." An outside ear can tell if the music is getting too far out or if clutter has crept into a station's sound, he explains.

And top-level supervision in close contact with station management can

facilitate personnel transfers and promotions from within the system.

In sales, he's recommending that stations establish market directors, working locally on marketing of national products—providing a service that can bring in the national spot dollar and render the station less vulnerable to "last month's little number" in the ratings.

Perry Samuels began in radio in his college years and has never really left the medium. Before graduating from the University of Illinois in 1950 with a degree in industrial psychology, he progressed from fraternity shows to a part-time DJ program on WKD Urbana, Ill. In the service, he transferred from a psychological-warfare assignment to Armed Forces Radio, managing a bedside-network operation at Fort Bragg, N. C.

A summer interlude after his discharge in 1953 found Perry Samuels visiting a girl (who became his wife) in Washington, where he worked briefly as a DJ for WGay Silver Spring, Md. (now WQMR). Then the radio career began in earnest with a job on "a hard commercial station," WPAZ Pottstown, Pa., which he says provided "an absolutely essential experience."

Then a stint with WKBS (now WTUE) Mineola, N. Y., as DJ and salesman led to a position as account executive for WMCA New York. In 1960 the WMCA ownership evolved into the Straus Broadcasting Group, operating WBNY (now WYSL) Buffalo, N. Y. Mr. Samuels became vice president and general manager of WBNY until the station's sale in 1961. Shortly after the sale he signed on as vice president-general manager of Schine Enterprises' WPTR Albany, N. Y.

A station's full participation in the broad range of community concerns, he insists, should be its fundamental reason for being, and such service is essential for his own personal satisfaction.

Also central to satisfaction, he notes somewhat regretfully, is working closely in a large group on a give-and-take basis. Since reaching high corporate command at Avco he has fought to keep the barriers from rising, he notes, but his responsibilities take him inevitably away from daily operating decisions and limit the informal closeness he so much enjoys.

But the payoff for any managerial post, he adds quickly, "is in making things happen. When you're a station manager you work with all concerned to 'make a station happen.' When you're making things happen you care deeply about, it's fun," he explains. Now, he has seven stations under his wing. "And if running one station can be fun"—and it can be, despite the headaches, he insists—his new responsibilities "can be seven times the fun."

Week's Profile



Perry Sylvan Samuels — senior vice president-radio, Avco Broadcasting Corp., Cincinnati; b. March 5, 1930, New York City; BA, University of Illinois, 1950; vice president-general manager WPTR Albany, N. Y., 1962-67; joined Avco Broadcasting in 1967 to become vice president-general manager, WWDC-AM-FM Washington; promoted to Avco vice president for radio in August 1968; named senior vice president, Avco radio, March 1969; m. Doris Ellen Johnson of Coats, N. C., Oct. 24, 1953; children —Les, 14; Ellen, 13; Brad, 8, and Liz, 4; hobby—golf.

Tomorrow the Congress!

Thirty years ago radio became a full-fledged news medium. The House adopted a resolution on April 20, 1939 extending to radio the same privileges accorded the press, thereby establishing what is now the Radio-Television Correspondents' Gallery. It had 26 accredited members. Today there are nearly 500 in both Senate and House galleries.

Last week the Senate moved into the electronic era. It authorized the installation of microphones at each senator's desk. Again it followed the lead of the House which has had an amplifying system for years.

But the House lags woefully behind the Senate in one important respect. Senate committee chairmen determine whether there shall be TV (and radio) coverage of important hearings. The speaker must decide whether there is to be TV coverage of House committees and no speaker since the advent of television ever has.

Once the House committees are thrown open, the next obvious step would be coverage of Senate and House debates where the media deem them newsworthy. It's simply a matter of extending the visitors' galleries to the whole nation. This also would provide an instant source of program supply to the newly authorized noncommercial television operations to be keyed from Washington.

Looking ahead

There are hopeful signs the Nixon administration is bestirring itself in the area of communications regulation and spectrum management. Preliminary meetings are being held at the White House staff level.

While these conversations have been exploratory there is already reason to dispel any notion that the clock will be turned back to the last Republican administration 16 years ago. Both the technological advances and the political involvements that have developed since the Eisenhower years make any thought of a return to those days sheer fantasy. This is particularly so in the broadcast sector.

This is not to say that the mischievously contrived "strike" application technique or the one-to-a-customer proposed rulemaking will be implemented. But it could very well mean that the new administration—like its Democratic predecessor—will not look with favor upon so-called "concentration" of media under the same ownership and in the same markets. Indeed, the unvarnished word from the antitrust division's filing in the CATV rulemaking (BROADCASTING, April 14) is that it wants no cross-ownership of cable systems, newspapers or television stations in the same market.

There seems to be in the Nixon establishment ample recognition of the need for a new national policy and possibly an entirely new regulatory agency. But there also is the realization that short-term therapy is urgent, if only to bring the FCC back to a sensible pattern of day-to-day regulation, and without throwing licensees into shock with every new regulatory pronouncement. The simplest way of bringing a return to sanity would be for the FCC to proceed on a case-by-case basis until new public policy is established.

The first legislative step has been taken to end the vicious racket of soliciting "strike" applications against renewal of old-established stations (see story this issue). Senator Pastore (D-R. I.) has promised help as chairman of the Subcommittee on Communications. But this, albeit an emergency move at a critical juncture, is merely palliative.

There needs to be a new commission with some new people. There is no reason for a seven-man agency when five

members can do the work, just as five commissioners run the Federal Trade Commission and the Securities and Exchange Commission. With five commissioners the President could pick a new team, renominating those he feels best qualified and dropping those who are not. It would save money too—about \$250,000 a year.

Moreover, there's need for a change in name. The satellite is the very essence of the new communications technology, both internationally and even domestically, for data as well as broadcast transmissions. Every nation wants to participate in the satellite consortium. It is the new international status symbol—the reason for the formation of Intelsat. No less a personage than former Pennsylvania Governor William Scranton will head the U. S. delegation to the Intelsat conference when it resumes here on Nov. 18.

A new five-man agency could well be named the Federal Communications & Satellite Commission so there can be no mistake about the recognition this nation gives to its pioneering breakthroughs in space communications—or about who's boss in regulation and allocations.

All business is not national

The way things are going these days, looking back is often more comforting than looking around. But last week, in a detailed study of local television time sales, this magazine looked both ways and found that both past and present offer promise for the future.

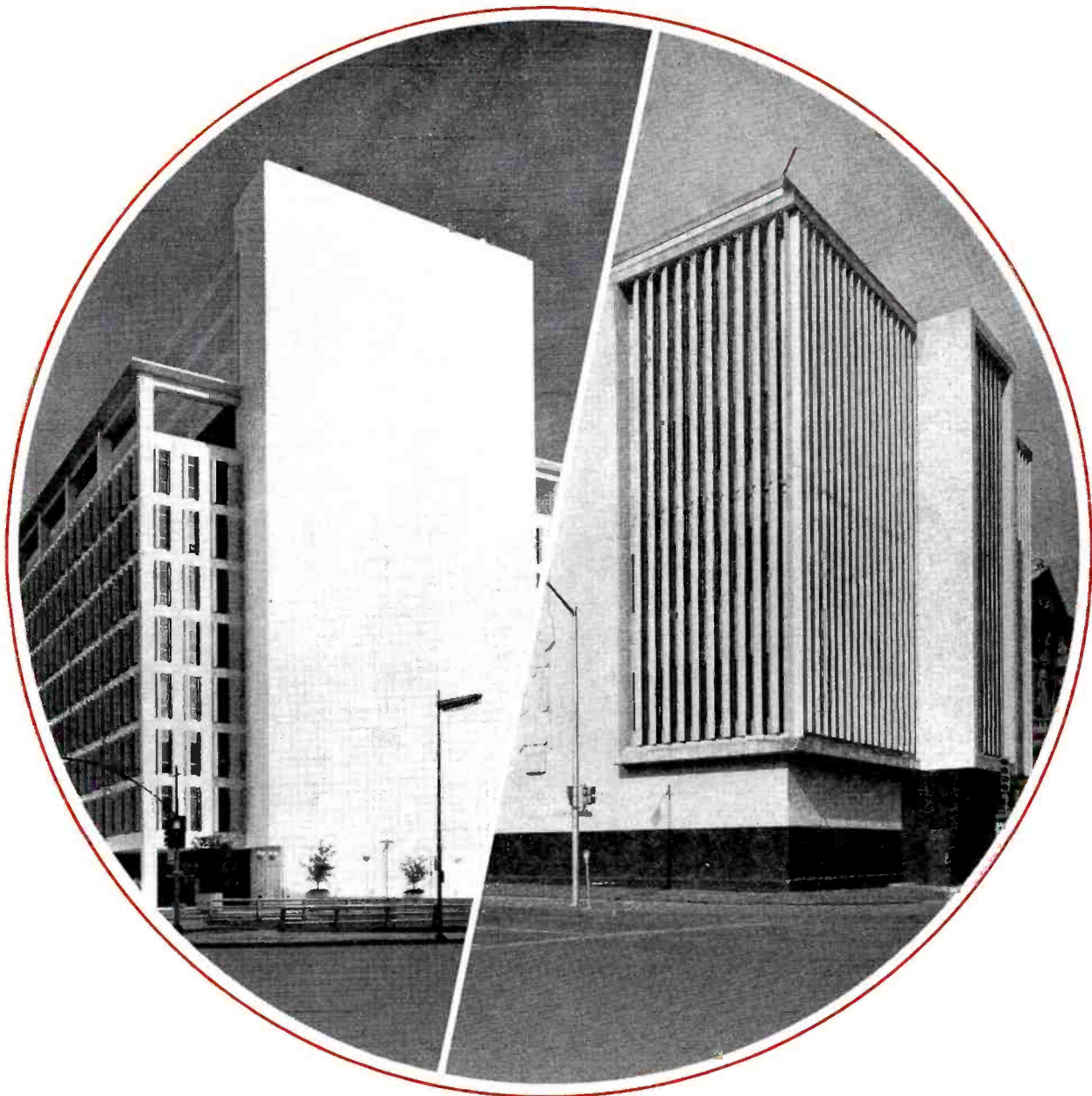
In the looking-back process, at least one popular theory was destroyed. What everybody has been calling an "explosion" in retail advertising on TV was found to be less explosive than accumulative—the current peak of a curve that has been going up for at least a decade. The swing to TV by some of the big guns of retailing—Sears, Penney's and Ward's, to name three—provided the bang and undoubtedly will accelerate the trend, but the trend itself was there all along.

If the growth rate in TV-station revenues is to be maintained, it is clear that the year-to-year increases will have to come primarily from two sources, not three as used to be the case. All indicators suggest that revenues from network compensation have peaked out; they have not increased since 1966. That leaves national/regional spot and local advertising as the fields for future growth. The smart broadcaster will work both as aggressively as possible.



Drawn for BROADCASTING by Sid Hix

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