



Broadcasting

THE BUSINESSWEEKLY OF TELEVISION AND RADIO

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What TV stations pay their representatives. p30

It's all over between NAB, NCTA on cable talks. p38

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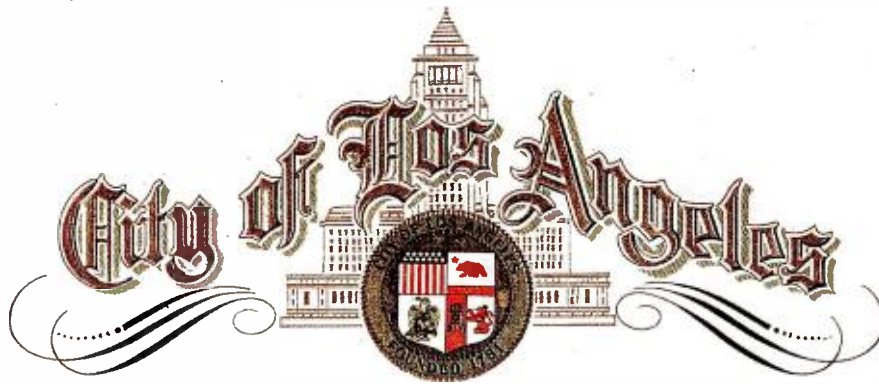
9/10

WOR-TV NEW YORK HAS JUST BOUGHT 305 TOP QUALITY COLUMBIA FEATURE FILMS NEVER SHOWN ON NETWORK TELEVISION...

Including:
From Here To Eternity,
The Eddy Duchin Story,
The Key,
Full Of Life,
The Last Angry Man,
Operation Mad Ball,
Middle Of The Night,
Bell, Book And Candle,
All The King's Men,
On The Waterfront,
The Caine Mutiny,
Born Yesterday,
The Last Hurrah,
They Came To Cordura,
All The Young Men,
Fire Down Below,
Member Of The Wedding,
The Man From Laramie,

Jeanne Eagels,
Miss Sadie Thompson,
Phffft!,
The Harder They Fall,
The Long Grey Line,
The Four Poster,
The Juggler,
The Wild One,
It Should Happen To You,
My Sister Eileen,
The Strange One,
The Solid Gold Cadillac,
Salome,
It Happened One Night,
Lost Horizon,
Mr. Smith Goes To Washington.
—These and other fine
feature films will be
available in your market soon.

SCREEN GEMS



COMMENDATION

WHEREAS,

KHJ-Radio

has made available to youth the opportunity to participate in "Pepsi Superbattle '69", presented in cooperation with the Mayor's Youth Advisory Council; and

WHEREAS KHJ-RADIO personnel, through encouragement of Mr. Warren Earl, vice president and general manager, and under supervision of Mr. Don Berrigan, public relations director, has made its facilities available to make this project known to young people throughout Los Angeles and Orange Counties; and

WHEREAS KHJ-RADIO through its sponsorship of this project for youth has shown unusual concern, going beyond the call of duty in the high caliber of prizes and opportunities for youth; and

WHEREAS the 10 weekly audition shows held at high schools and colleges were planned so that the schools or colleges where they were held could raise funds for their student bodies; and

WHEREAS the grand finals and taping held at the Greek Theatre on June 8 were conducted on an exceedingly high level, bringing enjoyment to those present, as well as to persons of all ages throughout Southern California at its subsequent television viewing on KHJ-TV, Channel 9:

NOW THEREFORE I, SAM YORTY, Mayor of the City of Los Angeles, do hereby commend KHJ-RADIO for its public service efforts and achievements in fostering appreciation of the accomplishments of our young people, and in providing opportunity for them.

June 18, 1969



MAYOR

93/KHJ

REPRESENTED NATIONALLY BY RKO RADIO REPRESENTATIVES



An RKO Radio Station



"I REMEMBER RADIO..."

...do you?"

Now laugh your way down memory lane... with wonderful old-time radio!



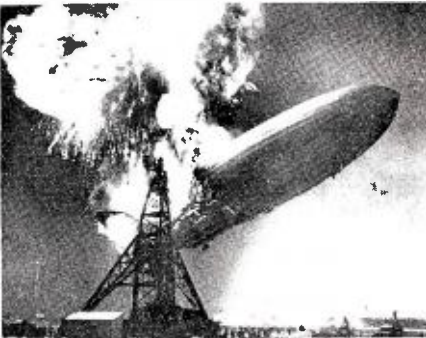
TWO YEARS IN THE MAKING AT A COST OF NEARLY \$500,000

COMEDY! • DRAMA! • SPORTS! • HISTORY!



WHAT A GRAND AND GLORIOUS TIME YOU'LL HAVE as these great, golden memories thrill you again and again! Actual broadcasts just as you heard them.

Do you remember Senator Claghorn, Titus Moody and all the uproarious goings-on in Allen's Alley? Do you remember how you split your sides laughing when Amos 'n Andy got on the telephone? Remember Fibber McGee and that famous overflowing closet? Remember how Baby Snooks (Fanny Brice) drove her Daddy wild? Vas you dere, Sharlie? as Baron Munchausen (Jack Pearl) would say—and he's here too! All the magnificent humor,



the breath-taking adventures, the nostalgic music of the old-time radio years... wrapped up for the first and only time in this historic Treasury.

IF YOU MISSED THE WORLD'S GREATEST NEWS BROADCASTS—HEAR THEM NOW!

With all the magic of time turning back... this great Treasury brings you the Duke of Windsor renouncing his throne for the "woman I love"... the famous emotion-packed account of the Hindenburg disaster... Neville Chamberlain declaring war on Germany... Arthur Godfrey's long-remembered account of FDR's funeral... Harry Truman giving the first news of the atomic bomb on that fatal day in 1945.



ALL YOURS for family fun!—this amazing parade of old-time radio favorites, caught at their best!

The Easy Aces • Bing Crosby • Fred Allen • Allen's Alley • Bob Hope • Jack Benny and Mary Livingston • Baby Snooks • Jack Armstrong, All American Boy • The Lone Ranger • Sgt. Preston and His Dog King • Terry and The Pirates • Mary Noble, Back Stage Wife • The Romance of Helen Trent • Lorenzo Jones • Just Plain Bill • Mary Margaret McBride with guest, Alben Barkley • PLUS the most exciting and significant sports and news broadcasts in radio history! The Dempsey-Tunney Long Count, with announcer Graham

McNamee • Whirlaway wins The Kentucky Derby, with announcer Clem McCarthy

The First Election returns broadcast by radio • President Calvin Coolidge presents Charles Lindbergh to Congress • Billy Sunday fights against the repeal of prohibition • Old-time commercials

Special: A full-length ARCH OBOLER terror-tale produced in the old-time manner especially for this exclusive Longines Symphonette release!

You're at the ringside with the famous "long count" at the Dempsey-Tunney fight! You're in the stands screaming as Whirlaway wins the most famous and exciting Kentucky Derby! You're crouched over your crystal set as radio's first variety show goes on the air! You ride a landing craft on D-Day!

But we hardly can begin to describe the entire big 6-record Treasury with its magnificent feast of Golden Memories... great music, great singers, great dramatic shows, great moments that never will happen again... 30 or more years of the world's greatest entertainment... yours FREE for 10 days!

YOU RISK NOTHING when you send the coupon and receive by return mail this great Treasury! More than 80 priceless excerpts—over three hours of nostalgia and delight! And you can return the Treasury, owe nothing, and KEEP the great Bonus Album we also send you!



FREE! RECORD ALBUM

People call it: "The record that proves a parent knows more than his child!" Here are 20 of RADIO'S FAMOUS THEME SONGS you'll greet with delighted recognition! Call in your friends for a grand guessing game—but they'll have to be older than the TV generation!

TAKE THIS FREE RECORD ALBUM JUST FOR VISITING THE GOLDEN YEARS OF RADIO! Keep it—even if you return the Six-record Treasury!

MAIL COUPON TODAY!

THE LONGINES SYMPHONETTE SOCIETY

Symphonette Square, Larchmont, New York, 10538

Yes, send my FREE BONUS RECORD ALBUM along with the six-record Treasury, GOLDEN MEMORIES OF RADIO. I may return the Treasury within 10 days and owe nothing, or send just \$5 a month until \$14.98 (plus modest postage and handling) is paid. I keep my FREE bonus record album, Radio's Famous Theme Songs, no matter what I decide.

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Stereo — electronically enhanced (just \$1.80 more).

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Mrs. _____

Miss _____

Address _____

City _____ State _____

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6 purest vinyl records worth up to \$29.70 in fine stores

ONLY \$5 A MONTH

OR JUST \$14.98 Special enhanced Stereo Edition just \$1.80 extra!

A GALAXY OF AVAILABILITIES



Daytime . . . fringe . . . prime time . . . whatever your client's requirement may be, KRLD-TV offers choice availabilities in an outstanding line-up of participating programs.

"The Noon News" heads up the list for daytime housewives, and in the afternoon starting at 3:30 PM, it's two new game shows . . . "He Said-She Said," and "Game-Game," followed by "U.N.C.L.E."


Look to the award-winning "News" at 6:00 and 10:00 PM for excellent fringe avails.

Then, to complete your schedule, prime time spots in "Judd" at 8 PM Wednesdays and "The Wackiest Ship" at 9:00 PM.

Contact your H-R representative for complete details and avails for your specific requirement.

KRLD-TV



represented nationally by 

The Dallas Times Herald Station

CLYDE W. REMBERT, President

All but done

Latest word from San Clemente summer White House: Nominations of Dean Burch, Tucson attorney, and Robert Wells, Garden City, Kan., broadcaster, for membership on FCC could go to Senate this week. Presidential party was to break camp in California over weekend, and best, although not conclusive word was that with clearances in hand, nominations could be formally transmitted any time.

Burch's succession to FCC chairmanship is regarded as certain. There was no discernible opposition in broadcast ranks, although few newspapers editorially nit-picked Mr. Burch's political background as aide to Barry Goldwater and as short-term chairman of Republican National Committee. Best guess was that both he and Mr. Wells, once nominated, would win Senate confirmation largely on premise that President has right to select his own people and that transition would occur, with approvals all buttoned up, within month.

Ford's tab

FCC Commissioner Nicholas Johnson was among approximately 30 Americans who were in Shimoda, Japan, last week to participate with about same number of Japanese representatives in discussions of social, political, economic and military questions, under sponsorship of Japan Council for International Understanding and American Assembly. Latter group, which describes itself as non-partisan educational organization that sponsors public discussions on current issues, is located at Columbia University and has some administrative ties to that institution, but raises its own money—much of which is understood to come from omnipresent Ford Foundation which supplied funds for Japanese trip.

End result of conference is supposed to be report and recommendations, which will be circulated to governments, universities and others. Among Americans who attended, in addition to Commissioner Johnson, were Senator Charles Percy (R-Ill.) and Representative Morris Udall (D-Ariz.).

UA expanding

United Artists Broadcasting has agreed to buy Richard Eaton's ch. 20 WJMY-TV Detroit for \$925,000. Transfer and price are subject to FCC approval. Station, which was dark for years, is said to have begun signal tests under construction permit. According to FCC

rules, CP's cannot be sold at profit above out-of-pocket expenses. Both buyer and seller are group owners. LaRue Media Brokers handled transaction.

Little known origin

The Rev. James A. Pike, lost last week in Judean hills of Israel, was lawyer before he became Episcopal minister. He was "Pike" in Pike & Fischer, which he established with attorney Henry G. Fischer in July 1939 as official reporting service and standard legal reference source in communications law. Upon being ordained in 1947, he sold out to partner who is still active.

Waiting for traveler

FCC is expected to approve sale of Shenandoah Life Stations' WSLs-AM-FM-TV Roanoke, Va., to group broadcaster Roy H. Park this week, though not without argument from Commissioner Nicholas Johnson. Proposed \$7.5-million sale was on commission agenda last week, and indications were that it would be approved. One condition was that buyer would sell off two of three properties to comply with interim one-to-customer policy. However, item was put over one week at request of absent Commissioner Johnson, who was in Japan last week (see above). Commissioner Kenneth A. Cox relayed Commissioner Johnson's desire to attempt to make case against approval.

Subject to change

FCC opens up its own new fall season with briefings next Monday (Sept. 15) on land-mobile report completed by Stanford Research Institute. Thrust of report (BROADCASTING, Aug. 25) was generally in agreement with position of Association of Maximum Service Telecasters and National Association of Broadcasters, holding that better spectrum management rather than pre-emption of spectrum space allocated to UHF television would accommodate most of allocations matters.

Thereafter, FCC briefings ordinarily would include half-dozen other important matters in rulemaking category pending for some months. These include one-to-customer station-ownership proposal; network 50-50 programing mandate; domestic satellite; cable TV; pay TV AT&T rates, and, of course, strike applications. But with changes in top in echelon at FCC coming up, whole

schedule may be set back until new members and new leadership can make own appraisal.

Among those absent

For first time in years, no FCC officials were present at annual new-season presentation given by WMAL-TV Washington last Wednesday. "Strike" petition of Negro group (Black United Front) to deny WMAL-TV's renewal (see page 25) resulted in FCC invitees staying away. Question of possible conflict or even "ex-parte" association apparently motivated "regrets."

Telephone tips

Experimental study into methods of improving TV ratings research, particularly in how best to use telephone to get ratings data, is to be unveiled at annual Advertising Research Foundation conference in New York Oct. 14-15. Study suggests how interviewers who use phone ought best to be trained, how many times interviewer should let phone ring, what to do about call-backs and how these can affect ratings.

Methodology study was financed by three television networks and National Association of Broadcasters through Committee on Nationwide TV Audience Measurements (CONTAM). It was conducted over two-week period early last spring by Statistical Research Inc., Westfield, N.J., which has Gale D. Metzger, former A. C. Nielsen Co. executive, as president; Dr. Gerald Glasser (authority in sampling and statistical analysis) as consultant, and Stuart Gray, formerly of MacManus, John & Adams, as key executive.

Answer man?

Although date yet hasn't been set, FCC as now constituted might find itself on television when Senate Communications Subcommittee hearings resume on Pastore bill (S. 2004) to restore order out of license-renewal chaos.

And zooms are expected to focus on Commissioner Nicholas Johnson as result of his astonishing performance on *Dick Cavett Show* (ABC-TV Aug. 25) when he had unkind comments to make about senators and congressmen, as well as broadcasters. Pastore subcommittee usually conducts its hearings in morning—until Senate convenes at noon. Commerce committee room is equipped for TV and movie-camera illumination.

“MARTIN AGRONSKY’S WASHINGTON” USES NATURAL RESOURCES.

Senators. Representatives. Ambassadors. Scientists.
Educators. Presidential Assistants.

The guest list on “Martin Agronsky’s Washington”
routinely reads like a who’s who in today’s news.

In a capital where news is the leading product, we talk
to more of the people creating it than any other
news program in Washington.

Spontaneously. When they’re making the news. Or can
give an expert’s insight into it.

“Martin Agronsky’s Washington.” Unprecedented.
6 to 7. Five nights a week.

WTOP-TV
A POST-NEWSWEEK STATION
Represented by TvAR

Black group charging discrimination files petition to deny license renewal application of WMAL-TV Washington. Another group, organized to obtain TV programming 'more meaningful' to blacks, will oppose Pastore bill. See . . .

Now challenges from every side . . . 25

WHTN-TV, Reeves Broadcasting Corp.'s channel 13 facility in Huntington, W. Va., finds its Oct. 1 renewal threatened by Paul Crabtree Associates Inc., with firm charging inadequate news, public affairs programming. See . . .

WHTN-TV renewal is bucked . . . 26

Landmark Communications Inc., licensee of WTAR-TV Norfolk, Va., is victim of proliferating competing applications, as Norfolk lawyers file for station. Challenger proposes increased news, programs on race relations. See . . .

WTAR is target in Norfolk . . . 28

Traditional 15% commission paid to TV reps has been virtually abandoned; rate now varies from 5% to 15% among 80 biggest billing stations. New rule of thumb: rate declines as clients' business rises. See . . .

How TV stations pay their reps . . . 30

Bill requiring TV broadcasters to give congressional candidates one hour of prime air time—at 30% of regular rates—is scheduled to be introduced this week in House and Senate. See . . .

Special TV rates for politicians? . . . 32

Negotiations between NAB and NCTA over cable regulation go down drain with each side riveted to its own position. Battle continues with FCC and congressional scrutiny of copyright revision and cable policy. See . . .

It's all over on cable negotiations . . . 38

NBC President Julian Goodman will also become chief executive officer Jan. 1, 1970, at request of Chairman Walter Scott, who now holds position. David C. Adams returns as executive vice president after leave of absence. See . . .

Goodman's role expanded at NBC . . . 42

AT&T puts \$90 million annual price tag on broadcast retransmission service—up \$18 million from present rate. Networks and NAB appear ready to petition FCC to suspend proposed new tariffs. See . . .

Interconnection: \$90 million . . . 44

Reversing two-month downward trend, broadcasting and broadcasting-related stocks register 3.1% gain in August. Bartell Media, up 43%, and LIN Broadcasting and Post Corp., each up 31%, are among most active issues. See . . .

The market starts a mild comeback . . . 46

Harris Poll parallels Roper study last spring in showing television to be public's primary source of news, but also reveals any unfairness by medium is more likely to be remembered. See . . .

Another strong endorsement for TV news . . . 54

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Roulettenburg is a town created by Dostoyevsky in his novel, "The Gambler."

It's a place where gambling isn't just a pastime. It's a way of life.

Dostoyevsky gives you an incisive look into people whose lives revolve around the roulette wheel. He talks about their pain, their suffering and anguish as only a Dostoyevsky could.

You'll see it all in our special,

"The Gambler." An hour-long dramatization of Dostoyevsky's classic story.

It's just one of the 52 prime-time specials Group W is presenting on its five television stations this year.

Each week we'll be bringing you a different special on a different subject.

For example, we'll be showing you parts of the country you're not likely to see. We'll be exposing you

to problems you probably didn't even know existed. And we'll be entertaining you in a way only television can.

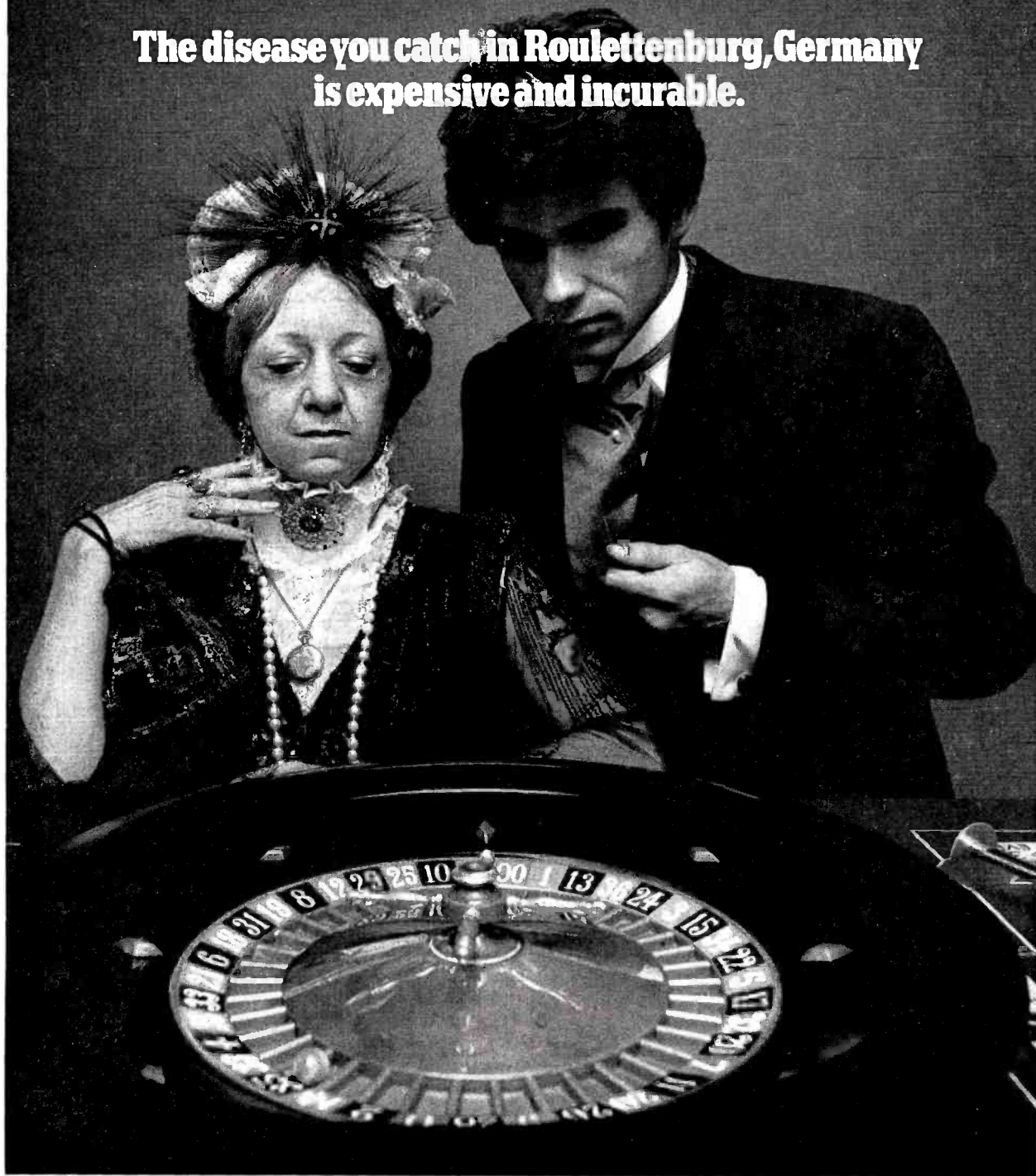
And this time we're bringing you a special on gambling written by a newcomer to television. Dostoyevsky.

GROUP



WBZ-TV BOSTON - WINS NEW YORK
KYW-TV PHILADELPHIA - VJZ-TV BALTIMORE
KDKA-TV PITTSBURGH - KPXV SAN FRANCISCO
WIND CHICAGO - WOWO FT. WAYNE - KFWB LOS ANGELES
WESTINGHOUSE BROADCASTING COMPANY

**The disease you catch in Roulettenburg, Germany
is expensive and incurable.**



FM finds new status in FCC proposals

Its growth is paramount in overhaul of aural service

FCC has announced proposals aimed at diverting most of growth of radio service into FM ("Closed Circuit," June 23).

Commission on Friday (Sept. 5) said it was proposing rules aimed at tightening up those governing acceptance of applications for new AM stations and for major changes in existing ones.

Proposed rules would also eliminate traditional division of commercial radio into AM and FM services; they would be regarded as part of total aural service.

Commission would reject applications for daytime stations and for major changes in daytime or night-time facilities that did not provide first service to 25% of proposed service area or 25% of population within area.

In addition, existing FM services of 1 mv/m or greater intensity, as well as AM service, would be considered in determining whether area or population would receive first primary service. And applicants for new facilities would be required to show that there is no available and unoccupied FM channel that could be used to serve substantially same "white" (unserved) area AM applicants propose to serve.

In related matter, commission lifted freeze on AM applications to extent of permitting existing Class IV stations to apply for power increases and allowing parties to apply for new or changed AM facilities in Alaska, which has relatively few AM stations. Freeze was imposed on AM applications in July 1968, when commission announced plan to overhaul its AM-FM rules (BROADCASTING, July 22, 1968).

Commission proposed permitting existing Class IV stations for period of one year, starting immediately, to seek increases in power to permissible maximum without regard to domestic interference caused or received.

In discussing overhaul of aural service, commission said FM has number of qualities that justify efforts to encourage its development—it is fulltime service, has greater range than AM at night and can be assigned without adding to interference on channel ("as nearly all night-time AM facilities do") and is technically better service.

Commission said that in AM, on other hand, most applications are for daytime-only service, which would not only not provide night-time service but

would deny access to frequency of fulltime station. Commission also said that before 1968 freeze, less than 3% of applications then pending proposed to serve appreciable "white" areas.

Commission said it believes proposed rules would permit acceptance only of those applications which would contribute substantially to improving aural service. Commission said further look at developments flowing from efforts to stimulate FM growth would be appropriate in few years.

Commission also disclosed it is considering changes in "AM-FM non-duplication" rule, but did not elaborate. It said document dealing with matter will be issued in near future.

Comments are due Nov. 14, replies by Dec. 15.

New accounts for Grey

Grey Advertising, New York, has been named agency for Marine Midland Trust Co. of Western New York, and Marine Midland Master Charge, both Buffalo, N.Y., effective Jan. 1, 1970. Accounts bill about \$2 million and are currently at BBDO, New York.

Finale written on Chicago

Three networks were informed by FCC Friday (Sept. 5) that "further action is not warranted" in matter of alleged staging of news events at Democratic National Convention in Chicago last year.

Response had been expected. FCC staffers had reportedly told commission that conflicting claims and complexities in case could not be resolved ("Closed Circuit," July 28).

Commission said CBS and NBC had submitted reports to commission denying taping, filming, or broadcast of staged scenes.

ABC admitted network producer with one of his film crews had picked up sign reading "Welcome to Chicago," placed it by burning trash fire and filmed sign burning. Network said producer was reprimanded and suspended 30 days without pay, adding that no ABC personnel were involved in any other incident.

WLBT case clarified

U.S. Court of Appeals for District of Columbia has denied petitions of FCC and WLBT(TV) Jackson, Miss., for re-

hearing in case in which court reversed commission decision renewing station's license (BROADCASTING, June 30).

Earlier decision, written by Chief Justice Warren E. Burger, in one of last actions as member of appeals court, was scathing in its criticism of commission's handling of case involving station accused of racism in its programming.

Denial of petitions for rehearing was in brief unsigned order handed down Friday (Sept. 5) by circuit's eight remaining judges, with no opinion accompanying it.

However, Judges Carl McGowan and Edward Allen Tamm issued joint statement aimed at clearing up questions raised by original opinion. They said it did not—as it appeared to many—deny station's license-renewal application—function commission said was its responsibility.

If court had intended to deny license on ground station was not qualified to have channel, they said, "it would not have contemplated that the licensee could be one of the competing applicants." In Burger opinion, court directed commission to open Jackson channel 3 to new applicants, but did not disqualify WLBT from filing application.

"What was held," Judges McGowan and Tamm said, "was that the proceedings . . . had been hopelessly bungled and that the public interest was best served by taking note of the early expiration date [June 1, 1970] and getting on with a new hearing in which the commission can decide who is best qualified to have this channel."

They noted that history of case goes back six years, and said Burger opinion "understandably expressed some impatience with this state of affairs." However, they said court recognized "ineptitude of the commission was as much if not more to blame for this scandalous delay than was the licensee." As result, they said, court was not disposed to rule licensee ineligible to seek new authority to use channel.

Judges also directed commission to consider WLBT as license "in name only" during hold-over period in which it will compete with other applicants for channel.

Commission had told court that licensee seeking renewal must be regarded as having continuing authority until its application has been denied. But Judges McGowan and Tamm expressed doubt Congress intended that licensee "should be able to remain in possession indefinitely merely because

Week's Headliners

Julian Goodman, NBC president and chief administrative officer, adds title of chief executive officer on Jan. 1. **Walter D. Scott**, who announced he would pass executive-officer responsibilities to Mr. Goodman on that date, will continue as board chairman (see page 42).

Robert M. Trump, director and senior VP, Foote, Cone & Belding, Chicago, named vice chairman of board of agen-

cy's parent company, now changing its name to Foote, Cone & Belding Communications Inc. Mr. Trump will continue management duties in Chicago office while aiding with corporate management, planning and implementation of developmental programs in new position. He has been chairman of plans board and operations committee and has supervised Kraft Foods and Sears, Roebuck accounts.

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

the commission proves unable or unwilling to conduct proceedings which will survive judicial scrutiny."

Commission and WLBT now have option of asking Supreme Court to review lower court's decision. Attorneys for commission and station Friday said matter was under consideration.

Another strike at X-rays

Federal Trade Commission Friday (Sept. 5) joined Public Health Service in campaign against alleged X-radiation emissions from color-TV sets. On basis of its staff study commission warned viewing public to sit no closer than 6 to 10 feet from their sets and avoid exposure to sides and rear of set in operation. Viewers were also urged to have their sets serviced only by "competent personnel."

Commission said: "Although research in this field of radiation is continuing, science does not concurrently know what effects, if any, low doses may have on the body over long periods of exposure time." TV repairmen should adhere to manufacturer's recommended voltage for picture tubes, it said; stepping up voltage exposes viewers to "unnecessary hazard." Adjustments for rises in power-line voltages and installation of additional shielding in sets are also responsibility of repairmen, commission said.

STV's in business—almost

Applications for subscription-television authorizations may now be filed with FCC. Commission made announcement Friday (Sept. 5) at same time it announced technical standards for pay-TV systems had been adopted.

Remaining barrier to start of pay-TV service that has been under consideration at commission for 18 years is court case in which theater owners are continuing fight against pay TV.

Commission said no authorizations will be granted until 60 days after U.S. Court of Appeals for District of Columbia rules on validity of commission's Dec. 13, 1968, order authorizing establishment of pay-TV service.

Joseph S. Wright, chairman of Zenith Radio Corp., original backer of proposal for establishment of pay-TV service, issued statement expressing pleasure at commission's adoption of technical standards.

He said Zenith can now begin to finalize plans for manufacture of the sophisticated STV equipment required for large-scale operations." He added that Zenith is hopeful of early decision on theater owners' court suit, which was argued more than two months ago. "We are optimistic," he said, "that initial STV operations can be under way within about a year following a favorable decision on this appeal."

Solomon Sagall, president of Tele-globe Pay-TV System Inc., holder of nine pay-TV patents, said he has been negotiating with two major-market UHF licensees he expects to apply for pay-TV authorizations "before the end of the month." He declined to identify stations.

New standards, which have not yet been published, include criteria for approval of pay-TV technical systems and specify that no pay-TV authorization will be granted unless commission has given advance approval to system to be used.

Rules also:

- Require delivery of signal that complies with all FCC technical standards for color or monochrome transmission and accompanying aural signal.

- Bar increase in width of TV broadcast channel (6 mc).

- Require recovery of encoded visual and aural programs without perceptible degradation as compared to same programs transmitted under commissions monochrome and color standards.

- Prohibits internal modification of subscribers' receivers.

- Permits no more interference to pay-TV programs than to reception of conventional TV programs.

Filing fee for pay-TV applicant is \$150. Commission said it does not plan to adopt FCC form for such applications.

Indications Friday were that cleared path for pay TV will not go unchallenged in Congress. House Commerce Committee Chairman Harley O. Staggers (D-W. Va.) said Friday that hearings on bills to prohibit pay TV may begin as soon as end of month, if committee schedule permits. "It's important to have Congress decide it, not some agency downtown," he said.

'Times' outlets follow suit

WQXR-AM-FM New York Friday (Sept. 5) adopted same policy as *New York Times*, owner of stations, in accepting cigarette advertising (BROADCASTING, Sept. 1). Effective Jan. 1, 1970, all cigarette advertising on stations must carry warning that "cigarette smoking may be dangerous to your health" and must disclose tar and nicotine content in cigarette's smoke.

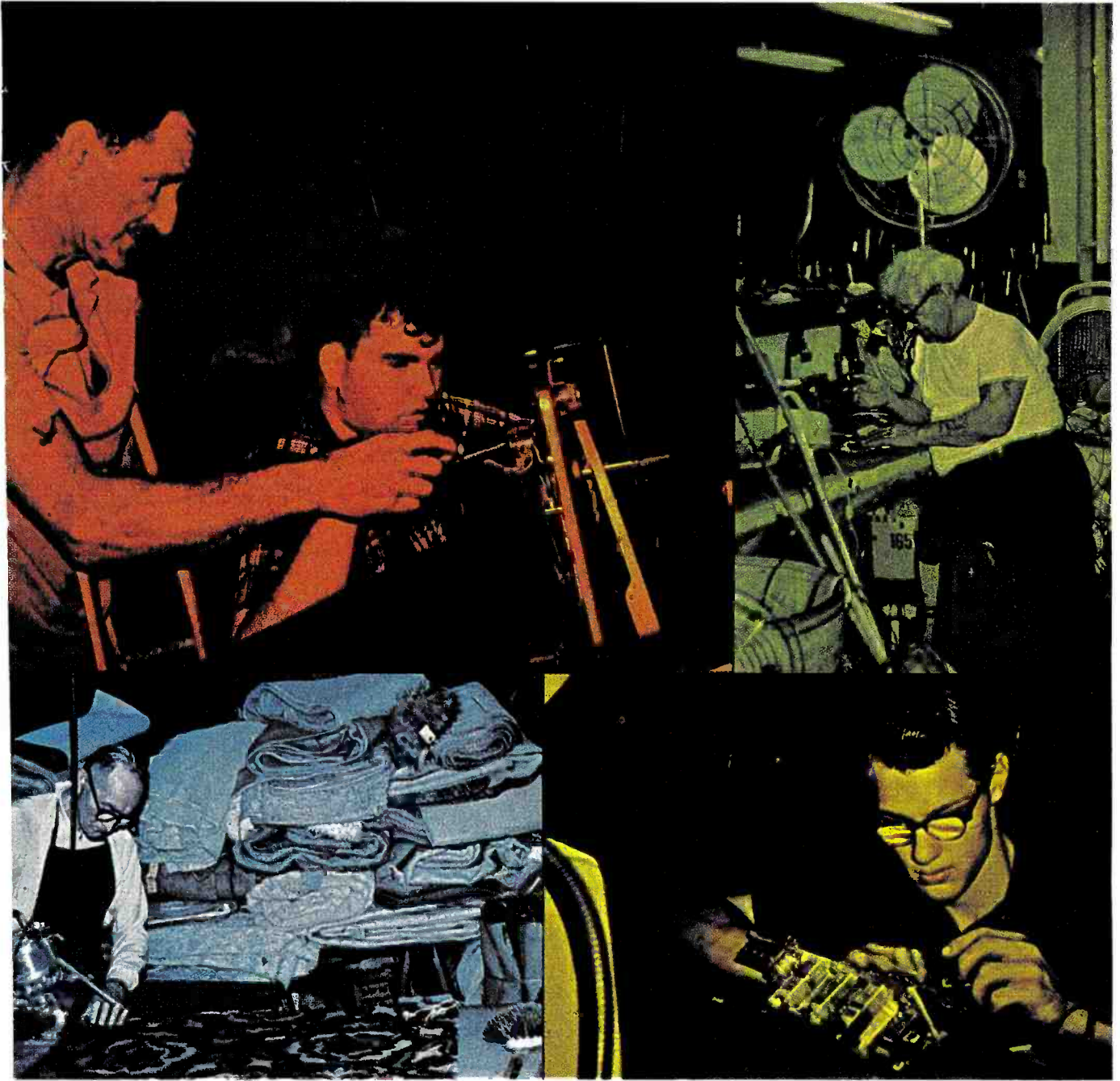
Though *New York Times* official indicated earlier that *Times* would not extend its policy to WQXR-AM-FM (CLOSED CIRCUIT, Sept. 1), spokesman for stations said decision on its new policy had been made "unilaterally" by WQXR management. He added that amount of cigarette advertising carried on stations is "quite limited."

VOA head takes reins

Kenneth R. Giddens, WKRG-AM-FM-TV Mobile, Ala., and former National Association of Broadcasters board member, was sworn in Friday (Sept. 5) as new director of Voice of America. Oath of office was administered by Frank Shakespeare, director of U.S. Information Agency, in presence of Senator James B. Allen (D-Ala.), Representative Jack Edwards (R-Ala.) and Richard G. Cushing, formerly acting director of VOA since 1968, who will remain as Mr. Giddens's deputy.

SEC award to Sarnoff

More than 50 presidents and corporate chief executives were guests at Sales Executives Club luncheon in New York Friday (Sept. 5) to honor Robert W. Sarnoff, RCA president and chief executive officer. Mr. Sarnoff, who received SEC's Applause Award for major contributions to sales and marketing and as leading participant in public affairs, said RCA "is now seeking to achieve a position in marketing equal to the one it enjoys in technology."



Light work for many hands . . .

Based on the proven premise that idle skills and hidden potentials can grow into valued community resources, Storer stations have mounted impressive programs to help develop the disadvantaged into useful members of society. In Milwaukee, WITI-TV has for two years hand running captured Milwaukee Press Club's "Documentary of the Year" awards for their work in the field of vocational rehabilitation. Atlanta's WAGA-TV covers

"What Future After Fifty?" in its regular discussion series. Radio stations WGBS, Miami, WJBK, Detroit and WJW, Cleveland, strongly support Goodwill Industries and Salvation Army programs. In Boston, WSBK-TV probes problems of alcoholism. Such typical examples of concerted and cumulative efforts by Storer stations to build national assets out of human liabilities take a lot of doing. But in this, as in every phase of broadcast

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



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

When the Olympic torch is re-lit,

August 26, 1972.
Munich, West Germany.
The Twentieth Olympiad
begins.

And exclusive American
television coverage of it begins

on the ABC Television Network.

The 1972 Summer Olympics will be the most complex television project ever contemplated. It will surpass, in every dimension, ABC's spectacular coverage of the 1968 Olympics in

Mexico City. Massive preparations are already well under way to bring every moment of the Games magnificently to life for the American viewing public. And for the world.

For beyond all the split screen, slow-motion, stop-action excitement of the competition itself, ABC's Olympic coverage




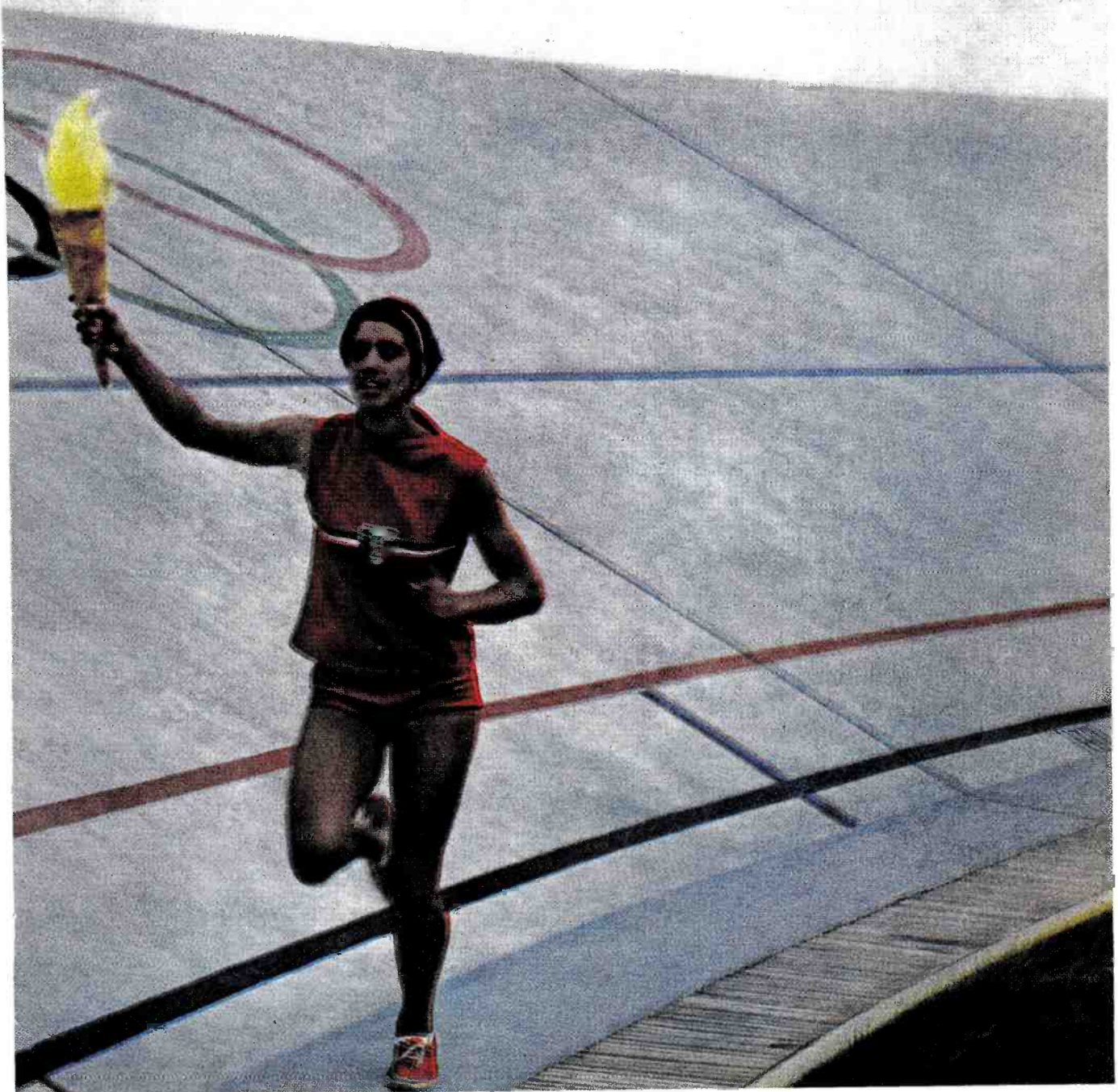
you'll be watching ABC.

will communicate to the world a spirit. Of fellowship. And the mutual respect of athletes, men and nations. A spirit that will live on long after the last event has been won. Through television, millions of people may experience — in a totally direct and immediate way — some of the real possibilities for world peace and understanding.

When the torch is lit in Munich in 1972, you'll be watching ABC. When you go out to the movies or listen to a top ten record or feed the porpoises at Marine World in California, you are watching ABC.

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

 **American Broadcasting Companies, Inc.**



RIPS YOU APART

Our job is to take your station apart, piece by piece . . . to find out what makes it tick on the air and tell you how to fix whatever isn't ticking!

It's not done with mirrors or mysticism . . . it's done by probing your audience in depth, through in-person interviews, and finding out WHY things are as they are—individual by individual, program by program.

Does it work? . . . Well, some of our clients have retained an association with us for seven years and they are noted for getting a fair return on their investments.

We'd like to tell you about our company. Just call, we'll come . . . no obligation, of course.

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Area Code 313
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Says Cox is off base

EDITOR: The stand by FCC Commissioner Kenneth A. Cox that Congress would be justified in applying the commission's equal-time and fairness doctrine obligations to newspapers (BROADCASTING, Aug. 18), is shocking and fallacious: It's another indication of the unbridled bureaucratic advance to proliferation of controls on mass media.

First of all, newspapers are not obligated to operate "in the public interest, convenience and necessity." They are independent free-enterprise businesses which should therefore remain free of questionable government restraint and control. . . .

Furthermore, America's newspapers editorially present as many varying opinions as there are newspapers. Local readers can always subscribe to national newspapers or expand into the news magazine media to broaden their information. . . .

No matter how Mr. Cox might try to justify his stand for more control of newspaper journalism, there are no valid excuses for it. Newspapers are privately-printed entities which are above the opinionated machinations of would-be arbiters. Our traditional freedom of the press must remain exactly that. No whittling away at the basic concept should be permitted.—*Holt Gewinner Jr., Atlanta, Ga.*

Hoosier little whosis?

EDITOR: Are we as unique in the broadcasting field as I think we are—the only radio-TV station combination with an all-girl sales force?

My girls do an exceptional job for the clients as well as the stations. They help the sponsor get the program or position that will best serve his particular business, building goodwill or image as well as customers.

That's me seated, of course, but my sales team includes (l to r) Cheryl Tourtellot, new in May; Sharon Flaherty, two years in May, her biggest billing



month to date: Judy Willard, with us six years, who has done an outstanding job in sales, tapes commercials for several accounts and is our weather girl at 6:10 p.m. Monday-Friday, and Dana Fruitt, also two years in May, who not only does a good job locally and regionally but also works with agencies in Indianapolis.—*Jack Craig, vice president and sales manager, (WLBC-AM-TV, WMUN[FM]), Muncie, Ind.*

Claims parity with some pros

EDITOR: Thank you for publishing the letter from the college student who asked radio-TV employers to give broadcasting majors a chance in professional work, based upon their college experience (BROADCASTING, Aug. 4).

I too am a college student and feel that the point made by my fellow collegiate broadcaster should be emphasized even more strongly. College radio often provides more than practical experience in just one area. Because of the size and nature of many college stations, a college broadcaster must acquaint himself with not only his favorite aspect of work, but with all phases of operation. Perhaps some of today's radio-TV oriented graduates have a more comprehensive understanding of radio and television than some of the industry's seasoned pros. . . .

I hope that after graduation when I start applying for positions with stations that list "experience a must" in their ads, these stations will look upon the college background of myself and of all recently-graduated applicants as a truly well-rounded and more than satisfactory qualification.—*George F. Kaywood, business director, WONY-AM-FM, State University College, Oneonta, N. Y.*

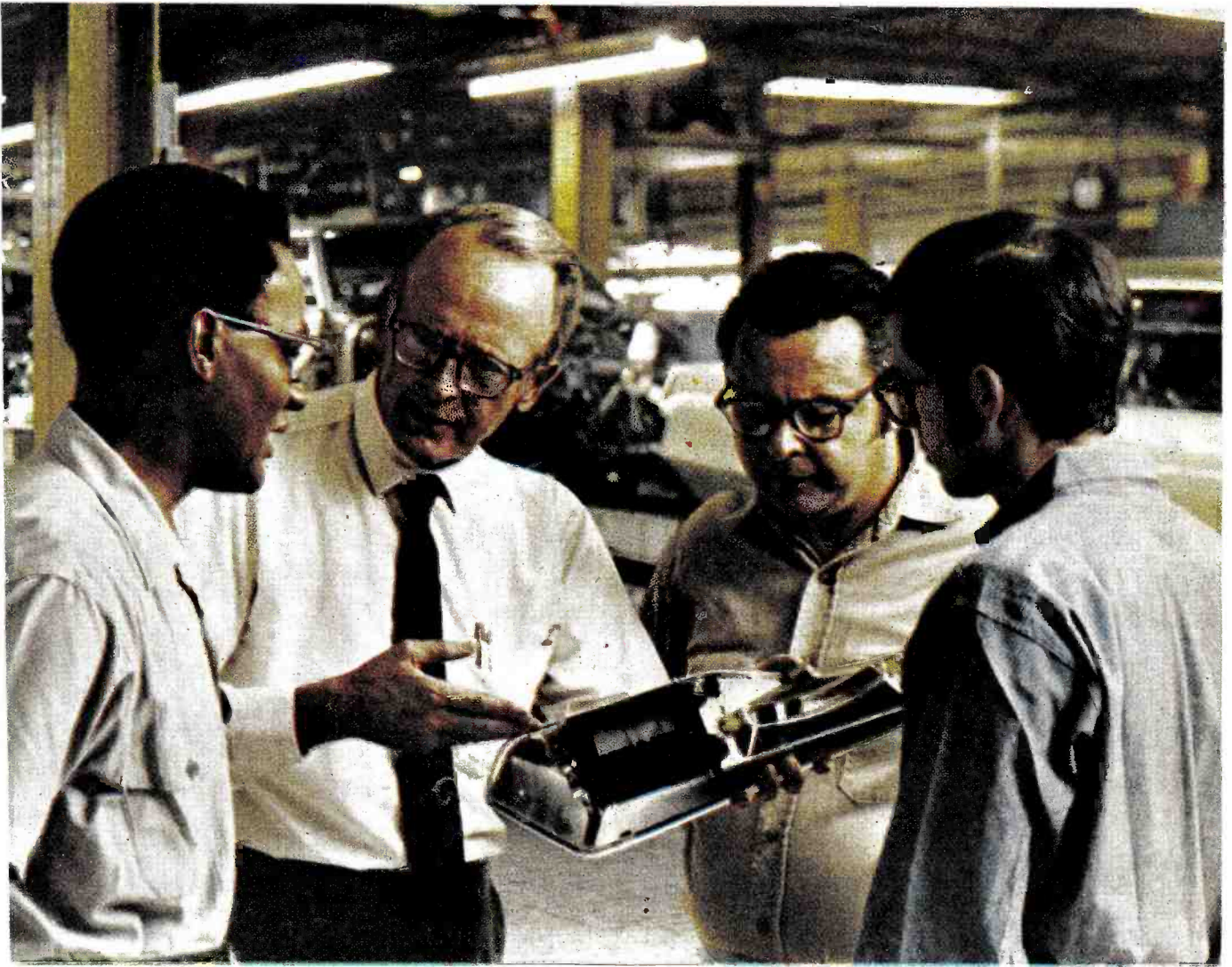
Decries bypassing of game

EDITOR: If one believed in a conspiracy theory in broadcasting, surely the coverage of the New York Jets and Giants football would confirm the worst suspicions. . . .

After a prolonged buildup of the Giants-Jets rivalry, none of the networks saw fit to carry their Aug. 17 game at Yale Bowl.

The 70,000 seats were sold out weeks in advance . . . and I hardly think this game was a provincial interest limited to the New York area. What happened to TV?—*Truman R. Temple Jr., Gaithersburg, Md.*

(The Giants and Jets, like all teams, sell radio-TV rights to their games which precludes anyone other than the holders of the rights from pickups.)



Where to find people who care about people

Industry's recruitment and training of the hard-core unemployed might be solely profit-motivated . . . if people were. But people aren't.

And people are the essence of any industry. In the automotive industry, for example, there are about one million people. They care a great deal about *other* people. And they bring their feeling to work.

Visit Detroit. You'll see people working very hard to achieve a high standard of living. But you'll also see the hard-core unemployed learning how to earn . . . and being paid in the process. And you'll see something else. Automakers care about an individual's security, his development, his problems.

To believe that profit is the only motive is to underestimate people. Look at all the white collars and blue collars active as volunteers in local and national welfare programs, in every kind of charitable fund drive, in church and PTA work, fraternal and service club projects, YMCA and YWCA, scouting, Headstart programs, Big Brothers, Little Leagues, and a great deal more.

We know. Directly or indirectly, Republic Steel Corporation serves almost every American business and industry. The automakers are a good example. We create steels that help make automobiles evermore dependable, more resistant to corrosion and wear, more beautiful from every point of view.

Give the people in business and industry your support. They've been creating jobs in America for a long time. It takes more than good intentions. It takes economic means, imagination, and an abundance of people who care about people.

You Can Take the Pulse of Progress at

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CLEVELAND, OHIO 44101



**many
thanks**

The 32nd All-American Soap Box Derby was the most successful ever, thanks in large part to the support given by hundreds of sponsoring groups.

Jaycees **144**

Newspapers **103**

Radio Stations **38**

Television Stations **30**

Chevrolet Dealers **585**

Civic and Fraternal Organizations: Optimists, Lions, Exchange Clubs, Kiwanis, 20-30 Clubs, Knights of Columbus, Shriners, American Legion, and Moose. **114**

Total **1014**



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Datebook®

A calendar of important meetings, events in the field of communications.

•Indicates first or revised listings.

September

Sept. 9-10—Southeastern broadcast station license renewal conference, co-sponsored by *University of Tennessee* and *WSM Inc.* University Center, University of Tennessee, Knoxville.

Sept. 6-13—Seminar for broadcast news and editorial directors on *Urban Affairs and Media Opportunities*, Stanford University, Stanford, Calif. For information contact Jules Dundas, Redwood Hall, Stanford University, Stanford 94305.

Sept. 8-11—1969 *National Premium Show*. International Amphitheater, Chicago.

Sept. 11-13—Annual fall convention of *Louisiana Association of Broadcasters*. Monteleone hotel, New Orleans.

Sept. 11-13—Annual fall meeting of *Minnesota Broadcasters Association*. Holiday Inn, Duluth.

Sept. 15—Annual stockholders meeting. *Gray Communications Systems Inc.* Albany, Ga.

Sept. 12-14—Annual fall meeting of *Maine Broadcasters Association*. Sebasco Lodge, Sebasco Estates.

Sept. 15—New deadline for filing rebuttal statements on oral argument in *FCC's* proposed rulemaking on network control of programming. Previous deadline was Aug. 22.

Sept. 16-18—Annual conference, *Institute of Broadcasting Financial Management*. Hilton Inn, San Diego.

Sept. 17 — Annual stockholders meeting, conference of the *Intermarket Association of Advertising Agencies*. Chatham Bars Inn, Chatham, Mass.

Sept. 17-19—Fall convention of *Michigan Association of Broadcasters*. Boyne Highlands, Harbor Springs.

Sept. 18—Annual stockholders meeting. *Papert, Koenig, Lois Inc.* Chemical Bank, New York.

Sept. 18—"Public Relations and the Media," annual luncheon-symposium sponsored by *Wagner International Photos Inc.*, moderated by CBS News correspondent Walter Cronkite. Louis Harris, director of Harris Survey, is guest speaker. Panelists include several editors of national magazines, syndicated columnists and Harrison Salisbury, assistant managing editor. *New York Times*; Robert Shanks, producer of *Nerv Griffin Show*; Barbara Walters of NBC-TV's *Today* show. Plaza hotel, New York.

Sept. 18-20—Annual broadcasting symposium, sponsored by *Group on Broadcasting, Institute of Electrical and Electronics Engineers*. Mayflower hotel, Washington.

Sept. 23—FCC newsmaker luncheon. *International Radio & Television Society*. Waldorf-Astoria, New York.

Sept. 23-25—Annual fall meeting, *Pennsylvania Community Antenna Television Association*. The David Mead, Meadville.

Sept. 23—Annual meeting of *Radio-Televi-*

Combined workshop-management conference sessions, Radio Advertising Bureau

Sept. 10-11—Hotel Pontchartrain, Detroit.

Sept. 29-30—Sheraton Palace, San Francisco.

Oct. 2-3—Marriott motor hotel, Dallas.

Nov. 10-11—Continental Plaza, Chicago.

CBS LABORATORIES

**TECHNICAL
BULLETIN**



PROFESSIONAL PRODUCTS
CBS LABORATORIES
A DIVISION OF COLUMBIA
BROADCASTING SYSTEM, INC.

MARK II IMAGE ENHANCER



The new CBS Laboratories Mark II Image Enhancer provides truly effective enhancing of the vertical and horizontal detail of a television video signal, thus producing increased picture resolution and color fidelity. The Mark II line of image enhancers provides operational compatibility with all types of monochrome and color television cameras.

By comparing each picture element with its adjacent horizontal and vertical elements within a picture field, a detail signal is generated. The detail signal is then combined with the main video signal to enhance the sharpness of the picture element being analyzed.

Using the new "crispened" comb filter, the Mark II Image Enhancer provides video enhancement without degrading color signal quality by effectively separating chrominance and luminance signals.

CBS Laboratories Mark II Image Enhancer is available for black and white and color cameras. An NTSC program line model is also available.

*Now available at a
new, low price of \$3500.
Give us a call. To arrange
for a FREE TRIAL unit!*

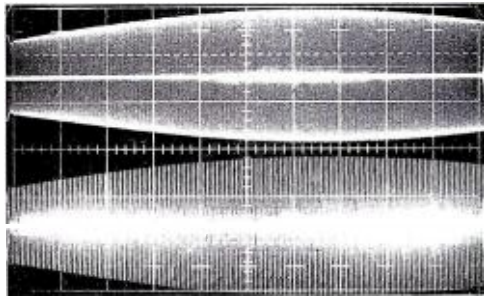
MARK II IMAGE ENHANCER WITH "CRISPENED" COMB FILTER



VERTICAL ENHANCEMENT is accomplished by comparing the elements on each line to the respective elements on the lines preceding and following it. When element differences are detected, corrective signals are introduced to enhance the sharpness of the element being acted upon. This is far more effective than single line correction.

HORIZONTAL ENHANCEMENT is accomplished by comparing each element of each scan line to the adjacent elements. The difference is added to the element being acted upon, thus sharpening horizontal transitions.

"CRISPENED" COMB FILTER. The CBS Laboratories Mark II "crispended" comb filter enables enhancement to be performed only on the luminance signal. Actual oscilloscope readouts show the horizontal element waveform with and without the "crispended" comb filter. Notice the separation of color signals from luminance signals by the comb filter, eliminating the possibility of color signal distortion during enhancement of the luminance signal.



Top: Horizontal detail frequency response without "crispended" comb filter

Bottom: Horizontal detail frequency response with "crispended" comb filter

LEVEL-DEPENDENT APERTURE EQUALIZING. Live color cameras have high noise levels in the dark picture areas due, in part, to the black noise being stretched in the gamma circuits. Because aperture equalization of these dark areas is unnecessary, the Mark II Image Enhancer has a control to remove the detail signal from black to any shade of gray, thus permitting maximum equalization without increasing the black noise in the picture.

DYNAMIC BLACK AND WHITE CLIPPING. Normally, when the detail signal is added to the main signal, it results in blacker-than-black and whiter-than-white peaks. Simple diode peak clippers are ineffective because the peaks might intrude into the main video signal. CBS Laboratories Mark II Image Enhancer solves this problem by clipping the peaks of the detail signal only, as a function of the instantaneous video content of the main signal. This assures that the sum of the detail and main signals can never exceed peak black or peak white and that the normal picture peaks of the main signal will not be affected.

"CRISPENING" is a process used to eliminate noise while allowing the important picture transitions to sharpen. Aperture correction is thus accomplished without noticeably affecting the signal-to-noise ratio of the picture.

MODEL NO.	CAMERA
500	3-tube color cameras
501	NTSC program line 4-tube color cameras and monochrome cameras

SPECIFICATIONS

Frequency Response:	30 Hz to 5 MHz \pm 1 dB 10 Hz to 6 MHz \pm 2 dB
Vertical Correction Capability:	An abrupt line-to-line black-to-white change will produce a correction signal equal to the change. Adjustable for 0 to 100%
Signal-to-Noise Ratio:	Greater than 50 dB peak white signal to rms noise
*Pulse Signal Requirements:	Composite sync 4 V p-p and Horizontal drive 4 V negative from camera control unit
Gain:	0 to 2:1 adjustable
Output Level:	1.5 volts p-p maximum composite video *, white positive
Input Impedance:	Bridging in excess of 1000 ohms
Output Impedance:	75 ohms
Power Requirements:	115/230 V AC \pm 10%, 50/60 Hz, 40 watts
Operating Temperature Range:	0° to 50° C
Size:	3½" high by 19" wide by 15¼" deep
Signal Connectors:	UHF

*FOR COLOR MODEL

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**PROFESSIONAL
PRODUCTS**

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sion News Directors Association of Canada. Statler-Hilton hotel, Detroit.

Sept. 23-27—1969 International conference of Radio-Television News Directors Association. Statler-Hilton hotel, Detroit.

Sept. 23-27—Annual National Broadcast Editorial Conference. Statler-Hilton hotel, Detroit.

Sept. 24-25—CBS Radio 16th annual affiliates convention. Waldorf Astoria hotel, New York.

Sept. 25—Association of National Advertisers workshop. Plaza hotel, New York.

■Sept. 25-29—Annual management conference, Intermarket Association of Advertising Agencies. Chatham Bars Inn, Chatham, Mass.

Sept. 25-Oct. 1—Semi-annual management Corinthian Broadcasting Corp. Bankers Trust Co., New York.

Sept. 26-28—Joint meeting of North Carolina, South Carolina, Georgia and Florida Associations of Broadcasters, officers and members. Hound Ears lodge, Blowing Rock, N. C.

Sept. 26-27—Meeting of Tennessee Cable Television Association. Howard Johnson's motor inn, Gatlinburg.

Sept. 26-27—Annual fall meeting of Utah Broadcasters Association. Rodeway Inn, Salt Lake City.

■Sept. 27—American Advertising Federation, district 15, conference. Speakers include: Ralph Carson, Carson/Roberts/Inc.; Golden West Broadcasters attorney Harry Warner; six-man panel on key legislative issues. Newporter Inn, Newport, Calif.

Sept. 28-30—Annual fall meeting of Nebraska Association of Broadcasters. Holiday Inn, Grand Island.

Sept. 28-Oct. 3—106th technical conference and equipment exhibit of Society of Motion Picture and Television Engineers. Century-Plaza hotel, Los Angeles.

Sept. 29-30—Annual convention of New Jersey Broadcasters Association. Shelburne hotel, Atlantic City.

October

Oct. 1—Deadline for reply comments on Part Five of FCC's proposed rulemaking dealing with CATV policy.

Oct. 1-3—Annual fall convention of Tennessee Association of Broadcasters. Sheraton-Peabody, Memphis.

Oct. 3—New deadline for comments on FCC's proposed rulemaking requiring licensees to show nondiscrimination in employment practices. Previous deadline was Aug. 4.

Oct. 1-7—Japan Electronics Show, Electronic Industries Association of Japan. Osaka.

■Oct. 6—Annual fall outing. Federal Communications Bar Association. Polo Grounds, Trivlah, Md.

Oct. 5-8—1969 conference, UPI Editors and Publishers. Princess hotel, Bermuda.

Oct. 8-9—First AM directional seminar of National Association of Broadcasters, Cleveland Engineering and Scientific Center, Cleveland.

Oct. 6-9—Annual fall conference, Electronic Industries Association. Century Plaza hotel, Los Angeles.

Oct. 7-8—Association of National Advertis-

NAB regional conferences

Oct. 23-24—Palmer House, Chicago.

Oct. 27-28—Statler Hilton, Boston.

Oct. 30-31—Marriott, Atlanta.

Nov. 13-14—Marriott, Dallas.

Nov. 17-18—Brown Palace, Denver.

Nov. 20-21—Sheraton motor inn, Portland, Ore.

ers workshop. Plaza hotel, New York.

Oct. 9-19—Meeting of International Film, TV Film and Documentary Market, Milan, Italy. Trading on worldwide scale. For information and bookings, contact MIFED—Largo Domodossola 1, 20145 Milan, Italy.

Oct. 11-12—Annual fall convention of Texas Association of Broadcasters. Koko and Villa inns, Lubbock.

Oct. 13—Comparative hearing between NBC, licensee of KNBC(TV) Los Angeles, and Voice of Los Angeles Inc. for channel 4, Los Angeles. Federal building, Los Angeles.

Oct. 13-15—Fall convention, Kentucky Broadcasters Association. Phoenix hotel, Lexington.

■Oct. 14-17—International Film & TV Festival of New York, presented by Industrial Exhibitions Inc. Americana hotel, New York.

Oct. 16-18—WSM Grand Ole Opry annual birthday celebration. Municipal auditorium, Nashville.

Oct. 17—New deadline for reply comments on FCC's proposed rulemaking banning cigarette advertising. Previous deadline was Aug. 10.

Oct. 17—Annual fall convention, Connecticut Broadcasters Association. Hotel America, Hartford.

Oct. 18-21—Annual fall convention of North Carolina Association of Broadcasters. Robert E. Lee hotel, Winston-Salem.

Oct. 19-23—Annual board and membership meetings of Television Bureau of Advertising. Shoreham hotel, Washington.

Oct. 22-24—Annual fall convention of Indiana Broadcasters Association. Sheraton hotel, French Lick.

Oct. 23-24—Annual fall convention of Ohio Association of Broadcasters. Nell House, Columbus.

Oct. 29-31—Annual fall convention of Illinois Association of Broadcasters. Drake-Oakbrook hotel, Oakbrook.

November

Nov. 3—New deadline for reply comments on FCC's proposed rulemaking requiring licensees to show nondiscrimination in employment practices. Previous deadline was Sept. 5.

Nov. 3—New deadline for filing reply comments on Part Five of FCC's proposed rulemaking dealing with CATV policy. Previous deadline was Oct. 1.

Nov. 3-7—Annual armed forces audio-visual communications conference, hosted by Department of Army. Annual audio-visual, pictorial, TV and communications equipment symposium will be held in conjunction with conference. Sheraton-Park hotel, Washington.

Nov. 5-6—Association of National Advertisers workshop. Delmonico's hotel, New York.

Nov. 7-8—Annual fall meeting, Md.-D.C.-Del. Association of Broadcasters. Annapolis Hilton hotel, Annapolis, Md.

Nov. 6-8—Cablecasting seminar, sponsored by the National Cable TV Association, National Cable TV Center, Pennsylvania State University, University Park, Pa.

Nov. 8-12—Annual convention, National Association of Educational Broadcasters. Sheraton-Park hotel, Washington.

Nov. 9-12—Annual seminar of Broadcasters Promotion Association. Marriott motor hotel, Philadelphia.

■Nov. 12-15—Annual convention, Sigma Delta Chi. El Cortez hotel, San Diego.

Nov. 21—Annual fall management seminar, Kansas Association of Broadcasters. Ramada Inn., Lawrence.

December

Dec. 7-10—Annual meeting of Association of National Advertisers. Camelback and Mountain Shadows Inn. Scottsdale, Ariz.

■ Indicates first or revised listing

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*Reg. U.S. Patent Office.

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Mixing judgment with statistics to buy spot

One of the most controversial elements in any media plan is the allocation of spot dollars.

The marketing segment is based on agreed-upon research that produces factual information such as the size of the market, its growth, seasonal factors, competitive shares, consumer profiles and regional variations.

The marketing objectives and strategy crystallize this data and establish what the advertising budget will do for the brand in relation to the market. The actual media objectives and strategy must accomplish the marketing objectives as set forth, and all the media recommended and the methodology must reflect this cohesiveness.

The media employed usually include some national media in combination with flexible media whose function is to shore up the national media and provide more emphasis in particular areas.

Obviously, the first criteria for selection of these areas of opportunity must relate to the marketing objectives. Is one of the objectives to advertise in relationship to the brand's sales or the entire product category's sales or to pursue new sales potential areas contrary to the advertising-to-sales ratio? Does a dollar spent in one area return the same profit as a dollar spent in another? Is the selection of these areas based on competitive activity? Or are the foregoing elements to be considered in some combination in some priority?

These questions must be addressed and resolved before any of the mechanics of selection are determined.

Business has increased and the competitive situation is such that gone are the days of haphazard market selection. The top-50 markets can no longer assuredly and profitably produce maximum sales—the edge that each company needs over its competitors. Maximum profits require sophistication from both the agency and the client.

No longer does the client “throw” advertising support to his favorite and most vocal salesman. His actual sales record and potential dictate the support the company will provide him along with its synergistic effect on the total advertising structure.

Unfortunately, sophistication does not happen all at once in all areas. Most companies' sales movements are

recorded by way of large areas that do not coincide with actual media delivery.

The media themselves do not produce accurate and up-to-date information. Their delivery and performance are not keyed to the advertisers' areas nor are they current. If one of the purposes of flexible funds is to supplement and redistribute pressure equitably throughout the country, the actual delivery of national media must be considered before the spot dollars are allocated. The only consistent rating reports available are about three months behind.

The media planner, however, must operate with the tools available to him. He meshes both the marketing and media inequities with his information, matching the two together using logical hypotheses. These he must substantiate and make clear to all those who must approve his plan down to the weekly gross rating points to be put into the smallest market.

A frequent controversy arises over whether to allocate flexible media funds to markets on the basis of dollars or pressure. In most cases the purpose of allocating media weight is to match advertising effort against market potential to achieve maximum brand sales. The actual selection of one method over the other must revert, as all other decisions must eventually, to the plan's objectives. Neither allocation method can encompass all of the inequities involved because audience definitions vary, space and commercial units vary as do efficiencies, and the impact of one medium over another in

the ability to sell the brand varies.

As a result, the dollar allocation may not indicate proportionate impressions, and the impression allocation method may not result in proportionate dollars. But the dollar method is more closely aligned to a company's measurements. It provides a common denominator for correlation to sales data, and all media can be expressed in terms of dollars. In addition, most plans have at their core one nonvariable—the budget, which is expressed in dollars. This would suggest that the dollar system should be used as the basic allocating device in combination with sound judgment for the peculiarities it produces.

Aside from a knowledge of marketing and media research, the planner must also be aware of media in the marketplace. A plan indicating the need for shoring up daytime network television via daytime spot TV would indicate his lack of information regarding the efficiencies of daytime network, daytime spot, fringe spot and prime-time spot. A plan recommending the large-scale use of prime-time 60 seconds would also indicate that the planner was not relating to the realities of the marketplace since these availabilities are limited.

If spot dollars were allocated so that a market of about 100,000 population received 200 GRP's a week and another market of about 500,000 population received only 10 GRP's a week, it is likely that all of the initial elements put into the analysis were not realistically structured. A statistically accurate plan is not a substitute for a sound workable plan.



Isabel Ziegler is assistant vice president and media supervisor at Ted Bates & Co., New York, where she directs planning on the Colgate-Palmolive household products buying unit. Bates is the agency of record for four clients, and for one of them—Colgate-Palmolive—it performs the spot buying function (C-P is probably the largest U. S. firm using one agency to buy all of its television). Miss Ziegler has been with Bates five years, and before that, was media supervisor at N. W. Ayer & Son, Philadelphia.

Washington is strangling on her own traffic. It's a slow but sure death. Unless something is done. But who's responsible? And why all the shilly-shallying? The public has a right to know. So WMAL-TV tells them.

In a series of plain talk editorials, WMAL-TV puts facts on the line. "The only thing stopping construction of a well-balanced transporta-

tion system is the D.C. City Council." The editorials pinpoint action needed, reasons for delays and the consequences of playing "cat and mouse" with the life of a city.

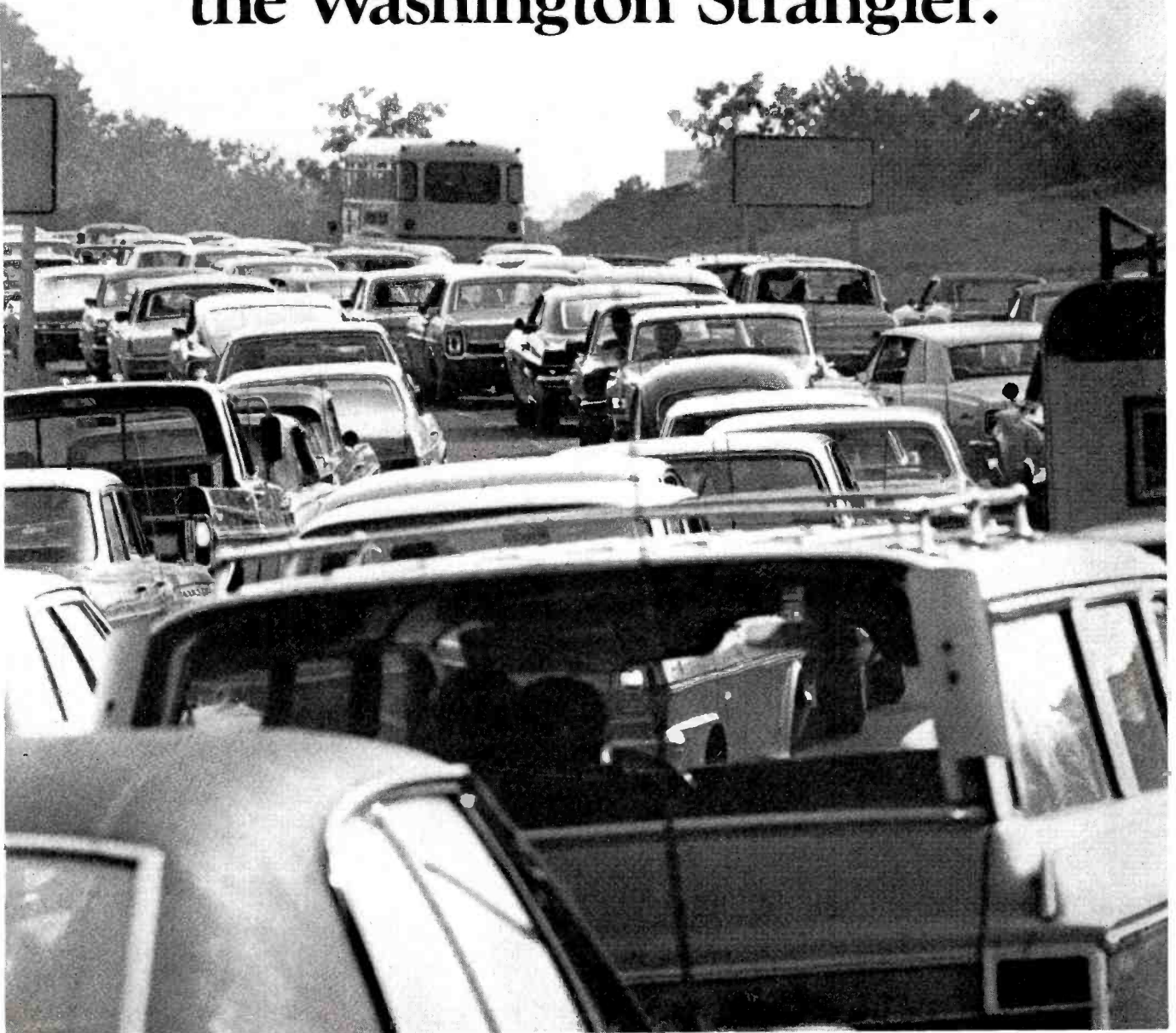
Strangulation by traffic is just one of the problems WMAL-TV airs in public. Whenever something needs to be said, WMAL-TV says it. Loud and clear. And people listen. Because WMAL-TV is talking about

their frustrations, their fears and their hopes for improvement and change.

Which says a lot for WMAL-TV.

WMAL-TV^{abc}
The Evening Star Broadcasting Company
Washington, D.C.
Represented by
Harrington, Righter & Parsons, Inc.

WMAL-TV is out to get the Washington Strangler.



20 years ago WBTV's Betty Feezor didn't even know what pfeffer-nuesse was. Today she's telling 66,500 women how to cook it. Her know-how and personality have made her show one of the highest rated women's shows in the United States. Betty is just one of the reasons ARB ranks WBTV first in the nation's Top 50 markets. It was great to be first in the market. And we've got the talent to stay there. WBTV.



WBTV Charlotte / Jefferson Standard Broadcasting Co. / WBT / WBT-FM / WBTV / WWBT / Jefferson Productions / Represented by 
The audience figures are based on Feb/Mar 1969 ARB. *Average quarter-hour total homes compared with women's personality programs in the Top 25 Markets. † Share of total homes viewing all market stations, 9 am-Midnight, Sun-Sat: Top 50 Markets by ADI television homes. They are estimates only and are subject to the qualifications set forth in the survey report.

New challenges from every side

Blacks file against WMAL-TV as first on list; affluent whites go for WTAR-TV's channel

The tide of black revolution has begun to beat against the television establishment. The aim is to make television more "relevant" to the problems of the day, specifically including the race problem. And if that involves challenges to existing licenses, those involved in the movement appear ready to make the necessary moves.

Indeed, the revolution took tangible form last week in a petition by 15 black residents of the Washington area to the FCC to deny the license-renewal application of WMAL-TV Washington, an ABC affiliate owned by the Evening Star Newspaper Co. The petitioners accuse the station, in effect, of discrimination. They say it has failed to meet the needs of the black community (Washington is more than 70% black), in terms of programming and employment practices. And they accuse it of misrepresenting its claim as to the blacks it said it contacted in determining community needs.

But perhaps more significant, it was learned last week that a new group called BEST—Black Efforts for Soul in Television—has been organized in a number of major cities to obtain television programming that is "more meaningful" to blacks. Its first project will be to oppose the bill (S-2004) introduced by Senator John O. Pastore (D-R.I.) that would offer broadcasters some protection against challenges by newcomers seeking their licenses at license-renewal time. BEST regards the bill as a "backdoor to racism."

There are, in addition, unconfirmed reports that mixed groups of blacks and whites have organized in several cities to oppose license-renewal applications of stations felt to be inadequately serving the black community.

None of these as-yet-unidentified groups reportedly contemplates filing competing applications. However, BEST's opposition to the Pastore bill indicates that such an eventuality cannot be ruled out; the bill would require the commission to find a licensee disqualified before accepting applications

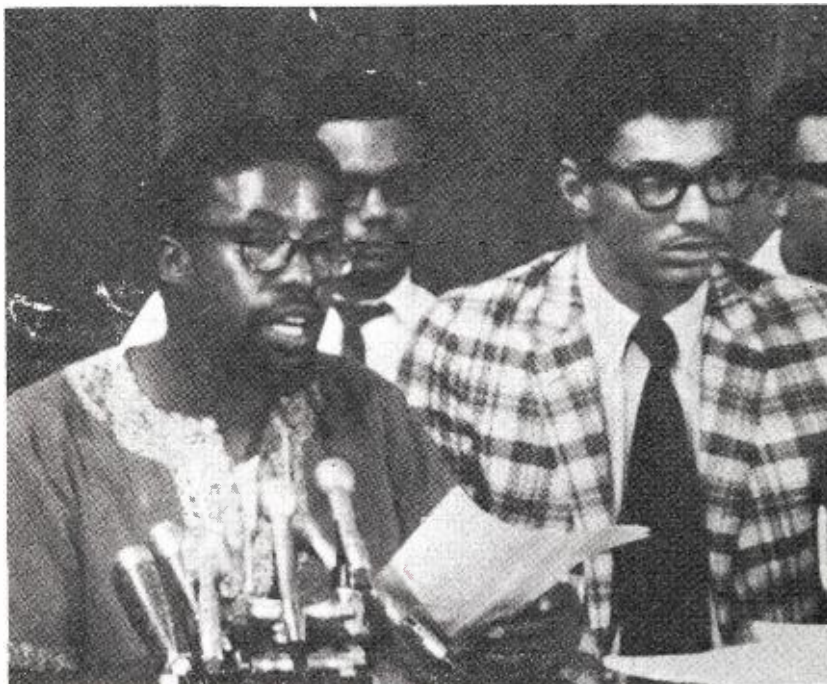
for the channel on which he is operating.

A clue to the future may be contained in the concluding section of the petition filed last week to deny the WMAL-TV renewal application. It states that if the station loses its channel 7, some or all of the petitioners "possibly in combination with other individuals and groups, may, in possible competition with other organizations," apply for a license to operate a station "for a trial period of three years."

The WMAL-TV challenge comes at a time of growing instability in the television industry. Last week, a competing application was filed on top of the renewal application of WTAR-TV Norfolk,

Va. (see page 28), and a protest was filed against the renewal of WHTN-TV Huntington, W. Va. (see page 26). In addition, challenges are pending against licensees in Los Angeles, Boston, New York, and Jackson, Miss. A hearing examiner has recommended awarding the license of KHJ-TV Los Angeles (ch. 9) to a competing applicant, and the commission in January did just that with the license of WHDH-TV Boston (BROADCASTING, Jan. 27).

In large part, the black revolution in television involves a coming together of forces that had been proceeding on parallel tracks. One element is the black activists' anger at what they regard as television's concentration on en-



The Rev. Douglas Moore, chairman of Washington's Black United Front (at the left), announcing at a news conference the filing of petition to deny the li-

cence-renewal application of WMAL-TV Washington. The conference was filmed by local stations, including WMAL-TV, for broadcast in news programs.

tertainment while largely ignoring the critical issues of the day, and its alleged failure to bridge a communications gap among the various groups in the country, principally that between blacks and whites. These constitute the heart of the complaint against WMAL-TV. "What we are seeing here," said one of those involved in that petition, "is a legitimate effort to switch television from entertainment to something relevant."

Actually, the WMAL-TV petitioners, all of them members of the Black United Front, an umbrella organization comprising leading Negro organizations in Washington, were sharply critical of all Washington stations. They focused on WMAL-TV, they said in a news conference last week, because "it stands unchallenged as the supreme racist of them all." At the same time they said they would present all Washington stations with a "petition of grievances" next week and would "scrutinize their practices" in the coming year.

The black groups are getting considerable help from other organizations, including the United Church of Christ, whose petition led to the court-ordered denial of license renewal to WLBT(TV) Jackson, Miss. The church's office of communications, under the Rev. Everett C. Parker, supplies advice and monitoring assistance to groups wishing to

examine the performance of stations in their home towns.

The church was enabled to go into monitoring by a Ford Foundation grant of \$160,000 (BROADCASTING, Feb. 26, 1968). At the time of the grant Dr. Parker said the money would be used for monitoring and also "to present our arguments in the judicial forums."

Dr. Parker provided counsel and equipment to the black groups that challenged WMAL-TV last week.

The Washington blacks were also aided by the Urban Law Institute, which is associated with George Washington University Law School and which had been doing its own independent study of Washington television stations. The institute helped draft the petition to deny the WMAL-TV license. One of the attorneys listed on the brief is John Banzhaf III, the anticigarette crusader, who teaches law at George Washington.

Another source of support was the study of all television stations in Maryland, Virginia, West Virginia and the District of Columbia by the Institute for Policy Studies, a foundation-supported organization that sponsors a wide range of studies and reports on domestic and international problems (BROADCASTING, Sept. 1). The findings of the report—which were critical of WMAL-TV—became a fundamental part

Former W. VA. official bucks WHTN-TV renewal

A petition to deny renewal of Reeves Broadcasting Corp.'s WHTN-TV Huntington, W. Va., was filed with the FCC last week. Paul Crabtree, head of Paul Crabtree & Associates Inc. in Huntington and previously executive assistant to former West Virginia Governor Hulett Smith, charged that the station failed to provide even minimal news and public-affairs programming to viewers in the Huntington-Charleston market and surrounding areas. Mr. Crabtree announced his intention to oppose the renewal last April.

Predicating his interest on a concern for the "economic, social, educational and cultural life of West Virginia," and his status as a father of five children and a resident of WHTN-TV's grade-A contour area, Mr. Crabtree charged that Reeves operated the station strictly as a profit-maker, with no regard for community needs.

Specifically, Mr. Crabtree's petition charged that during the surveyed period WHTN-TV broadcast no local or regional news before 11 p.m., had only two daily newscasts (at 11 p.m. and 1 a.m.), and carried no locally-originated public-service programs featuring the interchange of ideas and opinions. He added

that the station failed to cover "in any but the most superficial way" the news events in the viewing area.

Although the performances of the other two major TV stations in Huntington-Charleston are not outstanding, Mr. Crabtree contended, WHTN-TV's is far inferior. WHTN-TV an ABC affiliate, competes mainly with WSAZ-TV (NBC) and WCHS-TV (CBS). However, Mr. Crabtree gave the station credit for copious religious programming, terming it "perhaps the most religious station ever."

Other charges included an overabundance of programs and movies featuring violence and the failure of Reeves, in spite of allegedly ample financial resources, to provide a better-quality signal in the mountainous terrain of the viewing area.

WHTN-TV ranked 31st among 32 mid-Atlantic stations in a comparison of news programming percentages compiled by the Institute for Policy Studies, in a report released last week (see page 25). It ranked 28th among 32 stations in a comparison of public-affairs programming and 31st among 32 in percentage of locally originated programming. Comparisons were based on a 1969 composite week.

Mr. Crabtree found the performance of Reeves's Huntington radio stations, WKEE-AM-FM, to be satisfactory.

of the petition.

The Washington experience could serve as an inspiration as well as a model for black groups in other urban centers. Marcus Raskin, director of IPS and a member of the National Security Council staff during the Kennedy administration, foresees the forging of an alliance among professional groups and blacks and other groups who feel disenfranchised by television, for the purpose of opposing existing licenses. He also believes the institute's published report on the mid-Atlantic states' television, expected to be released next week, will provide such groups with a lesson on "how you go about looking at TV."

The money used by the Institute for Policy Studies in its study of Washington stations came from the Edgar Stern Family Fund. There is some irony in the Stern family's connection with this end product of its beneficence. The late Mr. Stern's son, Edgar Jr., is president and principal owner of Royal Street Corp., which owns, among other properties, WDSU-AM-FM-TV New Orleans.

Presumably by coincidence, Dr. Parker said last week that the United Church of Christ has been monitoring television stations in New Orleans for "over a year." He added that monitoring is planned for Birmingham, Ala.

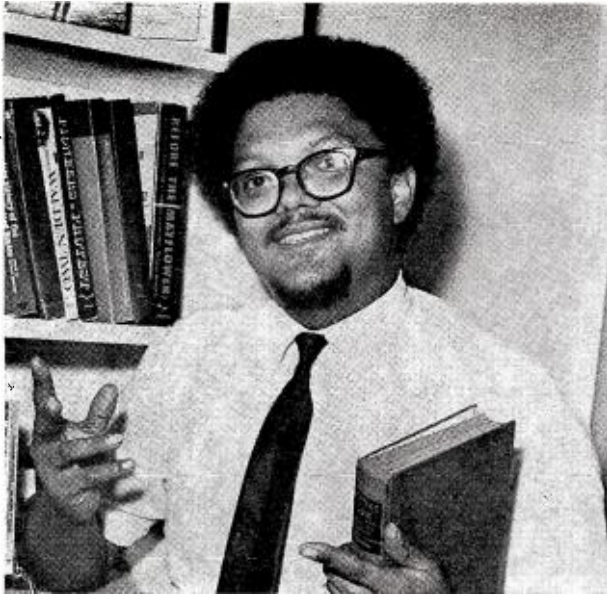
The new group called BEST, six of whose eight Washington-chapter members were among the petitioners seeking denial of WMAL-TV's license, plans to use the experience gained in Washington to help sister chapters established in Boston, New York, Los Angeles, Chicago and Newark, N.J., and one now forming in San Francisco to "educate" the public on how to obtain programming "meaningful" to blacks.

Absalom Jordan, a 28-year-old customer engineer for IBM who is chairman of BEST, outlined the steps the group would follow in the various communities. It would advise blacks of their "rights" as to television service, and encourage them to decide among themselves whether they were satisfied with what was being offered.

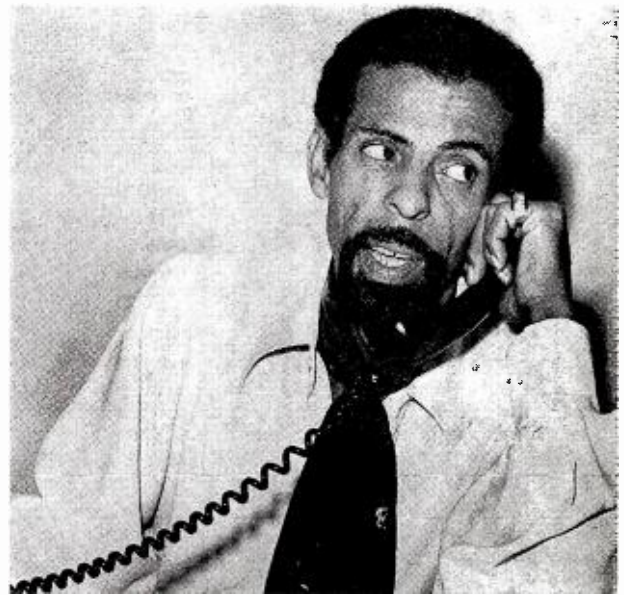
If they feel the programming is not in their best interests, "we will offer all our help in arranging meetings with the stations" to bring about changes. "Hopefully," he said, "the station will respond to the representatives." If the station does not "go along," he said, protest petitions will be filed, as in the case of WMAL-TV, "or strike applications," if blacks seek to acquire the license for themselves.

"But at this time," Mr. Jordan said, "the emphasis is on education to inform the public of its rights" in regard to programming and the steps that can be taken to get programming "that is relevant—socially, politically, culturally."

But the first action on the part of



Absalom Jordan, national chairman of BEST. He says aim of the new organization, which has chapters in Washington and six other cities, is to aid blacks in obtaining more television programing that is "meaningful" to them.



William D. Wright, director of Washington's Unity House, has been active in the movement to deny WMAL-TV a renewal of license, and in the organization of BEST—Black Efforts for Soul in Television.

BEST is to oppose the so-called Pastore bill. The BEST chapters plan to take coordinated action when Senator Pastore, chairman of the Senate Communications Subcommittee, resumes hearings on his measure. The date has not yet been set. Nor has BEST disclosed the kind of action it will take. But it will be designed to call public attention to the bill.

BEST has already written a number of senators who are co-signers of the bill, asking them to withdraw their support. The letter condemns the bill as "a form of backdoor racism" that is designed to curb the efforts of black citizens seeking to make television "a more responsible creative communications tool."

The letter says: "To date the industry is a tool of the commercial and does not meet the needs and interests of the black community, nor, for that matter, any community.

"By depicting the black community via entertainment spectaculars, a token colored reporter, and the usual insipid unreal TV programs with 'Negro' stars, the television industry has merchandised a lily-white image that perpetuates the doctrine of white conformity on which this country was built.

"The Pastore bill seeks to protect this status quo. . ."

The letter was signed by William D. Wright, who is not listed as a member of BEST but who helped establish the organization, along with Mr. Jordan, the Rev. Douglas Moore, chairman of the Black United Front, and C. Sumner (Chuck) Stone, writer and teacher and former assistant to Representative Adam

Clayton Powell (D-N.Y.).

Mr. Wright, 38-year-old director of Unity House, an organization funded by Washington-area Unitarian churches to match the churches' resources with the needs of inner-city residents, was one of the prime movers in the effort that led to the anti-WMAL-TV protest.

He said he began checking into television service a year ago, when he became concerned that it was failing to portray blacks in a way that was meaningful either to the blacks themselves or to the whites in "the golden ghetto" of the suburbs. He subsequently obtained the help of the United Church of Christ, which provided Sony sets for monitoring and advice on how monitoring should be done. Unity House supplied some 100 volunteers who did the monitoring of Washington's four VHF stations—WTOP-TV, WTTG(TV) and WRC-TV as well as WMAL-TV—for a 10-day period beginning Aug. 1. He also brought the Urban Law Institute and the Institute for Policy Studies into the effort.

In another preliminary move, he and several colleagues, white as well as black, conferred over the past several months with management of the four VHF stations. They expressed their concern over programing matters and what they felt was the stations' failure to take on an adequate number of black employees.

The final decision to file a protest petition, with WMAL-TV as the target, was not taken until a meeting of those who signed the petition on Aug. 21, 11 days before the petition was filed.

The petition charges that WMAL-TV

has failed to ascertain the needs, interests and desires of the members of the black community "who constitute an overwhelming majority of the city it purports to serve," to devote "more than an insignificant portion of its broadcast time" to issues of importance to blacks, and to convey to blacks or whites "any meaningful idea about the particular heritage, traditions, beliefs, philosophies, life styles and other elements of the Black Cultural Experience." It also said the station "affirmatively misrepresented blacks and the idea of blackness in a derogatory and insulting manner."

The charge that the station discriminates against blacks in its employment is based on findings in the report of the Institute of Policy Studies that only 12 of the station's more than 190 employees are black. And of the 12, the petition said, "at least six hold custodial positions."

The WMAL-TV license-renewal application says the station is responsive to the needs of its audience and maintains contact with a broadly representative group of viewers, including federal, state and local officials and civic leaders. And it lists more than 100 individuals it says it has consulted on community needs and interests.

But the petitioners said that 13 of the blacks included on the list have "indicated that they had not been directly consulted at all by station WMAL-TV, or that the nature of their association with WMAL-TV had been misrepresented."

The petition is accompanied by affi-

davits from seven of the 13 individuals. The petitioners said the other six declined to supply affidavits because of "the sensitivity of their respective professional positions." However, they said the six would testify if subpoenaed.

The petition also relied on findings in the IPS study according to WMAL-TV a low ranking among stations in Washington, as well as in Maryland, Virginia, and West Virginia.

It ranked 23d among the 32 stations listed in terms of news. This was a sharp drop from its performance during 1963, when, according to the study, it devoted a greater percentage of its time to news than did any other mid-Atlantic station studied.

The study also ranked the station 24th in its percentage of public-affairs programming, 24th in its hours of locally produced prime-time programming, and 27th in local and regional news as percentage of total news. However, it ranked sixth in its percentage of local programming.

In terms of over-all programming serv-

ice, WMAL-TV ranked 25th, while the other three Washington stations, WTTG, WTOP-TV and WRC-TV, ranked, respectively, first, second and third.

John W. Thompson, Jr., president of the Evening Star Broadcasting Co., declined to comment on the petition. However, the station's attorneys filed a brief pleading with the commission asserting that WMAL-TV has served the public interest and that a response to the petition is being prepared.

Mr. Wright, in discussing the WMAL-TV matter and BEST's plans, stressed that the blacks are proceeding in a responsible manner. But he also managed to convey some of the anger reflected in the petition.

"Responsibility is the key word," he said. "They," he added, referring to no one in particular, "have been shoving 'law and order' down our throats, and we're going to accomplish our goals in the legal way. We're going to shove 'law and order' down their throats. We're using federal communications law."

WTAR-TV is target in Norfolk

Channel now occupied by multimedia owner is sought by local lawyers-businessmen

Landmark Communications Inc. has become the latest television station owner to feel the chill brought on by the filing of a competing application on top of an application for renewal of license.

The license under attack is that of WTAR-TV Norfolk, Va. The challenger is Hampton Roads Television Corp., comprising the three members of a Norfolk law firm—Gordon E. Campbell, Wayne Lustig and I. L. Hancock.

The new application is the latest in a series of challenges that have caused increasing alarm among broadcasters and led to their backing of legislation in Congress to afford them some protection against the so-called "strike" applications. Other contests are pending or under way in New York, Los Angeles (where two licenses are at stake), Boston and Jackson, Miss.

In response to the challenge, Frank Batten, chairman of the board of Landmark and of its subsidiary, WTAR Radio-TV Corp., issued a statement expressing confidence about the outcome of the contest with Hampton Roads Television. He said WTAR-TV initially sought the license for channel 3 in 1948, when "nobody else was willing to take the risk. Since then," he added, "the FCC has renewed WTAR-TV's license six times on the basis of its record of public service to Tidewater [the area served by the station]."

"Over these years, we have built a large and receptive audience and our record of public service is well known,"

said Mr. Batten.

"Now the FCC must evaluate WTAR-TV's record of actual performance in contrast with promises that are untested in practice. When it does this, we are confident that the commission will decide once again that WTAR-TV should continue to operate here."

The contest began developing at the same time a study was made public of the relative performance of the 32 television stations in Maryland, Virginia, West Virginia and Washington. The study, prepared by the Institute for Policy Studies, a foundation-supported organization in Washington, ranked WTAR-TV 12th in over-all performance, on the basis of various programming categories, including news, public affairs and local programming.

The study was filed with the commission in connection with the petition of a number of black Washington area residents to deny the license-renewal application of WMAL-TV Washington (See page 25).

Landmark is a multiple owner. Besides the television station, it owns an AM and FM in Norfolk and the city's only two daily newspapers. It also owns WFMY-TV Greensboro, N.C., and the only two daily newspapers in that city. In addition it is acquiring two dailies in Roanoke, Va., and a semi-weekly in Galax, Va. (BROADCASTING, May 19). The new applicant has no media interests.

The issue of concentration of control was the principal one in the commission's unprecedented decision in January to deny the Boston Herald Traveler a renewal of its license and to award Boston channel 5 to an untested competitor. (BROADCASTING, Jan. 27).

And a hearing examiner last month cited that decision in his recommendation to deny RKO General Inc. a renewal of its license for KHJ-TV Los Angeles, and to grant the competing application of Fidelity Television Inc. (BROADCASTING, Aug. 18).

Washington counsel for the Norfolk challenger is Welch and Morgan, which also represents Fidelity. The firm—the leading one in the representation of competing applicants—also represents a group trying to oust RKO General Inc. as occupant of channel 7 in Boston and another seeking to supplant NBC as licensee of channel 4 in Los Angeles.

Leading figure in the Hampton Roads application is Mr. Campbell, who is president and 70% owner. He has a 55% interest in the law firm, and owns building supplies and real-estate firms. His net worth is reported at \$2,051,000.

Mr. Lustig is secretary-treasurer and director and a 30% owner. He is a 30% partner in the law firm and holds a 20% interest in four Burger Chef restaurants in Norfolk. His net worth is reported at \$143,000.

The third member of the new applicant, Mr. Hancock, is vice president and director, but holds no stock. He has a 15% interest in the law firm.

Hampton Roads reported making an extensive survey of community needs and interests—one involving 650 personal and telephone interviews, including 250 with community leaders, plus a mail survey of 5,000 persons in the station's service area.

The application said the officers determined on the basis of the survey to provide programming to meet needs expressed for expanded recreational and educational facilities, and for improved traffic control. Programs designed to improve race relations and to highlight police activities, in view of the "crime problem," are also planned.

Hampton Roads proposed to devote 9.43% of its broadcast day to news, 3.01% to public affairs and 12.39% to all other except entertainment and sports. It plans to carry 24 hours a week of local programming, six hours of it between 6 p.m. and 11 p.m.

The applicant expects construction to cost \$1,722,000 and first year costs to run up to \$2,750,000. It plans to finance its operation with \$2,500,000 in loans, \$1,050,000 in deferred credit, and \$300,000 in new and existing capital. First year revenues are expected to be \$3 million.



WSB TELEVISION. AN ATLANTA LANDMARK IN COMMUNITY SERVICE.

A television station is more than just a television station. It's a commitment to the community it serves. In Atlanta, the station is WSB-TV. And these are some of the things we're committed to:

Public Service Seminar

Almost 100 organizations attend our public service seminar, aimed at feeling out community needs, and teaching them how we might serve them even better.

Teacher Hall of Fame

WSB-TV inaugurated an annual Teacher Hall of Fame to acknowledge outstanding contributions to public education by teachers from throughout the state.

Sound of Youth

A forum program for the expression of opinion by Atlanta youth.

Jobs for the Hard Core

With affiliated radio station, WSB, hired a number of hard core unemployed for both intern and permanent employment.

Cancer Education

WSB-TV coordinated statewide television broadcasts of a documentary for the Georgia Chapter of the American Cancer Society.

Atlanta Negro TV Worship

First sustained coverage of an Atlanta Negro church's Sunday morning worship services.

Defensive Driving Course

In cooperation with the National Safety Council, WSB-TV programmed the nation's first certified TV defensive driving course with full credit for those passing.

Fun for the Underprivileged

In cooperation with Parks Department, WSB-TV sends talent to entertain youngsters in underprivileged areas.

Salute to America Parade

Atlanta had no real 4th of July celebration until WSB-TV inaugurated its annual "Salute To America" Parade, which is now perhaps the biggest such Independence Day observance in the entire nation.

Continuing FBI Series

Tips for the housewife and homeowner that can save lives and property given weekly by local FBI agents on WSB-TV's Today in Georgia program.

Political Debates

WSB-TV pre-empted 3½ hours of prime evening viewing time to allow debates among almost 90 candidates running for some 40 public offices.

Documentary Library

Historical and public affairs documentaries loaned to all organizations requesting them.

Monday News Conference

The public may phone the station and question leading figures in government, education and law enforcement.

Symphony Telecasts

Georgians have the opportunity to watch the Atlanta Symphony Orchestra perform music by the masters. For the second straight year WSB-TV is carrying a series of symphony telecasts.

Japan: Sister Station

In the interest of people-to-people diplomacy WSB-TV has engaged in a Sister Station agreement with MBC, Kagoshima, Japan, another quality broadcaster.



COX BROADCASTING CORPORATION

STATIONS: WSB AM-FM-TV, Atlanta;

WHIO AM-FM-TV, Dayton;

WSOC AM-FM-TV, Charlotte;

WIOD AM-FM, Miami;

KTVU (TV), San Francisco-Oakland;

WIICTV, Pittsburgh

What TV stations pay their reps

**Bigger the volume, lower the rate:
That's only pattern seen in many variables**

Traditional rates of compensation for television-station representatives have been all but abandoned. The 15% commission is more the exception than the rule. If any generality may be applied to today's arrangements between television stations and their reps, it is that the reps' rate of commission declines as their client stations' national business rises.

These are among the findings in a survey conducted among members of the Institute of Broadcasting Financial Management and scheduled for presentation next week at the organization's annual convention (see page 48). The survey, conducted by Harold Poole, vice president and controller of Gilmore Broadcasting Corp., Harrisonburg, Va., attracted replies from 137 television stations.

Eighty of the stations reported annual national-advertising revenues of

more than \$1 million; 31 reported national revenues of \$500,000 to \$1 million; 17, \$251,000 to \$500,000, and nine, \$101,000 to \$250,000. No respondents had less than \$100,000 in national business.

Among the 80 biggest-billing stations, rates of rep commission varied from 5% to 15%. Forty-one of the stations pay the same rate to their reps, no matter what volume of business the reps produce. Twenty-seven have sliding scales of commission that rise as national revenue rises. Twelve have sliding scales that decline as billings increase.

A total of 20 different compensation formulas was found among the 31 stations in the \$500,000-\$1 million range. Most of those stations were in the 10%-15% commission bracket. Of the 17 stations in the next lower bracket, 11 pay 15% on some or all of their na-

tional business. Of the nine at the bottom of the billings rankings, all pay 15% on at least some of their national revenue.

Mr. Poole reported little consistency among group-station operators in their rates of rep compensation, whether they use house reps or work with independent firms.

The length of station-representation contracts varied from one year (44 stations) to two years (40) to three years or longer or no length specified (53). Although the information was not requested in the survey, a number of stations reported cancellation privileges ranging from 60 days to a year.

The tables below show the results. Group 1 includes stations with national billings of more than \$1 million; Group 2, \$500,000-\$1 million; Group 3, \$251,000-\$500,000; Group 4, \$101,000-\$250,000.

Group 1

Number of Stations	Comm. Rate	Applied to Net/Gross	Terms—Limits
2	15%	Net	Billings
1	12½%	Net	Billings
2	11%	Net	Billings
20	10%	Net	Billings
1	10%	Net	After 15% Agency Sales Commission
4	9%	Gross	Billings
1	8¾%	Net	Billings
3	8%	Net	Billings
1	7¾%	Net	Billings
1	7.4%	Net	Billings
1	6%	Net	Billings
1	7.353%	Net	Billings
1	7%	Net	Billings
1	6½%	Net	Billings
1	6%	Net	Billings
6	10% 12% 14%	Net Net Net	To \$2,000,000 \$2,000,000 to \$4,000,000 Over \$4,000,000
1	12½% 15%	Net Net	First \$300,000 Over \$300,000
1	12% 15%	Net Net	Up to Sales of Prior Year (Same Mo.) Over Last Year (Same Mo.)

Number of Stations	Comm. Rate	Applied to Net/Gross	Terms—Limits
1	10% 9% 7½%	Net Net Net	To \$750,000 \$750,000 to \$1,000,000 Over \$1,000,000
1	8% 10%	Net Net	To \$1,000,000 Over \$1,000,000
1	7½% 10% 15%	Net Net Net	First \$450,000 Next \$250,000 Over \$700,000
1	8½% 10%	Net Net	Billing Above Prior Year Billing
1	10% 9% 8% 7% 6% 5%	Net Net Net Net Net Net	First \$41,666 Monthly Next \$20,834 Monthly Next \$20,833 Monthly Next \$20,833 Monthly Next \$20,834 Monthly Over \$125,000 Monthly
1	9¼% 8¼%	Net Net	To \$2,000,000 Above \$2,000,000
1	8% 10%	Net Net	To \$1,620,000 Over \$1,620,000
1	7½% 8% 10%	Net Net Net	First \$1,000,000 Next \$500,000 Over \$1,500,000
1	9% 10%	Net Net	To \$3,050,000 Over \$3,050,000
1	9½% 10%	Net Net	To \$900,000 Over \$900,000
1	5% 10%	Net Net	To \$2,400,000 Over \$2,400,000

Number of Stations	Comm. Rate	Applied to Net/Gross	Terms—Limits
1	5% 10%	Net Net	To \$2,000,000 Over \$2,000,000
1	5% 10%	Net Net	To \$1,500,000 Over \$1,500,000
1	5% 10%	Net Net	To \$1,800,000 Over \$1,800,000
1	5% 10%	Net Net	To \$2,075,000 Over \$2,075,000
1	10% 15%	Net Net	First \$500,000 (or ¼ of previous net sales, which ever is greater) Excess of above
4	7% 12½%	Net Net	On 105% of prior year Above 105% of prior year
1	10% 9%	Net Net	Sliding scale, down by volume Average of above
1	7½% 9% 10%	Net Net Net	Billing to 80% of prior year Above 80% prior to 100% Billings exceeding prior year
1	7½% 3¾%	Net Net	Time and facility charges On out-of-pocket charges (rights, lines, etc.)
1	7½% 7½% 7½% 7½% 7½%	Net Net Net Net Net	To \$750,000 then 10% excess—1st yr. To \$1,250,000 then 10% ex.—2nd yr. To \$1,750,000 then 10% ex.—3rd yr. To \$2,250,000 then 10% ex.—4th yr. To \$2,750,000 then 10% ex.—5th yr.
1	15% 13.5% 11% 10.5% 9.9% 9.6% 9.4% 9% 8.6% 7.5%	Net Net Net Net Net Net Net Net Net Net	To \$250,000 \$250,000—749,999 \$750,000—999,999 \$1,000,000—1,499,999 \$1,500,000—1,999,999 \$2,000,000—2,499,999 \$2,500,000—2,999,999 \$3,000,000—3,499,999 \$3,500,000—3,999,999 \$4,000,000—and over (Combined 3 Station Revenues)
1	8¾% 5% None	Net Net Net	Billing by geographical area Other geographical areas In state of station
1	6% 7½%	Net Net	To 80% level—past year Over 80% level—past year
1	10% 12½%	Net Net	First \$1,000,000 Over \$1,000,000
1	7½% 10%	Net Net	First \$2,250,000 Over \$2,250,000

Group 2

Number of Stations	Comm. Rate	Applied to Net/Gross	Terms—Limits
5	10%	Net	Billings
1	10% 12½%	Net Net	To \$500,000 billings Over \$500,000
1	10% 15%	Net Net	To \$750,000 billings Over \$750,000
1	10% 15%	Net Net	To \$300,000 billings Over \$300,000
1	10% 15%	Net Net	To \$200,000 billings Over \$200,000
1	10% 12½% 15%	Net Net Net	To \$500,000 Next \$100,000 Over \$600,000
1	10%	Net	Billings
2	12½%	Net	Billings
3	12½%	Net	Cash receipts
1	12½% 15%	Net Net	To \$600,000 billings Over \$600,000

Number of Stations	Comm. Rate	Applied to Net/Gross	Terms—Limits
1	12½% 15%	Net Net	To \$170,000 Over \$170,000
1	12½% 15%	Gross Gross	To \$500,000 Over \$500,000
1	10–12%	Net	Cash receipts (rates above 10% applies to group combination only)
1	8¾% 12½% 15%	Net Net Net	First \$220,000 Next \$30,000 Over \$250,000
1	8¾% 12½% 15%	Net Net Net	First \$470,000 Next \$50,000 Over \$520,000
1	15%	Net	Billings
1	5% 10%	Net Net	To \$450,000 Over \$450,000
3	8.75%	Net	Billings
1	9%	Gross	Billings
1	9¾%	Gross	Billings

Group 3

Number of Stations	Comm. Rate	Applied to Net/Gross	Terms—Limits
6	15%	Net	Billings
1	14.2%	Net	Billings
1	13% 15%	Net Net	First year contract only After first year
2	10%	Net	Billings
1	10% 12½% 15% 15%	Net Net Net Net	First \$75,000 billings Billings over \$75,000 to \$150,000 Over \$150,000 to \$250,000 Retroactive first dollar when exceeds \$250,000
1	10% 15%	Net Net	To \$750,000 Over \$750,000
1	9%	Net	Billings
1	8.75%	Net	Billings
1	15% 10% 5% 10%	Net Net Net Net	To \$8,333 monthly From \$8,333 to \$16,666 monthly From \$16,666 to \$25,000 monthly Flat rate when \$25,000 mo. attained
1	15%	Gross	Billings
1	9%	Gross	Billings

Group 4

Number of Stations	Comm. Rate	Applied to Net/Gross	Terms—Limits
5	15%	Net	Monthly billing
1	10% 12½% 15%	Net Net Net	Billings to \$13,500 monthly 13,500 to 21,000 monthly Excess over \$21,000 monthly
1	10% 12½% 15%	Net Net Net	Billing to \$14,500 monthly 14,500 to 22,000 monthly Excess over 22,000 monthly
1	10% 15%	Net Net	First \$100,000 Over \$100,000
1	15% 10%	Net Net	First \$100,000 Over \$100,000

Special TV rates for politicians?

Bill to give congressional candidates TV spots for 30% of rate gets heavy backing

A bill that would require television broadcasters to provide a minimum amount of air time at reduced rates to legally qualified congressional candidates is gathering bipartisan support in the House and Senate and is scheduled to be introduced Wednesday (Sept. 10) in both houses.

The bill, based upon a proposal drafted by the National Committee for an Effective Congress (BROADCASTING, Aug. 18), will be introduced in the Senate by Senators Philip A. Hart (D-Mich.) and Robert B. Pearson (R-Kan.), and in the House by Representative Torbert H. Macdonald (D-Mass.).

Representative Macdonald last week invited his colleagues to "join in a bipartisan cosponsorship" of the bill. In a letter sent to all House members, the congressman expressed concern that is no doubt shared by his readers: "With broadcasting costs rising rapidly, many persons, including concerned broadcasters, have come to the conclusion that access to the television audience at a reasonable cost during election campaigns is a matter of public-interest responsibility as intended by the government and pledged by the broadcasters when they are licensed to use the public airwaves."

Referring to television as "the single most important factor in political campaigns," Representative Macdonald cautioned that "in the future, unless

positive steps are taken, almost all will find that a personal fortune or wealthy friends are not just a prime asset but a necessity."

He added: "Television and politics are natural companions. Although some people complain of 'Madison-Avenue techniques' and hard-sell advertising campaigns injected into American politics, the impetus should be to improve the use of the medium, not to attempt to separate politics and broadcasting. The ability to reach voters electronically is a miracle of our age—one to be understood and carefully utilized."

Attached to the congressman's letter was a copy of the bill, which provides each House candidate with 60 minutes of prime television time (radio is exempt), and each Senate candidate 120 minutes of prime time, in one-minute segments or less at 30% of the regular commercial rate charged by the licensee for comparable use of the station.

Candidates would also be able to purchase a bonus of longer duration—a 30-minute program or its equivalent—at 20% of regular rates. All reduced-rate provisions would apply only during the five-week period prior to general elections.

The bill would require equal sharing of the campaign time by all television stations in a district or state. House candidates would divide their time among the stations within the geograph-

ical boundaries of their district, and all stations whose grade A contours encompass at least one-third of the district's population. Senate candidates would divide their time among the stations within the state, as well as stations outside the state whose grade A contours cover at least one-fifth of the state's population.

The measure would have no effect upon a candidate's right to purchase time at regular rates, nor would it affect the equal-time requirements of Section 315. It would allow time to any candidate, whether or not he belonged to one of the two major parties, if he wanted to spend the money.

Early indications were that bipartisan support will emerge in both houses, although it was too early as of Thursday (Sept. 4) to gauge the response to the Macdonald letter. Several senators have previously expressed support for the bill, including Senate Commerce Committee Chairman Warren G. Magnuson (D-Wash.).

All three networks used in RCA advertising boost

The RCA Sales Corp. announced last Friday (Sept. 5) the largest fall advertising campaign in its history. Dollar figures were not given, but a spokesman said that national advertising, network television and print will be up 28% for the final 100 days of 1969, compared with the same period last year.

The network schedule, which started Aug. 31, includes commercials on all three major networks, every day of the week. A total of 23 different programs will carry the advertising.

Donald P. Dixon, president, said the recurring theme in radio, television and print advertising will emphasize the increased use of computers in testing and designing consumer products. One segment of the over-all campaign, using 30 and 60-second commercials, prepared by J. Walter Thompson Co., New York, uses the title "computer-crafted color."

Ads dealing with RCA's 1970 lines of color and black-and-white television receivers, and other products, will appear from now until the end of the year throughout the country. Approximately 52% of the "grass roots" advertising will involve daily newspapers; the balance will be for local radio and spot television commercials.

New Chicago agency opens

Brand Advertising Inc., Chicago, has been formed as a full-service agency by Perry L. Brand, formerly executive vice president of Griswold-Eshleman Co. there. Initial billings of \$2 million include food products. The location will be Chicago's Wrigley Building.

Annual Pulse honor goes to Eugene Katz

Eugene Katz, president of The Katz Agency Inc., has been selected as the "Man of the Year" for 1969 by Pulse Inc., New York. He will be honored Oct. 15 in New York at Pulse's 28th annual "Man of the Year" luncheon.

The award is given annually to an individual who had made an outstanding single or continuing contribution to the advancement of broadcast advertising and to its public usefulness.

In making the announcement last week, Dr. Sydney Roslow, Pulse president, said that Mr. Katz was chosen because of his contributions, many of a pioneering nature, to the station representation field.

Dr. Roslow said Mr. Katz and his radio-TV firm had brought innovations into the industry that helped radio make its successful transition from the pre-World War II era to the TV epoch. The modern representation techniques in-



Mr. Katz

roduced by Katz have helped make possible a market-by-market approach in an increasingly large and complex economy, according to Dr. Roslow.

How to buy complete national newscasts without national commercials.

Metromedia Radio News is now offering complete radio news coverage. Fifteen newscasts daily. Piped into your station on high quality broadcast lines.

Just like the networks'?

Not quite.

The networks offer a standard package, and that's it. Four minutes of news; one minute of commercials.

The commercial is the hook.

Stuck inexorably into your news, it allows the networks to reel in 90 per cent of your profits.

Our newscasts are only four minutes long. Because we eliminate the hook.

So you can sell your national news to local advertisers.

And our newscasts are live broadcasts, ready to go on the air.

In addition to this, we don't make you sign long term agreements. Our contracts are one year contracts.

How much will all this cost you?

Less than the price of one good broadcast journalist.

We give you sixty of them. All over the world.

Of course, we still offer our regular news service. Specials, and hundreds of news inserts every week. Which you can use in addition to our complete package. At no extra cost.

Interested?

Call Alan Walden, our National News Coordinator, at 212-682-9100.

You'll be able to bite off just as much as you can chew.

Without ever hitting hook.

Metromedia Radio News

'Times' to lose cigarette ads

Its insistence on health warnings leads to boycotts

Major cigarette manufacturers last week announced their intention to abandon advertising in the *New York Times* because of that paper's plan to require health warnings and disclosure of tar and nicotine content in cigarette ads after Jan. 1 (BROADCASTING, Sept. 1).

The American Tobacco Co. took a full-page ad in the Thursday (Sept. 4) *Times* to protest the paper's policy under the headline: "Why We Are Dropping the *New York Times*."

"We offered to take our ads off TV and radio because of the claim that those media unavoidably reach large numbers of children," the ad said. "We did not take that action because we agree with anticigarette crusaders (including the *New York Times*) who would like to blame cigarettes for the thousand and one ills that flesh is heir to."

The ad also called anticigarette theories "half-baked" and "a bum rap."

A spokesman for another major tobacco company, calling the *Times* a "trend-setter," expressed the anxiety of many in the industry that other papers will follow the *Times*' lead and voluntarily regulate tobacco advertising.

Other tobacco companies stood behind American Tobacco's statement. Liggett and Myers issued an announcement the same day concurring: "We do not intend to advertise in the *New*

York Times under the conditions prescribed in its statement last Friday" (announcing its new restrictions).

R. J. Reynolds Co. made a similar announcement. A spokesman said Reynolds is in "unqualified" agreement with the American Tobacco ad and "we are also going to take the same action." As a member of the Tobacco Institute, Reynolds Tobacco goes along with the industry association's position against self-disparaging advertising, according to the Reynolds spokesman, and "we'd be out of our head" to advertise under such circumstances.

A spokesman for Brown & Williamson said his company also agreed with American Tobacco's stand and believed the basis for the *Times*' decision "questionable." He added that he had seen no evidence of other newspapers following the *New York Times* in its decision. Brown & Williamson will not be dropping the *Times*, because it has no schedule with the paper, and the company is yet undecided about future dealings with the *Times*.

Business briefly:

Seaboard Finance Co., through Foote, Cone & Belding, both Los Angeles, enters network radio with a 39-week schedule on the ABC Radio Network early in October. Agreement calls for announcements on ABC Radio's three AM network services, Information, Entertainment and Contemporary, comprising some 970 stations. ABC said Seaboard will also begin an extensive national spot campaign in conjunction with the network buy.

Insurance Co. of North America, through N. W. Ayer & Son, Philadelphia, will be the major sponsor of ABC-

TV's one-hour college football centennial special, *What The Cheering Was All About: College Football's First Hundred Years*, Sept. 12 at 8 p.m. EDT. Shell Oil Co., through Ogilvy & Mather, and Bristol-Myers, through Young & Rubicam, have also purchased spots in program. Brice Weisman is producer and Joe Aceti is director. ABC assigned composer David Lucas to handle music and Anifilm to do the editing.

Colgate-Palmolive Co., through Ted Bates & Co., both New York, has purchased sponsorship in NBC Radio's *News of the World*.

La-Z-Boy Co., Monroe, Mich., through Marvin Mahn Inc., Birmingham, Ala., has signed for participation in NBC Radio's *Emphasis*, *Chet Huntley's Perspective on the News*, *David Brinkley's Reports and Monitor*.

Amway Corp., Ada, Mich., through Stevens Inc., Grand Rapids, Mich., has purchased sponsorship in ABC Radio's *Paul Harvey's Saturday News Commentary*, on the American Entertainment Network for 52 weeks.

Canada Dry Corp., through Grey Advertising, both New York, will sponsor the musical-comedy color special, *Ann-Margret: From Hollywood with Love*, Saturday, Dec. 6 (8:30-9:30 p.m. EST) on CBS-TV.

W. R. Grace & Co., Cambridge, Mass., through Fuller & Smith & Ross, Chicago, will advertise its Zonolite insulation with over 10,000 radio spots and numerous TV commercials in the northern U.S. Cooperative advertising will be arranged with local dealers for newspaper, radio and TV.

Pepsico Inc. through Young & Rubicam, both New York, has purchased full

How TV-network billings stand in BAR's ranking

Broadcast Advertisers Reports' network-TV dollar revenue estimate—week ended August 24, 1969 (net time and talent charges in thousands of dollars)

Day parts	ABC		CBS		NBC		Total minutes week ended Aug. 24	Total dollars week ended Aug. 24	1969 total minutes	1969 total dollars
	Week ended Aug. 24	Cume Jan. 1-Aug. 24	Week ended Aug. 24	Cume Jan. 1-Aug. 24	Week ended Aug. 24	Cume Jan. 1-Aug. 24				
Monday-Friday Sign-on-10 a.m.	\$ —	\$ 101.9	\$ 98.1	\$ 3,824.7	\$ 336.0	\$ 11,990.5	82	\$ 434.1	2,966	\$ 15,897.1
Monday-Friday 10 a.m.-6 p.m.	1,461.0	49,389.4	2,426.5	93,226.8	1,525.3	75,485.3	855	5,412.8	31,125	218,101.5
Saturday-Sunday Sign-on-6 p.m.	499.5	30,200.2	681.0	34,529.2	928.9	21,865.1	290	2,109.4	9,780	86,594.5
Monday-Saturday 5 p.m.-7:30 p.m.	218.8	10,872.1	483.7	22,608.7	414.2	20,474.1	89	1,116.7	3,245	53,954.9
Sunday 6 p.m.-7:30 p.m.	59.4	4,834.9	137.1	7,013.9	70.0	6,283.5	18	266.5	735	18,132.3
Monday-Sunday 7:30-11 p.m.	3,721.8	161,647.6	4,943.1	218,697.2	4,920.9	216,275.2	453	13,585.8	15,204	596,620.0
Monday-Sunday 11 p.m.-Sign-off	302.2	13,618.9	466.1	4,095.7	400.4	16,549.4	122	1,168.7	2,960	34,264.0
Total	\$6,262.7	\$270,665.0	\$9,235.6	\$383,976.2	\$8,595.7	\$368,923.1	1,909	\$24,094.0	66,015	\$1,023,564.3



September 15 is Independence Day in San Francisco.

That's the day KTVU Channel 2—the nation's *most* independent TV station—swings into its big, all-new, all original, all-color prime time schedule.

A schedule with the hip, right-now excitement of *The Barbara McNair Show* and *Della*, with the fantastic Della Reese. Weekend Premieres like *Music Man*, *Splendor in the Grass* and *Rio Bravo*. First-run fun and games, with *Beat the Clock*, *What's My Line?*, and *He Said...She Said*, Joe Garagiola's hilarious new family game. *The Jack Carney Show*—unorthodox chatter and entertainment from around San Francisco. And then there's *The Dennis Wholey Show*.

For a guaranteed slice of the Bay Area viewing action, get in touch with the nation's *most* independent independent. KTVU Channel 2, San Francisco-Oakland.

Then watch the fireworks!

2'S COMPANY
KTVU
San Francisco-Oakland
Represented by TeleRep

CBC

sponsorship of Flip Wilson's TV special, *The Flip Wilson Show*, on NBC-TV Monday, Sept. 22 (10-11 p.m. EST).

Toni Co., Chicago, through Clinton E. Frank Inc., there, will use heavy network TV schedules plus spot TV in top 40 markets starting Oct. 27 to introduce new White Rain Shampoo with lemon.

Schieffelin & Co., New York, through Jerry Della Femina & Co., New York, has bought a commercial schedule for Blue Nun wine on newscasts of the American FM Radio Network from Sept. 14 through Nov. 15.

Gas group, U.S. Time buy heavily in specials

Two major advertisers on NBC-TV's specials in the 1969-70 season (BROADCASTING, Aug. 11) will be the American Gas Association and U.S. Time Corp. (Timex Watches).

The American Gas Association, through J. Walter Thompson Co., has purchased full sponsorship of six specials and half sponsorship of the two-hour production of *David Copperfield*, scheduled for the first quarter of 1970. AGA's six specials are *Mitzi's Second Special* (Oct. 13, 10-11 p.m. NYT), *Norman Rockwell's America* (Nov. 12, 10-11 p.m. NYT), a repeat of *The Little Drummer Boy* (Dec. 18, 7:30-8 p.m. NYT), one tentatively titled *The Wonderful World of Girls* (January 1970), *Ice Capades* (February 1970) and *The Whale of Jose Escobar* (April 23, 1970, 7:30-8:30 p.m. NYT).

U.S. Time Corp.'s buy, through Warwick and Legler, consists of half sponsorship of the *David Copperfield* and *Hans Brinker* (Dec. 14, 7-9 p.m. NYT) and full sponsorship of six others: *Timex Presents the All-Star Circus* (Sept. 6, 9-10 p.m.), *Heidi* (Oct. 19, 7-9 p.m.), *Diana Ross and the Supremes with the Temptations on Broadway* (Nov. 12, 9-10 p.m. NYT), *Peggy Fleming Debuts at Madison Square Garden with the Ice Follies* (Nov. 30, 9-10 p.m. NYT), *TCB* a repeat (April 20, 8-9 p.m. NYT) and *The Best on Record: The Grammy Awards Show* (spring 1970).

Florists' Transworld Delivery Association, through Post-Keyes-Gardner, is cosponsoring the *Hans Brinker* special.

Other multiple sponsors include Electric Companies Advertising Program through N. W. Ayer, Chrysler Corp. through Young & Rubicam, Monsanto through Doyle Dane Bernbach, Hallmark through Foote, Cone & Belding, Prudential Life Insurance Co. through Reach, McClinton, General Electric Corp. through BBDO, and AT&T through N. W. Ayer.

Strong growth for radio seen

But commercial techniques need to be modernized, Atlanta workshop is told

First "road show" of the Association of National Advertisers/Radio Advertising Bureau Radio Workshop, held in Atlanta last week, attracted a capacity attendance of almost 400 advertisers, agency and station-representative officials. The workshop was held Wednesday (Sept. 3) on the first morning of the 1969 series of two-way RAB management conferences.

William W. Neal, chairman of the board of Litter Neal Battle & Lindsey, Atlanta, the workshop's keynote speaker, praised radio as a medium that "is still a giant." He said that radio has "come of age in a healthy competitive atmosphere that demands results," and added that his agency would like to increase its radio volume "as much and as dramatically as we can in the years ahead."

Mr. Neal played examples of commercials in radio but cautioned his audience that a radio spot "has to be something more than creative; it has to know whom it's talking to." The most creative task a radio spot can perform is to "stand out from all others you hear in an average day's listening," he stated.

The workshop was produced by Chuck Blore Creative Service, Los Angeles. Mr. Blore told a luncheon meeting that radio commercials, when created properly, are "the most energetic,

Webster offers tips for radio commercials

CBS Radio Vice President Maurice Webster suggested three ways to improve radio advertising and listed four "necessary ingredients" for commercials in an address to the Arkansas Broadcasters Association Aug. 28 in Hot Springs.

Broadcasters should stimulate agencies to do better work by offering prizes for top commercials, Mr. Webster said. They should also encourage independent production companies and recording studios, and develop copy and production facilities at stations for smaller clients, he urged.

For effective commercials over an extended period, Mr. Webster recommended the use of a natural or low-key mood, concise copy, top quality performance and dimension with two or more components.

contemporary form of communication in advertising." But he warned that "outmoded techniques won't get through to today's customer." He demonstrated examples of commercials produced by his organization.

The RAB management conference featured an address by RAB President Miles David, who challenged radio-station operators to seize the opportunity to increase the investment in the medium by retailers. He claimed that of the top-10 radio advertisers in every market, "at least five can be major retailers."

"The retail revolution in radio has seen Sears become our largest single advertiser in some markets and a top-five contender in most cities," Mr. Davis reported. "Many other chain retailers are rapidly increasing radio use and we have many locally owned department stores using radio heavily. But we are nowhere near our potential."

He urged stations to join forces and form RAB retail advisory committees, so the "very considerable investment in time to help retailers to use our medium can be shared by stations."

Schwartz to keynote youth-market seminar

A seminar on "How to Sell the Youth Market" will be held Sept. 17-18 at the Waldorf-Astoria, New York. Sponsored by Corporate Seminars Inc., New York, the seminar is intended to acquaint advertising agency and marketing executives with this growing market.

Walter A. Schwartz, president of ABC Radio Network and scheduled keynote speaker at the seminar, made clear his views about how to sell that market at a preview of the seminar for newsmen last week. "The single most important element in selling the youth market is radio," he said. "Radio is their medium." He added that industry now has so many new products and services to sell that it must reach the young people "before they make up their minds."

Panelists at the seminar will include the following: Robert M. Stelzer, president, Student Marketing Institute; Russ Barnard, assistant to vice president of marketing, Columbia Records; Jacqueline Brandwynne, president, Jacqueline Brandwynne Associates; Allen Walz, vice president of public relations, Canada Dry Inc.; Robert J. Krefling, circulation manager, *Time Magazine*, and Jerry Jordan, vice president-marketing, American Airlines.

Agency appointments:

■ Arby's International, Youngstown, Ohio, names Kenyon & Eckhardt, New York, to handle its approximately \$2

OVERWHELMING LEADERSHIP IN

MOVIES

COMPARE:

WSYR-TV's "Monday Night at the Movies" With Prime Time Movies of Competing Stations

March 1969 ARB

93% More Homes Than Station B
88% More Homes Than Station C

		Homes	Women	Women 18-49
WSYR-TV*	Mon. 9-11pm	123,000	100,900	61,300
Station "B"	Wed. 8:30-11pm	63,600	51,800	36,000
Station "C"	Fri. 9-11pm	65,500	51,200	32,700
WSYR-TV Advantage over Station "B"		93%	95%	70%
Station "C"		88%	97%	87%

March 1969 NSI

95% More Homes Than Station B
72% More Homes Than Station C

		Homes	Women	Women 18-49
WSYR-TV*	Mon. 9-11pm	119,000	106,000	67,000
Station "B"	Wed. 8:30-11pm	61,000	56,000	41,000
Station "C"	Fri. 9-11pm	69,000	55,000	36,000
WSYR-TV Advantage over Station "B"		95%	89%	63%
Station "C"		72%	93%	86%

*WSYR-TV figures include satellite WSYE-TV, Elmira, N. Y.
Audience measurements are estimates only, subject to the limitations of the source.

WHY NO. 1?

WSYR-TV's fabulous film library; the most outstanding movie packages obtainable—"blockbusters," spectaculars—movie titles that are "audience pullers" par excellence. The story is in the figures.

Represented Nationally by HARRINGTON, RIGHTER & PARSONS



WSYR • TV

NBC
Affiliate



Channel 3 • SYRACUSE, N. Y. • 100 K W

Plus WSYE-TV channel 18 ELMIRA, N. Y.

million account. Former agency was Meek & Thomas Advertising Inc., Youngstown.

▪ Eagle Affiliates, division of APL Corp., named Heltizer Advertising, both New York, to handle its account. Advertising will initially be for Super-seal plastic housewares on spot TV beginning in the spring of 1970.

▪ AAA Enterprises, Atlanta, named Henderson Advertising Agency, Atlanta office, to handle \$2-million account for its shelter division. Former agency was Jack Thrift Inc., Atlanta.

Also in advertising:

New creation ▪ Communication Inc., Denver, has been formed to specialize in radio and TV commercials and the assembly of audio-visual concepts for business groups. The new company is headed by Harry F. Landon who had been broadcast director for Frye-Sills Inc., Denver ad agency, for the past

three years. Communicareations has studio affiliations with Western Cine Service and Summit Studios in Denver as well as recording and video tape supply sources in Hollywood. Mailing address is 801 Pennsylvania St., Denver 80203.

Own shop ▪ Tempo Enterprises has been established in Hollywood, essentially to produce television commercials. The shop is headed by Terry Anderson, formerly director of film programing for KHJ-TV Los Angeles. In addition to TV commercial production, Tempo Enterprises plans to produce industrial and media sales films.

Strawberry formed ▪ Strawberry Productions, New York, has been formed by Sol Dworkow as a TV commercials production company. Mr. Dworkow, in addition to work with independent production companies oriented to still photography, was associated with Benton & Bowles, New York, as vice presi-

dent and manager of the TV production department. Address of new firm is 210 East 50th Street.

Rep appointments:

▪ WKND Hartford, Conn., WBCN-FM Boston: Greener, Hiken, Sears, New York.

▪ KwK St. Louis: Dore and Allen Inc., New York.

▪ WKIP Poughkeepsie, N. Y.: PRO Time Sales Inc., New York.

Magnin breaking into TV

I. Magnin, San Francisco, one of the nation's leading women's specialty stores, is using television for the first time this month on KPX(TV) San Francisco. A current three-week flight of spots plus two other local campaigns later this year will be followed by expansion into other West Coast cities in 1970. Agency is Botsford Ketchum Inc., San Francisco.

TheMedia

It's all over on cable negotiation

Broadcasters and CATV interests quit talking, will fight it out on Hill and before FCC

Three months of negotiations over CATV regulation between members of the National Association of Broadcasters and the National Cable Television Association ended last week with the two sides farther apart than they were at the beginning.

Both groups cast their lots for a test in the coming months of their respective political clout in Congress and the FCC, where copyright revision and formulative cable policy (see page 43) are undergoing scrutiny. The breakdown in talks was expected, according to some Capitol Hill observers, to put CATV copyright liability back into an over-all copyright-revision package from which the issue had been severed by Senator John L. McClellan (D-Ark.) last month.

After the collapse of talks NAB representatives kept a scheduled meeting with attorneys for the copyright holders (major film producers and distributors), but with a new emphasis on exploring "areas of mutual interest" between the two groups.

Fredrick W. Ford, NCTA president, was caught out of town and the news

reached him in Chicago. Mr. Ford, along with Wally Briscoe, NCTA managing director, and Joel Smith, NCTA board member, were providing local newsmen a briefing on the benefits of CATV. It was the second of 12 scheduled promotions for cable by NCTA officials in major U.S. cities (including Kansas City, Los Angeles, Seattle and Dallas), but that series now has taken on a new importance. NCTA pledged last week after the meeting to carry its case for "more and better television and other community services to the American people"—and presumably Mr. Ford and company will have much to talk about in the next few months.

The combatants' arena shifted abruptly from behind closed doors when NCTA representatives walked out of the discussions last Thursday morning (Sept. 4). After a brief one-and-a-half hour meeting during which an NAB negotiating subcommittee presented proposals on distant-signal carriage, Robert Beisswenger, president of Jerrold Corp. and spokesman for the cable interests, terminated the meeting by say-

ing the proposals provided "no basis for negotiations."

The bargaining points laid out by NAB last week were termed by NCTA officials as a "sock in the teeth"; NAB sources said they were necessary for protection of local stations and insurance of the viability of UHF. Both tried to place the onus for breaking off the talks on the other in their release.

NAB was out first with its statement, saying "the NAB negotiators made specific proposals designed to give relief and provide for orderly growth and the maintenance of free broadcasting service in small and medium markets." NCTA charged, in a news release late Thursday evening, that "the series of fruitless meetings ended after broadcasters, departing entirely from earlier compromise proposals, laid down terms which would cripple the young CATV industry."

Although the Thursday meeting was said not to be of a rancorous nature, both sides felt freer than in the past to impugn the motives of their counterparts across the bargaining table.

One NCTA source complained of

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June 19, 1969

*Refers to a
mild
disturbance*

Mr. Eldon Campbell
Vice President and General Manager
The WFBM Stations
1330 North Meridian Street
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*our Public Service
Seminar for
community
organizations*

Dear Mr. Campbell:

Indianapolis, during the first week in June, seemed an improbable place in an uncommon time.

We had our long, hot summer in blackberry winter; Black Panthers working with the Establishment and receiving praise from the police; hundreds of overworked agency personnel working on Saturday and loving it; and we had Liz Carpenter commending our Republican Mayor warmly and misquoting Edmund Burke brilliantly.

Yes, it was an uncommon time.

Only the success of Know How '69 was predictable. We were welcomed warmly, stimulated skillfully, informed authoritatively and we responded brilliantly. We communicated.

Why, in these uncommon times, is Indianapolis such an improbable place? Why do our confrontations between dissidents and authority become productive dialogues; our bombs, Fourth-of-July ladyfingers; and our torches, candles in the dark?

Is it our people? Is it the people in our city who care and the organizations that back them? I think it is.

I think it's such uncommon alliances as The WFBM Stations, The Community Service Council and The Christian Theological Seminary pooling their talents and resources to do their improbable thing. It is everyone who cares enough to try.

Thank you, WFBM, for caring about Indianapolis and trying to an uncommon degree.

Sincerely,

Virginia R. Heiss

Virginia R. Heiss
Coordinator Social & Tenant Services

cc: Kenneth I. Chapman

the "stacked deck, anti-CATV" sentiments presumably held by the NAB subcommittee. Representing NAB were William Grant, KOAA-TV Pueblo, Colo., and Bill Fox, KFMB-TV San Diego, both of whose stations were involved in landmark and prolonged scraps against CATV systems; Jack Harris, KPRC-TV Houston, president of the Association of Maximum Service Telecasters; W. Robert McKinsey, WJRJ-TV Atlanta, a board member of the All-Channel Television Society, and Richard L. Bessemyer, vice president for station relations, ABC-TV, which has consistently opposed the growth of big-city CATV. Jack P. Blume, a Washington attorney and special counsel for the subcommittee, was also present.

One NAB subcommittee member speculated that the NCTA representatives had gone to the meeting fully expecting to walk out and press their case in a more favorable forum elsewhere, particularly at the FCC where two new members are expected momentarily and a third will replace Commissioner Kenneth A. Cox, whose term expires June 30, 1970. Representing NCTA were Mr. Beisswenger; NCTA board members Irving Kahn, chairman of multiple-CATV-owner Teleprompter Corp., Ralph Demgen, Willmar Video, Willmar, Minn., and Walter Schier, a New York attorney. Bruce Lovett,

NCTA general counsel, was also present.

Whatever the alleged motives, the talks collapsed when NCTA representatives felt they couldn't sell the terms of the NAB proposals to their membership. On hearing the distant-signal proposals, Mr. Beisswenger reportedly said that unless other members of the board accompanying him disagreed, he was ready to terminate the negotiations. Mr. Beisswenger is said to have pledged that he would not go back to the full NCTA board with any proposal that was less favorable to the CATV industry than was included in a NAB-NCTA staff compromise jointly prepared last May (BROADCASTING, June 2).

The critical issue, according to one NAB subcommittee source, was the outright repudiation that the staff compromise received from many broadcasters. A return to that benchmark could never be effected, he indicated. Thus, the impasse between the two groups.

In large measure the NCTA board last June staked its bargaining position on the compromise by accepting it "in principle." But the compromise, which was drawn up by staff members of both NAB and NCTA in an effort to move cable accommodations off dead center at that point, came under withering fire, principally from AMST and ACTS. Within three weeks the NAB television

and radio boards had ditched the compromise in favor of reopening the negotiations, and thus first a 12-man committee, then a five-man subcommittee were appointed by NAB to conduct talks with NCTA (BROADCASTING, June 23 et seq.).

The compromise package that fell into disrepute basically proposed that (1) CATV systems be made liable for copyright payments at rates fixed in the new copyright bill now under consideration in the Senate; (2) CATV's respect the exclusivity rights granted to TV stations in contracts between stations and program suppliers; (3) CATV systems be prohibited from interconnecting; (4) CATV systems be required to carry all local stations, but be permitted to import distant signals to provide their customers with three network and three independent programs; (5) CATV systems be allowed to originate one channel of entertainment and unlimited channels of automated programs, with one of these origination channels carrying advertising; and (6) existing CATV systems be grandfathered in to permit them to carry on the services supplied at the time the new legislation was adopted.

Negotiations between the groups moved in fits and starts throughout the summer as NCTA first sent a staff probe to find out what they could talk about, and then named a five-man committee to seek an accommodation along the lines of acceptance of the staff package, subject only to clarification and implementation. Reportedly at Mr. Beisswenger's request, the negotiating subcommittees tackled head-on a "tough issue," like distant-signal importation.

What the NAB proposed last week, which triggered the walkout, was a "modification" of the adequate-television-service concept in the staff compromise. According to that document, "adequate service means that the CATV system shall have available to it the services of stations fully affiliated with each of the national TV networks plus the services of no more than three nonaffiliated commercial TV stations. This means, for example, that in a market such as Philadelphia, which has stations fully affiliated with all existing national networks and three commercial TV stations not so affiliated, no importation of distant signals shall be permitted."

NAB proposed, according to both broadcast and cable sources present, carriage of three full network stations plus three commercial independents plus one educational station in the top-20 TV markets, a three-plus-two-plus-one formula in the 21st to 50th TV markets, and a three-plus-one-plus-one formula in markets 51 to 224. NAB also stipulated that CATV's in all mar-

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kets could originate public-affairs programming only. Under the staff compromise, CATV systems would be permitted to originate any type of programs on a single channel, with no limit on the number of channels devoted to either automated services or public-service programs.

NAB is also reported to have pressed for retention of the overlap rule where a central metropolitan area of one major market falls within the predicted contours of stations in another major market. The commission has said it would codify this so-called footnote 69 situation into its new rules and would apply its 35-mile zone stipulation: A system within the 35-mile zone of a TV station in one market cannot carry another TV station in another market unless the system's served community is also within the 35-mile zone of the station in that other market. Cable interests regard the rule as an anathema to their service.

NAB further pressed for protection of construction permits for "some period of time." In return for these provisions the NAB negotiating subcommittee would offer relief to small CATV operators from technical standards and reports to the FCC, such as on fairness-doctrine compliance.

Said one NCTA source who attended the meeting: "The broadcasters were basically so hard that further talks were fruitless. We might as well try our luck at the FCC and Congress. That [NAB] group was a tough one to deal with."

Officially, in a news statement attributed to M. William Adler, national chairman of NCTA, the association claimed that "the new proposals made by the NAB would limit cable service in all but the largest cities to the reception of four commercial stations, although cable systems are technically capable of delivering as many as 40 channels to TV receivers. Although the NAB couched its proposals in terms of protecting the small broadcaster, such protection is not needed. Cable television was born and has grown in areas served by the small broadcaster, and CATV has never had a harmful effect on radio and television stations in these areas."

Prospects of renewed talks between the groups were discouraged by participants at the meeting. NCTA reportedly was told that if it should draw up other proposals at a later time, broadcasters might be willing to meet. But as one NAB source put it: "It's up to them. They have our proposals."

The subcommittee had already planned to meet with attorneys for the copyright holders, but the NCTA walk-out gave new urgency to the gathering. According to an NAB member present, the attorneys indicated they would like to meet with the subcommittee, possi-

bly later this month, "for agreement on common support on issues of mutual interests." Those mutual interests generally were termed the degree and amount of exclusivity that should be provided stations, the number of signals for compulsory license and market sizes.

Within two weeks Bill Grant is to deliver a full report of last week's NAB-NCTA meeting to NAB's executive committee with a request for instructions on whether or not the subcommittee should be discharged or retained. NCTA's Ford is also expected to deliver tomorrow (Sept. 9) a letter to Senator McClellan detailing his association's negotiation attempts.

According to a source on the Senate Copyright Subcommittee, Senator McClellan may now proceed with a comprehensive copyright bill that will include a CATV provision, one which will be "a meld of copyright and communications policies." It was noted that the senator had severed the CATV issue from the bill in large part because "the parties were still in discussion." With collapse of the negotiations, it was felt, the subcommittee "will feel free to proceed"—with no need for further hearings since the issues are clearly delineated by now.

On the House side Representative Torbert Macdonald (D-Mass.) was said

to have been informed of the talks breakdown. One source close to the House Commerce Subcommittee on Communications of which Representative Macdonald is chairman, said more CATV hearings with an eye toward legislation will be held this fall. Hearings in May by the Communications Subcommittee were not based on any particular CATV bill, but there were several introduced at that time that reflected the substance of the original NAB-NCTA staff compromise (BROADCASTING, May 26).

Changing Hands

Announced:

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

▪ WTWO(TV) Terre Haute, Ind.: Sold by James Raymond Livesay and others to Booth Newspapers Inc. for \$5 million (see page 43).

▪ WRUN-AM-FM Utica, N.Y.: Sold by Rome Sentinel Co. to John Woods and others for \$535,000. George B. Waters is president of Rome Sentinel Co., which publishes the *Rome (N.Y.) Sentinel*. Buyers own WSSB Durham, N.C. WRUN is full time on 1150 kc with 5 kw day and 1 kw night. WRUN-FM is

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75201
214/748-0345

SAN FRANCISCO
111 Sutter St. 94104
415/392-5671

on 104.3 mc with 100 kw and an antenna 500 feet above average terrain.

■ Wxxx Hattiesburg, Miss.: Sold by Edd Cantrell to Charles D. Saunders and James A. McCullough for \$110,000. Buyers own WLEF-WSWG(FM) Greenwood, Miss., and WHHM Henderson, Tenn. Wxxx is a daytimer on 1310 kc with 1 kw. Broker: Hamilton-Landis & Associates.

■ WMOA-AM-FM Marietta, Ohio: 51%

sold by W. Ernst Minor III to Ray H. Rosenblum for \$90,000. Mr. Minor is an assistant to Vice President Spiro T. Agnew in charge of scheduling and appointments. Mr. Rosenblum is general manager and 49% owner of WMOA-AM-FM and owns WACB Kittanning, Pa. WMOA is full time on 1490 kc with 1 kw day and 250 w night. WMOA-FM is on 94.3 mc with 3 kw and an antenna 300 feet above average terrain.

Approved:

The following transfer of station ownership was approved by the FCC last week (for other FCC activities see "For the Record," page 67).

■ KTDO Toledo, Ore.: Sold by Edward C. McElroy Jr. to Charles A. Farmer for \$60,000. Mr. Farmer owns 25% of KVAS Astoria, Ore. KTDO is full time on 1230 kc with 1 kw day and 250 w night.

Goodman's role expanded at NBC

Chairman Scott wants to lessen activity, relinquishes post of chief executive officer; Adams back on job

Julian Goodman, president of NBC, will add the title of chief executive officer currently held by Chairman Walter Scott, on Jan. 1.

Plans for the change were announced last week as having been proposed by Mr. Scott and endorsed by the NBC board of directors at its monthly meeting Wednesday (Sept. 3).

NBC sources, who said Mr. Scott for some time had wanted to "ease up" after 32 years with the company, indicated that he initiated the proposal at a recent dinner meeting with Robert W. Sarnoff, president of NBC's parent RCA and himself a former president and chairman of NBC.

They said that Mr. Sarnoff, while agreeing to Mr. Scott's proposal, asked for and was given Mr. Scott's assurance that he would continue as chairman at least until he reaches age 60 in 1975.

Mr. Goodman, 47, has been chief administrative officer of NBC since Jan. 1, 1966, and will continue to hold that title. Mr. Scott's post as chief executive officer also dates to Jan. 1, 1966. They have been president and

chairman, respectively, since April 1, 1966. During the January-April 1966 period Mr. Scott also served as president.

NBC said Mr. Scott "will concentrate on the development of basic plans for NBC's growth and on the supervision of corporate projects that promise significant contributions to that growth."

NBC meanwhile added another high-level planner last week with the return of David C. Adams as an executive vice president on the corporate staff after a one-year "trial" leave of absence. Mr. Adams will concentrate on policy, planning and special assignments, reporting to Mr. Goodman (BROADCASTING, Aug. 11).

In announcing Mr. Goodman's expanded role, Mr. Scott said: "Julian and I have worked together side-by-side, day-by-day, managing the affairs of NBC. He has demonstrated an extraordinary grasp of the complexities of broadcasting, and his superb executive skills have strengthened NBC's leadership in all areas of our business. Even though he is young in years, he is

mature in experience. I believe he possesses the ideal combination of talents to lead NBC to new levels of achievement in the challenging years ahead."

Mr. Goodman was a key figure in NBC News before moving into the corporate administration. He joined NBC in 1945 as a news writer in Washington, subsequently serving as manager of news and special events for both the radio and the TV networks, director of news and public affairs for NBC News and executive vice president of NBC News.

Mr. Scott's 32 years at NBC have encompassed sales, operating and management responsibilities. He started as a salesman in 1938, rising to vice president in charge of television sales and then to head of the television network from 1959 through 1965.

Senate subcommittee likely to kill D.C. tax

A House-approved 2% tax on news services in the District of Columbia appeared to be squelched last week by a subcommittee of the Senate District Committee.

The proposed tax, part of a pending D.C. revenue bill, had already prompted opposition from one member of the subcommittee, Senator William B. Spong (D-Va.), who called it a potentially "dangerous precedent . . . and, I suspect, an unconstitutional burden on the free flow of information as well" (BROADCASTING, Sept. 3).

At hearings last week on the revenue package, Senator Thomas F. Engleton (D-Mo.), chairman of the subcommittee, aligned himself with Senator Spong and added: "Since two of the three [subcommittee] members have announced opposition, I would think the proposal would have extreme difficulty in clearing this subcommittee." The other member, Senator Charles McC. Mathias (R-Md.), has taken no posi-



Mr. Scott (l) and Mr. Goodman

tion on the proposal.

The tax would have applied to "the service of preparing, providing, or supplying photographs, comic strips, special feature articles, feature articles, or any other similar material intended for use in newspapers, magazines, periodicals, circulars, radio, television, or any other means of publication." The tax would not have applied to material sent outside Washington.

A previously proposed source of revenue for the District—a 2% tax on advertising—drew opposition at last week's hearings although the House deleted the proposal from its version of the revenue bill. Howard H. Bell, president of the American Advertising Federation, and Alfred C. Cordon, general counsel for the Maryland-Delaware-District of Columbia Broadcasters' Association, revived the arguments used by their organizations earlier this year in testimony before the House District Committee. They argued that an advertising tax would force advertisers to concentrate their campaigns on suburban stations in Maryland and Virginia, leading to a drain on D.C. business activity.

Mr. Cordon added: "A tax on advertising is a tax on salesmanship. . . . It is just not equitable."

Booth newspaper chain buying Terre Haute V

Booth Newspapers Inc., Detroit-based group publisher, is entering broadcasting with the purchase of WTWO-TV Terre Haute, Ind., for \$5 million, subject to FCC approval.

The channel 2 NBC-TV affiliate is being sold by Illiana Telecasting Corp. James R. Livesay, president and 25% owner of Illiana Telecasting, owns WHOW Clinton, Ill., and has controlling interest in WLBH-AM-FM Mattoon, Ill.

Gordon Craig is chairman of Booth Newspapers, which owns the *Ann Arbor News*, *Bay City Times*, *Flint Journal*, *Grand Rapids Press*, *Jackson Citizen Patriot*, *Kalamazoo Gazette*, *Muskegon Chronicle* and *Saginaw News*, all Michigan. John L. Booth, a director and stockholder of Booth Newspapers, is chairman, president and 55.36% owner of the Booth radio stations—WJLB and WMZK(FM) Detroit, WSGW and WSBM(FM) Saginaw and WIBM and WBBC(FM) Jackson, all Michigan; WTOD and WKLR(FM) Toledo, Ohio, and WABQ and WXEN(FM) Cleveland, and WJVA-AM-FM South Bend and WIOU and WKMO(FM) Kokomo, both Indiana. Mr. Booth's wife has an additional 16.08% interest in the stations.

WTWO, which went on the air in September 1965, has 100 kw visual and an antenna height of 950 feet above average terrain.

Some ideas on CATV's place

Comments filed at FCC analyze cable's role in communications

The FCC last week received comments on Part V of its ongoing CATV rule-making. Part V is principally concerned with the relationship between broadcasting and the cable industry, the role and extent of governmental regulation of cable, and the role of CATV and other technologies in establishing an extended communications system.

The General Electric Co. said that CATV systems now operating "neither have, nor will they have, any meaningful relationship to the development of extended service," owing to a lack of technical capacity and uniform technical standards. GE argued that the entertainment functions of cable systems should be limited, in order to encourage an incentive to develop extended services. To further encourage such development, GE added, CATV should not be unduly burdened in its formative stage by further unnecessary regulation. Present regulation, GE recommended, should encourage the industry's viability.

As additional spurs to growth, GE suggested that cable operators be encouraged to originate programing "within limits consistent with the preservation of an effective free television system." GE also espoused the formation of a technical standards committee, and, once CATV is on its feet and technically evolved, recommended its regulation as a common carrier providing wide access to all segments of society.

The computer, electronics and telephone industries should be encouraged to contribute to an extended communications network in conjunction with cable, GE said, adding that the government's principal role in the immediate future should be "to act as an effective clearing house for the exchange of ideas and information in this emerging area and as a spur to development efforts by all industries."

In other filings, The American Newspaper Publishers Association (ANPA) registered concern that newspapers might someday be overshadowed by CATV news origination. Foreseeing the role of newspapers in the "information technology" of the future, ANPA predicted the formation of "information banks" containing vast amounts of data disseminated by cable. It stressed the importance of the newspaper's continuing function to collect, edit and analyze news and related information fed into such banks. ANPA said that there

should be no restrictions placed on the ownership, operation or lease of CATV systems by newspaper publishers.

The American Broadcasting Co. said the proper role of the CATV industry should be one of a supplementary service to off-the-air broadcasting, rather than "siphoning off-the-air programing to a system of pay television by cable." To the extent that cable services can add to the services of off-the-air broadcasting, ABC said, they should be encouraged, but "only on a self-supporting basis as their own intrinsic value and salability permit."

The Association of Maximum Service Telecasters echoed this position, saying "it would be fundamentally unfair to make broadcasters . . . participate in their own destruction by allowing CATV operators to use free broadcast signals as the economic base for the 'wired nation,' which would have no room for television broadcast stations once the objective was achieved."

As to the development of extended communications services, ABC said that there is insufficient "hard research" in the field and also recommended a technical standards committee to evaluate various systems, not limited to cable. "While cable may represent one technique, it is certainly not the only means and, perhaps, not even the most attractive means, of providing extended services," ABC added.

Turning to the relationship between federal and local authority in regulating CATV, ABC felt that while the federal government should assume "overall responsibility" in cable service as the need arises, local authorities are capable of functioning effectively in many areas at the present time. ABC said it was "now too early" to impose common-carrier regulation upon cable systems, but that wide accessibility to cable services by the public would encourage developmental efforts.

Media reports:

Reconstructed facilities ■ WAEQ-TV Rhinelander, Wis., is scheduled to return to the air this week (Sunday, Sept. 7) with new studios, offices and antenna. The station went off the air Nov. 17, 1968, when an airplane crashed into the antenna tower which then fell and destroyed WAEQ-TV's facilities.

Bib move ■ WFMT(FM) Chicago has formally dedicated new offices and studios of the Pioneer Fine Arts station at double ceremonies for local, civic and advertising leaders. WGN Continental will have spent \$250,000—over and above the original \$1-million purchase price—for WFMT(FM) by the time the transmitter-antenna move to John Hancock Center in downtown Chicago is complete (see page 52).

Interconnection: \$90 million

AT&T files for \$15-million increase for TV, \$3.5 million more from radio

For more than 17 months, AT&T has been refiguring and restructuring proposed new rates for broadcast transmission service. The upshot of the work is that AT&T still wants some \$90 million annually for that service, about \$18.5 million more than broadcasters are now paying—an increase the broadcasting industry is likely to try to deny the giant carrier.

The company's new proposed tariffs, which are being substituted for proposed tariffs on file since Feb. 1, 1968, and which would drastically alter the cost basis on which the service is offered, were filed with the commission on Aug. 29, to become effective Oct. 1.

But broadcasting industry representatives who already feel AT&T's charges are high enough appear to be getting ready to petition the commission to suspend the tariffs. The three major networks—ABC, CBS and NBC—and the National Association of Broadcasters last week asked the commission to direct AT&T to postpone the proposed effective date for 90 days, to afford them adequate time to analyze the mass of data—eight volumes—on which the proposed tariffs are based, and prepare a responsive pleading on them. The deadline for requesting a suspension of the tariffs is Sept. 17.

According to AT&T estimates, the new rates would provide revenues totaling \$90,621,000 in 1971—\$69,612,000 from television and \$21,009,000 from radio. If current rates were continued in effect, AT&T said, it would earn \$54,568,000 from its television-transmission service and \$17,524,000 for relaying audio signals, a total of \$72,092,000, in 1971. The proposed tariffs that were filed on Feb. 1, 1968, but whose effective date has been repeatedly postponed, would have produced revenues totalling \$91.6 million, based on the amount of broadcast business AT&T believed it would have done under those tariffs in 1968 (BROADCASTING, Feb. 19, 1968).

AT&T also made clear that the new proposed tariffs are subject to subsequent revision. AT&T vice president F. Mark Garlinghouse, in a letter accompanying the proposed tariffs, noted that the rates they contain are based on—and therefore “should reflect”—the rate level contained in the proposed tariffs filed 19 months ago. But, he added: “Circumstances have changed sufficiently since Feb. 1, 1968, that additional review of that rate level is required. Accordingly, the rate schedule

we are now filing should be regarded as interim rates.” He also said “further rate adjustments may be filed” after AT&T completes a review, now underway, of the cost and demand factors involved in the rate level for the program services.

AT&T developed the new rates after analyzing the results of a marketing survey of television broadcasters' reaction to five suggested rate structures. The study was undertaken in cooperation with the commission's Common Carrier Bureau as well as the broadcasting industry.

The survey, in turn, was initiated in April 1968 as a result of Hearing Examiner Herbert Sharfman's initial decision in the Hughes Sports Network Inc. case, on Jan. 30, 1968. Mr. Sharfman had held that AT&T's rates, as they apply to part-time users, like Hughes, are discriminatory, and proposed that the company be directed to file new rates that would eliminate the alleged discrimination (BROADCASTING, Feb. 5, 1968).

The relationship of Mr. Sharfman's

Emphasis is on radio in NAB research offer

The National Association of Broadcasters last week announced its 1970 program of research grants, and invited applications from the academic community.

The individual grants will be up to \$1,000 each for out-of-pocket expenses. A total of approximately \$10,000 has been allocated for the program.

The grants are intended to encourage qualified individuals to enter the broadcast research field and to facilitate their training, as well as to assist more experienced scholars.

NAB is giving particular encouragement to those who want to undertake research on radio. The association also said that graduate students and senior undergraduates are particularly invited to apply.

Areas of investigation must relate to the social, cultural, political and economic effects of American commercial broadcasting. Evaluation of all proposals will be made by a committee composed of broadcast-industry representatives, research professionals and academicians. The deadline for applications is Dec. 1.

decision to the proposed tariffs led the commission's common carrier bureau to suggest that AT&T postpone the April 1, 1968, effective date for 12 months, to permit the parties involved to aid in the development of a revised rate structure. AT&T agreed, and subsequently postponed the effective date several more times, most recently to Oct. 1, to enable it to complete its survey and prepare new rate structure.

The proposed rates appear designed to meet examiner Sharfman's standard. Annual revenues from monthly contract rates paid by television stations would be increased some 51%, from \$41 million to \$63 million, while revenues from occasional users would drop about 50%, from \$13 million to \$7 million. Audio revenues paid by both contract and occasional users, however, would increase from \$14 million to \$15 million for the former, \$3 million to \$6 million for the latter.

But in either case, meaningful comparisons are difficult since the rate structures themselves would be different. Television service would be offered monthly contract customers on a minimum one-hour-per-day-for-30-days basis, instead of the present eight hours per day for a 30-day minimum period. Occasional service, however, would continue the present one-hour per occasion of use basis.

In radio, monthly service would be offered only on a basis of 24 hours per day for 30 days; it is now available on an eight-hour-day basis. Occasional use service would still be offered on a basis of one hour of occasional use, but on a clock-hour schedule with three service periods and associated rate levels per day.

In another major change, AT&T would include charges for audio as well as video in its television rate. The new proposed rates also include charges for color; color is an additional charge under present tariffs. In addition, early morning service rates would be discontinued in both the television and audio services.

Under the proposed tariff for monthly television service, broadcasters would pay \$12.10 per mile for the first hour of combined audio-video service, plus \$6.60 for each additional nonconsecutive hour and \$4.40 for each additional consecutive hour. Broadcasters now pay \$35 for the basic eight hour day—a charge, however, that does not include audio.

The combined station connection

charge would be \$580 (including the cost of color) for the first hour of service, plus \$236 for each nonconsecutive hour and \$147 for each additional consecutive hour. The present rate for the basic eight hour day is \$500, which does not include charges for color (\$450) or audio service.

The cost of local TV channel service would be \$1,225 per channel for the first month, and \$725 for each additional month. Present rates now are only \$175 for the first month and \$175 for each additional month. But broadcasters also pay \$20 per one quarter mile (for the first eight miles) and \$35 per mile over eight miles—charges which would be dropped under the proposed rate structure.

Broadcasters taking the occasional service offering would pay 55 cents per mile for the combined audio-video service as against the \$1 for video only they now pay. Station connection charges would be \$26.25 per hour, which would include the cost for color. Present basic costs, including \$200 per month, plus \$250 for color, would be dropped.

AT&T foresees both increases and decreases in the amount of service it would provide as a result of the proposed rate changes. It estimates that the number of interexchange pricing miles used for monthly service in its television network will drop from 43,845 to 41,362 and that the number of station connections will decline from 409 to 385. It believes the number of local channels, however, will increase, from 641 to 806.

The company estimates that, in connection with occasional service, the number of channel miles hours will increase from 750,481 to 790,055, while the number of station connection hours will decline from 2,393 to 2,149. The number of local channels used is expected to drop from 991 to 217.

In the audio network, AT&T estimates it would have 159,718 pricing miles under the proposed rates, as against 180,456 at present, and that station connections would increase from 2,250 to 2,769. The number of local channels in use would drop from 23,286 to 21,712. In connection with occasional service, AT&T said, the number of interexchange channel mile hours would drop from 2,501,560 to 1,860,213, while the number of station connection hours would jump from 29,182 to 65,257 hours and the number of local channels in use would drop from 4,602 to 3,094.

Slight switch in Syracuse

WPAW Syracuse, N.Y., has switched affiliation from ABC Radio's Information network to its Entertainment network.

Inmarco plans underwriting

Inmarco Inc., a wholly owned but independently operated subsidiary of Columbia Pictures Industries Inc., has named 10 corporate officers to direct the recently organized diversified research complex, it is being announced today (Sept. 8).

Those elected vice presidents of Inmarco, according to Pierre Marquis, Inmarco president and also president of Audience Studies Inc., are Shim Grudin, and Val Appel, chairman and president of Grudin/Appel Research Corp. (attitude and usage studies); Ralph Wells, Gerald Lukeman, Roger Seltzer and Michael Boyd, all asso-

ciated with Audience Studies Inc. (TV commercial and pilot-film testing); Marilyn Beaudry, president of Comlab Inc. (concept and advertising testing), and Robert Dubin, executive vice president of Comlab; Charles Rosen, president of N. T. Fouriezios and Associates (consumer surveys and store audits), and Robert Sanders, president of Computer Advisory Services (computer software company specializing in systems and designs).

Mr. Marquis also said that Inmarco will underwrite for ASI the cost of a new television ratings meter, which he expected to be operational within one year, and for Comlab an eye-tracking camera.

**Nobody we know
at Channel 7, but
figures make
locks their dial
these audience
us wonder.**



STATION TOTAL HOUSEHOLDS - DAYTON AREA



Represented by Petry

Station	Station Circulation*	Sunday thru Saturday †	
		Eve. 7:30 PM 11 PM	Total Day 7 AM 1 AM
WHIO 7	42 counties	439,000	524,000
Station B	33 counties	398,000	457,000
WHIO-TV Advantage	- 9 counties	+41,000	+67,000

*Source: NSI = TV Weekly Cumulative Audiences - November, 1968
†Source: ARB = Circulation Study 1965

Any figures quoted or derived from audience surveys are estimates subject to sampling and other errors. The original reports can be reviewed for details on methodology.

Twenty years of responsible service to the Miami Valley



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

Twenty years of responsible service to the Miami Valley

The market starts a mild comeback

Programing issues lead way with 12.3% increase; CATV stocks come out of slump with 11.8% gain

Broadcasting and broadcasting-related stocks rallied slightly in the month of August, reversing a two-month severe losing trend reflected in nearly all issues in the BROADCASTING index of selected stocks. Over-all the 86 compa-

nies gained 3.1% compared with the general market upturn of 3.8%, according to the Standard and Poor Industrial Average.

Programing issues paced the advances last month with a 12.3% in-

crease, while CATV stocks, in breaking out of nearly three months of doldrums, gained 11.8%. Broadcasting-with-other major-interests stocks rose 6.9% and service issues were up 6.3%. Small gains were made by the manufacturing

The Broadcasting stock index

A weekly summary of market activity in the shares of 89 companies associated with broadcasting.

Stock Symbol	Ex-change	Closing Sept. 4	Closing Aug. 28	% change Month of Aug.	High 1969	Low	Approx. Shares Out ('000)	Total Market Capitalization ('000)
Broadcasting								
ABC	N	46 $\frac{1}{2}$	48 $\frac{1}{2}$	- 7	76 $\frac{1}{2}$	45 $\frac{1}{2}$	4,796	231,407
Atlantic States Ind.	O	7 $\frac{3}{4}$	7 $\frac{1}{4}$	+21	15 $\frac{1}{2}$	6	1,798	13,036
Capital Cities	CCB	28 $\frac{3}{4}$	29 $\frac{3}{4}$	+ 3	37 $\frac{3}{4}$	26	5,804	172,669
CBS	N	44 $\frac{3}{4}$	44 $\frac{1}{2}$	- 1	59 $\frac{3}{4}$	42 $\frac{3}{4}$	25,617	1,139,957
Corinthian	CRB	21 $\frac{3}{4}$	21 $\frac{1}{2}$	- 1	37 $\frac{1}{2}$	20	3,384	71,470
Cox	COX	44 $\frac{3}{4}$	41 $\frac{1}{2}$	+ 8	59	37	2,893	121,043
Gross Telecasting	GGG	15 $\frac{1}{2}$	15 $\frac{1}{2}$	- 3	24 $\frac{3}{4}$	15 $\frac{1}{2}$	805	12,365
Metromedia	MET	19 $\frac{3}{4}$	20 $\frac{3}{4}$	+ 4	53 $\frac{1}{2}$	17 $\frac{1}{2}$	5,507	112,123
Pacific & Southern	O	18 $\frac{1}{2}$	17 $\frac{1}{2}$	+21	26 $\frac{1}{2}$	13 $\frac{1}{2}$	1,616	28,280
Reeves Telecom	RBT	14	14 $\frac{1}{2}$	-11	35 $\frac{1}{2}$	13	2,253	31,812
Scripps-Howard	O	27 $\frac{1}{2}$	25	+19	31 $\frac{1}{2}$	21	2,589	64,725
Sonderling	SDB	32	33 $\frac{1}{2}$	+ 4	47 $\frac{1}{2}$	30 $\frac{1}{2}$	985	32,623
Starr Broadcasting	O	8 $\frac{1}{2}$	7 $\frac{1}{2}$	-	7 $\frac{1}{2}$	6 $\frac{3}{4}$	338	2,451
Taft	TFB	30 $\frac{1}{2}$	31	+ 4	43 $\frac{1}{2}$	27 $\frac{1}{2}$	3,437	106,547
Total							61,822	\$2,140,508
Broadcasting with other major interests								
Avco	AV	27	27 $\frac{1}{2}$	+10	49 $\frac{3}{4}$	23 $\frac{3}{4}$	12,872	349,098
Bartell Media	BMC	12 $\frac{3}{4}$	13 $\frac{3}{4}$	+34	22 $\frac{1}{2}$	8 $\frac{1}{4}$	2,292	31,515
Boston Herald-Traveler	O	29	30	+11	24 $\frac{1}{2}$	11 $\frac{1}{2}$	574	17,220
Chris-Craft	CCN	12 $\frac{1}{2}$	12 $\frac{3}{4}$	+ 6	24 $\frac{1}{2}$	11 $\frac{1}{2}$	3,201	40,813
Combined Communications	O	11 $\frac{1}{2}$	10 $\frac{3}{4}$	NA*	11 $\frac{1}{2}$	9	1,800	18,648
Cowles Communication	CWL	10	10 $\frac{3}{4}$	- 7	17 $\frac{1}{2}$	9 $\frac{1}{2}$	3,620	38,372
Fuqua	FQA	31	34 $\frac{1}{2}$	+11	47	30 $\frac{1}{4}$	5,073	175,019
Gannett	GCI	38 $\frac{1}{2}$	35 $\frac{1}{2}$	+ 3	42	33	4,738	167,536
General Tire	GY	18 $\frac{3}{4}$	18	- 2	34 $\frac{3}{4}$	17 $\frac{1}{2}$	17,914	322,452
Gray Communications	O	9	8 $\frac{1}{2}$	- 2	12 $\frac{3}{4}$	8 $\frac{1}{2}$	475	4,199
Lamb Communications	O	4	4	- 6	10	4 $\frac{1}{2}$	2,650	10,600
Lee Enterprises	O	18 $\frac{1}{2}$	18 $\frac{3}{4}$	+16	21 $\frac{1}{2}$	15 $\frac{1}{2}$	1,957	36,400
Liberty Corp.	LC	17	15 $\frac{1}{2}$	- 1	23 $\frac{3}{4}$	14	6,743	102,831
LIN	O	9 $\frac{3}{4}$	10 $\frac{1}{2}$	+31	32 $\frac{1}{2}$	7 $\frac{3}{4}$	2,174	22,827
Meredith Corp.	MDP	41 $\frac{1}{2}$	40 $\frac{1}{2}$	+14	59 $\frac{1}{2}$	32 $\frac{1}{2}$	2,779	112,550
The Outlet Co.	OTU	18 $\frac{1}{2}$	18 $\frac{1}{2}$	+ 2	30 $\frac{3}{4}$	17 $\frac{1}{2}$	1,332	24,309
Plough Inc.	PLO	61 $\frac{1}{2}$	62 $\frac{1}{2}$	+ 3	72 $\frac{1}{2}$	57 $\frac{1}{2}$	7,892	493,250
Post Corp.	O	18 $\frac{1}{2}$	19	+31	40	14 $\frac{1}{2}$	566	10,754
Rollins	ROL	35 $\frac{1}{2}$	36	+ 6	39 $\frac{1}{2}$	30 $\frac{3}{4}$	7,981	287,316
Rust Craft	RUS	28 $\frac{3}{4}$	27 $\frac{3}{4}$	+ 5	38 $\frac{3}{4}$	25 $\frac{1}{2}$	1,168	31,956
Storer	SBK	27 $\frac{5}{8}$	27 $\frac{1}{2}$	- 6	62	24 $\frac{1}{2}$	4,220	116,050
Time Inc.	TL	45 $\frac{1}{2}$	46	+18	100 $\frac{3}{4}$	36 $\frac{1}{2}$	7,238	332,948
Wometco	WOM	20 $\frac{1}{2}$	20 $\frac{3}{4}$	+18	23 $\frac{1}{2}$	16 $\frac{1}{2}$	5,683	117,922
Total							104,942	\$2,864,576
CATV								
Ameco	A	8 $\frac{1}{2}$	9	+ 3	14 $\frac{1}{2}$	7 $\frac{3}{4}$	1,200	10,800
American TV & Commun.	ACO	14 $\frac{1}{2}$	14 $\frac{1}{2}$	+14	15 $\frac{1}{2}$	11	1,775	25,738
Cable com-General	CCG	11 $\frac{1}{2}$	10 $\frac{3}{4}$	NA*	15	8 $\frac{3}{4}$	1,605	17,013
Cable Information Systems	O	3	3 $\frac{1}{2}$	-	5	2 $\frac{3}{4}$	955	3,343
Columbia Cable	O	9 $\frac{3}{4}$	9 $\frac{3}{4}$	- 4	15 $\frac{1}{2}$	9 $\frac{3}{4}$	580	5,429
Cox Cable Communications	O	13 $\frac{1}{2}$	13 $\frac{1}{2}$	- 4	22	13 $\frac{1}{2}$	3,550	47,925
Cypress Communications	O	10	10	- 5	23	10 $\frac{1}{2}$	808	8,080
Entron	O	3	3 $\frac{1}{2}$	-13	10 $\frac{1}{2}$	3 $\frac{1}{4}$	607	1,894
General Instrument Corp.	GRI	35 $\frac{1}{4}$	37 $\frac{1}{4}$	NA*	43 $\frac{1}{4}$	26	6,028	227,557
H & B American	HBA	14 $\frac{1}{2}$	14 $\frac{1}{2}$	+ 4	20 $\frac{1}{2}$	11 $\frac{3}{8}$	5,016	70,826
Sterling Communications	O	6 $\frac{1}{2}$	6 $\frac{1}{2}$	+ 9	10 $\frac{1}{2}$	5 $\frac{1}{4}$	500	3,125
Teleprompter	TP	54	54	+ 9	70 $\frac{1}{2}$	46	1,006	54,324
Television Communications	O	11 $\frac{3}{8}$	12 $\frac{1}{4}$	- 2	20 $\frac{3}{4}$	11 $\frac{3}{4}$	2,090	25,603
Vikoa	VIK	21 $\frac{1}{2}$	22 $\frac{1}{2}$	+ 4	33 $\frac{1}{2}$	20	1,795	40,388
Total							27,515	\$542,045

group (up 1.2%) and broadcasting stocks (up 0.6%). The 86 companies listed gained over-all 3.1%.

Among the most active issues in August were Bartell Media, up a hefty 43%, and in that same broadcasting-with-other-major-interests group, LIN Broadcasting and Post Corp. each registered a 31% gain. Significant losses were posted by Visual Electronics, down 22%, after a 25% decline in July, and Wrather Corp., down 15%; Wrather also was down 24% in July.

In the broadcasting category both Atlantic States Industries and Pacific & Southern scored 21% increases, with Scripps-Howard posting a 19% gain. ABC was down 7%, but in July the issue had dropped 20%; CBS declined slightly to 1%.

Both Time Inc. and Wometco En-

terprises scored healthy 18% increases, with Lee Enterprises tallying a 16% gain. American TV & Communications was the leader among the CATV issues with a 14% increase. More modest gains in that category were posted by Sterling Communications and Teleprompter, both with 9%, and by H&B American and Vikoa, both with 4%. Entron slipped further over July with a 13% decrease.

A first monthly stock reading of Kinney National, which absorbed Warner Bros.-7 Arts, showed a 22% gain in August, while MGM continued strong, as in July, with a 16% increase. Other gains in the programming category were registered by Gulf and Western (14%), Transamerica (13%), and Columbia Pictures and Disney (each at 12%).

John Blair paced the service group,

with a 19% gain; in July the issue was down 30%. MPO Videotronics was up 15%, after a 26% decline in July. J. Walter Thompson again suffered a significant decrease of 12%; Movielab dropped 11%, and Doyle Dane Bernbach was down 4%.

Magnavox headed the manufacturing category with a 13% gain, followed by Motorola with 10% and Ampex with 8%. Reeves Industries, which had held its own in a generally disastrous July for most stocks, dropped 12%; RCA was down 6%, and Zenith Radio fell 4%.

Additions to the BROADCASTING stock index this month are:

■ Combined Communications Corp., a Phoenix-based group broadcaster with holdings in KTAR-AM-FM-TV Phoenix, KYUM Yuma and KYCA Prescott. all

	Stock Symbol	Ex-change	Closing Sept. 4	Closing Aug. 28	% change Month of Aug.	High 1969	Low	Approx. Shares Out (000)	Total Market Capitalization (000)
Programming									
Columbia Pictures	CPS	N	32 $\frac{3}{4}$	33	+12	42	25	5,863	193,479
Commonwealth United**	CUC	A	—	—	—	24 $\frac{3}{4}$	8 $\frac{1}{2}$	12,428	132,000
Disney	DIS	N	84 $\frac{3}{4}$	84 $\frac{1}{2}$	+12	87 $\frac{1}{2}$	69 $\frac{1}{2}$	4,381	370,195
Filmways	FWY	A	24 $\frac{3}{4}$	25 $\frac{1}{2}$	+11	38 $\frac{1}{2}$	19 $\frac{1}{4}$	1,244	32,145
Four Star International		O	4 $\frac{3}{4}$	5	+ 5	10	3 $\frac{3}{4}$	666	3,330
Gulf and Western	GW	N	22 $\frac{1}{2}$	23 $\frac{1}{2}$	+14	50 $\frac{1}{4}$	19	16,426	386,011
Kinney National	KNS	N	42 $\frac{1}{2}$	26 $\frac{3}{4}$	+22	39 $\frac{1}{2}$	19	5,940	158,895
MCA	MCA	N	25 $\frac{1}{2}$	25 $\frac{1}{4}$	+ 5	44 $\frac{1}{2}$	23 $\frac{1}{4}$	8,059	202,442
MGM	MGM	N	35 $\frac{1}{4}$	38 $\frac{3}{4}$	+16	44 $\frac{1}{2}$	25	5,801	224,789
Transamerica	TA	N	28 $\frac{3}{4}$	28	+13	38 $\frac{1}{4}$	23	61,869	1,732,332
Trans-Lux	TLX	A	22	23 $\frac{1}{4}$	- 4	58 $\frac{1}{4}$	21 $\frac{1}{4}$	979	23,104
20th Century-Fox	TF	N	19 $\frac{3}{8}$	19	+ 3	41 $\frac{3}{4}$	16 $\frac{1}{4}$	8,155	154,945
Walter Reade Organization		O	8 $\frac{1}{2}$	9	+ 3	15 $\frac{1}{2}$	8	2,083	18,747
Wrather Corp.		O	7 $\frac{1}{4}$	8 $\frac{1}{4}$	-15	23	8 $\frac{3}{4}$	1,760	14,291
							Total	135,654	53,646,705
Service									
John Blair	BJ	N	21 $\frac{3}{4}$	23	+19	28 $\frac{1}{4}$	17 $\frac{3}{4}$	2,667	61,341
Comsat	CQ	N	47 $\frac{3}{4}$	48 $\frac{1}{2}$	+ 6	55 $\frac{1}{2}$	41 $\frac{3}{4}$	10,000	485,000
Creative Management		O	14	13	- 4	20 $\frac{1}{2}$	8 $\frac{1}{2}$	1,020	13,260
Doyle Dane Bernbach		O	21 $\frac{1}{2}$	21 $\frac{1}{4}$	- 1	32 $\frac{1}{4}$	21 $\frac{1}{2}$	2,104	45,762
Foote, Cone & Belding	FCB	N	11 $\frac{1}{4}$	11 $\frac{3}{8}$	- 2	15 $\frac{1}{4}$	11	2,147	24,390
Grey Advertising		O	14 $\frac{1}{4}$	15	+ 3	18 $\frac{1}{4}$	13	1,163	17,445
Movielab	MOV	A	7 $\frac{1}{4}$	7 $\frac{1}{4}$	-11	14 $\frac{1}{4}$	7	1,407	10,018
MPO Videotronics	MPO	A	9 $\frac{1}{4}$	9 $\frac{3}{8}$	+15	22 $\frac{1}{2}$	8 $\frac{1}{4}$	548	5,129
Nielsen		O	29	30	+ 4	37 $\frac{1}{2}$	28 $\frac{1}{4}$	5,240	157,200
Ogilvy & Mather		O	21 $\frac{1}{2}$	21 $\frac{1}{2}$	+ 6	35	17 $\frac{1}{2}$	1,090	23,435
Papert, Koening, Lois	PKL	A	14 $\frac{3}{8}$	14 $\frac{1}{4}$	-	30 $\frac{1}{2}$	10 $\frac{1}{2}$	723	10,303
J. Walter Thompson		O	27 $\frac{1}{4}$	26 $\frac{1}{2}$	-12	41	24 $\frac{3}{8}$	2,778	73,617
Wells, Rich, Greene		O	9 $\frac{1}{4}$	9 $\frac{1}{4}$	+ 8	18	8 $\frac{3}{4}$	1,501	14,635
							Total	32,388	5941,535
Manufacturing									
Admiral	ADL	N	15 $\frac{1}{4}$	15 $\frac{1}{4}$	- 2	21 $\frac{1}{2}$	14 $\frac{1}{2}$	5,110	77,928
Ampex	APX	N	41 $\frac{3}{8}$	41 $\frac{1}{4}$	+ 8	44 $\frac{3}{4}$	32 $\frac{1}{2}$	10,776	527,826
General Electric	GE	N	82 $\frac{3}{4}$	83 $\frac{3}{4}$	- 3	98 $\frac{1}{4}$	81 $\frac{1}{4}$	91,025	7,623,344
Magnavox	MAG	N	47 $\frac{1}{2}$	47 $\frac{1}{4}$	+13	56 $\frac{1}{4}$	41	16,561	790,788
3M	MMM	N	106 $\frac{3}{4}$	106 $\frac{3}{4}$	+ 5	112 $\frac{1}{4}$	94	54,521	5,820,117
Motorola	MOT	N	131 $\frac{1}{2}$	132	+10	134	102 $\frac{1}{4}$	6,148	811,536
RCA	RCA	N	36 $\frac{1}{2}$	36 $\frac{1}{8}$	- 6	48 $\frac{1}{2}$	35 $\frac{1}{2}$	62,713	2,310,347
Reeves Industries	RSC	A	4 $\frac{3}{4}$	5 $\frac{1}{8}$	-12	10 $\frac{1}{2}$	4 $\frac{1}{2}$	3,443	17,628
Visual Electronics	VIS	A	10 $\frac{1}{2}$	10	-22	37	9 $\frac{1}{2}$	1,326	13,260
Westinghouse	WX	N	58	58 $\frac{3}{8}$	+ 5	71 $\frac{1}{4}$	53 $\frac{3}{8}$	38,647	2,264,714
Zenith Radio	ZE	N	39	38 $\frac{1}{4}$	- 4	58	35 $\frac{1}{2}$	18,965	734,894
							Total	309,235	520,992,382
							Grand total	671,556	531,127,751
Standard & Poor Industrial Average			103.50	104.32	+3.8				

N-New York Exchange
A-American Stock Exchange
O-Over the counter (bid price shown)

Shares outstanding and capitalization as of August
* Not applicable; new listing.
** Trading temporarily suspended.

Arizona. In addition CCC owns a sign company, two magazines, two outdoor advertising companies and operates a Muzak background-music franchise. It is traded over-the-counter.

▪ Cablecom-General Inc., Colorado Springs, a multiple CATV operator, are known formerly as the Vumore Co. and was owned by Video Independent Theaters Inc., a wholly owned subsidiary of RKO General Broadcasting. It is traded on the American Stock Exchange under the symbol CCG.

▪ General Instrument Corp., New York, owning Philadelphia-based Jerrold Corp., CATV equipment manufacturer and multiple CATV owner. It will be traded on the New York Stock Exchange under the symbol GRL.

Expansion funds sought for Burke enterprises

Talk show personality Alan Burke has developed for syndication a television program with a magazine format and his production company is going public to finance it and other related ventures.

Alan Burke Productions Inc., New York, has filed a registration statement with the Securities and Exchange Commission offering 150,000 common shares for public sale at \$7 per share. The offering is being handled by Amwiss International Corp., New York.

Mr. Burke is president and 68% owner of Alan Burke Productions, which began operation in July to create and produce TV programs on tape or film.

David B. Fein, executive vice president of Alan Burke Productions, said the company plans to stress production of game shows, syndicated service strips (programs on cooking, sewing, child care, home repair and other subjects) and the acquisition of feature films.

Mr. Fein said the company is now in the post-production stage of a new one-hour film series for syndication,

Burke's World, a program with a magazine format similar to NBC-TV's *First Tuesday* and CBS-TV's *60 Minutes*. He said the first program in the series includes sequences dealing with child abuse, computer astrology, an interview with entertainer Tiny Tim and a visit to a nudist colony.

Celebrity Central, a division of Alan Burke Productions, is a consulting service to public relations firms and industry. It books guests for talk shows primarily on individual radio and TV stations, provides speakers for the lecture circuit and handles bookings for colleges.

Alan Burke Productions has 961,000 common shares outstanding. Purchasers of the shares being registered will acquire 13.5% of the company for an investment of \$1,050,000.

Fiscal officers to look at ASCAP

An analysis of the new contract between TV stations and the American Society of Composers Authors and Publishers will be a highlight of the ninth annual conference of the Institute of Broadcasting Financial Management next week (Sept. 15-18) in San Diego.

Speakers addressing the conference will include Mrs. Ivy Baker Priest, former treasurer of the U.S. and now treasurer of the state of California, and Ward L. Quaal, president of WGN Continental Broadcasting Co., Chicago.

The general session on Tuesday afternoon, Sept. 16, will be devoted to an in-depth examination of the new contract with ASCAP for TV stations. Participants will include Charles Tower and Andy Murtha of the All-Industry TV Music License Committee and Richard Percival, chairman of IBFM's music licensing committee. Other general sessions will include results of the IBFM fringe-benefit survey, a review of the nation's economic outlook and a meeting on wage and hour regulations con-

ducted by William Walker, director of broadcast management, National Association of Broadcasters.

Workshop panels will deal with CATV, credit and collections, insurance, group and public corporations, taxation and music-license audits.

At IBFM's annual business meeting, scheduled for Wednesday, Sept. 17, a slate of five nominees will be recommended for election to three-year terms as directors—Norman L. Bacon, director of business affairs, KMOX-TV St. Louis; William S. Fuhrmann, director of accounting, WCCO-AM-FM Minneapolis-St. Paul; Jerry B. Greene, treasurer, Harriscope Broadcasting Corp., Los Angeles; Joseph Laskowski, business manager, Triangle stations, Philadelphia, and Norman H. Sloane, business manager, KABC-TV Los Angeles. Allan Dickey, president of IBFM, is scheduled to become chairman of the board.

Merger change to give MCA investors tax break

Firestone Tire & Rubber Co. and MCA Inc. have modified the terms under which Firestone is to acquire MCA, with convertible preferred stock substituted for debt securities in the preliminary agreement.

The new basis calls for issue of one share of a new Firestone voting convertible preferred stock for each share of MCA common. It was said that the new basis will make the transaction tax-free to MCA stockholders.

Firestone and MCA announced on July 16 a preliminary agreement calling for Firestone to issue \$40 principal amount of convertible debt securities for each MCA share (BROADCASTING, July 21). The transaction has an indicated value of about \$320 million.

Company reports:

Chuck Barris Productions Inc., Hollywood, television production company, reported declines in both sales and net income for the year ended May 31:

	1969	1968
Earned per share	\$0.68	\$1.00
Revenues	5,235,364	4,753,743
Net income	419,785	498,595
Shares outstanding	616,667	500,000

Publishers Co., Washington-based printer, publisher and owner of WONS-WBGM (FM) Tallahassee, Fla., reported a 13% increase in sales and a 15% gain in net income for the first six months of the year.

Publishers announced it has withdrawn its proposed public offering of 350,000 shares at a maximum of \$38 per share (BROADCASTING, June 30) due to current market conditions. It also declared a special dividend of one share of Publishers Broadcasting Corp. common stock for each 10 shares of

Tiernan wants look at stockholder data

Representative Robert O. Tiernan (D-R.I.) has asked approximately 300 television stations in all parts of the country for copies of their stockholders reports.

In a letter to the stations, the congressman said:

"As you probably are aware, the [House Commerce Committee] will soon be holding hearings on legislation dealing with the television industry. As a member of the Communications and Power Subcommittee, I am greatly interested in gathering all the information

I can on this matter. I would greatly appreciate it if you would send me a copy of your stockholders report as soon as possible."

An assistant to Representative Tiernan said that despite the letter's apparent reference to specific legislation, the congressman's interest in the information is general in nature. He said Representative Tiernan wants to acquire more familiarity with broadcast ownership, particularly multiple ownership.

Among early responses to the letter, he added, some are vague, some cooperative, and some refer the congressman to FCC ownership records.

THE CARE AND FEEDING OF SPOT TELEVISION



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For example, NSI's early Fall (October) measurement, now with 47 optional reports, covers the largest 70 markets to give you an earlier reading on new season audiences. Altogether during 69/70, these markets will be measured five times to meet needs for more information on audiences *across the seasons*.

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Publishers Co. common stock held by shareholders of record Sept. 15, with an option to purchase one additional share of Publishers Broadcasting for each dividend share received.

The company is still awaiting FCC approval for its \$649,000 purchase of WKWK-AM-FM Wheeling, W. Va.

For the six months ended June 30:

	1969	1968
Earned per share	\$0.33	\$0.28
Net sales	17,388,529	15,597,428
Pretax income	983,868	889,040
Net income	506,320	440,444
Average shares outstanding	1,419,993	1,419,993

Note: 1968 figures are restated for comparative purposes. Earnings per share are after provision for preferred stock dividends of \$33,000.

Visual Electronics Corp., New York, manufacturer of radio and television equipment, reported declines in net sales and net income for the first fiscal quarter.

James B. Tharpe, president of Visual, said operations for the period were affected by a delay in commencing production of new broadcast equipment (BROADCASTING, Aug. 25).

For the three months ended June 30:

	1969	1968
Earned per share	—	\$0.29
Net sales	4,044,000	6,728,000
Pretax income	(217,000)	735,000
Net income	(97,000)	398,000

Note: 1968 figures are restated to reflect companies acquired on a pooling-of-interest basis.

Boston Herald-Traveler Corp., publisher and owner of WHDH-AM-FM-TV Boston, reported increases in net reve-

nues and net income for the six months ended June 30:

	1969	1968
Earned per share	\$2.16	\$1.65
Net revenues	22,825,000	20,022,000
Pretax income	2,793,000	1,969,000
Net income	1,237,000	942,000
Shares outstanding	573,531	569,401

Walter Reade Organization Inc., Oakhurst, N. J., group motion-picture theater owner and distributor of films for theaters and television, reported a 38% increase in gross revenues and an increase in net income for the six months ended June 30:

	1969	1968*
Earned per share	\$0.30	\$0.21
Gross revenues	18,955,000	13,741,000
Pretax income	745,000	827,000
Net income	825,000	576,000
Shares outstanding	2,353,505	2,291,897

* Restated to include acquisitions on a pooling-of-interest basis.

Financial notes:

■ **Trans-Lux Corp.**, New York, has declared a regular quarterly dividend of 15 cents per share, on common stock, payable Sept. 26 to stockholders of record Sept. 15.

■ **Interpublic Group of Co.'s** reported to its 412 stockholders and debenture holders last week that the book value of its shares rose during the first six months of 1969 to \$30.21 per share, compared with \$19.91 a share at the end of June 1968, and net income increased to \$2,399,679 for the 1969 period from \$1,386,099 last year. Income per share was reported at \$3.30,

up from \$2.58 per share at the end of June 1968. Interpublic is a privately held company.

■ **Chris-Craft Industries Inc.**, New York, has declared a regular quarterly dividend of 25 cents per share on prior preferred stock and a regular quarterly dividend on the newly issued \$2 preferred stock. It also declared a regular semi-annual dividend on convertible preferred stock (consisting of 10 cents in cash and 60 cents in convertible preferred stock) and a semi-annual dividend on common stock after the 2-for-1 split effective May 1969 (consisting of 5 cents in cash and 25 cents in common stock). All dividends are payable Sept. 30 to stockholders of record Sept. 2.

■ **Columbia Pictures Industries Inc.**, New York, has declared a regular quarterly dividend of 15 cents per share on the common stock, payable Oct. 15, 1969, to holders of record Sept. 19.

■ **Sonderling Broadcasting Corp.**, New York, diversified communications company, has completed the \$6-million acquisition of the Lockwood and Gordon motion picture chain which includes 32 theaters and drive-ins in five New England states (BROADCASTING, July 21). Roy Sonderling, secretary of Sonderling Broadcasting, has been elected a vice president of the theater group.

International

ATV's Gill resigns to form own group

Robin Gill, one of Britain's leading figures in the TV industry, has resigned his posts as managing director of Associated Television Corp. and as joint managing director of ATV Network. Mr. Gill, who is 41, joined ATV in 1964 from Border Television, which he set up in 1959.

The announcement in London, unexpected in the broadcasting industry, was followed by an immediate blackout on details. However, it is generally reported that the resignation followed a period of boardroom dissension, which began shortly after Mr. Gill's aborted deal with Telesistema Mexico for the exclusive European rights to the World Cup soccer games.

As managing director of ATV Corp., Mr. Gill was principle assistant to executive Sir Lew Grade. Commenting on the resignation Sir Lew said: "I'm sorry he is going. There has been no row, and his resignation will not affect the corporation."

Mr. Gill however, said he resigned

his job—worth \$72,000 a year—because he wanted to start his own organization. He claimed that his resignation was kept secret by ATV for almost two months. Nevertheless, he added, his relations with Sir Lew "were, and are, perfectly harmonious."

In Geneva ITU holds a three-week seminar

The International Telecommunication Union is conducting a seminar in Geneva to discuss progress in telecommunication techniques and the integration of satellite communications into the general telecommunication system. The ITU is an arm of The United Nations.

Lecturers from the ITU, Australia, Canada, Germany, France, India, Japan, Netherlands, Sweden, United Kingdom, U.S. and the USSR will deal with regional and inter-regional network planning, conditions of interconnection, comparative economic study of transmission techniques, signalling and switching between networks, radio regulations and frequency management

and various aspects of space communications.

Around 65 administration officials and engineers are attending the seminar, which ends Sept. 12.

Abroad in brief:

Spots for Brussels ■ Chuck Blore Creative Services, Hollywood, has opened an office in Brussels, Belgium, in affiliation with International Commerce Network, a distribution and marketing firm specializing in the marketing of communications for U.S. companies. It is headed by Richard S. Mulford, former U.S. radio and advertising executive. Targets for the Blore operation will be both American advertising agencies representing American clients with European distribution, and foreign advertising agencies and their clients.

Golf on BBC ■ NBC International Ltd., New York, sold NBC-TV's coverage of the 1969 World Series of Golf to the British Broadcasting Corp. for the second consecutive year. The series, televised from the Firestone Country Club, Akron, Ohio, Sept. 6-8.

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A farm high over Chicago

Five of city's TV outlets may be operating Oct. 1 from Hancock Center site

At least three of Chicago's major TV stations, WBBM-TV, WGN-TV and WMAQ-TV, are expected to begin testing this week from their new transmitter sites atop the 100-story John Hancock Center, representing an antenna farm construction project second only to that on the Empire State Building in New York.

RCA is the contractor for the new Chicago antenna installation which is but 17 feet shy of the 1,472 ft. summit of the Empire State array, a complex first begun experimentally in 1931 and today holding 22 New York area TV and FM antennas. The twin Hancock towers will hold seven TV station antennas plus FM.

Oct. 1 is the target date for the start of programing from the Hancock site and according to present schedules it appears that possibly five of the Chicago TV stations will meet that deadline. Collectively the move to Hancock involves in excess of \$3.5 million, including transmitters. Antennas alone represent \$1.3 million.

Two Chicago stations, channel 7 WLS-

TV and channel 26 WCIU-TV, are not presently involved in the Hancock array. WLS-TV, presently atop the Marina City's west tower and under long-term lease, may eventually move to Hancock where space has been reserved, but no specific details are set. WCIU-TV continues atop the Board of Trade building at the foot of La Salle Street.

RCA engineers were making routine electrical measurement checks of the Hancock antennas Thursday (Sept. 4) preliminary to turning them over to the stations over the weekend. Five antennas were on the towers and the sixth, that for channel 38 WCFL-TV (not yet on the air in Chicago), was delivered to the city Thursday for erection. Each station's antenna is different to match the needs of VHF or UHF channel requirements.

On the west tower (Michigan Avenue side) at the top is a polygon for channel 32 WFLD-TV. Beneath in descending order are channel 9 WGN-TV's zee panel antenna and channel 5 WMAQ-TV's butterfly type. On the bottom will go channel 38 WCFL-TV's combination vee-zee array.

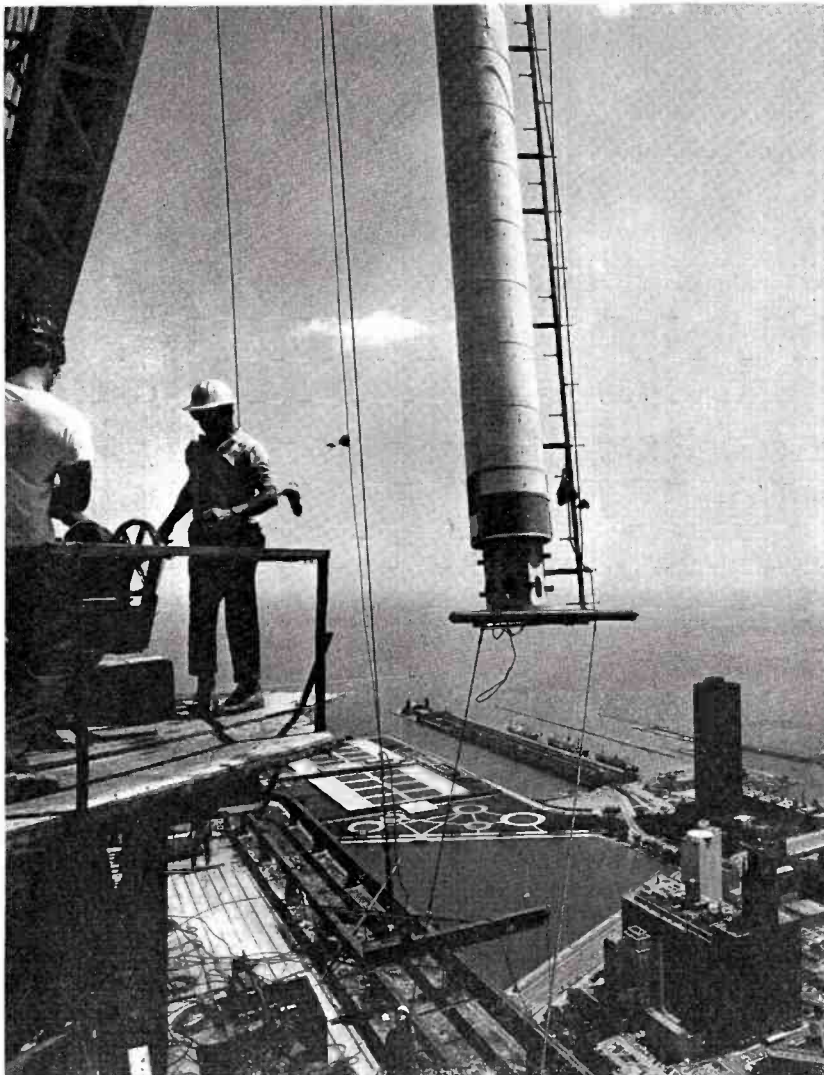
On the east tower (Lake Michigan side) at the top is the channel 44 polygon antenna of WSNS-TV (also not yet on the air) and underneath it is channel 2 WBBM-TV's superturnstyle. At the bottom space is open for WLS-TV.

The antennas on both towers together weigh some 150 tons. Their installation required special construction to minimize all sway in Chicago's traditional winds.

RCA also is providing the transmitters for four of the stations and has completed the installation for three stations, WBBM-TV, WGN-TV and WMAQ-TV. In each case the latest models are being used in twin transmitter or parallel operation. WBBM-TV actually has three units with the third as extra standby. WGN-TV also has ordered a still further advanced model to be delivered later when ready. RCA's fourth installation will be its 110-kw UHF transmitter for WCFL-TV.

WFLD-TV presently is operating at half-power at its Marina City site and has moved one of its twin Marconi transmitters to Hancock, the other following soon. WSNS-TV has purchased an Ampex-Townsend unit.

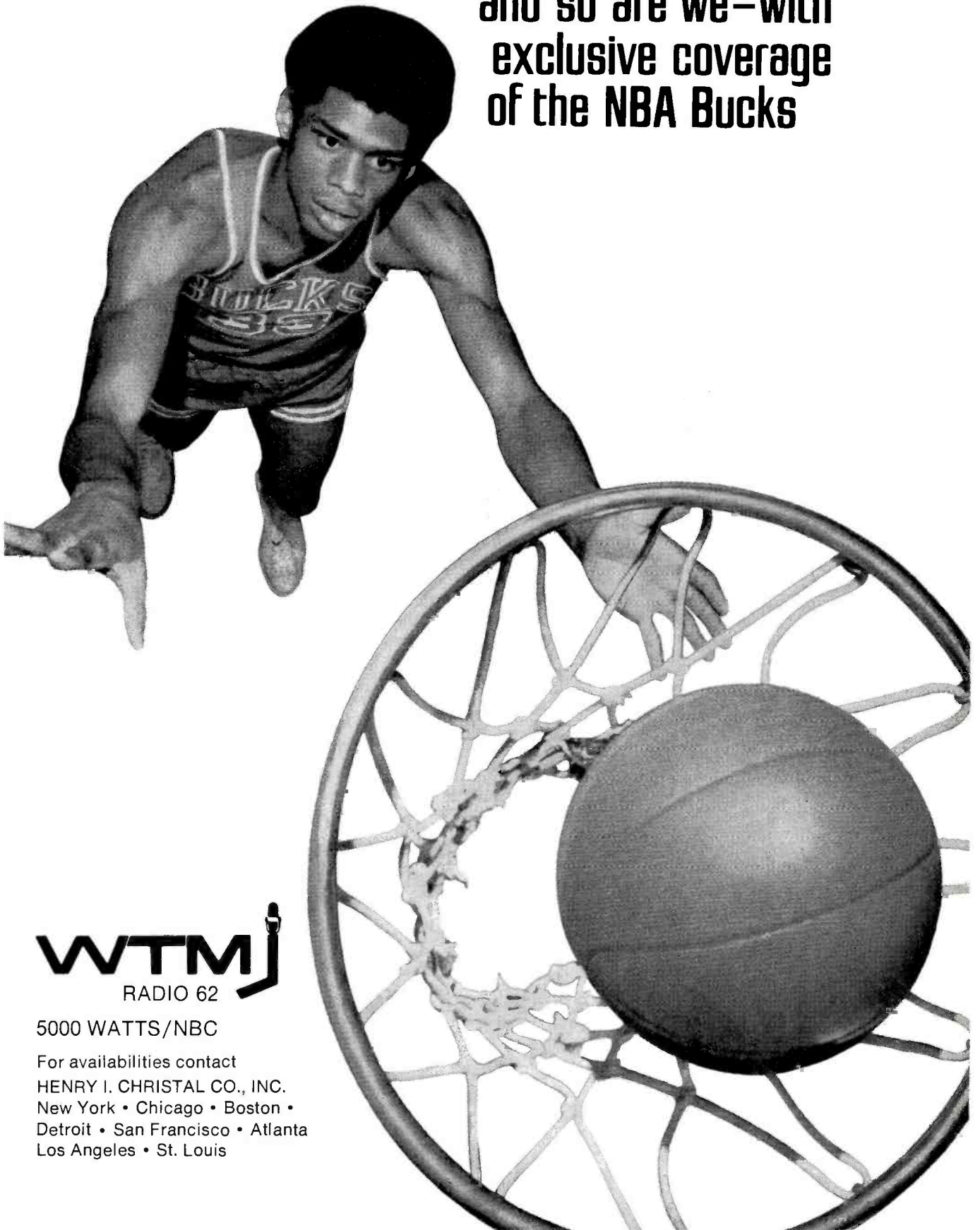
RCA engineers declined to discuss just how far the signals will reach from the Hancock site because of the competitive status of the stations and the mix of VHF and UHF outlets. But with the broad sweep of Lake Michigan



Nine-ton 68-foot high polygon antenna clears the roof of the 100-story Hancock Center to be installed for WSNS-TV Chicago.

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next door to the site, some unusual field test reports are expected soon as late night viewers in surrounding states suddenly catch the new signals.

Technical topics:

High lights ■ ILC Laboratories Inc., Sunnyvale, Calif., a subsidiary of ILC Inc., plans to introduce its Daymax high intensity illumination systems for primary lighting of sports events and supplemental outdoor lighting for news telecasts. The Daymax high intensity illumination system features the use of an air-cooled xenon long arc lamp that emits continuous spectral output radiation from the ultraviolet through the visible and near infrared.

High-speed processor ■ Terminal Data Corp., Los Angeles, manufacturer of

film processing equipment, has introduced the Filmmate 16/50, said to be a low cost, high-speed, compact, 16 mm black-and-white and microfilm processor that processes film at rates up to 50 feet per minute. The company previously introduced another high-speed black-and-white processor, the Filmmate 16/100, which reportedly processes film at the rate of 100 feet per minute.

New zooms ■ Canon U.S.A. Inc., Woodside, N.Y., announces two new interchangeable, motorized zoom lenses for smaller ITV cameras with C mounts. The V6 x 16R features a 6:1 zoom ratio from 16.5 mm to 95 mm. The high speed lens is suitable for news photography in courtrooms, and similar situations where natural light filming is

necessary. The V10 x 15R has a 10:1 zoom ratio, from 15 mm to 150 mm. Both lenses may be used on 100, 150, 220 or 240 volts using a switching system. Accessories include 1.5XA and 2.OXA extenders to increase the focal length range of each lens proportionately.

New from Sony ■ Sony Corporation of America, Long Island City, N.Y., announces the CV-2600 half-inch video tape recorder. The new model is said to be especially useful where portability and economy are important. It weighs 31 pounds—about 40% less than previous models—and lists for \$675—the lowest in Sony's line. Tapes recorded on the CV-2600 can be played on any other video recorder in Sony's CV series.

Programing

Another strong endorsement for TV news

Harris poll for 'Time' underscores Roper findings of public reliance on TV, but some objections are cited

Television emerges once more as the public's favorite source of news in a survey conducted by Louis Harris & Associates Inc., New York, for *Time* Magazine, which published the results in its Sept. 5 issue.

This finding in *Time*-Harris poll parallels that of the Roper Research Associates Inc. study, released last spring, which showed that the American public turns to television most often as its primary source of news (BROADCASTING, March 31).

The survey for *Time* sought to determine the public's confidence in the news media; its trust and preference in news sources and its attitudes toward some of the more controversial issues covered by the media. The Harris sample totaled 1,600 adults throughout the country.

Nearly one-half of the respondents said they favored television if they could have "only one source of news," according to Harris, while only one-third replied they would prefer newspapers. More than nine out of 10 Americans said that they watched TV news regularly, with the highest viewership among the middle-aged, middle-income individuals in medium-sized communities. Harris indicated that viewership falls off among the least- and the best-educated members of society.

According to Harris, NBC and CBS were outstanding TV news sources, dividing 70% of the regular viewing public evenly between them, with ABC trailing with 13%. CBS Newscaster

Walter Cronkite was selected as the favorite TV newsmen by 46% of the respondents, followed by NBC's David Brinkley at 45% and Chet Huntley, 44%. (This adds up to more than 100% because the panel was asked to name "favorite newsmen.")

Television was rated higher than newspapers for its fairness of coverage. While a majority believes that newspapers are "sometimes unfair and slanted in news coverage," on a third of the panel regarded television in this way. And only 12% felt that television bows to "special interest," compared with 29% for newspapers.

But Harris found that TV news's "sins" are more likely to be remembered. Of the 29% who reported they could recall a specific case of some medium's unfairness to a particular group or individual, almost three out of four cited something they saw on television. By a ratio of nearly three-to-one, viewers believed that "the TV camera can lie," with one out of three mentioning the Democratic convention and 21% recalling the race riots as examples of unfair TV coverage.

Almost one-half of those surveyed claimed TV news was "too full of violence," as against 38% for newspapers, and nearly one in three found TV news "too full of sex."

"Television has made a deep impact," Harris concluded after studying the figures, "but with personalization of news and a picture format, there is an

ephemeral quality. The printed word seems to stick to people's ribs more than the audio or visual form of journalism, though television is difficult to match for immediacy and excitement."

The Harris study disclosed that although there is criticism of all news media, an underlying public trust in the nation's press remains strong. Almost two out of three respondents said they were "better informed today than they were five years ago."

Questioned about individual familiarity with recent news events, 80% voiced the view that they were "well-informed" about the Apollo moon program and a sizable majority said they were familiar with the assassinations of Robert F. Kennedy and Martin Luther King.

Nearly nine out of 10 Americans reported they read a newspaper regularly and a clear majority was convinced that the paper they read is "sometime unfair, partial and slanted," although less than one in three believe it represents "special" rather than "public" interests. Though a majority of newspaper readers called Washington reporters "the best in the country," about three in four felt the "real story" in Washington is not being told. Only one in 10 would like to see more government censorship.

Commenting on the findings on newspapers, Harris said that what emerges "is a picture of a highly localized press, subject to fairly wide area-by-area differences in readership assessment. For indeed each newspaper is different in terms of the news mix, editorial outlook and in its handling of the components of modern journalism."

The survey shows that news mag-

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azines (*Time*, *Newsweek* and *U.S. News & World Report*) are rated extremely high for fairness and trust, but that television has made the individual less dependent on them as primary sources of straight news. It was observed that in view of the rising circulation of all three news magazines, readers must be turning to them for background and interpretation of the news and for their broader cultural features and special coverage.

Carson and Griffin in N.Y. stand-off

Neither Johnny Carson nor Merv Griffin could claim a victory in the second week of their late-night programing competition (Aug. 25-29) — average New York Nielsen ratings for the week had them tied at 5.6—and neither could claim a victory against other New York programing.

WNEW-TV topped all competition with an average 7.8 rating for its week of mystery movies, and WOR-TV scored a 6 rating for its football and movie fare. WABC-TV with *The Joey Bishop Show* and WPIX(TV) with movies fared about equally well with ratings of 2.

The same situation led off last week's New York ratings: WNEW-TV's Bette Davis movies averaged around 7 for Monday, Tuesday and Wednesday (Sept. 1-3), while WCBS-TV's Merv Griffin came in second with a 5.3 and WNBC-TV's Johnny Carson was third with a 4.6. WOR-TV's movies rated an average 3.5, WABC-TV's Joey Bishop was next with a 2.6 and WPIX(TV) followed with an average rating around 2.

WNEW-TV's movie series has been starting at 11 p.m., a half-hour ahead of the others' late-night programing, but this week (Sept. 8) it will move into direct competition in the 11:30 p.m. starting slot, with the off-network syndicated *Peyton Place* as a lead-in. The station is launching its new schedule with what it considers its better movies — "Marty," "The Heiress," "Kings Row," "Dial M for Murder" and "Viva Zapata."

Business stories offered

Heritage of the American Businessman Society, Hawthorne, N.Y., has been formed by Michael H. McBride to produce and distribute radio programs, it was announced last week. Its first offering is *The Heritage of the American Businessman*, a package of 65 one-minute radio vignettes tracing the story of such outstanding U.S. business entrepreneurs as George Washington, Benjamin Franklin, Charles Steinmetz and Julius Rosenwald. The program has had a trial run earlier on WFAS White Plains, N.Y.

WJHG-TV loses equal-time appeal

FCC holds to 1968 ruling that candidate can use time with others

The FCC clarified the provisions of the equal-time requirements last week and denied petitions by WJHG-TV Panama City, Fla., and Westinghouse Broadcasting Co. to reconsider a Sept. 25, 1968, ruling that stations may not prohibit candidates who have been offered equal time under Section 315 of the Communications Act from using that time in the company of others (BROADCASTING, Sept. 30, 1968).

WJHG-TV's petition for reconsideration follows last September's ruling which required the Gray Communications Systems Inc. station to allow the Republican candidate for tax collector in Bay county, Fla., to appear with others. The station refused to permit the candidate to bring several high school students and others with him before the cameras and the candidate refused the equal-time offer under the restrictions.

Westinghouse had petitioned as an interested party in that the ruling applies to all stations. WBC said the decision appears to modify or reverse an earlier ruling holding that Section 315 applies only to "regularly qualified candidates and does not apply to one speaking for or on behalf of the candidates." WBC also cited court cases in support of its contention that the equal time law does not apply to others authorized by the candidate to speak on his behalf, even if they appear with the candidate on the broadcast (BROADCASTING, Oct. 10, 1968).

In denying the reconsideration petitions, the commission ruled that the essential provision of how the claimant may "use" his equal time opportunity is not limited to the voice or image of the candidate alone. It is not "use" in terms of the entire program when a candidate's appearance is only incidental to the program on which another person is the central figure, the commission added. When the candidate's personal appearance, either vocal or visual, is the focus of the program, the commission said, the program constitutes proper "use" of the equal time provision and the station cannot censor the candidate's choice of program material.

This interpretation, the commission said, covers circumstances where the candidate's personal appearance is substantial in length, is the focus of the program, and where the program is under the candidate's control and di-

rection.

In WJHG-TV's case, the commission said, the candidate's choice to appear with others would not materially affect his presentation.

Section 315 "use" questions will be answered case-by-case, the commission said, but licensees should be aware that the noncensorship provision of Section 315 includes all program material presented as part of the candidate's "use" of a broadcast facility, with no right of prior approval of format or control by the licensee.

KANE says its news didn't distort fights

KANE New Iberia, La., has denied charges that its news reports on a local disturbance Aug. 28 were responsible for misleading local officials and citizenry. The reports were said to deal with five attacks involving 35 or 40 black students and five white youths. Following the reports of the incidents, the Louisiana bayou town was placed under a dusk-to-dawn curfew.

At issue is a KANE broadcast that New Iberia Senior High School Principal George Crowson and two white students were injured and hospitalized. Mr. Crowson denied that he was touched.

It was further contended that KANE's broadcast caused parents to pull their children out of school and within minutes led "anxious local policemen" to tear-gas a large group of Negro youths.

Donald Bonin, KANE's general manager, argued that Louisiana is in the process of desegregating its schools and he felt it his duty to report incidents related to the desegregation.

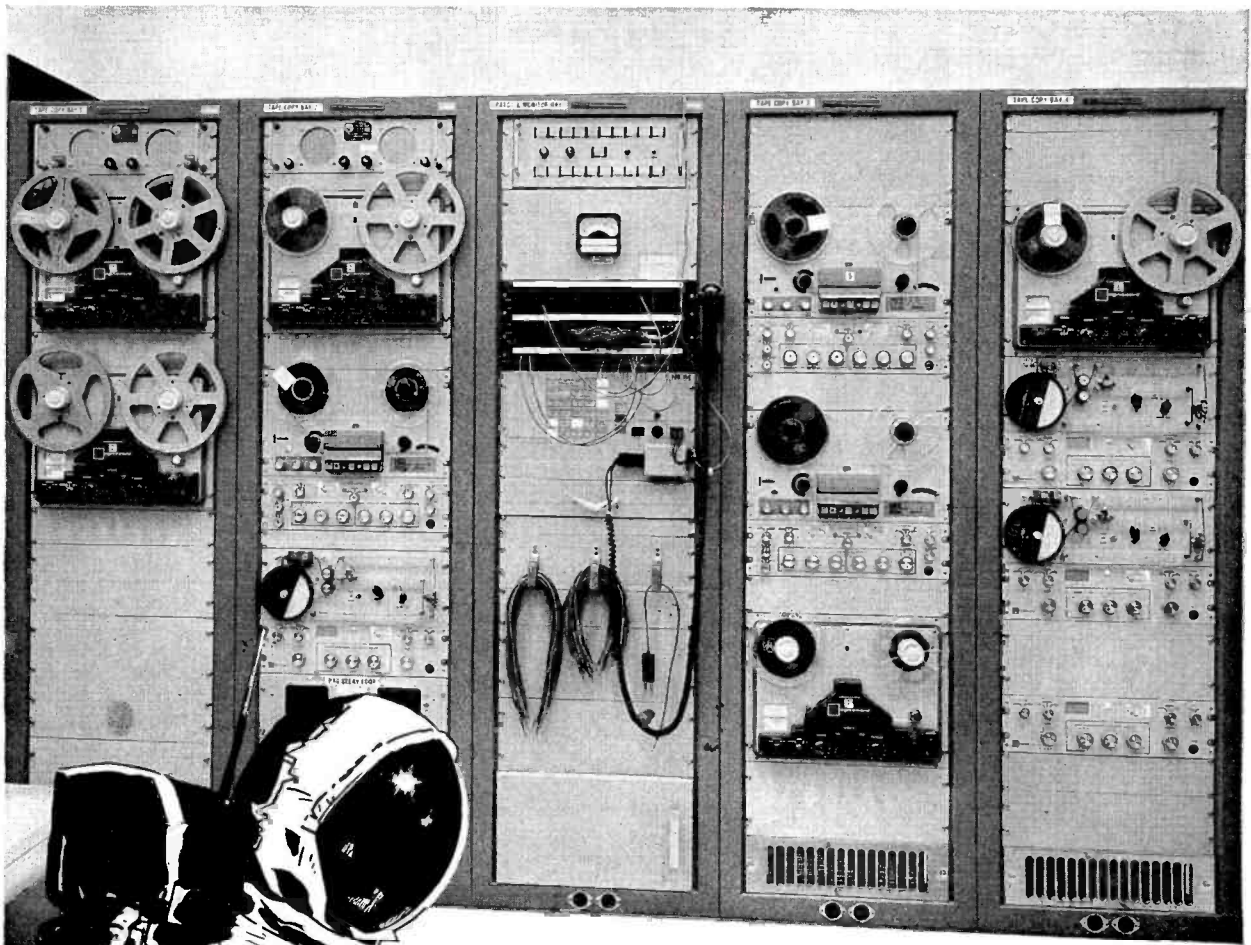
"I have files and tapes of interviews and at no time did we say anything not accurate or factual," Mr. Bonin said. "Teachers and students confirmed that the principal was struck. We had our man there who saw three of the five fights and we have carefully documented proof that we reported the story fairly."

Mr. Bonin claimed the principal "enveloped himself" around white youths during the attacks. In the heat of what was happening, he said, "perhaps Mr. Crowson did not realize he was struck. I think he is trying to minimize the incident."

Color lines lifted in personal attacks

Remarks made about two other entertainers by soul singer James Brown on the *Mike Douglas Show* two months ago do not constitute a personal attack, the FCC told CBS last week.

The commission's findings came in a



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letter from William B. Ray, chief of the complaints and compliance division of the commission's Broadcast Bureau, to Paul N. Sternbach, general attorney of CBS. Mr. Ray's letter was in response to an inquiry by Mr. Sternbach as to whether the comments on Mr. Douglas's July 9 show, which was carried by some CBS-TV affiliates, constituted a personal attack against actor Robert Hooks and singer Leslie Uggams.

The CBS letter also stated that Westinghouse Broadcasting Co., which syndicates the program, believes that personal attacks were not made.

Mr. Brown had mentioned "colored," "Negro," and "black" as being separate types of people. He said that the black man is seeking an identity, the colored man is afraid to face his own conviction and a Negro wants to be white and does not want to identify with the ghetto.

"Mr. Brown states that Miss Uggams is a 'Negro,'" the commission told CBS, "and . . . appears to place Mr. Hooks in the same category." The FCC noted that the program transcript indicates that some of the remarks were made off-mike, and consequently it is not clear whether these remarks were broadcast.

The commission said that Westinghouse's conclusions were reasonable and

Vermont U plans late-late-late shows

In an attempt to trump its VHF competition, a UHF in Burlington, Vt., plans to keep programing right through the night with quality films. Jack L. Siegal, general manager of WVNY-TV, announced last week that the ch. 22 outlet, starting Oct., would run its film schedule five nights each week immediately following *The Joey Bishop Show* on ABC-TV.

The extra programing will be *Movies Through The Night*, a film showcase with such films as "Hamlet," "David & Lisa" and "A Taste of Honey".

There will be three feature films each night. The first will be at 1 a.m. following *The Joey Bishop Show*, the second at about 3 a.m. and a repeat of the first film at 5 a.m. The station's regular daytime programing will then resume at 7 a.m.

WVNY-TV will remain on the air from sign-on Tuesday mornings until sign-off Sunday nights, according to Mr. Siegal.

that Mr. Brown's comments, "while critical and controversial in nature, do not constitute the type of personal attack falling within the rule."

FCC sticks to its KLAC vindication

The FCC gave a liberal reading to the fairness doctrine as it again declined to act against KLAC Los Angeles for alleged violations of the doctrine.

A group known as "Californians Against the Tax Trap Initiative" last year charged violations in connection with KLAC broadcasts about a California ballot proposition last October (BROADCASTING, Nov. 4, 1968). The group charged KLAC with "ridiculing our claims and questioning our honesty," while endorsing the "land speculators, landlords and real estate promoters who put proposition 9 on the ballot."

In affirming its earlier decision rejecting action against the station, the commission said the group, in requesting reconsideration, had still not offered "specific information" supporting its charges.

The commission observed, "The purpose of the doctrine is to promote the fullest possible robust debate on public issues. . . . As long as a licensee does not deny 'reasonable opportunity' to any competing view, it may adopt, and even vigorously support, any position it chooses on a controversial issue. . . . As contrasted to Section 315 of the Communications Act of 1934, as amended, the fairness doctrine does not require equality in the opportunity afforded by the licensee for the presentation of each competing view. A licensee's programing may reflect differences in the presentation of contrasting views so long as there is reasonable balance in light of the particular circumstances. Moreover, the licensee has considerable discretion in the manner and timing of achieving fairness, with the commission's role limited to determining whether his actions have been reasonable."

Commissioner Nicholas Johnson dis-

sented, contending that "the clear lesson of this case is that the burden of proving that licensee conduct is consistent with commission rules rests squarely with the licensee itself, and that this commission must do more to protect the public interest."

The commissioner noted that KLAC had provided some tapes of newscasts tending to favor the complainants' position, but said "we do not have enough information to find that KLAC has complained with its fairness obligations."

Krantz to offer another across-board TV drama

Krantz Films Inc., New York, is planning a sequel to its continuing drama syndicated strip series, *Strange Paradise*, which began last week in more than 90 markets.

Steve Krantz, president of the production firm, said that whereas the five-times-a-week 30-minute *Paradise* combines drama with the supernatural, the new Krantz offering, as yet untitled, will meld drama with science-fiction. It will be produced in Ottawa, where Krantz has erected new tape facilities.

He indicated that Metromedia, Kaiser Broadcasting and the CBC, which are co-producing *Paradise* with Krantz Films, would be participating in the new program.

Krantz Films has licensed *Strange Report* for showing in Latin America and, according to Mr. Krantz, "we are on the verge of closing other deals in Japan and other parts of the world." Before its air date, paperback rights were sold to the Paperback Library, New York.

Dystrophy telethon carried by 20 TV's

Twenty TV stations donated almost 20 hours of programing time over the Labor Day weekend to the Muscular Dystrophy Association of America for its annual telethon run by comedian Jerry Lewis.


WNEV-TV New York was the orig-

BROADCASTERS

1st CHOICE


for

1KW AM



CCA AM-10000

Sorry, you'll not be exclusive when you buy your CCA 1KW AM Broadcast Transmitter!! Your fellow relaxed, hi-fi broadcaster has already "got-ten the word"!!



CCA ELECTRONICS CORP.
716 Jersey Ave., Gloucester City,
New Jersey 08030 (609) 456-1716

inating station for the telethon, which claimed to have taken in a record \$2,039,139 in pledges between 10:30 p.m. EDT Sunday, Aug. 31, and 6 p.m. Monday, Sept. 1. Relaying stations were WGR-TV Buffalo, WHEC-TV Rochester, WRGB(TV) Schenectady, all New York; WIBF-TV Philadelphia, WJAC-TV Johnstown and WHP-TV Harrisburg, all Pennsylvania; WCMC-TV Wildwood, N.J.; WKBG-TV Boston; WKBD-TV Detroit; WMUR-TV Manchester, N. H.; WTTG(TV) Washington; WTVR-TV Richmond and WTAR-TV Norfolk, both Virginia; WTVN-TV Columbus, WKBF-TV Cleveland, WKEF-TV Dayton, WAKR-TV Akron, WSWO-TV Springfield, all Ohio, and WHYN-TV Springfield, Mass.

Production costs will be paid by WNEW-TV, and each station is expected to pay for line charges. An estimate of the cost was not available last week.

Program notes:

A Safety Winner ■ A film documentary, *Safe Home*, will be distributed for television public service showings by Association Films, New York. The film was produced by Audio Productions, New York, for Libbey-Owens Ford.

Attention: U.S.A. ■ *For Me Formidable*, a one-hour musical program, will be made available for showing on a U.S. television network by Taurus Films, Munich, Germany. The program stars Charles Aznavour, Dusty Springfield and Roslyn Kind, the younger sister of Barbra Streisand. It was produced in various parts of the French Riviera in July.

Meeting in Russia ■ Norman Felton, president of Arena Productions, North Hollywood, under exclusive contract to Universal TV for the production of series and feature films for television, currently is conferring with officials in Moscow, Leningrad and Kiev about several pending TV projects. Mr. Felton reportedly is discussing a TV documentary that would focus on both the art treasures of the Hermitage and the defense of the city of Leningrad during World War II. Mr. Felton also is doing research in Russia for a projected TV series, *The Searchers*, which would have an international setting.

Going national ■ Radio and TV Round-up Productions, Maplewood, N. J., is placing into national distribution a radio panel show, *Suggested Solutions*, which will explore significant topics of the day. The weekly 23½ minute program is available free to radio stations 26 weeks a year, with Los Angeles, Washington and Philadelphia markets already set. Regular participants are producer-director Bill Bertenshaw as host; author-lecturer Rudolph Steiner and clergyman-commentator, Rev. Dana F. Kennedy.

Hoop casts ■ For the first time play-by-



DRAKE-CHENAULT'S Complete Programming Service for Automated FM/Stereo

HITPARADE '69 has a unique sound — it is based on a constant flow of music selected for mass appeal in the 18-50 age group — the top hits of the past decade, plus current favorites. All songs are carefully selected and continually updated — new tapes are air-mailed weekly to your station. These together with distinctive music logos, having each song announced by a top professional, plus an engineering breakthrough that ensures that the songs are never played in the same sequence, gives *HITPARADE '69* its live sound—sound heretofore thought impossible with an automated service.

HITPARADE '69 not only gives your station the benefit of the country's outstanding programmer with a fully automated service for 24 hours a day broadcasting (staff requirements can be cut to a bare minimum); it also gives you dynamic rating strength, and will enable you to take advantage of its tremendous pre-sold selling power.

Don't delay. *HITPARADE '69* is sold on an exclusive first come, first served basis in each market.

NOW AVAILABLE — FOR FURTHER INFORMATION CONTACT:

EAST/MID-WEST
RONALD NICKELL
Professional Arts Bldg.
Suite 620
Norfolk, Virginia 23510
(703) 622-8574

WEST/SOUTHWEST
JERRY MOORE
6290 Sunset Blvd.
Suite 1425
Hollywood, Calif. 90028
(213) 887-8530

CANADA
ALLAN SLAIGHT
Stephens & Towndrow Co. Ltd.
1608 Carlton Tower
Toronto 2, Canada
(416) 363-9391

AIR American Independent Radio, Inc.

1901 Building, Century City, Los Angeles, California 90067/(213) 277-3385/Cable: AIRINC

play accounts of the Los Angeles Laker National Basketball Association games will be broadcast on KABC Los Angeles. The station has signed a three-year contract to carry all preseason, regular and playoff games of the Lakers. The broadcasts will be sponsored by the Atlantic Richfield Co.

More child fare ■ Three properties have been added to NBC-TV's planned series of specials for children, NBC's *American Rainbow*, scheduled to start Dec. 27 on Saturday mornings; "Christopher Discovers America," produced by Lucy Jarvis and written by Many Starr; "We Opened In Boston," produced by Beckwith Presentations and written by Dennis Marks, and "Beyond The Moon," produced by NBC News' executive producer of space coverage, James Kitchell. Three shows announced previously were "Lincoln Center Children's Festival," "Wilderness Road," and "Hot Dog" (BROADCASTING, June 23).

Rising membership ■ Membership in the Directors Guild of America rose to a record high for the six months of 1969. Total members numbered 3,531. The regional breakdown shows 1,843 members in the West; 1,418 in the East; and 270 in the Midwest.

Traffic study ■ KGO-TV San Francisco has received a commission from the California Traffic Safety Foundation to produce a half-hour documentary film based on the results of several recent studies of traffic safety. The documentary is scheduled for completion in early November. It will be made available for television use throughout California and will be circulated in schools and to civic organizations.

Syndicated commentary ■ Cine-Vox Productions Inc., Custom Radio division, New York is placing into syndication a 90-second, five-times-a-week package of news commentary titled the *Dick De Freitas Program*. Mr. De Freitas is a newsman-commentator for WHN New York.

Underground sound ■ A series of radio

Networks make plans to cover astronauts

Television and radio networks were making plans last week for coverage, in most cases live, of the appearance of the Apollo 11 astronauts before a joint session of Congress on Wednesday (Sept. 10).

ABC-TV, CBS-TV and CBS Radio, and NBC-TV and NBC Radio announced late Thursday (Sept. 4) that they would provide live coverage, starting at about 12:30 p.m. EDT. ABC Radio said it would cover the event in regularly scheduled newscasts.

CBS-TV said its coverage would be sponsored by Western Electric Co., through Cunningham & Walsh, both New York.

Plans of other networks and broadcast news services could not be learned Thursday night.

interviews with underground, progressive music performers, dubbed *Tempo in the Music World*, will be available by mid-September through Contemporary Concepts, new radio production company, 359 East 19th Street, New York. The series consists of 20 half-hour, 20 15-minute and 26 five-minute interviews.

Beneath the glitter ■ NBC Films is placing into syndication to U.S. stations a package of 10, new one-hour entertainment color specials focusing on the behind-the-scene world of show business attractions, including county fairs, circuses and carnivals. Titled *The Ten Greatest*, the series was produced by Collins Productions Inc., New York.

Church relevancy in America ■ The U.S. Catholic Conference and the Catholic Communications Foundation. New York have produced as a public service a half-hour documentary *You Are My People*. The film released this month for television, schools and other

organizations discusses how the Catholic church and its institutions serve the needs of American society.

Man against the universe ■ Jack Hawkins attempts to flee from God and society in a half-hour television special, *Stalked*, available to local TV from late September through mid-November. The film, written and directed by Rolf Forsberg and produced by the Lutheran Church of America, won a "Best Short Film" award at Hemisfilm '69 Film Festival held at San Antonio in June.

Tumbling along ■ Orange House Productions Inc., Big Springs, Tex., is offering a locally oriented spot series to West Texas stations on a subscription basis as its first feature. The program, *Tumbleweed*, will be sent out five per week and run about 10 minutes. Bob Lewis, news director of KHEM and KFNE(FM) Big Springs, who heads the new firm, says series will stress the type of interesting local story broadcasters often overlook. Among the more than 75 tapes produced is an interview with John Voight, lead in *Midnight Cowboy*, a visit to a calf-roping school, an astro-turfed front yard, and computerized house hunting in El Paso.

Triple play ■ WPRI-TV Providence, R.I., has paid \$300,000 for the rights to carry the Boston Red Sox baseball games for the next three seasons. WPRI-TV will telecast 59 games in 1970, including 15 night games. The 1970 season marks the 13th year of Red Sox games on WPRI-TV. Pact includes pregame and post-game shows.

Co-op for TV spots ■ Tulchin Productions Ltd., New York, and Barbra Productions Inc., Denver, have established a production affiliation under which they will use each other's personnel and facilities for producing filmed TV commercials, it was announced last week. Tulchin produces commercials and entertainment programs for TV and Barbra has produced films for more than 25 years.

'Conversations in Black' on CBS-TV next week

Conversations in Black, a series of six half-hour documentary shows, will be presented on CBS-TV beginning Sunday, Sept. 14. Produced by WCBS-TV New York, the series will be transmitted on the network Sept. 14 (8:30-9 a.m.) EDT and 1-1:30 p.m. EDT, Monday through Friday, (Sept. 15-19), for taping by individual stations.

The series, which explores social issues in contemporary American life, will have such guests as Reverend Ralph Abernathy, Representative Shirley A. Chisholm (D-N.Y.), and Arthur A. Fletcher, assistant secretary of labor.

R. C. CRISLER & CO., INC.

BUSINESS BROKERS FOR C.A.T.V., TV & RADIO PROPERTIES
LICENSED SECURITIES DEALERS
UNDERWRITING — FINANCING

CINCINNATI—

Richard C. Crisler, James J. Espy, Ted Hepburn
5th/3rd Bank Building, phone (513) 381-7775

TUCSON—

Edwin G. Richter, Jr.
POB 5131, phone (602) 622-3336

Managing owner Richard Jakle, shown at right with Pam Backey, program director, finds WRMN-FM's IGM automation system easy to program and to promote.

Below, WRMN-FM's advance promotion included full-page newspaper announcements, listener contests, effective direct mail and news bulletins, all on the "Golden Sound" theme.



"Our IGM 500 system really produces the 'Golden Sound' for WRMN-FM"

An IGM Model 502-4 audio control system and IGM taped music services combine to produce a profitable new sound for WRMN-FM, Elgin, Ill. Formerly a monaural FM with extensive AM simulcasting, the station is now separately programmed and all-stereo, from 6 a.m. to 11 p.m. seven days a week.

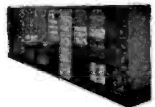
WRMN-FM's control system includes a carousel that permits scheduling an entire day's commercials a day in advance; automatic logging of each event as it's aired; an ID machine that stores and airs up to 30 different "breaks," including the specially recorded "Golden Sound" musical logos heard every quarter hour; a unit that automatically airs up to 15 minutes of pre-recorded news; a time announcer and two music tape decks.

Says Richard Jakle, managing owner of WRMN, "The IGM 500 system is producing the 'Golden Sound' on our books, too. The system has given us something promotable in addition to our air sound. And, its ability to produce the sound we want, consistently, has helped us sell the station to advertisers. Without reservation, I recommend IGM automation equipment to any profit-minded station owner or operator."

If you're looking for a golden answer for your station, find out about the IGM automation systems and taped music services. Write or call International Good Music, P.O. Box 943, Bellingham, Wash. 98225. Telephone (206) 733-4567.

IGM audio control systems

Advanced, state of the art design, "human engineered," wide choice of optional features and accessories.



IGM taped music services



Contemporary to classical, announced or unannounced. World's largest, highest-quality taped music service for radio.

"Tomorrow's engineering today"



"Buyers of Spot T.V. see values beyond numbers"



The two men at WOOD-TV most concerned with successful sales communications tell what they do in SRDS and why.



Markward: "Like everyone else selling advertising, we at WOOD-TV are always mindful of the magnitude of the task of communicating with advertisers and agency people. Number one on our sales team is our firm of representatives, Katz Television. But beyond the Katz contacts and my own

we must use whatever communications vehicles that can help us get to the right people as often as we can and in the most effective way.

"A good place to start, we believe, is in Standard Rate because it is the bible of the advertising business. It is the industry reference source for information on programming and rates.

"Here we think it makes sense to cover the things we believe are unique to us in terms of the market and, of course, our strength in programming. After all, what we do in programming, sign-on to sign-off, reflects our personality and the audience we attract.

"In any buyer-seller relationship you have to be sure that your strengths are constantly in front of the buyer which is the chief reason we present a comprehensive description of our strengths in Standard Rate on a continuing basis."

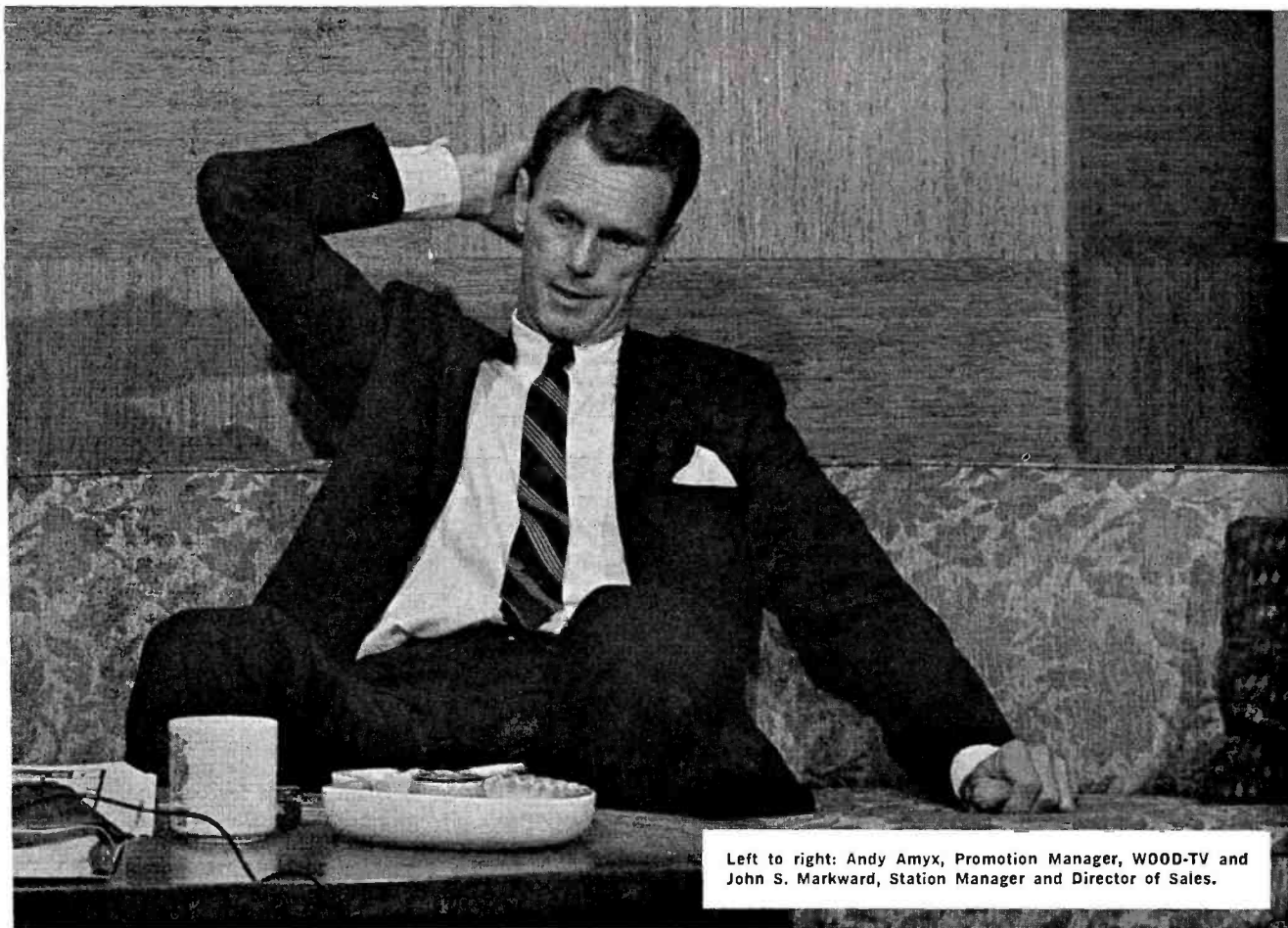


Amyx: "When anyone opens Standard Rate to look at Michigan markets and the stations covering those markets we know he wants information. We know he wants to see how the markets covered by the strong stations coincide with the markets where he's going to advertise to get business. So we give him data on the Grand Rapids/Kalamazoo rankings and the WOOD-TV coverage area."

Markward: "You can never be sure what anyone is looking for specifically when he is using Standard Rate. You don't know whether he's planning or buying or looking for test markets or what."



Amyx: "Exactly. We have a good test market. We believe we're one of the top ten test markets in the country and if anyone is planning a test market program we want him to know that there's an ideal test area here in this Grand Rapids/Kalamazoo market."



Left to right: Andy Amyx, Promotion Manager, WOOD-TV and John S. Markward, Station Manager and Director of Sales.



Markward: "Our great strength in programming is in news. We have spent a lot of money and time developing a very successful format of news programming—the news, the weather, the sports, documentaries, the whole bit that makes up the full category of news programming."

Amyx: "Another thing that has helped us has been our editorials. We did one last summer that we were warned against because it had racial overtones. Some people feared that for us to take a strong stand on such a subject might just cause more trouble. But we believed it had to be done and we aired some real strong editorials on the subject."



Markward: "Well, you can't walk away from possible trouble if you want to be a leader in public service programming. We think buyers with imagination see values in outstanding public service programming."

"This, plus all the other things we've talked about, adds up to the package of values you see represented in this ad in Standard Rate. These are the things that give a Katz

salesman something to hang his hat on. And with all the stations they represent you'd better see to it that they have something to talk about."



Amyx: "The Katz people are very much in favor of what we're doing in Standard Rate. I think the spot tv rep today has to be able to talk about more than just the numbers game. He has to know about the station's personality. When he's talking to a media director or an associate media director he has to know more about the station than just the ratings and prices."

"When someone is planning a spot tv schedule they're looking for ideas, they're looking for the right markets and they're looking for stations that have not only the coverage and the audience but the right feel for the campaign which Jack calls 'personality.' So I should think any good station would want to have information about programming and personality in Standard Rate whether it's for the planning stage or the buying stage."

IN SRDS YOU ARE THERE
selling by helping people buy



5201 Old Orchard Road, Skokie, Ill. 60076

SPOTMASTER Tape Cartridge Winder



The new Model TP-1A is a rugged, dependable and field tested unit. It is easy to operate and fills a need in every station using cartridge equipment. Will handle all reel sizes. High speed winding at 22½" per second. Worn tape in old cartridges is easy to replace. New or old cartridges may be wound to any length. Tape Timer with minute and second calibration optional and extra. Installed on winder or available as accessory. TP-1A is \$99.50. with Tape Timer \$124.50.

Write or wire for complete details.

Spotmaster

BROADCAST ELECTRONICS, INC.
8800 Brookville Road
Silver Spring, Maryland

BANKRUPTCY SALE

Complete Telecasting
Equipment.

Former WTAF-TV
Marion, Indiana

Including office equipment
and associated allied items.

Inventory list available

TRUSTEE:

R. David Boyer
Standard Building
Fort Wayne, Indiana

Adjourned sale to be com-
pleted beginning 10 AM
314 South Boots St.
Marion, Ind.

Sept. 11, 1969

*Lot of extras—odd lots—un-
usual items*

Promotion

'Mod Squad' enlists in drop-out fight

The three stars in ABC-TV's *Mod Squad*, Peggy Lipton, Michael Cole and Clarence Williams III, will appear in television and radio spots and on posters this fall in a "Stay in School" campaign by the U.S. Department of Labor.

"We picked these three young people based on our own research of just talking with people," reported David Moore, the department's consultant on television, radio and films. He felt that potential high school drop-outs might identify with *Mod Squad* performers.

"We're timing the campaign to coincide with the first marking period—the end of October," Mr. Moore said. Television public service announcements will appear only on ABC-TV affiliates, but radio spots, using the sound track from the television spots, will be sent to all radio stations through the National Association of Broadcasters.

FTC affirms Pittsburgh decision

The Federal Trade Commission has issued a final consent order prohibiting Cox Broadcasting Corp. and its WIC-TV Pittsburgh from engaging in unusual promotional practices conducted during audience ratings sweeps.

The "hyponing" charged by the FTC allegedly occurred during a period when the Pittsburgh market was being surveyed by the American Research Bureau and A. C. Nielsen Co. The FTC said WIC-TV held a special "Spot the Stars" contest during the period (Feb. 15-28, 1967) with unusually valuable prizes and that the station also ran an unusually large number of advertisements in local newspapers during February and March 1967.

The FTC issued its final consent order last week, two months after the order had been conditionally adopted by the commission (BROADCASTING, June 30). The order does not constitute an admission of law violation by Cox Broadcasting, and is only for purposes of settling the FTC complaint.

Tarzian doesn't believe in limiting his guests

Sarkes Tarzian, broadcaster and manufacturer whose electronics firm is a major economic factor in Bloomington, Ind., scheduled a birthday barbeque last Saturday (Sept. 6) to celebrate 25 years

in the community. All the citizens of Bloomington and the six surrounding counties were invited. Host Tarzian hoped that the party would show appreciation to the people of the area for their support during the early years of the Sarkes Tarzian Co.

More than 25,000 invitations were sent out and the company borrowed the University of Indiana field house and adjoining grounds for the all-day event, which was to feature country-and-western entertainment headed by Jimmy Dean.

The Tarzian manufacturing-communications holdings include WTTs and WTTV-FM-TV Bloomington, WPTA(TV) Roanoke (Fort Wayne), WPTH(FM) Fort Wayne, WAIR Indianapolis, all in Indiana, and plants in Jasper, Ind., Brownsville, Tenn., Pennsauken, N.J., and Mexico.

Sales pitches for TV subject of BPA contest

Entries are now being accepted for the fourth annual Broadcasters Promotion Association awards for outstanding examples of sales presentations on behalf of the television medium.

Presentations that were designed to promote the sale of TV to advertisers may be either visual (film, tape, slides) or print (flip cards and brochures). Each format will receive a first place award.

The deadline for submission of entries is Oct. 1. All presentations created and used between July 1, 1968, and Aug. 31, 1969, are eligible. Eligible participants include stations, representatives, groups and networks. They need not be members of BPA.

Entries should be forwarded, with a \$10 fee for each submission, to BPA Sales Presentations, Edward Petry & Co., 3 East 54th Street, New York 10022.

Promotion tips:

J&S for WJRZ ■ WJRZ Hackensack, N.J., country music station, has retained Jaulus & Salidor Inc., New York, as publicity and public relations representatives. Former PR work was done within the station.

New PR firm ■ Lenny Salidor and Paul Jaulus, both formerly with Decca Records, have formed Jaulus & Salidor Inc., New York, a promotion and public relations company at 1650 Broadway, New York 10019, phone (212) 586-6988.

Broadcast advertising



Dr. Dunn
director or research.

Dr. Theodore Franklin Dunn, director of research services, on board of directors and on strategy review board of Kenyon & Eckhardt, New York, joins Benton & Bowles there as senior VP - director

Richard J. Braun, advertising media coordinator, Hickok Manufacturing Co., Rochester, N.Y., who supervised Hickok's entry into TV four years ago, appointed advertising manager for company and its toiletries division, Toiletries Internationale.

Richard M. Mumma, director of programming and broadcast affairs, Compton Advertising, New York, elected senior VP.

Frank J. DeRose, local sales manager, WKBF-TV Cleveland, appointed sales manager.

Gertrude Van Hooydonck, VP, creative services, William Esty Co., New York, has formed own firm, Gertrude Van Hooydonck Inc., suite 303-E, 200 Park Avenue, New York, 10017.

Gordon G. Bring Jr., associate media director, J. M. Mathes Inc., New York, appointed media director.

Robert Q. Tiedje, formerly eastern sales manager, Adam Young Inc. VTM, New York, joins WKYT-TV Lexington, Ky., as general sales manager.

George D. Lilly, station manager, WGAN-TV Portland, Me., joins WBEN-TV Buffalo, N.Y., as sales manager. He succeeds **Nicholas J. Malter**, who retires to become broadcasting consultant.

Ronald Gore, project supervisor and research analyst, Clinton E. Frank, Chicago, joins Stern, Walters & Simmons, advertising agency there, as marketing manager.

Thomas A. Michaelson, formerly with Radio Advertising Representatives, New York, joins WBZ Boston as director of marketing and research.

H. W. Goodall Jr., PR director, Aitkin-Kynett, Philadelphia, appointed to newly created position of director of corporate communications. He is succeeded as PR director by **John Heston**, formerly with Beaumont, Heller & Sperling, Reading, Pa.

Bob Weed, with sales staff, KWTZ Everett, Wash., appointed sales manager.

Mrs. Deanne T. Dunning, creative director, N. W. Ayer & Son, New York, elected VP.

Joe D. Maughon, formerly with Liller Nead Battle & Lindsey, Atlanta, joins Tracy-Locke Co., as manager of new Tampa, Fla., office.

Media

Charles W. Newcomb, program director and assistant manager, WSPA-TV Spartanburg, S.C., appointed managing director.

Burton H. Brewer, operations manager, KOFO Ottawa, Kan., appointed station manager.

Paul G. Meissner, program director, KGVO-TV Missoula, Mont., appointed operations manager.

Albert B. Pellegrino, assistant sales manager, WAVZ New Haven, Conn., appointed general manager, WKCI(FM) Hamden, Conn.

William Dale, former assistant director of education, Department of Education, American Samoa, joins staff of National Association of Educational Broadcasters, Washington, as assistant to president.

Kenneth R. Mosher, with Ring, Mahony and Arner, Miami accounting firm, joins Storer Broadcasting Co., Miami Beach, as director of treasury services.

Tony Gonzalez, general manager, WWRN Beckley, elected president of West Virginia Broadcasters Association. He succeeds **Jack Lee**, formerly with WSAZ Huntington. Others elected were: **O. W. Meyers**, WHTN-TV Huntington, VP; and **Gene Johnson**, WKWK Wheeling, secretary-treasurer.

John D. Diamond, attorney, Metro-media Inc., New York, joins LIN Broadcasting Corp. there as secretary and general counsel.

Programing

Peter Cott, executive director, National Academy of Television Arts and Sciences, New York, resigns, effective Jan. 1, 1970.

Walt Framer, producer of TV game shows *Strike it Rich* and *The Big Pay-off* among others, joins Graphic Advertising, Miami, as head of new TV and radio production and programing division.

Irwin P. Starr, formerly production manager, WTMJ-TV Milwaukee, joins WJXT(TV) Jacksonville, Fla., as program director.

Sammy Lee, with American Forces Korea Network, Seoul, joins KAFF Flagstaff, Ariz., as program manager.

Jerry O. Horstmann, news director, WTAR-TV Norfolk, Va., joins WAVY-TV Portsmouth-Norfolk-Newport News, Va., as producer-director.

Ralph Peterson, controller, Warner Bros.-Seven Arts, New York, appointed treasurer. He succeeds **Samuel H. Haims** who retires.

Dave Kocourek, formerly player with various American Football League teams, joins NBC as telecaster for AFL games.

Gerald McGrath, director of operations, WTMJ-TV Milwaukee, appointed to newly created position of program manager.

News

Meyer Procter, writer and producer, ABC, Chicago, named chief of ABC Radio News Midwest bureau. He replaces **Charles P. Arnot**, who moves to ABC News Saigon bureau (BROADCASTING, Aug. 25). **Gideon Fiat**, equip-

A Public Service Program Without Fund-Raising Gimmicks



This 4½ minute public service program is brought to your audience with the sole purpose of making a contribution to the cultural and spiritual needs of your community.

Be convinced—get your audition disc now and check the contents of this program. It is offered FREE to all radio stations.



write, wire or phone collect

312-468-8700 today for your audition disc — There is no obligation

10858 SOUTH MICHIGAN AVENUE, CHICAGO, ILLINOIS 60628

(Produced in Co-operation with The American Bible Society)

ment planning engineer, ABC, New York, named assistant director of film, ABC News. He succeeds **Edward Messina**, named assistant director of film services for ABC.

Angus Corley, director, NBC News, Chicago, appointed NBC News correspondent in Moscow. He succeeds **Kenneth Bernstein**, on leave of absence.

Michael Sommer, assistant professor in department of telecommunications, University of Southern California, Los Angeles, joins KABC there as editorial director and director of community relations. **David Heller**, formerly radio-TV newsman with American Forces Vietnam, Saigon, joins KABC as news writer.

John Strickler, news producer, WOOD-TV Grand Rapids, Mich., appointed news editor for WOOD.

Marc Wesley, newsman, WNEM-TV Bay City-Saginaw-Flint, Mich., appointed sports director.

Douglas Bales, director of special productions, WSJS - AM - FM - TV Winston-Salem, N.C., appointed executive director of stations' recently organized news division.

Neil Craig, assistant news director, WQXI-AM-FM Atlanta, appointed news director. **Wes Batten**, newsman, WGST Atlanta, and **Ty Meredith**, news director, WCNW Fairfield, Ohio, join WQXI-AM-FM as news editors.

Ed Cain, associate sports director, WJXT(TV) Jacksonville, Fla., joins KSTP-TV St. Paul-Minneapolis, as sportscaster and writer.

Frederick R. DeBrine, newscaster, WKYC-TV Cleveland, appointed head of Akron-Canton, Ohio, bureau of NBC News.

Jim Peterson, formerly newscaster, KTVK(TV) Phoenix, joins KTVR-TV Phoenix-Mesa, as newscaster and writer.

Arch Macdonald, newscaster with WBZ-TV Boston since 1948, joins WKBG-TV there as newscaster and special projects

reporter.

Andy Parrish, news editor with WTOP Washington, appointed news director. He succeeds **Lincoln Harner** who joins news staff of WMAL-TV there.

Alexander Prescott, formerly with WCOL Columbus, Ohio, joins WXY Cleveland as newsmen.

Kevin J. Molloy, with WFEC Harrisburg, Pa., appointed news director.

Jesse J. Webster, from Community Action Agency, Baltimore, joins WBAL there as director of urban affairs.

Fred Crafts, reporter for *Eugene (Ore.) Register-Guard*, joins KNX Los Angeles news department.

Merrill M. Mazuer, producer of news specials and documentaries, KTTV(TV) Los Angeles, joins WLS-TV Chicago as news producer. He succeeds **Paul Fanning** who resigns.

Equipment & Engineering

Edward Basista, director of operations, group communications division, Teletypewriter Corp., New York, appointed chief video engineer in company's CATV division headquarters there.

Robert W. Brakeman and **W. R. Sonke**, with View-All Television Products Corp., Anniston, Ala., CATV division, appointed regional sales managers for new eastern and western regional sales offices, respectively. Eastern office is in Stamford, Conn., and western office in San Rafael, Calif.

Myles F. Dolan, controller and assistant general manager of chemical specialties division, Amerace-Esna Corp., Tenafly, N.J., joins Vikoa Inc., Hoboken, N.J., as corporate VP, financial and administrative services.

T. A. Campobasso, VP eastern region, Washington office, Collins Radio Co., Dallas, named VP of telecommunications marketing and government marketing. He will have headquarters in Dallas.

Peter H. M. Nollen, **Arnulf K. Wohlle-**

ben and **Lonny M. Ishihara**, with technical staff, Telcom Inc., McLean, Va., communications technology firm, all appointed senior engineers in plant engineering directorate.

Karl H. Horn, executive VP of Rauland division, picture tube production facility, Zenith Radio Corp., Chicago, also elected VP of corporation.

Joseph M. Trachtenberg, comptroller, Visual Electronics Corp., New York, elected assistant VP.

Dan Collins, with Pickering & Co., New York, appointed to newly created position of director of marketing and corporate development.

Promotion

Stanley I. Schweiger, PR director, Rimmer Productions, New York, joins WINS there as advertising and sales promotion manager.

Edward Klitsch, formerly promotion manager, WKLO Louisville, Ky., joins WLS Chicago as advertising and promotion manager.

Melwyn Smith, former production manager, WCSC-TV Charleston, S.C., joins KMOX-TV St. Louis as audience promotion manager. **Nola Obermire**, with audience promotion department, appointed manager of sales promotion and research.

Herb Marks, promotion manager, WFGA-TV Jacksonville, Fla., joins Prudential Insurance Co. of America's south central office there as PR and advertising manager.

Allied fields

John P. Culver, executive secretary, Georgia Association of Broadcasters, Atlanta, joins Atlanta Hawks basketball team as director of broadcasting.

Ed Zuchelli, who was president of KCOY Santa Maria, Calif., and **James Hayes**, faculty member, University of Minnesota, Duluth, join journalism faculty of California State Polytechnic College, San Luis Obispo.

Deaths



Mr. Mullins

and **KBTR**, both Denver, KARK-AM-FM-TV Little Rock, Ark., Barbe Productions, Denver, Mullins Outdoor Advertising

John C. Mullins, 59, president and owner of Mullins Broadcasting Co., died of heart attack Aug. 29 while on vacation in La Costa, Calif. Mullins Broadcasting holdings include KBTB(TV) and

Please send

Broadcasting

THE BUSINESSWEEKLY OF TELEVISION AND RADIO

Name _____ Position _____

Company _____

Business Address
 Home Address

City _____ State _____ Zip _____

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Co.'s in Colorado and Wyoming, and Mullins Neon and Plastic Co.'s in Denver. He is survived by his wife, Martha, two sons and one daughter.

His estate will pass in trust, for benefit of Mr. Mullin's family, to his three co-executors and three trustees: Alvin G. Flanagan, executive VP, Mullins Broadcasting Co.; Max Brooks, chairman of board, Central Bank and Trust Co., Denver; and Charles A. Haskell, Haskell, and Crandell, attorneys, and VP and attorney for Mullins Broadcasting Co.



Mr. Pearson

Pearson made extensive use of radio beginning in mid-1930's with *News for Americans*, produced in collaboration with partner Robert S. Allen. Mr. Allen withdrew from partnership to go on Army duty in 1942. In 1951, during attack in which he accused Mr. Pearson of being Communist tool, Senator Joseph McCarthy (R-Wis.) called for boycott of Adam Hats, sponsor of Mr.

Drew Pearson, 71, political columnist and radio commentator, died Sept. 1 at Georgetown University hospital, Washington, after heart attack at his farm in Potomac, Md. Principally known for his "Washington Merry-Go-Round," column. Mr.

Pearson made extensive use of radio beginning in mid-1930's with *News for Americans*, produced in collaboration with partner Robert S. Allen. Mr. Allen withdrew from partnership to go on Army duty in 1942. In 1951, during attack in which he accused Mr. Pearson of being Communist tool, Senator Joseph McCarthy (R-Wis.) called for boycott of Adam Hats, sponsor of Mr.

Pearson's ABC Radio program. Shortly afterwards, company dropped sponsorship. His taped radio show continued and in recent years, has been syndicated to some 70 stations. Jack Anderson, Mr. Pearson's partner for last 10 years, said his associate also had taped TV show on about half-dozen stations.

Mr. Pearson also made occasional bids for ownership of stations. In 1946, with Mr. Allen, he filed unsuccessful bid for facilities of Hearst's WBAL Baltimore in wake of FCC's so-called Blue Book that sought to prescribe public-service responsibilities for licenses. Recently, he was principal in Washington Community Broadcasting Co. which challenged United Broadcasting Co. for latter's Washington stations, WOOK and WFAN-TV (BROADCASTING, June 30).

He is survived by his second wife, Luvie, a daughter, Ellen, and stepson, Tyler Abell.

Charles W. Thayer, 59, former director of Voice of America, died Aug. 27 during heart operation in Salzburg, Austria, where he had summer home. Mr. Thayer helped set up VOA, then known as State Department's International Broadcasting Division. He was named director in 1948 and resigned in 1953.

Donald C. Bruce, 48, business manager of WIRE Indianapolis until his election as Republican congressman from Indiana in 1960, died Aug. 31, en route to Winchester, Va., hospital after heart at-

tack. After defeat in bid for re-election in 1964, Mr. Bruce formed management and political consultant firm, Bruce Enterprises, Round Hill, Va., and was with Lewis Newscope Inc., Washington-based company producing political films, radio tapes and news columns. He is survived by his wife, Hope, one son and one daughter.

Richard F. Best, 43, VP in charge of personnel and administration, Gardner Advertising, St. Louis, died Aug. 28 at his home of apparent heart attack. He is survived by his wife, Margot, two sons and one daughter.

Carl A. Rigrod, 56, president of Carlton Products, independent TV and radio producer, died at Huntington hospital, Long Island, N.Y., of heart attack. He was also co-founder and past president of Veterans Hospital and TV Guild, known as Bedside Network. He is survived by his wife, Enid and three sons.

Ralph M. Immell, 74, president and stockholder, Television Wisconsin Inc., licensee of WISC-TV Madison, Wis., died Aug. 28 in Madison.

Henri Lepage, 68, general manager of CHRC-AM-FM Quebec City, Quebec, and former member of board of directors of Canadian Association of Broadcasters, died Aug. 26 in Quebec City.

Edward B. Rideout, 82, pioneer weatherman with WEEI Boston and former Yankee Network, died Aug. 30, in Arlington, Mass.

ForTheRecord®

As compiled by BROADCASTING, Aug. 26 through Sept. 2 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

Other actions

■ Review board in Jacksonville, Fla. TV proceeding, Docs. 10834, et al., denied appeal from denial of motion to quash subpoena duces tecum filed June 30 by Antwin Theatres Inc. Action Aug. 29.

■ Review board in Jacksonville, Fla. TV proceeding, Docs. 10834 et al., denied request for expedited action filed July 7 by Wometco Enterprises Inc.; granted to extent indicated and denied in all other respects petition to review denials by examiner of motions to quash subpoenas directed to nonparty witnesses filed June 27 by Carol Ogburn, Charles Turner and Robert Capps. Action Aug. 29.

Actions on motions

■ Hearing Examiner Millard F. French in Anaheim, Calif. (Orange County Broadcasting Co., et al.), TV proceeding, granted petition by Golden Orange Broadcasting Co. for leave to amend application to reflect change in proposed trans. site and to report minor changes in business interests (Docs. 18295-300), Action Aug. 19.

■ Chief Hearing Examiner Arthur A. Glad-

stone in Washington (Pacifica Foundation and National Education Foundation Inc.), TV proceeding, designated Hearing Examiner David L. Kraushaar as presiding officer; scheduled prehearing conference for Sept. 30 and hearing for Oct. 30 (Docs. 18634-5). Action Aug. 18.

Call letter action

■ L & S Broadcasting Co., Jacksonville, N. C. Granted WLNS-TV.

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	<p>Negotiators For The Purchase And Sale Of Radio And TV Stations • CATV Appraisers • Financial Advisors</p> <p>New York—60 East 42nd St., New York, N.Y. 10017 212-687-4242</p> <p>West Coast—1357 Jewell Ave., Pacific Grove, Calif. 93950 408-375-3164</p>

Summary of broadcasting

Compiled by FCC, Aug. 1, 1969

	On Air			Total On Air	Not On Air CP's	Total Authorized
	Licensed	STA*	CP's			
Commercial AM	4,247 ¹	3	10	4,260	69	4,329 ¹
Commercial FM	1,991	0	37	2,028	159	2,187
Commercial TV-VHF	495	2	9	506	16	522
Commercial TV-UHF	122	0	52	174	156 ²	330
Total commercial TV	617	2	61	680	172	852
Educational FM	369	0	11	380	47	427
Educational TV-VHF	71	0	6	77	6	83
Educational TV-UHF	89	0	12	101	14	115
Total educational TV	160	0	18	178	20	198

* Special Temporary Authorization

¹ Includes 25 educational AM's on nonreserved channels.

² Includes two licensed UHF's that are not on the air.

Existing TV stations

Final actions

■ Broadcast Bureau granted license covering changes in following: *KUAT-TV Tucson, Ariz.; WKZT(TV) Elizabethtown, Ky.; *WKMU(TV) Murray, Ky. Action Aug. 27.

■ KAPP(TV) Yakima, Wash.—FCC denied petition by Apple Valley Broadcasting Inc. asking for halt in expanded CATV operations out of West Valley Cablevision Inc., pending hearing, and requesting order requiring West Valley to show cause why it should not be directed to cease and desist from operation in violation of notification of operation rules. Action Aug. 13.

Actions on motions

■ Hearing Examiner Millard F. French in Houma, La. (St. Anthony Television Corp. [KHMA-TV]), TV proceeding, granted petition by applicant for clarification of issue to be construed to permit applicant to give reasonable assurance that it will expeditiously undertake construction upon grant by commission of proposal embodied in application to mod. CP tendered April 1, 1968 (Doc. 17446). Action Aug. 18.

■ Chief Hearing Examiner Arthur A. Gladstone in Los Angeles (National Broadcasting Co. [KNBC(TV)] and Voice of Los Angeles Inc.), TV proceeding granted petition by Voice of Los Angeles for leave to amend application to correct exhibit 7 revised (Docs. 18602-3). Action Aug. 25.

■ Hearing Examiner Isadore A. Honig in Newark, N. J. (Atlantic Video Corp. [WRT(TV)], Vikcom Broadcasting Corp. and Ultra-Casting Inc.), TV proceeding, granted petition by Atlantic Video for leave to amend application to reflect consummation of merger between Walter Reade Organization Inc., parent and Pyramid Publications Inc.; approval by Walter Reade Organization of increase in authorized stock from 3,000,000 to 6,000,000 shares; and appointment of Richard J. Nied as comptroller of Walter Reade Organization, in place of J. Paul Wyciskala (Docs. 18403-4 and 18448). Action Aug. 26.

■ Hearing Examiner Ernest Nash in Philadelphia (Bernard Rappaport [WGTV(TV)]), TV proceeding, scheduled hearing for Oct. 21; exchange written exhibits before Sept. 30; advise counsel for all parties by that date as to names of witnesses and general nature of testimony (Doc. 18524). Action Aug. 20.

Designated for hearing

■ WBTW(TV) Florence, S. C.—FCC set for hearing application of Daily Telegraph Printing Co. for CP to increase ant. height from 760 ft. to 1,960 ft., change trans. site from location approximately 5 miles north-east of Florence to point approximately 28 miles northeast of city and approximately 54 miles from Fayetteville, N. C., and for other changes. Action Aug. 27.

New AM stations

Other actions

■ Review board in Costa Mesa-Newport Beach, Calif., AM proceeding, Docs. 15752, et al., granted petition for extension of time filed Aug. 27 by Voice in Pasenda Inc.

Action Aug. 29.

■ Review board in Franklin, N. J. AM proceeding, Docs. 18251-57, granted Broadcast Bureau's petition for extension of time filed Aug. 26. Action Aug. 28.

Actions on motions

■ Chief Hearing Examiner Arthur A. Gladstone in Natick, Mass. (Home Service Broadcasting Corp. and Natick Broadcast Associates Inc.), AM proceeding, designated Hearing Examiner Millard F. French as presiding officer; scheduled prehearing conference for Sept. 29 and hearing for Oct. 30 (Docs. 18640-1). Action Aug. 18.

■ Hearing Examiner David I. Kraushaar in Sapulpa and Midwest City, both Oklahoma (Creek County Broadcasting Co., Tinker Area Broadcasting Co. and M. W. Cooper), AM proceeding, granted joint petition by Creek County Broadcasting Co. and Tinker Area Broadcasting Co. and extended to Oct. 28 time to prepare amendments to applications (Docs. 13341-4). Action Aug. 26.

Call letter application

■ Golden Empire Communications Co., McFarland, Calif. Requests KXEM.

Call letter action

■ Lewis County Broadcasting Co., Hohenwald, Tenn. Granted WMLR.

Existing AM stations

Final actions

■ KLIV San Jose, Calif.—Broadcast Bureau granted license covering increase in nighttime power; change DA system. Action Aug. 26.

■ WPLK Rockmart, Ga.—FCC denied application of Georgia Radio Inc. for review of decision by review board denying CP application. Action Aug. 27.

■ *WOI Ames, Iowa—FCC denied applications of Iowa State University of Science and Technology for extension of SSA and for regular authority to operate with 1 kw from 6:00 a.m. local time until local sunrise (Docs. 11290, 16298). Action Aug. 13.

■ WLOB Portland, Me.—Broadcast Bureau granted license covering change in DA and ground system; and granted license covering permit for installation of auxiliary trans. Action Aug. 26.

■ WLYN Lynn, Mass.—Broadcast Bureau granted license covering installation of auxiliary trans. Action Aug. 25.

■ KATE Albert Lea, Minn.—Broadcast Bureau granted remote control. Action Aug. 25.

■ WDAL Meridian, Miss.—Broadcast Bureau granted CP to increase power to 5 kw. and to install new trans.; conditions. Action Aug. 27.

■ KXOK St. Louis—Broadcast Bureau granted license covering use of former main trans. as alternate-main trans. Action Aug. 26.

■ WSCV Peterborough, N. H.—Broadcast Bureau granted mod. of CP to extend completion date to Dec. 20. Action Aug. 27.

■ KODA Houston—FCC denied application by Taft Broadcasting Co. requesting waiver

of AM "freeze" provisions of rules. Action Aug. 27.

Actions on motions

■ Office of Opinions and Review in Nashville (Second Thursday Corp. [WWGM] and Second Thursday Corp. [WSET-FM]), AM-FM proceeding, granted petition by Broadcast Bureau and extended to Aug. 20 time to respond to petition for reconsideration of orders of designation and for termination of proceeding (Docs. 17914 and 18175). Action Aug. 18.

■ Chief Hearing Examiner Arthur A. Gladstone in Inglewood, Calif. (Trans America Broadcasting Corp.), renewal of licenses of KTYM and KTYM-FM, continued prehearing conference to Sept. 19 (Doc. 18616). Action Aug. 20.

■ Hearing Examiner Forest L. McClenning in Washington (United Television Co. [WFAN-TV], Washington Community Broadcasting Co. and United Broadcasting Co. [WOOK]), AM-TV proceeding, granted request by United Television and continued prehearing conference to Oct. 13 (Docs. 18559-63). Action Aug. 20.

Fines

■ KMPG Hollister, Calif.—FCC ordered to forfeit \$200 for repeated violation of rules that no records were available to show that inspections had been conducted after Dec. 1, 1966, of transmitting equipment in use. Action Aug. 27.

■ KUBA Yuba City, Calif.—FCC notified of apparent liability forfeiture of \$500 for violation of rules by failing to have properly licensed operator on duty and by allowing improperly licensed operator to make logging entries Nov. 17, 1968. Action Aug. 27.

■ KFXD Nampa, Idaho—FCC notified of apparent liability forfeiture of \$450.00 for violation of rules. Action Aug. 27.

Call letter application

■ KIMA, Yakima Valley Communications, Yakima, Wash. Requests KMWX.

Call letter action

■ WEHW, Windsor Broadcasting Co., Windsor, Conn. Granted WKND.

New FM stations

Starts authorized

■ WIHS(FM) Middletown, Conn.—Authorized program operation on 104.9 mc, ERP 2.9 kw, ant. height above average terrain 300 ft. Action Aug. 27.

■ KWOE-FM Clinton, Okla.—Authorized program operation on 106.9 mc, ERP 100 kw, ant. height above average terrain 285 ft. Action Aug. 25.

■ WCMJ(FM) Chester, S. C.—Authorized program operation on 99.3 mc, ERP 2 kw, ant. height above average terrain 360 ft. Action Aug. 27.

■ WVLE(FM) Kaukauna, Wis.—Authorized program operation on 104.9 mc, ERP 3 kw, ant. height above average terrain 205 ft. Action Aug. 27.

Final action

■ Glendive, Mont.—Christian Enterprises Inc. FCC granted 96.5 mc., 95.4 kw. Ant. height above average terrain 30 ft. P.O. address: Box 1875, Billings, Mont. 59103. Estimated construction cost \$20,000; first-year operating cost \$11,400; revenue \$12,000. Principals: Harold Erickson, president, Donald Ross, vice president, L. E. Wood, secretary-treasurer, et al. Mr. Ross is salesman for implementing company. Mr. Wood is owner of ready-mix company. Buyers own KGVW-AM-FM Belgrade, KURL-AM-FM Billings and KGLE Glendive, all Montana. Action Aug. 27.

Actions on motions

■ Office of Opinions and Review in Murphy, N. C., and Blue Ridge, Ga. (Cherokee Broadcasting Co. and Fannin County Broadcasting Co.), FM proceeding, granted request by Fannin County Broadcasting Co. and extended to Aug. 22 time to file opposition to petition for reconsideration (Docs. 17086-7). Action Aug. 18.

■ Hearing Examiner Basil P. Cooper in Ocean City, N. J. (Lester H. Allen and

(continued on page 77)

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Help Wanted 30¢ per word—\$2.00 minimum.

Deadline for copy: Must be received by Monday for publication next Monday.

Display ads \$25.00 per inch. 5" or over billed at run-of-book rate.—Stations for Sale, Wanted to Buy Stations, Employment Agencies, and Business Opportunity advertising require display space. Agency commission only on display space.

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RADIO

Help Wanted—Management

New Jersey independent AM-FM seeks reliable energetic young professional to take complete charge of "easy-listening" station. Send full background to Box J-39, BROADCASTING.

If you are presently employed with a sole station as a Sales Manager or General Sales Manager, or if you can move up to this position, we have the proposition for you. We have an opening for a General Sales Manager now. The man we select will be able to buy five percent equity in our company. If you are the type of person that can do a sales job, build a sales force, if you have been wanting equity in a radio station, this could be the proper position for you. Box J-52, BROADCASTING.

Wanted—Internal Auditor and assistant controller to audit and supervise bookkeeping of broadcast stations and affiliated companies. Required traveling about 25% of time. Headquartered in New York. Box J-109, BROADCASTING.

General manager—Sales manager—single market, northeast station well-established. Box J-130, BROADCASTING.

Expanding young company needs manager. Position open due to purchase of third station. If you're really good, contact Lou Erck, KHAP, Aztec, New Mexico. Phone 505-334-6911. Immediate opening.

Sales

Ground floor opportunity for sales manager as new ownership takes over AM facility in Rhode Island. Incentive compensation and company benefits. If you're qualified send resume, salary, requirements and photo to Box J-33, BROADCASTING.

AM station in southern New England in the adult operation class requires an experienced sales manager. A good account executive could advance to this position. Box J-108, BROADCASTING.

Sales-manager. Eastern single station seeks general-sales manager. Strong community-accepted facility. Box J-133, BROADCASTING.

Salesman: Single station market . . . north of NYC . . . wants experienced salesman for general manager's position now open. Outstanding operation. Box J-143, BROADCASTING.

Prestige station, prestige market, looking for ambitious young salesman with good track record. Attractive income opportunity in fabulous Monterey, California. Complete information to Robert Sherry, P. O. Box KIDD, Monterey, California.

Emporia, Kansas KVOE. Excellent opportunity for experienced salesman—established list to grow with. Resume to Dick Kline, Sales Manager.

Are you a good salesman, yet limited because of rates, or market potential? If so, contact Kermit Womack, KWIX, Moberly, Missouri 816-263-1230.

Sales-oriented station needs salesman, experienced, willing to work. Nice place to raise your family, 20,000 population, Valparaiso, Indiana. Call/write Len Ellis, WAKE AM-FM, 219-462-1554.

Radio air-time salesman wanted with growing FM stereo & Background music operation suburban market. Top commission paid. Send resume, references and projected earning requirements to WDHA-FM Route 10, Dover, N. J.

Creative aggressive salesman needed by WFBC radio in Altoona, Pa. A Triangle station. Excellent compensation plan and management opportunity. Contact Ed Gillier 814-944-2031.

Opportunity for experienced radioman to enter sales. Send resume, photo. WSML, Litchfield, Illinois.

Manager, small market experience, manage 2 to 5 markets. Package sales, top commission, override. Investment possibilities. Telecasting, P.O. Box 1426, Yuma, Arizona.

Strong aggressive, production company with successful track record expanding sales department. Travel four or five state area. Call on top management in radio stations. Exciting saleable products. Salary plus bonus arrangements. Send resume to Ross Charles, Cine-Vox Productions, Inc., 12 East 41st Street, New York, N.Y. 10017.

Announcers

Rocky mountain 5 kw needs two first phone immediately. Good pay, community, benefits, crew, and equipment. Send resume and references first letter. Box J-54, BROADCASTING.

Full time d.i.'s needed. Good pay in scenic northern midwest. MOR-contemporary mix. Three years experience minimum. Reply to Box J-84, BROADCASTING.

Central Florida fulltimer needs dj with first phone and production experience. Box J-97, BROADCASTING.

West coast medium market no. 1 station wants top 1st phone jock. Good pay, great company. Send air check & resume. Box J-103, BROADCASTING.

24 hour contemporary New England station, suburban to major market looking for superpersonality with 1st ticket, for drive time, good money. Send tape and resume to Box J-104, BROADCASTING.

7-midnight rock jock for top 10 market. East coast giant. Outstanding opportunity for man who has what it takes to join one of the country's top rock stations. Experienced djs only. Send current tape, resume and pic to Box J-113, BROADCASTING.

Wanted: A MOR radio announcer with first class license. This man must have at least five years experience and a personality with his own right either humorous or serious. We are not looking for a time and temperature DJ. Salary open. This is a midwestern medium market station. We are an equal opportunity employer. Box J-116, BROADCASTING.

Announcer—Midwest MOR giant seeks dependable all-around announcer. Very stable operation. Salary open. Good benefits. Only those desiring a permanent position in a growing organization need apply. Send tape, with complete resume and photo. Box J-124, BROADCASTING.

Announcr-salesman, first class immediately, KHIL-Willcox, Arizona.

Wanted: Happy sounding early morning C&W dj— who can swing for three hours, then sell for the remainder of the day . . . this must be a man with at least two years experience who loves radio enough to work, work, and then work some more. Prefer married man who would like to work up to sales manager . . . if you think you can cut it, then immediately call Bob Lingham, General Manager, Radio Station KRSY, Roswell, New Mexico, 88201. Phone 505-622-0290.

Enjoy excellent salary and be a radio personality in beautiful vacationland where there are no big city problems in raising a family. No rigid big city format. You have freedom to display your talent and learn all phases of broadcasting. Combination sales and announcing. Contact: Charles B. Persons, Manager, KVBR, Brainerd, Minn. 56401.

Wisconsin, light contemporary seeks 1st phone announcer ready for P.D. with very successful AM-FM stereo operation. Modern facility, excellent wages, top fringe benefits including profit sharing. Beautiful hunting and fishing area near major cities. Send resume or call General Manager, WDUX, Waupaca, Wisconsin. 1-715-258-5528.

WINN, in Georgetown, S.C. is seeking a staff announcer. Mail tape, resume and salary requirements to Tad Fogel, WINN, P.O. Drawer W, Georgetown, South Carolina 29440.

MOR announcer with 1st phone (no maintenance) wanted for allnight show. Ideal location in central Florida, one of nation's fastest growing and most beautiful areas. Send tape and resume to Glenn Smith, P.D., WKIS Radio, P.O. Box 1353, Orlando, Florida.

Morning Man to supply spark. MOR suburban Cleveland. Must be mature, experienced. Send tape, tell all first reply. Manager, WPVL, Painesville, Ohio.

Wanted! Rock'n roll dj with some experience. Copy writing background helpful. Contact: WSAC Radio, Box 70, Fort Knox. 502-351-3121.

Announcers continued

Ohio metro Countryopolitan station has immediate opening for professional jock with 1st ticket who would like to break into sales. Excellent salary, fringe benefits for right man. Send tape and resume to: WTOD Radio, 3225 Arlington, Toledo, Ohio 43614 or contact Jim Wight, 419-385-2507.

Immediate opening for experienced announcer, salary commensurate with quality, write H. Borwick WVOS, Liberty, N. Y. or Phone 914-292-5533.

Florida gold coast adult full time CBS first ticket no maintenance; ideal working conditions and crew; all fringe benefits; salary open; creative freedom. We believe in and promote good radio and our personalities who create it. Call 305-278-1420.

Experienced first phone, strong on production, Palm Beach market countryopolitan format, rush tape & minimum salary to Box 1246, Jupiter, Fla. 33458.

Philadelphia suburban adult operation has opening for experienced announcer. Board work and opportunity for play-by-play. Good pay and fringe benefits. 215-696-3690.

New automated Kansas small market needs sales manager, announcer, production, combo. No drivers, or drunks. Salary practically unlimited. Rice County Bst. 109 South 7th, Sterling, Kansas 67579. 316-278-2222.

Technical

Chief engineer. Full time 5kw directional, medium market, east coast. Strong on maintenance. Excellent fringe benefits. Give complete details and salary requirements. Box G-135, BROADCASTING.

First class engineer for Engineering Department of station group. Some traveling required. Company benefits. Send complete resume and salary requirements. Box G-136, BROADCASTING.

Chief Engineer-announcer needed soon by Iowa station. Write Box H-279, BROADCASTING.

First ticket engineer with little news and jock work. Progressive, bright directional rocker in Pennsylvania resort area. Start \$115.00, plus benefits. Box H-287, BROADCASTING.

Chief Engineer wanted. New England Network Station. Write Box J-11, BROADCASTING.

Southeastern AM-FM-TV station offers above average salaries for experienced engineers. First class license necessary. Must have TV experience, AM-FM experience desired. Reply must be complete with references, photograph & salary requirement. Reply Box J-19, BROADCASTING.

First class engineer assistant chief AM and FM Automation. Announcing ability OK, but not necessary. Box J-53, BROADCASTING.

Chief Engineer, powerful education FM station in the midwest, operated by state college of over 11,000. First-phone, must have knowledge of FM stereo and CATV origination equipment. Pleasant college community, opportunity to pursue college education. Limited air work. Send resume, salary requirements to Box J-58, BROADCASTING.

1st class responsible engineer needed immediately to maintain well established class IV Virginia AM station. This operation has recently been moved into new facilities. Hospitalization and pension plans; send resume, references, and other details to Box J-86, BROADCASTING.

Chief Engineer: If you're a perfectionist, there's a chance of a lifetime for you now as chief engineer of our AM-FM stations. We'll give you full responsibility for operation and maintenance of our DA system, high power FM stereo station as well as one of the most modern recording studio setups in the country. Since we expect top results, you'll have ample budget for personnel, parts, etc. Our stations are located in a major western market in a great vacation area where the air is clean and the weather is good year round. Good schools, good housing conditions . . . a great place to live. If you're looking for a permanent opportunity with a top quality station and a five figure salary to start, send us your resume in confidence. Box J-128, BROADCASTING.

Technical continued

Chief engineer: 50,000 watt FM, major city mid-west. Box J-131, BROADCASTING.

Major market FM station has opening for assistant chief engineer. Strong on maintenance. Box J-132, BROADCASTING.

Los Angeles stereo seeks capable first class engineer. Start immediately. Box J-142, BROADCASTING.

Immediate opening—chief engineer with experience, 5000 watt non-directional regional station, up-to-date equipment, fringe benefits. Call or write WASA AM/FM, Box 97, Havre de Grace, Maryland. 301-939-0800.

Ohio stations need chief engineer. Five KW directional AM—full time FM station. Strong maintenance. Must take charge of technical operations. Excellent salary. Contact Gary W. Hagerich, WCNW, Fairfield, Ohio 45014.

Chief Engineer. AM/FM operation Augusta, Georgia. No board work! Salary \$150.00 per week. Call collect to Dick Warner, W-CUS Radio (803) 279-1380.

First class licensed engineer. afternoon shift, for automated good music station. Announcing ability helpful but not essential. Fringe benefits. Send resume with first reply. No collect phone calls to Irv Laing, WQTE, P.O. Box 306, Monroe, Mich. 48161.

Chief engineer for 5 kw AM and FM station in central Ill. Must have experience in broadcast equipment maintenance. Excellent working conditions and great opportunity for the right person. Send resume or call Kent Davis, WSIV, Pekin, Ill. 61554. 309-346-2134.

Wanted: First phone announcer, no maintenance, modern CGW. Phone immediately—area code 717-273-1811 daytime or 397-4229 evenings.

NEWS

Challenge: Rebuild news department at top rated midwest swinger. Send tape, resume and picture to Box H-146, BROADCASTING.

Experienced newsman opening for a man who can move up to news director's job. Must have ability to dig out, write and deliver local news on number one MOR, dominant news station. Northeast medium size metro market, full fringe benefits, profit sharing, send tape, resume, salary requirements, Box J-7, BROADCASTING.

News director needed at once for metro area 5 kw net affiliate. Head 3-man local news department. All facilities, equipment: unusual opportunity. Top salary plus benefits. Send air-check including writing samples and include salary needs in first reply to Box J-107, BROADCASTING.

News director. Air a.m. and noon news, direct staff. Experience necessary. Send air check and resume to Box J-118, BROADCASTING.

Station in midwest metro area of 130,000 needs aggressive, creative newsman with responsibility for developing strong local image as well as delivering principal newscasts. First phone desirable but not necessary. Send tape and resume. Completely confidential. Box J-137, BROADCASTING.

Newsman-announcer needed for medium midwestern station. Experience required. Second man. All benefits. Send resume and tape to radio station WRJN, 4201 Victory Ave., Racine, Wis. 53405.

Unusual opportunity to combine sales and local news. Send resume, photo. WSMI, Litchfield, Illinois.

News director . . . To take charge of New Jersey's most successful news staff. Minimum four years experience . . . and news man . . . first timers need not apply. Also relaxed personality who can relate to his listeners. Minimum two years experience. Join the success story of the east coast. send tape and resume and salary needs to Box 927, Toms River, New Jersey 08753.

Programming, Production, Others

Program director-deejay-first ticket-no maintenance. Knowledgeable-pop contemporary music, games and contests. A central Pennsylvania top rated station. Need references. \$7,500 to \$10,000 to start. Great opportunity. Letter and tape first time Box G-263, BROADCASTING.

Experienced Copywriter, if you like the outdoors, a stable financial CBS affiliation (half way between Des Moines and Minneapolis) and have at least a year of experience in writing for the air. Contact L. E. Robinson, KGLO-AM-TV, Mason City, Iowa, 515-423-2540.

Situations Wanted Management

Position programing "proven" good music format, \$15,000. 618-451-7511. Box J-3, BROADCASTING.

Seeking small-medium market managership. Eleven years diversified experience. Sales know-how, programming, administration. Young (31) family. Mature, trustworthy, capable. Excellent references. Prefer Southeastern opportunity. Box J-12, BROADCASTING.

Heavy program-sales credentials. Looking to buy into station outside of LA metro, Bakersfield to San Diego. Will manage and/or program in residence. Box J-122, BROADCASTING.

Knowledgeable, community minded general manager with diversified background in broadcasting seeks creative challenge in executive career position with progressive organization. Family, college, young, imaginative, conscientious, energetic. First class ticket. Florida, Virginia, North Carolina. 12M plus. Box J-123, BROADCASTING.

Sales

Pilot—1st phone — dependable — 27 — married — PD past 5 years. Seeking sales opportunity, Box J-115, BROADCASTING.

Announcers

Radio commercials, announcements at your service, taped; professional, experienced, reasonable. Box H-190, BROADCASTING.

Beginner. Third endorsed. College degree. Creative. Flexible. Ambitious. Can write news and commercials. East coast preferred. Box J-1, BROADCASTING.

Negro 1st phone: 6 year pro. dj; great production skills. One year TV booth, seeking secure challenging radio position. Box J-13- BROADCASTING.

Sportscaster, experienced baseball, football, basketball. Familiar with all sports. Also MOR deejay or Newsmen if necessary. Available now. 3rd. endorsed. Box J-37, BROADCASTING.

First phone announcer, limited experience, broadcast school graduate, draft exempt, Box J-50, BROADCASTING.

Female announcer, newscaster, DJ and women's shows. Tight board, professionally trained. 3rd endorsed. (Non-prima-donna) re-location OK, legit theatre background, Box J-55, BROADCASTING.

Floridiana only, MOR—20 yrs. all phases, big on voice & production, after 6 PM, 813-642-5482. Or Box J-80, BROADCASTING.

Experienced female dj, tight board, heavy production and commercial experience, MOR contemporary, news and women's shows, third endorsed. Box J-83, BROADCASTING.

Need a creative and versatile announcer? Do you believe ability and motivation are as important as experience? I have the former, am short on the latter. 22. 3 years college, third phone. Now completing military service. Earnestly seeking career in broadcasting. Top-40, MOR, sports. Prefer Missouri or Dallas-Fort Worth areas. Box J-89, BROADCASTING.

Announcer: My station has gone chart happy, wants out. Box J-95, BROADCASTING.

First phone, seek spot with major market temporary, available immediately, excellent references. Box J-99, BROADCASTING.

Don't settle for adequacy! DJ, newsman with four years experience seeks permanent position in eastern U.S. You won't be disappointed. Write Box J-105, BROADCASTING.

Experienced—mature (48) 3rd endorsed, wishes to relocate preferably northwest. News, MOR. Christian programing. Administrative capabilities. Miles Miller, Box J-117, BROADCASTING or 213-332-8718.

Announcer: Seeks position with non-rock station. Prefer east coast location. Interested in news reporting. 3rd endorsed. Box J-121, BROADCASTING.

First phone experienced announcer. Strong production minded, tight board. Looking for good move up. Family man, draft free. Good radio is my interest. If it's yours, let's talk. Box J-140, BROADCASTING.

First phone announcer; 2½ years experience. Strong on news, would prefer straight news shot, but will announce. West Coast please. L. Bridges, 410 Third St., Raymond, Wash. 98577.

Professionally trained beginner; ambition, drive, creativity, 3rd endorsed, Married, draft exempt. Relocate anywhere, prefer Hawaii. Larry Monks, 1945 Camel Way, Mountain View, California 94040.

Announcers continued

Please release me, help me grow, cGw, MOR jock, wants to go, you lookin' for one? Let me know, 215-NI 4-3679, for more info.

First phone—experienced, away from radio one year, anxious to return—seek position as MOR or top fourth announcer with opportunity to do play by play—strong on news and sports—married, family—no problems—contact Don Maxwell (714) 537-3757 days.

Announcer-newscaster seeking experience. College grad in speech, broadcast school grad, prior military service. William Lennox, 309 Circle Drive, Lake Bluff, Ill. 60044.

Are things really changing! 3rd class ticket. Leonard Harvey, 216-08-132nd Ave., Springfield Gardens, Long Island, New York 11413. 212-LA 7-5530.

Broadcasting pro—highly experienced—announcing, programming, crack copy, sharp production, first ticket. Available now. 815-964-6857.

North Carolina-Virginia stations! 1st phone Washington, D.C. announcer available. 919-330-4236.

Help—need first break in radio—broadcast school graduate—third endorsed—good voice—tight board. Will relocate. Ron Larrow, 3000 Limba Drive, Lower Burrell, Pennsylvania. 412-335-9721.

Technical

Experienced first phone, desires maintenance in Pennsylvania mountain area. Box J-141, BROADCASTING.

NEWS

TV-R news-sports director—top flight sportscaster (all sports) wants in with heavy sports station. Proven ability on-off mike. College graduate—26. Will move anywhere. Box J-81, BROADCASTING.

Recent university graduate . . . broadcast journalism; married; draft-exempt; desires news position; 3rd ticket. Box J-85, BROADCASTING.

Newsman—eight years radio, three in TV. Now with number one rated radio station. Seeking in-studio or outside position at New York City news operation. Good airman, interviewer. Solid reputation. Proven track record present area and on national level. Box J-96, BROADCASTING.

Professionally trained; want play-by-play and newscasting. Married, draft exempt, and will relocate. Third endorsed. Box J-114, BROADCASTING.

Hard working, young, experienced newsman seeks position in northeast news department. College graduate, draft deferred. Box J-120, BROADCASTING.

Programming, Production, Others

Copywriter, broadcast school graduate. MOR operation. 203-658-6196 or Box H-220, BROADCASTING.

FM station owners & managers. Why not be part of the new generation. A good formatted psychedelic station can lead to many adventures in success and sales. If you're interested either call 1-617-586-2398 or write Box J-74, BROADCASTING.

Modern country music program director. Top credentials and track record—solid experience in three top-10 markets. Box J-78, BROADCASTING.

Operations manager, music director or program director . . . first class ticket . . . MOR . . . well rounded radio background . . . female. Box J-39, BROADCASTING.

Tired of "nothing" radio? Be proud of quality programming. Make your station speak and mean something to the listener. Program director has the perfect format to capture that most important demographic of 16-35 age. Must be a market of 100,000 or more. Creative, successful man available within a month. Box J-93, BROADCASTING.

First class copy, production, dj, license, dependability. Ready to move up from #1 medium market full-timer to program director or operations manager. 7 year professional. College. Family. Box J-94, BROADCASTING.

I want to teach. College level radio and/or television. Does an A.B. degree and 21 years experience qualify me? Box J-126, BROADCASTING.

FM—Nation's leading background music programmer desires new challenge. 215-324-4125.

TELEVISION—Help Wanted

Management

Local sales manager. New, major, market independent seeks experienced, enthusiastic, aggressive man who can sell, and direct local sales staff. Send complete resume to: KBMA-TV, BMA Tower, Kansas City, Mo. 64108.

Sales

Partner, sales background, small markets, manager 2 to 5 stations. \$3000 investment for half. Have contract supplying programming. Hire, train, sell. Telecasting, P.O. Box 1426, Yuma, Ariz.

Technical

Need three engineers, first class license—experience desirable. Radio and TV. Studio and transmitter. Please send resume, telephone number and salary requirements. Box J-10, BROADCASTING.

Combined AM-FM-TV facility in medium sized Minnesota market has opening for assistant chief engineer. College background preferred. Contact Box J-32, BROADCASTING.

Well equipped New York state VHF station requires one first class licensed technician for transmitter and one for master control. Salary commensurate with experience. Box J-60, BROADCASTING.

Two first class engineers for radio-TV operation in medium Wisconsin market. Will train new man. Good salary and fringe benefits. Send resume and phone number. Box J-69, BROADCASTING.

Midwest native with 1st phone for video switching and light maintenance. Full color operation. Good fringe benefits. Also nice place to raise a family. Rush to Chief Engineer, KULR-TV, Billings, Montana. 406-252-4676.

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. 712-1122

Transmitter engineer, channel 6, Marquette, Michigan. Transmitter experience necessary, member progressive group operation with liberal fringe benefits. Tired of crowded living conditions. Relocate in ideal hunting, fishing and recreations area. Contact John Truitt, WLUC-TV, Marquette, Michigan. Phone 906-475-4161.

Wanted engineers with FCC first class license. Only experienced need apply. Fully colorized station operation. AMPEX, GE and NORELCO color equipment. Excellent pay and benefits. Please send resume to C. Iannucci, C. E. WHHC, 135 College Street, New Haven, Connecticut 06510.

Immediate opening for several TV engineers with first class license. Experience desirable for studio maintenance and operation of color cameras and VTR. Send complete resume and salary requirements to Ed. Roos, Chief Engineer, WPTV Channel 5, P.O. Box 510, Palm Beach, Fla. 33480.

Immediate opening for TV Studio maintenance engineer technical supervisor. Advancement based on ability, salary open. Send resume to Ira Lowe, Chief Engineer, W5VA TV, Rawley Pike, Harrisonburg, Virginia 22801.

Temporary help positions for technicians available for approximately Sept. to March at full color Chicago ETV station. Contact Chief Engineer, WTTW, 5400 N. St. Louis Ave., Chicago, Ill. 60625, Tel.: 312-583-5000.

Fetzer TV needs engineers with first class license for WWTV, Cadillac, Michigan. Excellent opportunity to obtain experience in full color operation. Some experience desirable but not essential. Write P. O. 627, or call collect 616-775-3478.

Video operator-switcher with first phone. New station southwest Florida. Future good in either production or engineering. Call chief engineer, 813-936-0195.

First phone technician—Operation and maintenance. New full color UHF. Big market area. Call 313-851-3444.

NEWS

Newscaster-Commentator top Florida TV market. Experienced only need apply. Strong delivery . . . authoritative . . . good eye contact: Dig, write, interview. Send resume, salary requirements. VTR first response. Equal opportunity employer. Box G-123, BROADCASTING.

Newsphotographers—All with journalism degrees or comparable experience, for expanded news-documentary department. Contact: Gene Strul, WCKT-TV, Miami, Fla. PL 1-6692. An equal opportunity employer.

News continued

Versatile newsman-gather, write, deliver. Experience with SOF & documentary helpful, not necessary. Florida location. Call news director or program manager 813-936-0195.

Aggressive newsman for modern radio-television station in the beautiful Black Hills. Send resume, photo, tape, and salary requirements. An equal opportunity employer. Box #1752, Rapid City, South Dakota 57701.

Programing, Production, Others

Continuity director-announcer. Idea man who can manage 3-man staff. Good future in Florida with new station. Write Box H-127, BROADCASTING.

If you are a resourceful, creative, ambitious TV producer-director—we have the challenge you want. Major midwest market, network affiliate, one of the nation's great stations. Send complete resume, salary requirements, Box J-2, BROADCASTING.

Resort seacoast city TV station needs top quality promotion and continuity director. Salary to match talent. Send resume, photo, samples of work and salary requirements in first letter. Box J-28, BROADCASTING.

Artist—experienced. all station graphics—on air—sales—newspapers—top ten market. Box J-77, BROADCASTING.

Experienced broadcast promotion executive—West coast VHF station, needs take-charge executive to head station advertising-promotion department. Must be experienced, creative and imaginative with ability to direct staff and work with advertising agency in creation of unusual and effective program promotion, station advertising, sales promotion, research and merchandising. Send complete resume to Box J-134, BROADCASTING.

Experienced Copywriter, if you like the outdoors, a stable financial CBS affiliation (half way between Des Moines and Minneapolis) and have at least a year of experience in writing for the air. Contact: L. E. Robinson, KGLO-AM-TV, Mason City, Iowa. 515-423-2540.

Director. Leading southern station with most modern production facilities has opening for creative director capable switching and all other phases live production. WSAV-TV, Savannah, Georgia.

Swinging, rejuvenated TV station in small mid-south market needs operations/production manager with experience in color. Salary open. Call collect. General manager—601-842-7620.

TELEVISION

Situations Wanted

Management

Talented program director with top-market UHF ready for new challenge or move up. Professional in all phases of operation. Box J-31, BROADCASTING.

Creative program executive presently employed desires new challenge. Young and experienced. Excellent references. Box J-67, BROADCASTING.

BSEE, seven years experience. Sharp. Seeks supervisory/management position, small-medium market TV. Box J-82, BROADCASTING.

General manager—national sales manager, etc. for medium to large market or group. Thoroughly experienced all phases: station-ownership, development, management, sales management—sales (national and local), programing, film-buying, production, promotion and network announcing-hosting-news-casting. Leader in community affairs. Leader in industry 15 years in television; 13 prior years in radio. Total experience: 28 years since 1940. Age-44. Nationally recognized as successful administrator—troubleshooter—developer. A professional, quality, aggressive competitor. Accustomed to much responsibility. Specialist in developing substantial increased profits and prestige properties. Have just sold my station. Seeking another challenging group or large station to manage and develop. Box J-98, BROADCASTING.

Operations manager—program manager, 12 years experience, includes: operations manager, program manager, commercial production manager, weatherman, newscaster and more. Art (608) 784-8807, evenings.

Announcers

Announcer—8 years as TV personality in top 10 market, 17 years experience, 33 years old. Seeks new challenge. Box H-225, BROADCASTING.

TV announcer. Long time present position wants move. Box J-91, BROADCASTING.

Technical

1st phone, with 7 yrs. previous experience, wanting to return to TV, transmitter, studio, color cameras, Florida area. Box J-90, BROADCASTING.

Engineer seeking international broadcasting position with a future. Experience in installation, operation, maintenance and instruction in overseas TV systems. American citizen. Box J-127, BROADCASTING.

Want foreign assignment—Currently chief engineer VHF television, experience included: Installation and maintenance of color cameras, VTR's and other studio equipment. Extensive knowledge of transmitters. Want position as chief or transmitter or studio supervisor—in any part of the world. Box J-135, BROADCASTING.

Do you ask yourself: "Where are all the good engineers?" Well I'm finally available! Experienced TV chief engineer, transmitters, color cameras VTR's, installation, maintenance, supervision and first class work. Reason for change—money. Box J-136, BROADCASTING.

News

Pilot-photographer, desires position utilizing both talents. Approx 1000 hours single and multi-engine airplane, over 1200 hours helicopter. 15 years photographic experience with 7 1/2 years in major market TV news, sports, commercial work, all phases darkroom work. Box H-201, BROADCASTING.

TV Newsmen who has been out of hard news for several years wants back in. 30 years old. College degree. Box H-227, BROADCASTING.

Public relations director-chief financial officer successful non-media industry with 10 years broadcast experience available to represent major market organization or chain in its community affairs & direct innovative public affairs department. Excellent record in news, programing, production, writing, management. Strong in public service, politics, education liaison. 34 family, degree. salary now high teens. Resume Box J-101, BROADCASTING.

Programing, Production, Others

Producer of local TV show in top ten market. Will move to smaller market if challenge and money are right, Box H-226, BROADCASTING.

Competitive, young executive with proven record for top 10 market. Coordinates, trains and organizes strong departments. Box J-30, BROADCASTING.

TV art director/graphic artist. Eight years experience: color production, set design, animation, illustration, graphics. Resume and portfolio on request. Box I-102, BROADCASTING.

Need mature, experienced (AM & TV) broadcaster for your news and/or program department? Desire return from Europe. Offer worldwide experience. Capable of teaching broadcasting or conducting research for non-commercial station. Salary open. 1 mo. notice. More information? Contact my U.S. rep: J. T. Owenby, P.O. Box 1516, Honolulu. 96906.

WANTED TO BUY—Equipment

We need used 250, 500, 1 kw & 10 kw AM and FM transmitters. No junk. Guarantee Radio Supply Corp., 1314 Iturbide St., Laredo, Texas 78040.

Wanted: production facilities including: console, 2 turntables, Ampex recorder cart, Playback unit (Gates-Criterion series), WTBQ, 7 Oakland Avenue, Warwick, N. Y. 10990.

FOR SALE—Equipment

Coaxial-cable—Heliac, Styroflex, Spirolene, etc. and fittings. Unused mat!—large stock—surplus prices. Write for price list. S-W Elect. Co., Box 4668, Oakland, Calif. 94623, phone 415-832-3527

Gates BC-5B transmitter. Excellent condition. Available immediately. KRCL, Lewiston, Idaho, 208-743-1551

Stereo-Automation equipment—late model ATC, complete system delivery 2 weeks, call 1-801-262-2431 Mr. Carlson.

Tower fabrication, erection and maintenance; used tower equipment. Coastal Tower & Welding, Inc., P.O. Box 984, Tallahassee, Florida. Phone 904-877-7456.

Browning multiplex monitor, model #509 and GE frequency and modulation monitor, model #4 bm 1 al. Good condition. \$250.00 each or both for \$440.00. WEAW Radio, Evanston, Ill. 60202.

Brand new Ampex PR 10. Original price. \$1,075.00. Will take \$550.00 cash. Write AMPEX Dealer, Box 650, North Hollywood, California.

FOR SALE—Equipment

continued

Used 1 kw AM—CCA Electronics has obtained in trade several 1 kw AM transmitters. Now available on a first come basis, continental type 314D at \$3,500.00, 5 to 7 years old, mint-condition, located at WMIN, St. Paul, Minnesota. Gates Vanguard 1, \$3,000.00 located in Elkhart, Indiana and at CCA plant. Contact CCA Electronics, 716 Jersey Avenue, Gloucester City, New Jersey 08030, Telephone: (609) 456-1716.

VR 1000 rotating head assembly and replacement chassis including power supplies, motor drive amplifiers, processing amplifiers, blanking switchers, many more. Contact: W. Blethen, Sarex Corporation, 3850 West Side Avenue, North Bergen, New Jersey 07047, 201-964-9400.

For sale—1/2" Shibaden, 2-head, b/w VTR with monitor. Takes 1-hr. reels. Ideal for CATV setups or educational institutions. Virtually new. Reasonable. Monoco Productions, Inc., Ridgewood, N.J. 201-652-2852.

Two PE-25 General Electric live color cameras. Excellent condition includes tubes. Don D. Saverid, Director of Engineering, Iowa Educational Network, 515-281-3166.

MISCELLANEOUS

Deejays! 11,000 classified gag lines. \$10.00. Unconditionally guaranteed. Comedy catalog free. Edmund Orrin, Mariposa, Calif. 95338.

Coverage Maps—attractive, effective, copyright-free, including art, trade composition, reliable market facts. For samples and cost write Ed Felker, Box 141, Ambler, Pa. 19002.

Voice drop-ins; Los Angeles success sound can make you number 1. Professionally taped comedy drop-ins. 50 only \$5. ROW Broadcast Associates, 6158 Debs. Woodland Hills, Calif. 91364.

Games, gimmicks, intros, breaks, one liners, brain storming, all in one package! Monthly. \$2 sample. News-features Associates, 1312 Beverly, St. Louis, Mo.

Current comedy—65-70 original, topical one liners each issue, twice-a-month, for entertainers, deejays, broadcasters. Send for free sample: Current Comedy, 300 New Jersey Ave., S.E., Washington, D. C. 20003.

Get your ticket. Memorize, study—Command's "1969 Tests—Answers" for FCC first Class License, plus—Command's "Self-Study Ability Test." Proven. \$5.00. Command Productions, Box 26348, San Francisco 94126.

Get your job. A comprehensive report and guide for job hunters in broadcasting. \$1.00. Box J-119, BROADCASTING.

Radio station address labels \$3.00 per state. Indicate states wanted. Box J-138, BROADCASTING.

INSTRUCTIONS

FCC License and Associate Degree in Electronics earned mostly by home study. Free catalog. Grantham Schools, 1505 N. Western, Hollywood, California 90027.

First Class License in six weeks. Highest success rate in the Great North Country. Theory and laboratory training. Approved for Veterans Training. Elkins Institute in Minneapolis, 4119 East Lake Street, Minneapolis, Minnesota 55406.

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-week 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.

The Masters. Elkins Radio License School of Atlanta offers the highest success rate of all first Class License schools. Fully approved for Veterans Training. Elkins Institute in Atlanta, 1139 Spring Street, Atlanta, Georgia 30309.

INSTRUCTIONS continued

Be prepared. First Class FCC License in six weeks. Top quality theory and laboratory instruction. Fully approved for Veterans Training. Elkins Radio License School of New Orleans, 333 St. Charles Avenue, New Orleans, Louisiana 70130.

Attention Houston and Gulf coast area residents. Elkins Institute offers First Class FCC licensing in only six weeks. Quality instruction. Elkins Institute in Houston, 2120 Travis, Houston, Texas 77002.

Announcing, programing, production, newscasting, sportscasting, console operation, disc jockeying and all phases of radio and TV broadcasting. All taught by highly qualified professional teachers. The nation's newest, finest and most complete facilities including our own commercial broadcast station—KEIR. Fully approved for veterans training. Accredited by the National Association of Trade and Technical Schools. Elkins Institute, 2603 Inwood Road, Dallas, Texas 75235.

Since 1946. Original course for FCC First Class Radio-telephone Operators License in six weeks. Approved for veterans. Low-cost dormitory facilities at school. Reservations required. Several months ahead advisable. Enrolling now for Oct. 1, Jan. 7. For information, references and reservations, write William B. Ogden, Radio Operational Engineering School, 5075 Warner Avenue, Huntington Beach, California 92647. (Formerly of Burbank, California)

Radio Engineering Incorporated Schools have 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 Oct. 13 & Nov. 17. Call or write the R.E.I. School nearest you for information. We guarantee you Electronics, not questions and answers.

R.E.I. in Beautiful Sarasota, the home office, 1336 Main Street, Sarasota, Florida 33577. Call (813) 955-6922. Fully approved for Veterans training.

R.E.I. in Fascinating K. C. at 3123 Cillham Rd., Kansas City, Mo. 64109 Call (816) WE 1-5444. Fully approved for Veterans Training.

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.

Licensed by the New York State department of education. 1st class FCC license preparation for people who cannot afford to make mistakes. Also announcer—DJ—news—sports, training. Contact: ATS, 25 W. 43rd St., New York, N.Y. 10036. Phone (212) OX 5-9245. V.A. approved—student loan program.

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See our Display ad under instruction on page 76. Don Martin School of Radio & TV, 1653 No. Cherokee, Hollywood, California. HO 2-3281.

RADIO

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Get fresh, new recordings of Major Market stations. All formats: Top 40, MOR, Good Music, underground. Lowest prices anywhere! Write for "free" brochure.

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WANTED: A sales oriented General Manager for number one rated contemporary station in a medium sized eastern market. A great chance for a real pro who wants to associate with real pros. An opportunity to work with over the counter stock company going for the full complement of radio stations. Big company fringe benefits with this hard-hitting, fast moving organization. If you are the right guy, you don't have to worry about compensation—subject to negotiation. Write full particulars to

Box J-36, BROADCASTING

Management Placement

We are accepting applications from a limited number of executives and salesmen for placement with our radio and TV clients. College graduates currently earning under \$20,000 per year are invited to send a resume to be considered for these management openings in medium and large markets. Send background to:

Ron Curtis, Nationwide Management Consultants, 645 North Michigan Avenue, Chicago, Illinois. NO FEE AND CONFIDENTIAL.

EXECUTIVE DEVELOPMENT PROGRAM

Do you qualify for an executive development program? If so, one of the largest broadcasting corporations is accepting 9 candidates for a 1 year executive development program that will lead to a responsible position at the end of the training period. Candidates must have strong interest in sales. College degree necessary. Age 21 to 28. Mail resume to:

Box J-125, Broadcasting.
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Here is an exceptional opportunity for an executive capable of managing a 4 million annual gross station. Our present General Manager has been promoted to a new assignment within the corporation. We are ready to interview qualified candidates immediately in order to fill the opening as soon as possible. Base salary up to \$60,000 with excellent incentive arrangement. Total compensation should exceed \$75,000 first year. Rush resume to Box J-129, Broadcasting.

We are not a major group and all replies will be held in confidence.

Help Wanted

Sales



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We sell your r.o.s. unsold time! Roberts Advertising Inc. has been selling air time for 83 satisfied radio stations for over seven years. We sell for only one station in a market, and you must be within 1200 miles of Chicago. Roberts salesmen will sell their proven program during a two week campaign once a year. We do all the work—all you do is log and air the spots.

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A rare opportunity has been created for a seasoned Radio/TV General, Station or Sales Manager. We seek a man who is heavy in sales and is capable of directing a national sales force. He must be thoroughly knowledgeable in agency media operations and be a strong, aggressive, organized executive sales leader. This is a unique opening in a dynamic growth company dealing in multi-line broadcast services, where personal advancement is based on contribution. Creative sales planning, control and budgeting ability is essential. This is a demanding job with outstanding rewards for the right man. Send detailed resume. An interview will be arranged.

Replies confidential.

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Technical

FLORIDA—CHIEF ENGINEER

For 50,000 watt radio station. Only applicants with previous high power experience will be considered. Please forward complete resume and recent photograph. All applications will be treated in strictest confidence.

Box J-63, BROADCASTING

NEWS

NEWS DIRECTOR

Major East coast market needs high powered director. Must have record of creating an effective news department. Send resume, tape, writing sample and salary requirements to:

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Programing, Production, Others

ASSISTANT PROGRAM DIRECTOR

Top rated major New England AM-FM looking for an assistant program director strong on copywriting and production. Send resume, samples and tape to

Box J-42, BROADCASTING

Advertising Copywriter

East coast broadcast manufacturer has an opening for a creative, seasoned copywriter who can originate fresh ideas and carry them through to completion, in such diverse areas as trade paper advertising, direct mail, sales promotion programs, trade shows, etc.

Minimum 5 years agency/industrial experience required. Ability to translate technical data into clear, persuasive writing is essential.

Excellent salary, working conditions, benefits.

Send resume of experience and education, including salary requirements, to:

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Situations Wanted Management

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* DJ who is different. *
* Young, experienced, funny jock now *
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* **Box J-87, Broadcasting.** *

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NEWS, SPORTS and INTERVIEW SPECIALIST

Mature, intelligent, professional. Deep experience includes major station News Directorship and national network exposure. Currently employed Washington, D.C. Will relocate. Minimum \$30,000.

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Programing, Production, Others

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ARB — APRIL/MAY '69
#1 (6 AM — 12 Mid) #1
#1 Client station of GRAHAME RICHARDS has the #1 rating with a share of 19.4. Direct Competitor boasts a 9.1. If your radio station needs a #1 rating, phone Grahame COLLECT at (615) 291-2685, or write him at 3104 Belmont Blvd., Nashville, Tenn. 37212.
#1#1#1#1#1#1#1

Programing, Production, Others
continued

**FIRST-CLASS
PRODUCTION DIRECTOR/AIR MAN**
If you can pay top dollar for a top man write:
Box J-92, Broadcasting.

**TELEVISION—Help Wanted
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MULTIPLE STATION TV
& RADIO ADMINISTRATIVE
EXECUTIVE**

to operate in conjunction with a large conglomerate. Knowledge in all phases of the television and radio industry who can coordinate and centralize operations. Must have a solid record of previous accomplishments, heavy management experience, also to be able to train and develop qualified people for future expansion. Must have the ability to earn from \$50,000.00 to \$100,000.00 per year. Please send complete resume, and income history and other pertinent information. Enclose a recent photo. All replies will be held in strict confidence.

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Aggressive sales representatives with strong technical knowledge of TV equipment are needed in Washington, D.C., New York and Chicago. A number of our top executives started from these positions. Come and work with the finest in the field. Ampex has an exceptional profit sharing plan plus an employee benefit program. For an interview pick up the phone and call collect
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Sales continued

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in
Broadcasting

Technical continued

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ENGINEERS
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If you have experience in the maintenance of UHF transmitters, television tape or color studio equipment, we can offer you a career opportunity as a field engineer. Applicants for position living in Mid-West or Southwest preferred.

RCA offers outstanding benefits, including liberal vacation, nine paid holidays, life insurance, retirement plan. Plus free medical insurance for you and your family.

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RCA

TELEVISION—Help Wanted Technical

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Five years' current experience in the maintenance of VHF television broadcast equipment plus first class license.

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Avco

Field Engineering

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First Class License Required.**

We offer you a permanent position on a pleasant University campus in a friendly Midwestern community. You will be responsible for Broadcast F.M. radio, C.A.T.V., equipment maintenance and operation. Includes Plumbicon and Vidicon cameras, V.T.R., head end, microwave and associated equipment. Salary open. Send resume to William Freed, Personnel Officer, Personnel Services.

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TOP
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POSITION**

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Att: Dick T. Hollands
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I'VE DONE IT!**

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Minimum \$25,000

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NYC FM

or class B North Jersey station. Radio pros would buy 51 to 100%. Confidential; principals only.

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SOUTHWEST, USA

Two stations located in colorful Southwest State for sale as a package or singly. Need active owner manager for development of full potential. Good markets with minimal competition. Fulltime—\$225,000. Daytime—\$140,000 on excellent terms.

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major market AM and FM full time AM and maximum coverage FM available as a package or may be purchased separately. Asking price for both under a million on very favorable terms.

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and ASSOCIATES**

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Area Code 213-464-7279

Powerful FM

Important Northeast Market
\$210,000—\$60,000 down.
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"Growin' up ain't all that easy"

... said Michael to his counselor. But Mike's a lucky kid, even though he has a serious emotional problem. He sees a counselor. Most kids like Michael don't.

Children have long been the neglected group in the development of services and facilities for the mentally ill. We know there are more kids suffering from severe mental illness than current resources can possibly care for. They're disturbed and ill—and all too often forgotten. Not by us. We remember. We believe their future will be better because we remember. We hope you'll remember too.



Support Your Mental Health Association.

FOR SALE—Stations continued

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- Bill Kepper, CHICAGO
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- G. Paul Crowder, NASHVILLE
- Frank Flynn, SAN DIEGO
- Bob Noel, ATLANTA
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Me	small	fulltime	\$200M	29%	South	small	CATV	\$110M	CASH
Ga	small	daytime	100M	SOLD	Fla	small	fulltime	100M	TERMS
Id	medium	daytime	200M	29%	Ohio	medium	daytime	325M	CASH
East	metro	daytime	525M	29%	Ariz	medium	fulltime	90M	29%
MW	major	daytime	265M	29%	East	major	daytime	500M	29%

CHAPMAN ASSOCIATES
media brokerage service

2045 Peachtree Road

Atlanta, Ga. 30309

(continued from page 68)

Salt-Tee Radio Inc.), FM proceeding, granted request by Lester H. Allen and continued evidentiary hearing to Aug. 21 (Docs. 18408-9). Action Aug. 20.

■ Chief Hearing Examiner Arthur A. Gladstone in Corydon and New Albany, both Indiana, and Louisville, Ky. (Harrison Radio Inc.; M. R. Lankford, Stuart K. Lankford, George R. Lankford and Ray J. Lankford; Radio 900 Inc. and Trinity Towers Corp.), FM proceeding, designated Hearing Examiner Jay A. Kyle as presiding officer; scheduled prehearing conference for Sept. 30 and hearing for Oct. 30 (Docs. 18636-9). Action Aug. 18.

■ Hearing Examiner Ernest Nash in Wichita, Kan. (JACO, Inc. and KAKE-TV and Radio Inc.), FM proceeding, on motion of KAKE-TV and Radio extended to Sept. 8 time to respond to petition for leave to amend filed by JACO (Docs. 18515-6). Action Aug. 22.

Rulemaking petitions

■ FCC proposed amendment of FM table of assignments to assign ch. 257A to Atlanta, Tex.; ch. 285A to LaGrange, Tex.; ch. 240A to Lake Village, Ark.; ch. 257A to Waverly, Iowa; ch. 261A to Tomahawk, Wis.; ch. 292A to Avon Park, Fla.; ch. 240A to Durand, Wis.; ch. 261A to Grayling, Mich.; ch. 272A to Canton, Mo.; substitute ch. 261A for ch. 265A at Willow Springs, Mo., and substitute ch. 290 for 247 at Weslaco, and ch. 286 for 289 at Laredo, both Texas. Action Aug. 27.

■ WLYB Albany, Ga.—Requests rulemaking proceeding to assign ch. 269A to Albany. Ann. Aug. 29.

Rulemaking action

■ FCC assigned ch. 253C to Panama City, Fla. (Doc. 18534), and reassigned ch. 228A from Ward Ridge to Port St. Joe, both Florida. Action Aug. 27.

Call letter actions

■ Mauna Kea Broadcasting Co., Hilo, Hawaii. Granted KKEA(FM).

■ Mauna Kea Broadcasting Co., Kailau, Oahu, Hawaii. Granted KKAI(FM).

■ Linton Broadcasting Co., Linton, Ind. Granted WBTO-FM.

■ PBW Broadcasting Corp., Webster City, Iowa. Granted KQAW(FM).

■ Board of Education, Special School District #1, Minneapolis. Granted *KBEM-FM.

■ Virginia Broadcasting Co., Virginia, Minn. Granted WHLB-FM.

■ E. O. Roden & Associates, Gulfport, Miss. Granted WTAM(FM).

■ Sunland Broadcasting Co., El Paso. Granted KIZZ-FM.

Designated for hearing

■ Humboldt, Iowa—FCC set for hearing mutually exclusive FM applications by Stephen E. Dinkel and Christensen Broadcasting Co. Both applicants request ch. 249 (97.7 mc). Dinkel proposes operation with 2.49 kw and ant. height of 197 ft.; Christensen proposes 3 kw and ant. height of 288 ft. Action Aug. 27.

Existing FM stations

Applications

■ *WDUB(FM) Granville, Ohio—Seeks CP to replace expired permit. Ann. Aug. 28.

■ *WMCQ New Concord, Ohio—Seeks CP to replace expired permit. Ann. Aug. 28.

Final Actions

■ Broadcast Bureau granted mod. of CP's to extend completion dates for the following: *WFMH-FM Cullman, Ala., to Jan. 1, 1970; *WMPH-Wilmington, Del., to Jan. 1, 1970; *WETA-FM Washington to March 19, 1970; *WDSK-FM Cleveland, Miss., to Feb. 18, 1970; *KAWB(FM) McKinney, Tex., to Sept. 15. Action Aug. 26.

■ *KUSC(FM) Los Angeles—Broadcast Bureau granted mod. of CP to change ERP to 29.5 kw; ant. height to 140 ft. Action Aug. 27.

■ KXOA-FM Sacramento, Calif.—Broadcast

Bureau granted remote control. Action Aug. 25.

■ WLET-FM Toccoa, Ga.—Broadcast Bureau granted CP for remote control operation from ant.-trans. and studio location; install new trans. and new ant.; make changes in ant. system, ant. height 285 ft.; ERP to 100 kw. Action Aug. 27.

■ WPOK-FM Pontiac, Ill.—Broadcast Bureau granted mod. of CP to change type trans. and ant. Action Aug. 27.

■ KFQO-FM Boone, Iowa—FCC denied petition of Boone Biblical College for reconsideration of commission action Jan. 15 and application returned. Commission's order January 15 denied request for waiver of mileage separation requirements. Action Aug. 27.

■ KJFF(FM) Jefferson City, Mo.—Broadcast Bureau granted mod. of CP to change trans. and ant. Action Aug. 27.

■ WMIV(FM) South Bristol township, N. Y.—Broadcast Bureau granted CP to install new ant. Action Aug. 27.

■ WRNS(FM) Kingston, N. C.—Broadcast Bureau granted request for SCA on 67 kc. Action Aug. 26.

■ WHIO-FM Dayton, Ohio—Broadcast Bureau granted CP to install new auxiliary ant. at main tras. location; ant. height to 430 ft.; remote control permitted. Action Aug. 27.

■ KEEZ(FM) San Antonio, Tex.—Broadcast Bureau granted CP to install new trans. and ant.; ERP to 100 kw hor., 70 kw ver.; ant. height to 450 ft.; remote control permitted; condition. Action Aug. 27.

Action on motion

■ Hearing Examiner Chester F. Naumowicz Jr. in San Francisco (Chronicle Broadcasting Co.), renewal of licenses of KRON-FM and KRON-TV, granted motion by Chronicle Broadcasting Co. and extended to Aug. 29 time to respond to Broadcast Bureau's further motion to produce (Doc. 18500). Action Aug. 25.

Call letter applications

■ KAMU(FM) Stereophonic Alaska Inc., Anchorage. Requests KWKO(FM).

■ WFID(FM). Fidelity Broadcasting Corp., Rio Piedras, P. R. Requests WRIA(FM).

■ KBNO(FM). KCCH Inc., Houston. Requests KCCH(FM).

■ KIMA-FM. Yakima Valley Communications, Yakima, Wash. Requests KMWX-FM.

Call letter action

■ KIOO(FM). Nanmar Electronics Inc., Oklahoma City. Granted KJAK(FM).

Renewal of licenses, all stations

■ Broadcast Bureau granted renewal of licenses for following stations and expiring auxiliaries: WAHT Annville-Cleona, WCOY Columbia, WCTX(FM) Palmyra and WCVI Connellsville, all Pennsylvania; WEAV-AM-FM Plattsburgh, N. Y.; WEVD-FM New York; WFLN-FM and WBG-FM, both Philadelphia; WLYN Lynn, Mass.; WTTCA-M Towanda, Pa. Actions Aug. 25.

Modification of CP's, all stations

■ Broadcast Bureau granted mod. of CP's to extend completion dates for following: WKAB-TV Montgomery, Ala., to Nov. 26; WBOM Jacksonville, Fla., to Dec. 29; *WGTW(TV) Athens, Ga., to Feb. 26, 1970; WTYM East Longmeadow, Mass., to Oct. 19, 1970; *WIPR-TV San Juan, P. R., to Feb. 26, 1970; *WTCI(TV) Chattanooga, Tenn., to Feb. 26, 1970. Action Aug. 26.

CATV

Action on motion

■ Chief Hearing Examiner Arthur A. Gladstone in La Crosse, Wis. (American Cablevision Corp.), CATV proceeding, designated Hearing Examiner Chester F. Naumowicz Jr. as presiding officer; scheduled prehearing conference for Sept. 25 and hearing for Oct. 23 (Doc. 18629). Action Aug. 15.

Ownership changes

Applications

■ KIPA Hilo, Hawaii—Seeks transfer of control of Big Island Broadcasting Co. from William O. Paine and George C. Mansfield (jointly 53% before, 49% after) to Hugh and Esther Gordon (jointly 47% before, 51% after). Consideration: \$50,000. Principals: Mr. and Mrs. Gordon are general manager and employe, respectively, of KIPA. Ann. Aug. 28.

■ WTXL West Springfield, Mass.—Seeks transfer of control of Communication Industries Inc. from Zachary W. Oislander, David Ratner, Milton Allen and Benjamin Cohen (as a group 100% before, none after) to H.S.S. Broadcasting Co. (none before, 100% after). Consideration: \$124,000. Principals of H.S.S.: Howard S. Shulman, president-treasurer (66%), and Allan A. Wallin (33%). Mr. Shulman is salesman for WTXL. Ann. Aug. 28.

■ WRUN-AM-FM Utica, N. Y.—Seeks assignment of licenses from Rome Sentinel Co. to Woods Communication Corp. for \$535,000. Sellers: George B. Waters, president, et al. Sellers own Rome (N.Y.) Sentinel. Buyers: John Woods, president (27.8%), et al. Buyers own WSSB Durham, N. C. Ann. Aug. 28.

■ WQMG(FM) Greensboro, N. C.—Seeks transfer of control of Murray Hill Broadcasting Co. from Ralph Price (52% before, 49% after) to Julian Price II (48% before, 51% after). Consideration: \$25,000. Seller: R. Price owns 70% of WEAL and WUBC(TV) Greensboro, N. C. Buyer: J. Price owns recording studios. Ann. Aug. 28.

■ WMOA-AM-FM Marietta, Ohio—Seeks transfer of control of Major-Minor Corp. from W. Ernst Minor III (51% before, none after) to Ray H. Rosenblum (49% before, 100% after). Consideration: \$90,000. Principals: Mr. Rosenblum is general manager of WMOA-AM-FM and owns WACB Kittanning, Pa. Ann. Aug. 28.

■ WRVC(FM) Norfolk, Va.—Seeks assignment of license from Virginia Good Music Corp. to Brinsfield Broadcasting Co. for \$80,000. Sellers: Daniel H. Payne, president, et al. Buyers: J. Stewart Brinsfield Sr. and Jr. (each 50%). Buyers own WOUR-FM Utica, N. Y.; WHRN Herndon, Va. 22.2% each of WCIR Beckley, W. Va.; and 50% each of applicants for new FM's at Raytown, Miss., Georgia, Ill., and Oil City, Pa., and new AM's at Oil City and Corry, both Pennsylvania. Buyers also own 50% of applicant to purchase WSMD-FM La Plata, Md. Ann. Aug. 28.

■ KOZI Chelan, Wash.—Seeks assignment of license from Lake Chelan Broadcasting to Northcentral Broadcasting Co. for \$80,000. Sellers: Stuart S. Maus, president-general manager, et al. Buyers: Don C. and Jerry E. Isenhart (each 50%). D. Isenhart owns 50% of office rental building. J. Isenhart is salesman for KMEL Wenatchee, Wash. Ann. Aug. 28.

■ WOMET Manitowoc, Wis.—Seeks assignment of license from Manitowoc Radio Inc. to Seehafer and Johnson Broadcasting Corp. for \$275,000. Sellers: Wisconsin Fuel and Light Co., 100%. Harry K. Wrench Jr., vice president, votes stock for Wisconsin Fuel and Light. Buyers: Donald W. Seehafer and Robert C. Johnson (50%). Buyers own KRBI-AM-FM St. Peter, Minn. Ann. Aug. 28.

Actions

■ WTAL Tallahassee, Fla.—Broadcast Bureau granted transfer of control of Capitol City Broadcasting Inc. from Elias P. Shapley (33% before, none after) to Wallace D. Hoy and Charles N. Wasson (each 33% before, 50% after). Consideration: \$40,450. Action Aug. 22.

■ WREX-TV Rockford, Ill.—FCC granted assignment of license from WREX-T.V. Inc. to Gilmore Broadcasting Corp. for \$6,850,000. Sellers: Paul Miller, president, et al. Mr. Miller is member of board of directors of 20th Century-Fox Film Corp., owner of KMSP-TV Minneapolis. WREX-T.V. Inc. is wholly owned by Gannett Co., group newspaper owner, which also owns WINR-AM-TV Binghamton, and WHEC-AM-TV Rochester, both New York; WEZY-AM-FM Cocoa, Fla., and WDAN-AM-FM Danville, Ill. Buyer: James S. Gilmore Jr., sole owner. Mr. Gilmore owns KODE-AM-TV Joplin, Mo.; WEHT(TV) Evansville, Ind., and WWSA-AM-FM-TV Harrisonburg, Va. Action Aug. 29.

■ WSCV Peterborough, N. H.—Broadcast Bureau granted assignment of CP from Contoocook Broadcasting Corp. to Contoocook Valley Broadcasting Corp. for \$2,390,48.

Sellers: B. R. Bartlett (52%), Paul K. Stewart and Ralph D. Teunis Jr. (each 24%). Messrs. Bartlett and Stewart are engineers for WAAB Worcester, Mass., and KDKA Pittsburgh, respectively. Buyers: Francis H. Harms, president-treasurer (51%), John E. Leary, vice president (25%), and Paul K. Stewart (24%). Messrs. Harms and Leary own 51% and 49%, respectively, of WSOQ North Syracuse, N. Y. and own applicant for new FM at North Syracuse. Mr. Harms owns public relations firm and has interest in Upstate Community Antenna Inc., CATV systems. Mr. Leary has interest in WTVJ-TV Miami. Action Aug. 27.

■ KTDO Toledo, Ohio—Broadcast Bureau granted assignment of license from Edward C. McElroy Jr. to Charles A. Farmer for \$60,000. Seller: Edward C. McElroy Jr., sole owner. Buyer: Charles A. Farmer, sole owner. Mr. Farmer owns 25% of KVAS Astoria, Ore. Action Aug. 25.

■ KWHW Altus, Okla.—Broadcast Bureau granted assignment of license from The Altus Broadcasting Co. to KWHW Radio Inc. for \$190,000. Sellers: Frank E. Wimberly, president et al. Buyers: Hugh Garnett, president (25.3%), and three members of immediate family (each 24.9%). Mr. Garnett is investor and has interest in National Bank of Commerce, Altus. Action Aug. 27.

■ WCHE West Chester, Pa.—Broadcast Bureau granted assignment of license from Robino Broadcasting Co. to Farwill Communications Inc. for \$100,000. Sellers: Frank A. Robino Jr. (100% before, 51% after). Buyer: Frank M. Perna (none before, 49% after). Mr. Perna is general manager of WCHE. Action Aug. 26.

■ KBLT Big Lake, Tex.—Broadcast Bureau granted transfer of control of WMO Broadcasting Co. from Paul A. Huffman (45% before, none after) to Mrs. W. N. Hickman (45% before, 90% after). Consideration: Cancellation of debts to Mrs. Hickman amounting to \$10,500. Principal: Mrs. Hickman owns sheep and cattle ranch, oil and gas properties, and 12% of bank. Action Aug. 26.

Cable television activities

The following are activities in community-antenna television reported to BROADCASTING, through Sept. 2. 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.

■ Inglewood, Calif.—Cablecom-General Inc., publicly-held, multiple CATV owner, has applied for a non-exclusive franchise. Subscribers would be charged about \$4 monthly for the service, and the firm would pay the city 5% of its gross revenues.

■ Martin county, Fla.—Americable Inc. has been granted a franchise. Principal stockholder is Charles MacArthur of Okeechobee, Fla. This is the second CATV grant for Martin county: Martin County Cable Co. has operated a CATV system in the county since 1965. Edward H. Benedict is president of Martin County Cable.

■ Hartford, Ill.—Madison County Cablevision has applied for a franchise.

■ California, Mo.—Nationwide Cable Television Corp., Oklahoma City-based multiple CATV owner, has been granted a 20-year franchise. Each subscriber will pay \$5.95 monthly for the first set and \$1.50 a month for each additional receiver. Company will pay 2% of its gross revenues to city.

■ Briarcliff, N. Y.—Four firms have applied for a franchise: Saw Mill River Cable TV, American Telecable Inc., Mid-County Television Corp. and Parent Cable TV Inc.

■ Corpus Christi, Tex.—Cablecom-General Inc., publicly-held, multiple CATV owner which is subsidiary of RKO General Inc., has been granted a franchise. Firm plans to spend \$4 million to wire up city of 202,000.

■ Daingerfield, Tex.—Two firms have applied for a 20-year franchise: Tejas Industries Inc. of Dallas, represented by Clifford J. Bentjen, and a Tyler, Tex. cable company represented by Lee Cowan. Mr. Cowan proposed a monthly fee of \$5.75 and an installation fee that would range up to \$15, probably less. Tejas Industries would charge subscribers \$6 monthly. Both companies would pay 3% of their gross revenues.

When a family has its roots in a community for three generations, it's inevitable that it serves as a tap root for public awareness of many local problems.

As third generation, Richard M. Wolfe, vice president of WBNS-AM-FM-TV Columbus, Ohio, couldn't help but be aware of the problems and needs of his community. But, more important, he has been seeking cures by the simple-sounding but arduous expedient of getting totally involved with everyone and everything dedicated to the same goals.

Mr. Wolfe believes broadcasting offers the best opportunity for "social" service to the public. In his view the broadcast media—particularly family-owned outlets—are well suited to "get people to think about urban problems." The trend is toward "more emphasis on social improvement, not merely technological improvement," Mr. Wolfe says. And he pulls no punches when he bluntly adds that the long-range goal of broadcasters should be to act as the catalyst in facing up to major urban and racial problems.

For his part Mr. Wolfe is intimately involved in his community. He holds executive posts with over 20 Columbus area civic, cultural, charitable and educational organizations and is chairman of the local symphony, all activities that blend well with projects at the WBNS stations. He expects station staff members to participate in such groups in their own areas too.

Collectively these activities have implanted a public awareness in Mr. Wolfe's mind that must be weighed consistently in the daily policy-making process. It most likely was among his reasons for giving prompt endorsement to the May 1 decision of the WBNS stations to accept no new cigarette business (local or network) upon expiration of pending contracts. Both WBNS and WBNS-TV are CBS affiliates.

With his office adjoining that of the WBNS stations president and general manager, Richard A. Borel, a broadcasting veteran, Mr. Wolfe is an active partner in the stations' executive team.

"Empire" is a poor word to apply to a family's collection of businesses, Mr. Wolfe says, but he doesn't mind its use. The word suggests far more influence or importance than actually exists, he explains, especially in Ohio's state capital where a diversity of big business, educational and government processes level individual identities to relatively equal minorities.

But mention the name Wolfe in Columbus and you evoke instant recognition at every level; the family's activities are so woven through the community fabric and are so exposed by their nature — banking, broadcasting, publishing (*Columbus Dispatch*) and, most recently, a hotel, the Neil House.

Empathy between a man and his community

The stations are completely autonomous from the family publishing interests, Mr. Wolfe notes. WBNS-TV Inc. is a wholly owned subsidiary of Dispatch Printing Co. while WBNS-AM-FM are licensed to RadiOhio Inc., both of which are under Wolfe family ownership. The WBNS outlets are completely individual station operations, including accounting, with total staff of about 200, Mr. Wolfe explains. An exception is editorial viewpoint, another team function in which he takes part weekly.

"We obviously are overstaffed for a market of this size," he adds, "but we are in business for the long-range goals, not the immediate dollar." The staff is kept busy producing the many local

shows he is proud of in both TV and radio. One he personally produces is the annual live simulcast of the symphony, an hour in color on WBNS-TV and on WBNS-FM in stereo. WBNS-TV this year also will have a minimum of 16 local specials apart from regular features such as the weekly hour, *Columbus Town Meeting*, aired by both radio and TV.

Mr. Wolfe tells how he surprised his father and chose broadcasting instead of banking. His early interest in electrical engineering was the fate that naturally turned him that way, he says, and his extensive experience with the Armed Forces Network in Germany firmed the decision. For a year his AFN bunk mate was Nick Clooney, brother of Rosemary, an announcer with prior commercial experience. They worked many programs together, Mr. Wolfe recalls.

Mr. Wolfe's grandfather, Harry P. and his brother, Robert F., were shoemakers who, after working for others, borrowed enough to enter the business for themselves in Columbus, Mr. Wolfe recounts. Their success soon included buying into the *Ohio State Journal* and later acquiring interests in banking and the Dispatch Printing Co. Mr. Wolfe's father, Richard S., went into banking and other relatives chose publishing, banking or other interests. WBNS was acquired in 1933 and grandfather chose Mr. Borel, not related but a college friend of his father, to manage it, Mr. Wolfe says.

Wolfe Wear-U-Well Corp., with shoe stores in several hundred small towns, continues today. BancOhio Corp., a holding company with 22 banks in the state, including the Ohio National Bank (26 branches) and Ohio State Bank (13 branches) in the Columbus area, also is a family interest. Another is Agricultural Lands Inc.

Mr. Wolfe personally founded in 1958 his own firm, Magnetic Service Corp., which today is split into two firms, one handling production of commercials, film sound tracks and related audio materials, and the other involved in sound and closed-circuit TV installations. Mr. Wolfe also is an acoustical-engineering consultant.

For more than a decade Mr. Wolfe has worked in every phase of the WBNS stations operations except sales. His most exciting years, he says, were as newsfilm cameraman when he processed, edited and produced the stories as well as covered them. It instilled a sense of editorial fitness about programming he keenly feels.

"The name of the game is profit," he admits, "and you have to have profit to stay in business. But profit isn't always measured in money. It also can be public respect and a standard of quality."

Week's Profile



Richard Martin Wolfe—vice president-secretary WBNS-AM-FM-TV Columbus, Ohio; b. Aug. 11, 1933, Columbus; electrical engineering, Ohio State University, 1949-53; U.S. Army 1953-56; Ohio National Bank, Columbus, 1956-58; with WBNS stations since taking present posts in 1962; membership in number of professional engineering societies including Institute of Electrical and Electronic Engineers and Society of Motion Picture and Television Engineers; m. Sheila Pugh of Columbus, June 13, 1959; children—Lucy, 7, and Elizabeth, 5; hobbies—photography, Ferrari sports cars and tropical fish.

Strike tactics

The tactics of attack against broadcast-license renewals have now been refined into three main plans.

One plan is to file a competing application for the incumbent's facility. That plan gained sudden popularity after the FCC voted to give Boston's channel 5, now occupied by WHDH-TV, to one of several rival applicants. With that case as a precedent, an FCC examiner has proposed to give Los Angeles's channel 9, now occupied by KHJ-TV, to an untested local group. Other cases await action.

The second plan is to file a petition to deny renewal of a license, without suggesting what is to become of the facility if the incumbent is thrown out. That plan has been pioneered by the United Church of Christ against WLBT(TV) Jackson, Miss., and endorsed by the U.S. Court of Appeals which has told the FCC to put the station's channel 3 up for grabs.

The third plan is to file a petition to deny renewal of a license and then withdraw the petition if the station concedes to the petitioner's demands. That plan, too, is the contribution of the United Church of Christ which was the adviser to a dozen Negro groups that opposed the renewal of KTAL-TV Texarkana, Tex.-Shreveport, La. The objection was withdrawn after the station signed what amounted to surrender committing itself to a 13-point plan of action on behalf of blacks.

It is not clear which plan is being followed by the Negro group that emerged last week to challenge the license renewal of WMAL-TV Washington. The group opposes the renewal and says it may apply for the facility if WMAL-TV loses out. It has the option, of course, of settling for a deal if the station chooses to make one. The Rev. Everett C. Parker, official busybody for the United Church of Christ, is counselling the Washington Negroes.

It is of some significance that the Washington group has said it would oppose the Pastore bill which would require the FCC to disqualify a licensee before admitting others to a contest for the facility. That threat in itself emphasizes the necessity of the Pastore bill's passage—and broadcasters ought to be intensifying their efforts to educate the Hill.

The Pastore bill is an essential first step in the restoration of order to the license-renewal process.

The new order

Too many obstructions have become ingrained in the regulatory processes to make it a new ball game when President Nixon's first appointees, including a new chairman, assume office at the FCC.

At best the hope is that infusion of new blood will mean enlightened direction strong enough to stop the wild thrusts toward dismemberment and economic strangulation.

The all but announced nominations of Dean Burch, 41-year-old Tucson attorney, who would become chairman, and of Robert Wells, 50-year-old Kansan and career broadcaster, will not alter the political balance of three Republicans and four Democrats. They could, however, change the philosophy of regulation from one wherein Republicans at times have voted with Democrats on the most significant of the "strike" application cases. It was a Republican chairman, Fred Ford, who in 1960, ramrodded the guidelines that have brought program controls that in turn have ballooned into today's anarchy.

Without giving the man a chance, Eastern newspapers

already have labelled Mr. Burch's imminent appointment as politically contrived and boding no good. And Mr. Wells in some quarters is branded a beneficiary of the patronage system without recognition of his adult lifetime in radio.

It is President Nixon's duty to select his own nominees. He knows the importance of the FCC and he picked Mr. Burch, not as former chairman of the Republican National Committee or the right-hand bower of Barry Goldwater, but as an able lawyer, bright enough to learn quickly, and tough-minded enough to handle those whose motives seem to be to intimidate and destroy.

There is no one around who has had greater experience or depth of understanding of communications than the man Mr. Burch is to succeed. Rosel H. Hyde stayed on beyond his appointed term with the thanks of the President. It seems a pity he can't remain a while longer to break in his successor on the many sensitive problems the FCC faces.

Because of built-in biases among incumbents, Mr. Burch must select his staff with utmost caution. There really is only one hold-over commissioner, Robert E. Lee, whom he can rely upon for personnel appraisal. He picks up a plus, it would seem, in Mr. Wells, who has a fresh practical knowledge of radio operations in smaller markets and who knows what it is to meet payrolls.

Broadcasters should not delude themselves about better days ahead. They could remain on dead center until next June when the term of Democratic Commissioner Ken Cox expires and the chance comes to change the majority.

But these are not ordinary times, and ordinary values seem meaningless. It might be harder to repair the injury while the new chief justice of the United States is in office. While on the appellate court, he was the author of the strongest reprimand ever meted out in an FCC renewal case.

There will be time enough to comment on the stewardships of the retiring FCC members. Of Commissioner James Wadsworth it can be said only that he never really cared for the rough and tumble of the FCC and that he regarded it as a stopover on the way back to the diplomatic corps.

Much more will be said about Chairman Hyde. His lifetime is a saga in communications regulation, against odds that would have been beyond the endurance of most men.



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