What is an *influencible*?

Part of the go-go crowd. The part that listens to Storz radio, then goes out and buys your product or service. The young moderns. The young marrieds. The crowd with shopping lists umpteen feet long, just waiting to be told their business is appreciated. So why not tell 'em? *Influence the influencibles.* On a Storz station you talk to the most influenceable people so the word gets around faster because the go-go crowd responds.
"CATV broadens broadcasting into a bigger tomorrow"

"By providing sharp, clean reception of local TV stations, regardless of the terrain or the obstructions, CATV has become an important segment of the television industry. It enables more people to obtain greater program variety.

"The future of CATV remains bright. This same type of line may soon be sending facsimile newspapers directly into the home. Shopping the supermarket by TV...banking by TV...income tax computations by TV—all can be accomplished through CATV lines directly from the home. In-home classrooms could soon become common-place, using two-way educational CATV. Indeed, the possibilities for CATV are limited only by the imagination.

"The broadcasting industry, its regulatory agencies, and Congress should welcome CATV for what it is...a practical way to serve the TV-viewing public—now—and in the future."
A greater public service of KTVI. It all began last summer when KTVI’s Romper Room visited the world famous St. Louis Zoo. Everyone had a grand time and the Romper Room Do-Bees showed their appreciation by giving the zoo four of these Lesser Pandas this spring. Thousands of children donated their dimes and quarters to become “Zoo-Bees,” once again proving the impact of KTVI upon the Greater St. Louis market.

KTVI abc 2

ST. LOUIS
more people consistently view KRLD-TV month by month and year by year.

In keeping with the growth of the nation’s 12th ranked TV market, KRLD-TV provides the viewers in the Dallas-Fort Worth Market with action accented entertainment and information.

The latest ARB survey shows Channel 4 as NUMBER ONE from 9:00 a.m. to midnight, Sunday through Saturday, leading the second station in the market by 22.1% more total people viewing per average quarter hour.*

SEE YOUR H-R REPRESENTATIVE FOR A SCHEDULE ACCENTED WITH ACTION

*ARB February-March, 1967
Television Audience Estimates

represented nationally by

KRLD-TV The Dallas Times Herald Station

CLYDE W. REMBERT, President

BROADCASTING, June 19, 1967
Triple envelopment
Antitrust Division of Department of Justice has joined FCC and, more recently, members of Congress in indicating interest in television networks' ownership of programming. Division has retained Dr. Robert Crandall, assistant professor of economics at Massachusetts Institute of Technology, to look into networks' interests in programming, first-run rights and syndication. These are same issues involved in commission's proposed rule to limit network ownership of prime-time programming to 50%; House bill (H.R. 10481) would prohibit all network financial participation in programming (Broadcasting, June 3).

Donald F. Turner, chief of antitrust division, confirmed that Dr. Crandall is making study but declined to discuss result. It's known, however, that this division has long been interested in issues raised in commission's so-called 50-50 proposal.

Hang-up in Moline
Protest against proposed sale of WQAD-TV (ch. 9) Moline, Ill., from Moline Television Corp. to Evening News Association of Detroit has had desired effect; FCC, reportedly, has decided to hold hearing on Moline's license-renewal application, due to be filed Sept. 1, and to consider at same time competing application for channel 9 facility filed by opponent of sale, Community Telecasting Corp. Commission in meantime will defer action on $6.5 million sale to Evening News, licensee of WWJR-AM-FM-TV Detroit.

Issues in renewal hearing will include question as to whether Moline lived up to promises it made in applying for station: Moline won grant in 1962.

Hearing would constitute partial revocation of contest in which Moline won grant. Principals of Community had owned 12% of one of losing applicants in that hearing. Mark Wadlinger, now vice president of Metropolitan Media Inc.'s KMBT-TV Kansas City, Mo., owns 80% of Community.

Into the market
McGavren-Guild Co. is expected to be second station representative company to "go public" (John Blair & Co. stock is already publicly traded). Plans are afoot to place McGavren-Guild under banner of Atlantic States Industries Inc., publicly held broadcast group, in about one month. Daren McGavren and Ralph Guild, partners in rep firm, own 52% of stock in Atlantic States (WNVY Pensacola, Fla., WTSA Brattleboro, Vt., and WLOB Portland, Me.). Plan is to sell off stations in Pensacola and Brattleboro and keep Portland, and add larger market radio outlets to McGavren-Guild. FCC approval of move placing McGavren-Guild under Atlantic States is being sought.

On the verge
Look for Mutual Broadcasting Corp., which owns Mutual radio network, to expand into station ownership shortly. Board Chairman John P. Fraim confirms company is "about ready to take its first step" in that direction. It's understood first acquisition will be radio station, but plans envision ownership of both TV and radio outlets.

Priority problem
Although convention of Electronic Industries Association in Chicago 10 days ago recorded officially "no action" on question of potentially harmful X-ray emissions from color TV sets, matter is number one on its "must" list. Officially, line is that no radiation danger exists, and that may be so, but manufacturers are fearful of getting into sort of bind in which automobile industry found itself on safety hazards. Quiet liaison with government agencies and with Congress is first order.

Disclosure of X-ray problem developed a few weeks ago when General Electric announced it was recalling about 40,000 color TV sets that were emitting "X-radiation in excess of desired levels." But it said rays were directed toward floor and not viewer and therefore were not dangerous. So far no other manufacturer has been affected, but there were repercussions in Congress proposing legislation to control radiation (see page 72).

Measuring the punch
Broadcasters may know within few months whether on-air editorializing is making any impact and if so, what kind. Survey of public attitudes toward editorializing is now being tested in several markets, and regular interviewing of national sample of some 1,200 is to begin soon. Lieberman Research, New York, is conducting survey under commission of National Association of Broadcasters.

CLOSED CIRCUIT

Cooling off
There's mounting evidence that FCC will back away from its proposed rule to limit television-station ownership in top-50 markets. At meeting last week only two commissioners—Kenneth A. Cox and Nicholas Johnson—of six present indicated any sympathy for rule, and absentee, James J. Wadsworth, is known to oppose it. Lack of support has been indicated by readiness of majority to waive interim policy that was supposed to hold station acquisition to same limits proposed in rule—three stations, no more than two of them VHF's in top-50 markets.

Commission last week considered several staff-proposed alternatives to proposed rule. Staff, however, endorsed none of alternatives, said only that if commission wants to proceed with rulemaking, it should hold oral argument. Commissioners decided to postpone decision.

Films and features
20th Century-Fox, never completely happy about selling its movie product to television in direct competition with its theatrical distribution, is ready to cool this relationship and build up backlog of product instead. Change in plans stems from production company's confidence that, thanks to revenues from sale of movies to TV, it's now stabilized financially. 20th Century also seems convinced that features made specifically for TV don't make good business sense and has no plans in that direction. Company is sticking firmly to philosophy of doing TV programs for TV and movies for theaters.

Landmark
First self-supporting concrete television tower in U.S. may be erected by six Washington TV stations that have encountered citizen resistance to their plan to build conventional steel tower in nearby Maryland. Station consortium has received FAA approval for tower of more than 1,000 feet and application for construction permits are pending before FCC. Area citizens, however, have kept case before state courts charging, among other things, danger of flying ice from tower and guy wires. Some concrete towers have been built in Europe and some even have installed restaurants at top. Just how plump U.S. tower would be, if built, is still unknown.
In the rain-and-sun business, Cleveland weather is tough to measure. But our meteorologist, Dick Goddard, measures right up to it—and Cleveland-area viewers know it. They turn to him by the droves for accurate—and appealing—forecasts of the weather. He's one of the many solid reasons for our strong relationship with the Cleveland viewer. We turn each other on.

**WJW-TV CLEVELAND/We're turned on**
BROADCASTERS sound call to arms in upcoming showdown on latest fairness doctrine decision. Appeals court holds doctrine constitutional. Dual attack on cigarette-fairness rulings planned. See...

BUILD-UP FOR FIGHT...27

Quality television is 'tough sell,' ABC reminds Admiral in answer to publicity emanating from set maker's decision to abandon medium in fall. Network points up need for advertiser support to upgrade programming. See...

DROPOUTS HURT...30

Senate hearings on role of broadcasters during elections and campaigns are set for mid-July. Communications subcommittee will probe effect of vote predictions, free time and Section 315 exemptions. See...

HILL BRIEFING...44

Middle East coverage costs networks plenty. BAR figures show revenue drop of $5.6 million for week of war. NBC takes smallest loss. ABC cops longest pre-emption honors with 47-plus hours from UN. See...

MIDEAST CRISIS...51

Adjunct group producing for ETV, Public Broadcast Laboratory, reveals future plans. Westin expounds 'we'll show them' attitude as he marshals public relations-editorial forces for fall premiere. See...

'We'll Show Them'...54

FCC approves Capital Cities' purchase of KTRK-TV Houston for $21.3 million and companion sale of WPRO-TV Providence for $16.5 million. Commission says trading complies with rules. See...

BUY-SELL...58

Reagan takes spotlight at California broadcasters meeting with strong stand against government control of commercial broadcasting; fears power of control in subsidized TV and favors broaden programing. See...

REAGAN ATTACKS...62

U. S. Communications Corp. is formed as newest TV group operator. Subsidiary of AVC Corp. will contain WPHL-TV Philadelphia and five CP's of Dan Overmyer. Overmyer gets $1 million, WPHL-TV gets stock. See...

PLANS UHF...63

ITA changes control of British commercial television, leaving franchise holders with no appeal. London, Yorkshire, Wales, Scotland and Midlands cloaked in new garments; other contracts renewed. See...

ITA SHAKE UP...70

Air safety prime factor in antenna farm rule. Towers taller than 1,000 feet to be grouped with FAA cooperation. Commission rejects broadcaster arguments that it is abdicating tower authority to FAA. See...

ANTENNA FARM...72

DEPARTMENTS

<table>
<thead>
<tr>
<th>AT DEADLINE</th>
<th>9</th>
</tr>
</thead>
<tbody>
<tr>
<td>BROADCAST ADVERTISING</td>
<td>30</td>
</tr>
<tr>
<td>CHANGING HANDS</td>
<td>58</td>
</tr>
<tr>
<td>CLOSED CIRCUIT</td>
<td>5</td>
</tr>
<tr>
<td>DATEBOOK</td>
<td>14</td>
</tr>
<tr>
<td>EDITORIAL PAGE</td>
<td>94</td>
</tr>
<tr>
<td>EQUIPMENT &amp; ENGINEERING</td>
<td>72</td>
</tr>
<tr>
<td>FANFARE</td>
<td>67</td>
</tr>
<tr>
<td>FATES &amp; FORTUNES</td>
<td>75</td>
</tr>
<tr>
<td>FINANCIAL REPORTS</td>
<td>64</td>
</tr>
<tr>
<td>FOR THE RECORD</td>
<td>80</td>
</tr>
<tr>
<td>INTERNATIONAL</td>
<td>70</td>
</tr>
<tr>
<td>LEAD STORY</td>
<td>27</td>
</tr>
<tr>
<td>THE MEDIA</td>
<td>56</td>
</tr>
<tr>
<td>MONDAY MEMO</td>
<td>22</td>
</tr>
<tr>
<td>OPEN MIKE</td>
<td>20</td>
</tr>
<tr>
<td>PROGRAMING</td>
<td>44</td>
</tr>
<tr>
<td>WEEK'S HEADLINERS</td>
<td>10</td>
</tr>
<tr>
<td>WEEK'S PROFILE</td>
<td>93</td>
</tr>
</tbody>
</table>

Broadcasting

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Broadcasting, June 19, 1967
Take a second look... This could be 7th Avenue in New York City; but actually it’s one of the Munsingwear factories in the DULUTH-SUPERIOR MARKET. Garment-making is a growing industry in northern Minnesota and Wisconsin. You undoubtedly know that the Duluth-Superior Market is the second largest in both states—but did you know that it has a garment district? Just another reason why you should take a second look.


A WGN Continental Broadcasting Company Station Dedicated to Integrity, Responsibility, and Performance
NYC asked to wait on FCC

Board of estimate asked to delay action on WTC until commission hearing

All-day public hearing Friday (June 16) brought pressure on New York City board of estimate to delay approval of street closing for World Trade Center in lower Manhattan until FCC reviews possible effects of TV interference if WTC becomes transmission site for eight TV stations in New York area. Also mentioned was that three New York stations would be short-spaced to Baltimore from WTC tower.

Board of estimate said it would reserve its decision until probably late this week.

Austin J. Tobin, executive director of Port of New York Authority (builder of World Trade Center), conceded that construction would be halted at 90th floor of second tower—of two to be built—pending move of transmitter to top of first tower from present site atop 102-story Empire State building in mid-Manhattan. WTC towers would be 110 stories high.

Some 50 witnesses testified at hearing. Among them, Representative Richard L. Ottinger (D-N.Y.) asked board to hold off approval or "make a mockery" of FCC hearing to be held on issue next month.

Lower Building • Dr. Frank G. Kear of Kear & Kennedy, Washington consulting engineering firm, recommended WTC be kept to height of 930 feet, instead of proposed 1,350 feet, and warned that TV service would suffer if stations moved to proposed building tower. Lawrence A. Wien, president of Empire State building, indicated three stations—WABC-TV (ch. 2), WPIX-TV (ch. 11) and WNDT-TV (ch. 13)—cannot legally move because of FCC separation rule. With move, he said, these three stations would come into "short space" with outlets in Baltimore.

In other comments, J. Lee Rankin, city's corporation counsel, recommended that board of estimate make its approval contingent on FCC approval that's required for antenna site relocation. Emmanuel Dannett, secretary of Trans-Tel Corp., permitted for WXTV-TV (ch. 41) Paterson, N. J., which plans early 1968 start from Empire State, said his station would have to pay $2 million in relocation expenses, which WTC refuses to reimburse.

Community antenna TV popped into discussion when one New York assemblyman declared estimated 2.5 million New Yorkers would have to resort to CATV as only means of receiving TV free of interference during WTC construction. He added that besides cost burden to viewers, people in affected area would have to pay additional fees to adjust home antennas once transmission began from atop WTC—cost, he warned, that could run as much as $100-million.

4A's seeks to plead case before TV board

Influential broadcast policy committee of American Association of Advertising Agencies, whose members individually have criticized pending proposed changes in National Association of Broadcasters television code, has asked NAB TV board for hearing before changes are adopted.


AAAA committee did not respond to code authority's solicitation of views and suggestions for code changes early this year, but few days before code board's May session—at which proposed changes were drafted—AAAA group sent wire asking for advance consultation lest changes be made that would cause TV budgets to be diverted to other media (Broadcasting, May 15).

NAB officials expected to answer committee's request for Williamsburg hearing today (June 19). There were indications that board's agenda might not be able to accommodate such session and that committee might be advised to confer with code board instead.

Color tube sales up 53%

Although color television picture tube sales show market increase over 1966, latest figures indicate softening of market.

U.S. manufacturers sold 1.7 million color picture tubes in first quarter of year, 53% more than 1.1 million sold in corresponding 1966 period.

January sales were 70% ahead of 1966; this fell to 62.9% increase for February and March showed sales increase of only 31% over 1966.

Figures were made public Friday (June 16) by Electronic Industries Association.

WCBS news emphasis seen in Dembo switch

Heavy buildup in news emphasis by WCBS New York is seen in announcement being made over weekend that Joseph Dembo, director of radio news, CBS News, has been elected vice president of CBS Radio division and appointed general manager of station. Mr. Dembo, who 16 months ago left WCBS as director of news and public affairs after four years in post, succeeds Thomas J. Swafford who has been assigned to staff of CBS/Broadcast Group.

In announcement for release Sunday (June 18), Fred Ruegg, CBS Radio vice president station administration, said appointment "underscores the station's increasing involvement in all areas of news reporting." CBS authorities expanded on this, noting that decisions were yet to be made as to "what form the station's format will take eventually." They stressed that changes will not be abrupt but will be forthcoming.

Mr. Dembo said Friday will definitely be news oriented, a lot greater than the station is now," and
WEEK'S HEADLINERS

Mr. Arries
Mr. Collier

Leslie G. Arries, president of WBC Productions Inc. and WBC Program Sales Inc., New York, resigns to become VP and general manager of WBEN-AM-FM-TV Buffalo, N.Y. Chet Collier, VP of WBC Productions, New York, succeeds Mr. Arries. Before coming to WBC Productions and WBC Program Sales Inc., Mr. Arries was general manager of WBC's KYW-TV Cleveland (now WKYC-TV). Prior to that he was staff director at WJAR-TV Boston, account executive at CBS-TV Spot Sales in New York, and general manager of WTTG-TV Washington. Mr. Collier was involved in setting up of Westinghouse Broad-

casting Co.'s Merv Griffin and Mike Douglas shows and also was executive producer of The Steve Allen Show. Previously he had been with two Westinghouse outlets, WBBZ-TV Boston and KYW-TV Cleveland.

Dan Seymour, president of J. Walter Thompson Co., world's largest advertising agency, named also chief executive officer of company. In succeeding Norman H. Stouste, who will continue as board chairman, Mr. Seymour becomes fourth chief executive officer in 104-year history of JWT. Mr. Seymour, one-time TV-radio announcer and personality, joined JWT in 1955 to organize its TV-radio department. He was named senior VP in 1961, chairman of executive committee in 1963 and president in 1964.

For other personnel changes of the week see FATES & FORTUNES

that news buildup will become more apparent "in the weeks ahead." Wcas has been heavy in audience-talk and music.

Midwest broadcasters buy iowa station

Sale of KOKX Keokuk, Iowa, from Keokuk Broadcasting Corp. to new corporation made up of several Midwest broadcasters was announced Friday (June 16). Price is said to be about $165,000, and sale is subject to usual FCC approval.

Francis J. Stadler is president of Keokuk Broadcasting.

Buying group includes: W. Dale Cowle, owner of KASI Ames, Iowa; Donald L. Nelson, station manager, WQQA Moline, Ill.; Howard H. Frederick, vice president-general manager, WQIC Peoria, Ill.; Harry S. Hyett, Minneapolis station rep.; Gertrude J. Flambo, wife of G. Laveren Flambo, who is executive director of radio properties of Mid-America Co. (group owner), and Vivian H. Ramsland, wife of Odin Ramsland, vice president-general manager, KDAL-TV Duluth, Minn.

Ronald Westby, KOKX manager, will become vice president-general manager under new owners. KOKX is on 1310 kc with 1 kw day and 500 w night. Broker: Hamilton-Landis & Associates.

National spikes shift rumors; stays at PKL

More than $7 million National Airlines' advertising budget will remain at Papert, Koenig, Lois, New York, J. Dan Brock, National's vice president-traffic, announced Friday (June 16), in spiking rumors account would be moved. National said its ad budget for fiscal year starting July 1 totals $7.2 million. PKL has handled account since September 1965 and previously had serviced it in 1963.

National Airlines is heavy radio-TV spender; $2,470,240 in spot TV in 1966, $292,000 in network, and another $348,000 in spot radio, according to estimates of Television Bureau of Advertising and Radio Advertising Bureau. Among leading TV advertisers in airtime category, National ranked fifth last year, its TV spending up 33.6% over 1965 and accounting for 58.6% of total company puts into measured media.

New tape from du Pont

Du Pont, Wilmington, Del., announced marketing of its newly developed Crolyn chromium dioxide magnetic tape for home TV and other recording uses in New York Friday (June 16). Du Pont said Crolyn's ad-
vantages, are "higher signal output" and "better resolution" over iron oxide tapes. New tape will be manufactured in limited quantities at Du Pont's New-
port, Del. plant, and priced at premium, 25% to 50% higher than conventional tapes.

ATR adds its voice to ex parte chorus

That May 9 mission by representatives of Association of Maximum Service Telecasters to four FCC commis-sioners (Broadcasting, May 15) was dealt another blow Friday (June 16). American Television Relay joined growing chorus of CATV owners and carriers who have charged ex parte representations were made at that conference.

ATR, which has pending applications for 22-hop point-to-point microwave relay system to service CATV's in parts of West, Southwest, and Midwest, claimed broadcasters opposing its service should be disqualified from participation in any hearing of ATR's requests because of their presumed membership in AMST.

Among those broadcasters opposing ATR's plans are Taft Broadcasting, Cincinnati; WAVE-TV Louisville, Ky., and WJIE-TV Evansville, Ind.

In connection with its ex parte charges, ATR issued several requests for information regarding AMST's visit to commissioners.

ATR asked all four commissioners and general counsel Henry Geller each prepare and furnish summaries of oral statements made by them and AMST on May 9; that AMST make public its membership list, and that full extent of AMST board member, Laurence H. Rogers II's participation in preparation of visit be revealed. Mr. Rogers is president of Taft Broadcasting.

DDB shows substantial billing, profit gains

Gains of 25% in billings and 14.7% in net income were reported Friday (June 16) by Doyle Dane Bernbach, New York, for six-month period ended last April 30. DDB's income per share rose 14 cents, and agency's board declared 20 cent dividend for current calendar quarter on class A and B shares, payable July 15 to holders of record June 30.

For six months (unaudited):

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<tr>
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<tr>
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<tr>
<td>Net income after taxes</td>
<td>2,483,799</td>
<td>2,164,379</td>
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+ Adjusted for 2-for-1 stock split in June 1966.

BROADCASTING, June 19, 1967
We have no time for flag burners!

You can murder, embezzle, defraud your friends, or crack a safe. We abhor but we do understand passion, greed, and dishonesty. It's news, and we report items of violence every day with dispassion and objectivity.

But we become downright subjective when someone spits on our suit or Uncle Sam's. Also hostile editorially.

In sum, we have nothing but honor for the men and the ideals exemplified by the Spirit of '76. We have nothing but scorn for the sick nihilism which too often passes for the "spirit of '67." And we don’t care who knows it.

The reassuring thing is that when we do speak out, we get cheers rather than jeers. And when our general manager, George Whitney, recently asked for a public display of respect, the city broke out in a flurry of flags.

If this be "flag-waving," make the most of it!

Letter dated April 28, 1967, to George Whitney, Vice President and General Manager, KFMB. From Room 12, John Adams School, San Diego, California.

Dear Mr. Whitney,

We want to congratulate you for a great effort in trying to bring honor to our flag.

We thank you for taking such an interest in our country. We would like to express our feelings of gratitude to you for what you have said. Our flag is something to look up to. It is not something to burn.

We love our flag and country and someday our children will be able to love it as much as we do.

Mr. Whitney, we think you have improved most people's ideas of our flag. It takes a man like you to bring back the feelings of honor toward our flag.

Sincerely yours,

Room 12
Signed / Mrs. Myra M. Stead and 38 students
Confidence builders.
ility, General Electric color TV cameras. The color-'E-240...the live-color PE-250.
In our customers' minds, confidence builders. That's General Managers and Chief Engineers of successful
inations repeatedly tell us.
"Broadcaster confidence. That's why we bought your
ras. We looked at all the others and bought General
ric because it showed us the best pictures, the most
iable and reliable performance, the most economical
tion."

You get the best when you buy General Electric color
TV cameras. Color you can have confidence in, cameras
you can rely on.
Read about our PE-250 and PE-240 in the brochures
we'll be glad to send you. And if you need more than that
to build your confidence in these cameras, visit us in
Syracuse where we build them. Visual Communication
Products Department, Electronics Park, Syracuse, New
York 13201.
A calendar of important meetings and events in the field of communications.

Indicates first or revised listing.

**JUNE**

June 17-21—22d annual summer convention and engineering conference of Georgia Association of Broadcasters. Speakers include Howard Mandel, NAB vice president for research; Louis Christians, WJJD-FM, New York; Bill Stewart, McLendon Stations, Holiday Inn, Callaway Gardens.

June 21—Deadline for comments on FCC’s proposed rulemaking that would allow CATV systems to carry the signals of other stations in a market if they are required to carry the programming of any one outlet in that market.


June 25-26—14th International Advertising Film Festival, to be held in Cannes, France, sponsored by Screen Advertising World Association. International cinema and television commercials will be judged. Information may be obtained from Movierecord Inc., 645 Third Ave., New York, SAWA’s U.S. representative.

June 26—Special meeting of the shareholders of Trans-Lux Corp., to consider stockholder proposal to increase the aggregate number of shares and to transact other business.

June 26-24—Annual summer meeting of Maryland-D.C.-Delaware Broadcasters Association, Henlopen hotel, Rehobeth Beach, Del.

June 23-24—Meeting of the Texas AP Broadcasters, Commodore Perry hotel, Austin.


June 25-29—Annual convention and board of directors meetings, National Community Television Association, Palmer House, Chicago.

June 25-29—Western regional convention of the American Advertising Federation, Lafayette hotel, Long Beach, Calif.

June 25-July 1—Summer board meeting of the National Association of Broadcasters, Williamsburg Inn and Lodge, Williamsburg, Va.

June 26-July 1—First radio, television and film festival and seminar sponsored by the public relations section of the American Library Association, San Francisco.


June 29—Special stockholders meeting, Columbia Broadcasting System Inc., to vote on proposal to merge with Holt, Rinehart and Winston Inc. and to authorize six million shares of CBS preference stock as part of agreement on merger. CBS Broadcast Center, New York.

June 30—Entry deadline for Albert Lasker Medical Journalism Awards for articles and broadcasts published or televised in 1968 which pertain to the improvement of health and the prolongation of life through medical research. Entry blanks may be obtained from, and entries must be submitted to, the Albert and Mary Lasker Foundation, 766 United Nations Plaza, Suite 10E, New York 10017.

June 30-July 2—Annual summer meeting of Wisconsin Broadcasters Association, Leatham Smith Lodge, Sturgeon Bay.

**DATEBOOK**

**JULY**

July 3—Deadline for comments on FCC’s proposed rulemaking that would codify regulations covering the assignment and use of AM, FM and TV call signs.

July 5—Deadline for comments on FCC inquiry on need to establish rules for FM broadcast translators similar to those in existence for TV translators. Comments are specifically invited on such things as limitations on use of FM translators, channels in which they should be authorized, power, and equipment specifications. Rules will be proposed at later date in event need and demand exists for such service, the commission said.

July 7—Deadline for reply comments on FCC’s proposed rulemaking that would allow CATV systems to carry the signals of other stations in a market if they are required to carry the programming of any one outlet in that market.

July 9-10—Annual summer meeting of South Carolina Broadcasters Association. Speakers include FCC Commissioner Kenneth A. Cox, Ocean Forest hotel, Myrtle Beach.

July 9-13—Third annual high school broadcast institute sponsored by the Indiana Broadcasters Association and the radio-TV department of Indiana University, Indiana University, Bloomington.

July 11—Annual meeting of directors meeting, Taft Broadcasting Co, Cincinnati.

July 13—Deadline for reply comments on FCC’s proposed rulemaking that would codify regulations covering the assignment and use of AM, FM and TV call signs.

July 14—Deadline for comments on proposed FCC rulemaking to amend part 73 of the commission rules to specify, in lieu of the existing MBGV concept for AM stations, a standard method for calculating radiation for use in evaluating interference, coverage and overlap of mutually prohibited contours. The MBGV method is used to measure radiation from directional antennas.

July 16-18—Annual summer meeting of Idaho Broadcasters Association. Speakers include Paul Comstock, NAB vice president for government affairs. Shore Lodge, McCall.

July 16-22—Sales management seminar sponsored by the National Association of Broadcasters in cooperation with the Radio Advertising Bureau, Harvard Business School, Boston.

July 18—Summer meeting of the New York State Broadcasters Association. Speakers include Vincent Wastlewski, NAB president. Otesaga, Cooperstown.


July 25—Deadline for reply comments on FCC inquiry on need to establish rules for FM broadcast similar to those in existence for TV translators. Comments are specifically invited on such things as limitations on use of FM translators, channels in which they should be authorized, power, and equipment specifications. Rules will be proposed at later date in event need and demand exists for such service, the commission said.

July 24—Deadline for comments on FCC inquiry into developing patterns of ownership in CATV industry.

July 26-Aug. 11—Ninth annual seminar in marketing management sponsored by the American Advertising Federation, Harvard Business School, Boston. For further information write or call George T. Clarke, director, bureau of education and research, American Advertising
Reeves Color Videofilm™—this one can make you happy with color video tape-to-film transfers. It's the only transfer with all the quality you expect from having the Reeves name on the label.

Color Videofilm™ has the purest whites, the truest color balance, the widest tonal scale and the most precise saturation of any color transfer. You get true colors, reel after reel after reel.

Broadcast quality? That's our business. For 34 years Reeves has set quality standards that have been followed by the industry. For 34 years our name has meant the finest quality available. It still does.

See our Color Videofilm™ demo reel and see what we mean.

™Reeves Sound Studios, division of Reeves Broadcasting Corporation.
December 5, 1945. On a clear, sunny afternoon five Navy torpedo bombers left the Ft. Lauderdale Naval Air Station on a routine patrol. Unusual radio reports came back, but the planes were never seen again. Even the Navy couldn’t guess what had happened.

RIVERBOATS

June 30, 1870. All New Orleans was crowded along the Mississippi. The Hotchess and the Robt. E. Lee were about to start the race of the century. The Robt. E. Lee won, but the race is still being argued about today.

SOLDIERS

June 12, 1862. Jeb Stuart’s Confederate cavalry set out to scout the Union Army. His career was almost cut short by the Union cavalry under Gen. Philip Cooke, his father-in-law, but the outcome made a hero of Stuart.

AND many other stories

WRITE FOR MORE INFORMATION TODAY.
The photographs above, published the same day in a prominent Miami newspaper, show unidentified WLBW-TV newsmen in the thick of the action, filming their stories — one a manhunt, one a warehouse fire. Every day — WLBW-TV NEWS gets the picture. More news, more pictures, the best color.
YOU MAY NEVER HEAR THE LONGEST HORN*

BUT... WZKO Radio's Sound Reaches Far More Drug Stores in Greater Western Michigan

If you want to trumpet the merits of a drug product, WKZO Radio is your instrument in Western Michigan.

Just note these simple scores: 608 drug stores in WKZO's primary service area, but only 238 in Station B's, and only 89 in Station C's. WKZO Radio covers almost twice as many as its two nearest competitors combined!

And we cover the program area well, too... with sports programs, for instance, twice named "outstate Michigan's best" by Associated Press.

Why mute your message? Let your Avery-Knodel man help you make sweet sales music throughout Greater Western Michigan!

*The 15-foot Swiss alpenhorn.

BOOK NOTE


An era of broadcast journalism and nearly a quarter-century of history are distilled in this selection from the more than 5,000 broadcasts that Edward Murrow made in his 23 years as a CBS newssman.

In all, 199 broadcasts are included. They range from his eyewitness account of Hitler's seizure of Austria in 1938 to his views on President Kennedy's inaugural address in 1961, a few days before he was named director of the U.S. Information Agency and four years before his death in 1965.

Edward Bliss Jr., editor of The Evening News With Walter Cronkite on CBS-TV, who was a member of the Murrow staff for many years, made and edited the selections. In his introduction he explains that the broadcasts chosen "are those that add dimension to history because of Murrow's perspective, or that show development of his reporting style and beliefs." For the most part they are radio broadcasts, not only because "radio scripts read better in book form than television scripts" but also because, even after TV was established as a news medium, "if he had something to say, he said it on his daily radio broadcast."

Excerpts from three television programs are included: the famed See It Now expose of McCarthyism; an interview with Carl Sandburg, also on See It Now, and the first Small World broadcast. Also included are two Murrow speeches: his acceptance of the Freedom House Award in 1954 and his address to radio and television news directors in 1958, regarded by Mr. Bliss as "perhaps the major speech of his career."
Action Report... from KGUN-TV
Big 9 in Tucson, Arizona

KGUN-TV gives viewers first look at astronaut Frank Borman, as Tucson reception parade passes station's mobile unit.

KGUN-TV is first on the Tucson scene. Captures the exclusives. First with advanced remote microwave facilities, which put KGUN-TV on top of news breaks. Exclusive news in depth, like the "Father Kino" documentary, built on the spot from color film and slides, which capped a 255-year search for a legendary gravesite. First color film and slide equipment. First presentations of fine art to area viewers.

Don't overlook Arizona's thriving Tucson market — 54th largest U.S. city (1960 census). KGUN-TV is attracting ever-larger followings in an audience area accounting for nearly 30% of Arizona's $3.4 billion CSI.

Gilmore Broadcasting Corporation
GENERAL OFFICES: 202 MICHIGAN BUILDING, KALAMAZOO, MICHIGAN 49006

James S. Gilmore, Jr., president
OPEN MIKE®

Airing Puerto Rican lotteries

EDITOR: In regard to the editorial "Archaic legality" (Broadcasting, June 5), it is interesting to note that Puerto Rico also has a government-operated lottery, and has had for many years. The problem of prohibition against the broadcast of information about lotteries affects more than broadcasters of New York, New Jersey, and neighboring areas in other states.

Here, broadcasters report only the unusual news relating to the lottery, and not ever the lottery results, as such. The government purchases full-page ads once a week in the four daily newspapers to print the weekly lottery results.

If the FCC's regulation covering the broadcasting of lottery results were relaxed, so that lottery results could be aired here, radio stations in this area could certainly pick up quite a lot of income.—Bob Bennett, manager, WBCJ San Juan, P. R. (under construction).

(The FCC's regulation is rooted in a section of the U.S. Code which prohibits the broadcast of information about lotteries. Hence an amendment of the law would be required before the FCC could relax its regulations.)

Feedback from a profile

EDITOR: The feedback from the industry has been so good [from the profile, Broadcasting, June 5], I must thank you for your effort.

We must tell you what a delight, too, it is that you recognize the film industry.—Robert I. Bergmann, president, Filmex Inc., New York.

Memo stirs pleasing responses

EDITOR: It was a real pleasure working on the Monday Memo [Broadcasting, May 22] and we've had favorable reaction to it.—Jim Condon, copy supervisor, Needham, Harper & Steers Inc., Los Angeles.

Yearbook has it all

EDITOR: I would like to have the names and addresses of the leading producers of radio 1D jingles—Robin Benson, 7 Groveland Avenue, London, SW 16.

Among its 61 directories, the 1967 BROADCASTING Yearbook has a complete listing of program producers, distribution and production services, which includes producers of 1D jingles. This directory starts on page D-10. A few copies remain at $5 a copy. Orders should be sent to BROADCASTING, Publications Department, 1725 DeSales St., N.W., Washington, D. C. 20036.
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Teeny-boppers turn on to radio's solid pitch

When a client increases sales under the aegis of our agency, it is a most happy condition. When a client's sales increase 2000% in six years, it's hysterical.

This once-in-a-lifetime event happened to us and we're seriously impressed with radio, which produced this unprecedented occurrence. Of course, we've always been impressed and successful with radio, but this particular success grew partially out of failure.

The story might serve as a guideline for other broadcast-minded individuals who find themselves often enticed from the straight-and-narrow path of common sense. We learned our lesson from teen-agers who, if you haven't heard, have become quite a statistic in the national economy. Like the one about "in so many years 90% of our population will be teen-agers." Or something like that.

It's a figure bandied about like shuttlecock, sending U.S. manufacturers back to the old drawing board redesigning everything from automobiles to hearing aids in preparation for the youth invasion.

But looking around the stores it's somewhat reassuring to see we've not yet been taken over. There still seems a heavy majority of expanding waistlines and receding hairlines doing most of the heavy buying. Should the hairy young hordes suddenly appear, thank goodness the broadcast industry offers us the guns and ammunition for self-preservation. A heavy schedule on the nation's "top rockers" could keep them under control. I am convinced the right kind of radio commercials can make a teenager do your bidding in most any direction.

Psychology Lesson * This brings us to that fabulous 2000% sales increase, which came about through painful adjustment to the psychology of the young. Take the Teen-Age Fair, a client like a state fair, only for youngsters. Instead of cows and pigs, circus rides and cotton candy, Teen-Age Fair has rock 'n' roll, circus rides and cotton candy.

More truly, as its publicity accurately says: "It swings with an unending succession of stage events, bands, fashion shows, surfing movies, appearances by recording, TV and motion-picture stars, live TV shows, intriguing exhibits and special highlights such as a $1-million custom-car show and the Miss Teen International Pageant."

Teen-Age Fair started in 1962 as a side attraction at the Pacific Ocean Park amusement pier in Santa Monica, Calif., attracting fewer than 100,000 paid admissions and a handful of exhibitors. This year the fair(s) will attract 180 exhibitors, including such name brands as Coke, Pepsi, Chevy, Catalina, Sears, Yamaha, along with lesser known manufacturers of pizza, guitars, mini-skirts and acne remedies.

A probable 2.5-million youngsters will swing, sample, scream and scramble through the now 10 Teen-Age Fairs that start with the "big dad" of them all every Easter Week in the famed Hollywood Palladium. The '67 schedule of fairs includes Indianapolis, Detroit, Phoenix, Denver, Cleveland, St. Louis, Portland, Ore., Sacramento and Oakland, both California.

The Lesson Learned * That radio is the kids' Pied Piper is no advertising secret. The Teen-Age Fair account, our easiest ever, called for no great media department thinking even six years ago. Buy the top-40 rockers—as many as affordable. But creating the commercials, that was something else, a much bigger problem.

Considered a one-shot promotion, the first fair was assigned to one of our lower-paid copy writers. He was capable for things like store openings, discount selling, midget racing and Dr. Mauri Vaughn's Thrill Circus. Slightly (30 years) out of touch with teen-age jargon, our writer picked up the phrase "a-go-go." He used it so many times in the commercials that all the adult ear could hear was the combined wail of a rock beat and transcribed screams— as if the place were over-run with 10,000 mice—broken by frequent "a-go-go's." Still, traffic for the fair actually was pretty good, and the co-owners made a profit.

The next year, with the budget up and the fair showing signs of success we made a real production effort— clever commercials from two top writers. It was sort of "in" stuff, guided by a consultant who knew how the kids talked. Yet it was funny.

Maybe not really funny. We flopped. Attendance dipped. We had spent so much effort being clever we forgot the guts!

75-Year-Old Format * Never again through the increasingly successful years did we make such a mistake. For example, here, I say, is a sure-fire way for getting the kids to do your bidding:

Control: SCREAMS UP, SNEAK IN ROCK 'N ROLL MUSIC, UP TO ESTAB: THEN UNDER AND HOLD.

Announcer: Bug-out! Escape to the sixth annual Teen-Age Fair, . . . all thru Easter Week . . . Hollywood Palladium! A wild, wiggy blast . . . It's where it's at . . . the Teen-Age Fair! Control: MUSIC: UP FULL, SCREAMS UP FULL, THEN UNDER & HOLD THROUGHOUT.

Announcer: The Teen-Age Fair! The wild wiggy thing! Ride the Wild Rocker—one of the new terrifying-shocker thrill rides just imported from Europe! See the psychedelic bugout . . . predictions of things to come . . . like what's after the miniskirt! Blow your cool at the battle of the beat-folk-rock marathon! Win the shirts off the Monkees' backs! See the spectacular invaders, 'Hot Rod' mag's $50,000 hot rod! See the double-everything road grabber, the world's first tandem motorcycle! Thrill to top guest stars in person every day! Bug-out! Escape to the Teen-Age Fair . . . noon to midnight all thru Easter Week . . . Hollywood Palladium! Admission $2!

Think that 25-year-old format doesn't work? Please believe it did, does, and in my opinion, always will.

The teen-age population density at the Hollywood Palladium this year was just slightly 10-times greater than that of Calcutta's streets during Holy Week.

Stu Heinemann is radio-TV vice president for Anderson-McConnell Advertising Agency Inc., Hollywood. He started as a reporter on the 'Denver Post', later branching into radio on the Mutual Broadcasting network as newscaster-reporter.

During World War II, he served as Marine combat correspondent and as editor of the Corps' newspaper. In agency work since 1946, Mr. Heinemann has been with Anderson-McConnell Advertising since 1957.
The 3 stages of our search for the right man for your station

First, there is an objective evaluation by our recruiting consultants of the job to be filled based on the specifications and goals outlined by station management, the market the station is in, the consultants experience in filling such positions and the "personality" of the station. This stage is one of the most fruitful for management, as it sharply defines the position as it relates to company needs and goals. It sometimes results in the reappraisal of the position to be filled. This evaluation forms the basis for a carefully prepared position description for use in contacting sources and candidates.

The second stage is the search itself. Through our many existing sources, as well as those we develop in a specific area of the search, and our ability to keep your station confidential — a unique advantage — we as your recruiting consultants can thoroughly probe the field for outstanding prospects and measure their interest in the position.

The final stage is the evaluation of those qualified candidates who are interested. This evaluation is based on interviews and on discreet and incisive questioning of those familiar with the candidate's performance. This assures that your station receives the complete backgrounds of the two or three most qualified available candidates.

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Photograph by Fred Maroon
NOW! EXCLUSIVE WAR COVERAGE

LES
MAY
IN
VIETNAM

No matter whether she is, as many insist, history's most beautiful combat correspondent, 23-year-old Les May is a fierce competitor. Ex-cycle rider, model and actress, she is cast-iron determined to cover the bristling war front in Vietnam unlike any reporter (male or female) before her. Whether she brings into play a woman's intuition or unique sensitivity, Les May is certain to stir up the most beautiful dust this war's correspondent corps has ever seen.

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Build-up for a fight on fairness

Broadcasters begin mustering main forces for showdown on FCC control after appeals court finds fairness doctrine is constitutional

Broadcasters this week are starting the wheels turning for an attack on the constitutionality of the FCC's fairness doctrine before the U. S. Supreme Court.

In the wake of last week's ruling by a federal appellate court that the fairness doctrine is constitutional, the National Association of Broadcasters was planning to take a leading role in getting the case before the high court.

NAB, which contributed to the original court appeal of WCBS-AM-FM Red Lion, Pa., will seek the appellate decision and the FCC's action 11 days earlier putting cigarette advertising under the fairness doctrine as a twin-barreled threat that necessitates an all-out attack on the commission's long-standing rule.

Douglas A. Anello, NAB general counsel, said the Red Lion case probably would be appealed to the Supreme Court and that NAB "would resist" the cigarette ruling, "although we don't know the precise course."

Business for Board * Both cases will be brought before the NAB board at its meeting in Williamsburg, Va., next week, and that body is expected to approve courses of action and supply the funds to continue the fight against the doctrine in the courts.

Mr. Anello and Robert E. Manuel, counsel for Red Lion, are to sit down this week to work out the appeal to the Supreme Court. Following the appellate decision, which affirmed the FCC's order, to wqcs that it is the station's obligation to present both sides of a controversial issue regardless of whether the station has to carry either side without sponsorship, Mr. Manuel said he did not favor seeking a rehearing before the full appellate court.

"I see no point in delaying any more," he explained. "It's something the Supreme Court will have to handle sooner or later."

In the meantime CBS sources felt that the Red Lion decision would not affect any of their possible plans for seeking reversal of the cigarette-fairness ruling, which was made public in a letter to WCBS-TV New York (Broadcasting, June 12, 5) (see below).

The Red Lion decision was handed down by a three-judge panel of the U. S. Court of Appeals in Washington. The 42-page decision, written by Circuit Judge Edward Allen Tamm, said the fairness doctrine is "completely legal in its origin" and encourages, rather than inhibits, free speech.

In a two-paragraph concurring opinion, Circuit Judge Charles Faby said he generally agreed with Judge Tamm's reasoning, but he had "doubts that the fairness doctrine "recognizes and enforces the free-speech right of the victim of any personal attack made during the broadcast.'"

Senior Circuit Judge Wilbur K. Miller heard the case but did not participate in the consideration and decision.

The Rev. John M. Norris, majority owner of the Red Lion properties, called the ruling the "most ridiculous thing that could happen for freedom of speech in this country." His son and minority owner, John H. Norris, vowed "we definitely are going to stir things up in Congress." (See page 28.)

Commission Happy * At the FCC, reaction to the appellate decision was one of understandable pleasure, and both commissioners and staff members did not seem surprised at the outcome. There was some doubt at the FCC that the Supreme Court would grant a request for review. Their feeling was that the case was not important enough for the high court's consideration.

In his decision, Judge Tamm said the first amendment "extends, of course, to broadcasting as well as to other media. . . ." But he referred to the 1943 Supreme Court case of NBC v. U. S. in which the court held that "unlike other modes of expression radio inherently is not available to all . . . and that is why . . . it is subject to government regulation.

"The American people own the broad-

CBS ponders best appeal against cigarette ruling

Although the appellate court decision in last week's constitutional challenge of the fairness doctrine by WQCS-AM-FM Red Lion, Pa. (see above), went in favor of the FCC, broadcasters still feel they could move against the commission's June 2 letter to WCBS-TV New York, putting cigarette advertising under the fairness doctrine.

CBS authorities were reported to believe that the decision in the Red Lion case had no bearing on the advertising issue and that accordingly it would not affect their strategy in seeking reversal of the cigarette-fairness ruling.

Just what CBS's strategy will be is still under study last week. There were some indications, however, that a decision may be reached this week. It's generally believed that CBS will go first to the FCC, perhaps with a request for reconsideration, in a move to establish a basis for a court appeal if that becomes necessary. CBS is not expected to challenge the constitutionality of the fairness doctrine, but rather to attack the application of that doctrine to cigarette advertising.

The Red Lion case also differs from the cigarette advertising issue, in the opinion of many observers, in that Red Lion involved reply to a personal attack, which, according to some sources, is the context in which a court would be most likely to uphold the validity of the fairness doctrine.

BROADCASTING, June 19, 1967
83-year-old preacher to appeal fairness ruling

The man who took broadcasters' fight for freedom from the fairness doctrine to court—while other broadcasters talked a good fight—is a conservatively oriented, 83-year-old fundamentalist preacher named the Rev. John M. Norris. His effort led to what, for broadcasters, was a shattering defeat in the U. S. Court of Appeals. But he isn't ready to call it quits.

Mr. Norris, who is pastor of a Bible Presbyterian church in York, Pa., has been a broadcaster for 17 years, and has become well known to the FCC in recent years through the fairness-doctrine complaints that have been filed against his WGCB Red Lion, Pa.

He was disappointed by the U. S. Court of Appeals decision last week that the fairness doctrine is constitutional. But he said he was "quite sure" he would appeal the case to the Supreme Court. And his son, John H. Norris, who has a minority interest in WGCB, later said there was no question that an appeal would be taken (see page 27).

The elder Mr. Norris called the decision "the most ridiculous thing that could have happened for freedom of speech in this country."

Mr. Norris first came to the attention of the FCC in connection with controversial broadcasts four years ago through his ownership of WINN Red Lion, an international shortwave station. The station was broadcasting the programs of the controversial Dr. Carl McIntire, the fundamentalist preacher whose strongly conservative 20th Century Reformation Hour is heard daily on more than 600 stations.

Voice Objects • The Voice of America complained to the commission that Dr. McIntire's broadcasts —attacking the United Nations, the State Department, the World Council of Churches—were confusing foreign listeners as to what official U. S. policy was. The commission, however, could find no way to deal with the subject that wouldn't have smacked of censorship. It subsequently froze further grants of construction permits in the international radio service, partly because of a lack of frequency space to be assigned but partly also because of the McIntire problem. The freeze is still in effect, and Dr. McIntire is still heard on WINN.

But Mr. Norris's problems with the commission began to pile up after the commission ruled in 1963 that broadcasters would have to make free time available to individuals or groups wishing to respond to controversial statements on sponsored programs, if that was the only way that all sides of a controversial subject could be aired.

For WGCB carries the broadcasts of many conservative commentators who are nothing if not controversial but who pay for the time they use. And Mr. Norris is willing to make time available for reply, but not for free.

Many other broadcasters feel the same way. They also feel, like Mr. Norris, that the fairness doctrine is unconstitutional. But he was ready to go to the mat with the commission on the point.

There were some communications lawyers who were uneasy when Mr. Norris did go to court. They weren't sure that his case, which involved a personal attack on an individual, was the best one with which to test the constitutionality of the doctrine. But no one, apparently, attempted to dissuade him.

Since 1964 • The case began in 1964 when the Rev. Billy James Hargis in his paid "Christian Comment" program, which was carried on the Red Lion stations, discussed the presidential election and a book written by Fred J. Cook.

Mr. Cook had claimed that he had been personally attacked by the broadcast and asked for free time on the station to reply. WGCB offered to permit Mr. Cook to answer, first suggesting that he pay for the time, and later stating that the time would be furnished free if Mr. Cook said he could not pay.

Mr. Cook insisted, however, he was entitled to free time regardless of whether he could afford to pay. And at that point Mr. Cook complained to the FCC.

On Oct. 6, 1965, the commission advised WGCB that a broadcaster must afford free time to reply to one who has been attacked and that Mr. Cook did not have to make any showing that he was financially unable to pay for his reply time. WGCB then asked the commission to reconsider the ruling, and in December 1965, the FCC declined to reconsider and again asked...
in an effort to speed consideration of the applications. But he cancelled the trip after the commission promised action "in the near future."

No Action = Action, however, hasn't been taken yet, at least in part, commission officials say, because of Mr. Norris's failure to answer adequately a number of questions, including one about the station's policy on the fairness doctrine.

Even as the court of appeals was handing down its decision, Mr. Norris heard he was involved in two of three fairness-doctrine complaints being pressed before the commission last week by the Institute for American Democracy.

IAD, which was established in November to check on extremists of left and right, said that WOCB and WXUR had refused to provide time for reply to what IAD said were attacks they carried on IAD and its officials.

The third station is KAIR Tucson, Ariz. The alleged attacks in all three cases involve broadcasts of Major Edward Bundy's Church League of the Air.

WOCB and WXUR said they refused to make time available to IAD in order to remain "consistent" with the positions taken in their respective court suits. IAD said that KAIR simply never answered letters concerning the Bundy programs.

IAD had filed five complaints in connection with those programs. However, it dropped actions against WAVO Decatur, Ga., and KYE Puyallup, Wash., after they said they would make time available.

In Mr. Norris's view, IAD has no right to time on any of those stations unless it pays for it. And if his lawyers can make the Supreme Court see things his way, that's the way it's going to be.

the station to advise the commission of plans to comply with the order.

Red Lion then took the case to the U. S. Court of Appeals in Washington, which in November 1966 told the FCC that letters to broadcasters aren't orders and therefore cannot be reviewed by the courts. Subsequently the commission asked for the full appellate court to rehear the case, and a majority of the court then voted to drop the November 1966 opinions and directed the three-judge panel to reconsider the plea.

Red Lion also has a second suit still pending against the FCC in the U. S. District Court in Washington. In this it is also seeking to overturn the fairness doctrine on constitutional grounds and is asking $5-million damages from the Democratic National Committee based on a complaint during the 1964 presidential campaign. That suit has been held in abeyance pending the outcome of the Cook case.

In his conclusions, Judge Tamm found:

- Congress "did not commit an unconstitutional delegation of its legislative function" when it amended Section 315 of the Communications Act to embody the fairness doctrine.

- There is nothing "unconstitutional, vague, indefinite or uncertain" about the fairness doctrine, "nor does it lack the precision required in legislation affecting basic freedoms guaranteed by the Bill of Rights."

- Neither Section 315 nor the fairness doctrine violate the Ninth and Tenth Amendments of the Constitution.

- The doctrine's requirement that a "broadcaster may not insist upon financial payment by a party responding to a personal attack does not violate" the First and Fifth Amendments.

In addition he found that the FCC has no reason to make "factual determinations of truth or falsity in controversial issues of public interest." Such actions, he said, "would constitute an illegal exercise of a nonexistent authority."

Delving into program censorship, the judge found that Red Lion was not prohibited from carrying any program it found suitable. Additionally, he said, the station was not furnished with "a mandatory program format, nor does the doctrine define which, if any, controversial issues may be aired.

The fairness doctrine comes into play only when the station broadcasts a program dealing with controversial issues, he said. "After having independently selected the controversial issue and having selected the speaker for the presentation of the issue in accord with their unrestricted programing, the doctrine rather than limiting the petitioners' right of free speech, recognizes and enforces the free-speech right of the victim of any personal attack made during the broadcast. Does such an obligation arise under these conditions deprive petitioners of any right guaranteed by the First Amendment? I think not."

No Ruling on Truth = Red Lion, he said, has contended that the FCC has an obligation to determine whether Mr. Cook's complaint to the commission was true or false. Judge Tamm found "no statutory requirement for such a finding. Additionally, it is my view that any attempt by the commission to make factual determinations of truth or falsity in controversial issues of public interest would constitute an illegal exercise of a nonexistent authority."

The fairness doctrine, he maintained is "sufficiently explicit" in telling licensees the type of conduct that would make them liable to penalties. "Neither the statute nor the doctrine either forbid or require the doing of an act in terms so vague that men of common intelligence must necessarily guess at their meaning and differ as to their application," he said.

The judge pointed out that licensees "are not deprived of due process by the operation of the fairness doctrine" since they can seek relief from the courts "from any final action claimed to be arbitrary or capricious."

Judge Tamm said he agreed with Red Lion that "the compulsory granting of free time may, and probably does, impose a burden on the licensees." But he did not find the burden "unreasonable."

Red Lion maintained, the judge said, that the fairness doctrine creates "previously nonexistent restraints on the right of free speech since it restrains a licensee from taking an editorial stand unless he seeks out and gives free time to opposing views. In Red Lion's view this restraint comes through "fear of subsequent punishment through danger or threat of the forfeiture of the licensee's license," the judge noted.

However, he did not find any "prior restraint" in the case and said Red Lion is "in no manner exposed to or subject to any prior censorship" in its broadcasts. The station's selection of program material, format and personnel is restricted only by its "own determination of the public-interest appeal" of the end product, he found.

Since the station does not have to submit its material to the FCC or any other government agency prior to airing, he went on: "It is obvious that there is involved in this case no censorship which constitutes prior or previous restraint. It seems almost superfluous for me to have to point out that Section 326 specifically prohibits any censorship action on the part of the FCC."

Rather than an abridgement of the licensee's right of free speech, Judge Tamm determined, Red Lion's conduct "absent the remedial procedures afforded the complainant Cook would, in fact, constitute a serious abridgement of his free speech rights."

In the Beginning = Judge Tamm found "the initial concept of a fairness doctrine" under which stations were required to give equal time to opposing political candidates in the Radio Act of 1927. Later the coverage was extended to all discussions of important public issues. "Further implementation of the policy," he said, "took the form of denial of licenses to radio stations using, or proposing to use, their facilities
for the presentation of but one point of view."

Judge Tamm maintained that the FCC's editorializing report of 1949 that licensees "were required to devote a reasonable percentage of their broadcasting time to the discussion of public issues of controversial importance . . . implicit in this requirement was the obligation to design and present this type of programming in such a manner that the public was afforded the opportunity to hear different and opposing positions and viewpoints on these public issues."

The judge found the 1949 report "noteworthy" since it was fundamentally based on public-interest standards while basically retaining the 1927 Radio Act provisions on equal time for political candidates.

He pointed out that the amendment of Section 315 came out of a 1959 "congressional inquiry into the application and operation of the fairness doctrine. . . ." (The 1959 amendment was precipitated when the commission ruled that Lar Daly, then candidate for mayor of Chicago, was entitled to free time because the incumbent mayor was shown in news broadcasts greeting a distinguished visitor at the airport. In the amendment, several types of news broadcasts were exempted from the equal-time provision of Section 315. (At the same time Congress inserted in the section the general observation that the exemption did not mean that broadcasters were relieved of the responsibility to present opposing opinions on public issues involving controversy. (Judge Tamm did not explicitly mention that this was the first time a generalized reference to the fairness doctrine was inserted in basic law.)

Judge Tamm said Red Lion has argued that "Congress has illegally delegated its legislative authority because of the absence of adequate standards or ascertainable criteria and that Congress cannot adopt and make a part of the statute regulations of the commission which, in turn, fail to meet the 'preciseness' required in legislation affecting basic freedoms."

However, he found this case to contain a "statute and commission regulations growing out of a licensing program addressed to the serving of the 'public interest, convenience or necessity'."

Concise Ruling • He said: "There is no broad-reaching, all-embracing statutory provision penalizing knowing as well as unknowing conduct. The court is dealing now with a set of reasonably concise and specifically enumerated prohibitions addressed to the evils they seek to guard against."

The judge found "clearly defined and explicitly enumerated statements of the legislative objectives, the enumeration of the method of achieving those objectives (i.e., the creation of the FCC and the assignment to it of specific and enumerated duties, responsibilities and obligation), and the establishment of standards to guide the administrative determination."

Within the equal-time act, Judge Tamm continued: "I find a full and complete determination of the legislative policy and its formulation and promulgation as a defined and binding rule of conduct. Relating these specifically to the provisions of Section 315, I find in this portion of the statute a permissible delegation to the commission of the 'determination of facts and the inferences to be drawn from them in the light of the standards and declaration of policy' properly and legally empowering 'the exercise of judgment.'"

Since the 'public interest' is a valid standard for FCC guidance "by statute and court decision," he concluded, the adoption of the fairness doctrine into Section 315 "does not constitute an unconstitutional delegation of Congress's legislative functions."

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**Dropouts hurt quality TV**

**ABC-TV's Duffy replies to Admiral that support for good programing is needed**

ABC-TV last week reminded Admiral Corp., an announced temporary dropout in television network advertising, that the networks need the support of major advertisers behind efforts to upgrade programing.

The network released a letter sent by James Duffy, vice president in charge of TV-network sales, to Ross D. Siragusa, chairman of the board at Admiral, which noted:

"I am sure you are aware that many of us want television to be better than it is and we are constantly committing our air, our money and ourselves to that end. And too often with too little support from men in the advertising community who profess to be interested in the same goal."

"Quality television is not a bad buy. But it is a tough sell. It can be a great source of pride and a big dollar drain."

Mr. Duffy said ABC felt it must answer the "publicity" which attended Admiral's decision to drop out of TV advertising as disclosed by Mr. Siragusa in Las Vegas earlier this month (Broadcasting, June 12). Mr. Siragusa said the Chicago TV-set maker would not be back in network TV this fall because of problems of program quality and commercial clutter. Mr. Siragusa said Admiral had been "disappointed in the lack-luster quality of shows" and observed that today's viewer is more "sophisticated and selective."

**Heavy Loss**

Mr. Duffy said ABC Stage 67, which he said was "an honest attempt to bring new talents and new vitality to the medium [and] which did not fail," accounted for a $4-million loss to ABC last season.

"It was a great source of satisfaction to us to have such sponsors as Burlington and Singer join in this effort," Mr. Duffy said, adding: "We only wish you would have accepted our invitation to join them."

Mr. Duffy said ABC had "invited" Admiral as an advertiser in the network's scheduled four-hour Africa project next September.

He said he could not fault Admiral's network advertising schedule this past season that used NBC "in a major role" and ABC in a "secondary role." The schedule, he said, "was a fine program/media buy."

Mr. Duffy's letter continued: "Series such as I Spy, Run For Your Life, The Big Valley, Dean Martin, The Hollywood Palace, the various movie packages you selected and your NBC News schedule made you a part of some excellent entertainment and informational programing," and when combined with still other shows under Admiral sponsorship, amounted also to "a very effective buy in terms of reach."

"But," he said, "you had to know that Run For Your Life would not be A Christmas Memory [ABC], or Death of a Salesman [CBS], of Barefoot in Athens [NBC], to mention three highly acclaimed network hits."

**Joint Effort** Mr. Duffy said that although a number of advertisers "find it good business" to join the network effort to "improve" television, others "make it a practice to call upon us to do better, and when we attempt it, find**

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**Broadcasting**, June 19, 1967
Nobody we know glues their dial at Channel 7, but these audience figures make us wonder.

<table>
<thead>
<tr>
<th></th>
<th>WHIO-TV</th>
<th>STATION B</th>
<th>WHIO-TV ADVANTAGE</th>
</tr>
</thead>
<tbody>
<tr>
<td>TOTAL DAY</td>
<td>550,000</td>
<td>454,000</td>
<td>96,000</td>
</tr>
<tr>
<td>EARLY EVENING</td>
<td>365,000</td>
<td>315,000</td>
<td>49,000</td>
</tr>
<tr>
<td>PRIME TIME</td>
<td>444,000</td>
<td>378,000</td>
<td>66,000</td>
</tr>
<tr>
<td>LATE EVENING</td>
<td>157,000</td>
<td>126,000</td>
<td>31,000</td>
</tr>
<tr>
<td><strong>Source:</strong> NSI = TV</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

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.
it more logical to place their business on competing programs with a greater popular base."

Though he would not wish to "unfairly characterize you, your statement, or your intentions," Mr. Duffy, it is a "fact of business that any advertiser can buy any kind of program [or newspaper or magazine or radio show] he believes in." The more support networks can recruit for their better efforts, Mr. Duffy said, "the better able we are to expand those efforts."

Mr. Duffy's letter drew attention to "firm time and money commitments" of all three TV networks in specials next year, and though often the "numbers may not be as big as with some series programing," the benefits can be as great for the sponsor and the public.

As to commercial clutter, Mr. Duffy asked Mr. Siragusa's support for ABC's plan, as disclosed earlier this spring by ABC-TV President Thomas Moore, to eliminate certain nonprogram material and noted the current work of the National Association of Broadcasters on TV code guidelines. He said ABC was confident "a more beneficial set of guidelines will be established in the industry. If not—we are establishing our own anyway."

ABC also released Leading National Advertisers' estimates showing Admiral's total network TV spending at more than $3.7 million in 1966 (Jan.-Dec): over $3.2 million with NBC-TV and $532,000 with ABC-TV.

In 1967, January through April, LNA reported that Admiral had spent $1,662,000 in network television, all on NBC.

**WRG picks up American Motors**

The 14-month-old Wells, Rich, Greene advertising agency last week picked up the estimated $12-million account of American Motors Corp., Detroit, from Benton & Bowles, New York. The transfer is effective about Sept. 20.

A WRG spokesman said that with American Motors, WRG billings can be projected at the rate of $65 million per year. The young New York agency this year alone has received business from General Mills (Bugles, Whistles and Daisys snacks), Bristol-Myers (Score hair dressing), and Hunt Foods (Wesson oil). Of its total billings, WRG places an estimated 80% in TV, predominantly in network, and about 3% in radio.

American Motors becomes one of WRG's biggest clients. It joins Braniff International and Philip Morris (Benson & Hedges, American Safety Razor, Personna and Burma Shave) in the top-three rank. WRG spokesmen said it's expected a major portion of AMC billings would be placed in TV.

**Policy Difference** A Benton & Bowles official said AMC decided to move its billing to WRG basically because of a "financial policy difference." AMC's policy, he indicated, was to pay for media use after B&B had already paid the media. Recently, however, B&B had asked AMC to place advertising monies in escrow for a future campaign. AMC was unwilling to do so, the official said.

American Motors appointed Benton & Bowles in April 1965 after a 30-year relationship with Geyer, Morey, Ballard Inc., New York, and predecessor agencies. American's advertising budget since 1963 has decreased from a $20-million-plus yearly rate to about $18 million in 1966. (Television Bureau of Advertising reported AMC's TV investments last year at approximately $5.9 million.)

In 1967, AMC has leveled off its spending to about a $12 million to $14 million yearly rate. Of that amount, roughly 70% was earmarked for radio-TV. Benton & Bowles this year handled four specials for AMC on CBS-TV.

At the time Wells, Rich, Greene takes over the AMC account in the fall, the auto maker will be introducing a new Javelin model. In 1968, the corporation also plans to market a sports car, called AMX, at under $3,000. The firm now sells the compact American a middle-size Rebel and a larger size "Ambassador" model.

**Code board, charged with flying blind**

Jack Harris, president of KPRC-AM-TV Houston, was critical last week of the approach being followed by the National Association of Broadcasters TV Code Board in recommending changes in commercial formats and time limitations.

Mr. Harris, speaking before the North Carolina Association of Broadcasters, in Raleigh (see page 34), said the code board was making recommendations for changes based on opinion rather than solid research.

The code board had queried stations, advertising agencies, station reps, networks and group owners in preparing recommended changes.

But what the code board got, Mr. Harris said, "was the opinions" of the individuals who responded. "What the code board needs—what we need—is solid research of our audiences, on these vital subjects. The board is now recommending certain changes, still without research to buttress its proposals."

The recommendations, among other things, call for limiting the number of interruptions in half-hour prime-time programs to two, and in one-hour prime-time programs to four: in non-prime time, four interruptions would be allowed in half hour and eight in an hour. The TV board is scheduled to consider the recommendations on June 28.

**TVB Action** In discussing the need
We don’t interrupt our regular programming to bring you news of the Mid-East crisis.

We just do what we do every day of the year.
Broadcast the news — every minute of the day.
Because news doesn’t happen every hour on the half hour.
It’s happening all the time. And you can hear it on WINS Radio in New York. Or KYW Radio in Philadelphia.
All the time.

All news! All the time! All news! All the time!

WINS RADIO 1010 KYW RADIO 1060 W
WESTINGHOUSE BROADCASTING COMPANY
Appliance makers have an affinity for TV

A special report issued last week by the Television Bureau of Advertising claims that the household appliance industry favors TV as the medium for advertising its products. Among the 14 top companies in the field, TVB said, television garnered 56% of the measured media investments ($36.4 million) in 1966, followed by magazines (15.8 million), newspapers ($12.1 million) and radio ($680,000). The 14 companies’ spot TV total climbed from $8,188,070 in 1965 to $12,129,990 last year and the network increase was from $18,642,100 to $24,305,000. (TVB noted that this appliance classification does not include media investments for television and radio sets, a category that grew by 54% in TV advertising in 1966 over 1965.)

General Electric Co. was the leading appliance advertiser in TV in 1966, according to TVB, with a total of $8.6 million.

<table>
<thead>
<tr>
<th>1966</th>
<th>APPLIANCES—ALL HOUSEHOLD TYPES</th>
</tr>
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<tbody>
<tr>
<td>(Advertisers Ranked by total TV investment in this product classification)</td>
<td></td>
</tr>
<tr>
<td>COMPANY</td>
<td>Magazines</td>
</tr>
<tr>
<td>General Electric</td>
<td>$7,535,363</td>
</tr>
<tr>
<td>Sunbeam Corp.</td>
<td>70,324</td>
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<tr>
<td>Westinghouse Elec.</td>
<td>390,462</td>
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<tr>
<td>Singer Co.</td>
<td>733,190</td>
</tr>
<tr>
<td>Scovill Mfg.</td>
<td>—</td>
</tr>
<tr>
<td>General Motors</td>
<td>2,369,819</td>
</tr>
<tr>
<td>Proctor-Silex</td>
<td>—</td>
</tr>
<tr>
<td>Schick Electric</td>
<td>—</td>
</tr>
<tr>
<td>Admiral</td>
<td>1,261,941</td>
</tr>
<tr>
<td>Maytag Co.</td>
<td>839,311</td>
</tr>
<tr>
<td>Whirlpool Corp.</td>
<td>2,054,021</td>
</tr>
<tr>
<td>Borg-Warner</td>
<td>485,086</td>
</tr>
<tr>
<td>Natl. Union Elec.</td>
<td>5,546</td>
</tr>
<tr>
<td>Ronson Corp.</td>
<td>—</td>
</tr>
<tr>
<td>Totals</td>
<td>$15,819,872</td>
</tr>
</tbody>
</table>

Sources: PIB, Bureau of Advertising, TVB/LSA—Rorbaugh.

* Radio figures reflect only the top 100 spot and network advertisers as released by RAB.

Radio-TV may share $4.2 billion in '67

Radio and television advertising revenues should reach about $4.2 billion this year if the general economy shakes its decline and shows a sharp increase in the last quarter of the year. The prediction was made by Richard F. Doherty, president of the Television-Radio Management Corp., Washington, to the North Carolina Association of Broadcasters in Raleigh last week.

The $4.2 billion, which would be about 23% of the total all-media ad revenues for the year, would include $3 billion for television and $1.2 billion for radio.

Taking a look five years ahead, Mr. Doherty said total media advertising will go to $22.5 billion, a 26.4% increase over the 1966 figure of $16.5 billion. TV will get 20% of the figure or $4.5 billion, an increase of 60.7% from its $2.8 billion in 1966. Radio advertising, he said, will be about 6.5% or $1.5 billion, a 50% increase from the $1 billion it got in 1966.
Of the 773 television stations in the country, 3 received Peabody Awards this year. Ours was for outstanding local television music.

Broadcasting's highest honor — the George Foster Peabody Award — was awarded to WTMJ-TV for our broadcast of a "Polish Millennium Concert." The concert, one of a series of WTMJ-TV "Milwaukee Music Specials," was performed as a tribute to Poland's 1,000th year of Christianity. It combined the talents of the Milwaukee Symphony and noted Polish artists to portray music as the universal language for building international understanding. Featured in the concert was Madame Halina Sloniowska, leading soprano for the Warsaw Grand Opera, who was flown to the United States specifically for the WTMJ-TV concert. Madame Sloniowska's appearance represents the first time such an artist has been brought from behind the Iron Curtain for a local television performance.
HOW THE “BIG TUBE” ENHANCES
COLOR FILM PICTURES

... reproduces TV programs and commercials with snap and sparkle

A MORE PLEASING PICTURE
A good film program or commercial looks even better with the TK-27. The big tube improves signal-to-noise ratio, and increases resolution. It eliminates more of the disturbing grainy elements. Thus, the picture is more pleasing to look at and, has much more "snap" and sparkle.

PROTECTS COLOR QUALITY
Advanced, ultra-stable circuits prevent drifting. Electrostatic-focus vidicons maintain uniform focus independent of high voltage variations. "No-ghost" sealed optics avoid problems of secondary reflections. These and other safeguards prevent deterioration of color quality—even over extended periods of time.

MOST WIDELY USED
COLOR FILM CAMERA
Since its introduction in 1964 more of these "New Look" color TV film cameras have been shipped than any other. Choice of top stations throughout the country, it's the only camera that's all-transistorized, all modularized. The only camera with plug-in camera assemblies.

AUTOMATICALLY COMPENSATES FOR FILM AND SLIDE VARIATIONS
Automatic sensitivity and white-level controls compensate for film density changes and highlight brightness changes. Also, black levels are automatically held constant to give the ideal contrast range to the reproduced picture.

IT'S A MATCHED COLOR FILM SYSTEM
Only RCA makes the complete color film system for broadcasters. Big-tube film camera, film projector, slide projector, and multiplexer are all designed and built by the nation's finest and most experienced team of TV engineers. Matching means a better investment, and finest color pictures.

See your RCA Broadcast Representative for complete details. Or write RCA Broadcast and Television Equipment, Building 15-5, Camden, N. J. 08102.

The Most Trusted Name in Electronics
Lookit the EXTRYS you get with this extry TOWER!

LISTEN, you wheels who have been buying WDAY-TV for all these years — just listen to the EXTRYs you now get because we now got a "twin" up there between Devils Lake and Grand Forks!

EXTRY! — you now get North Dakota's second market as well as the first — 35,370 new, unduplicated TV homes.

EXTRY! — you now get the Grand Forks U.S. Air Base, with 17,000 sojers and their families.

EXTRY! — you now get the two major colleges in our state — U. of North Dakota in Grand Forks, N.D. State College in Fargo, with their 12,000 students, teachers, etc.

EXTRY! — you now get the entire Red River Valley, including all Northeastern North Dakota, Northwestern Minnesota, plus a hunk of Southern Manitoba. This now gives you total coverage of 149,460 Grade B TV homes.

So now you get 31% more than you've ever gotten before from WDAY-TV. Which, all by itself, gives you actually the biggest, best, etc., etc. market between Minneapolis and Spokane, Washington!

Don't jist SET there. Ask PGW!
Nielsen revises

NSI schedule

Changes in dates and market bases for Nielsen Station Index local audience measurement reports are being announced today (June 19) by George E. Blechta, A. C. Nielsen Co. vice president and NSI product manager.

The two annual NSI “sweeps” of all television markets — for November (Oct. 26-Nov. 22) and February-March (Feb. 15-March 13) — remain relatively unchanged.

But last season’s single 70-market report for June has been replaced by two reports — 70-market measurements for spring, covering May 2-22, and for summer, covering July 11-31.

All NSI senior management personnel were in Chicago last week, meeting to discuss further plans for next season’s reports.

Additional changes from last season’s NSI report bases are: an increase in the Sept. 28-Oct. 25 report from 19 to 23 markets; a reduction of one market in the Jan. 18-Feb. 14, report, from 19 to 18; a decrease in the number of markets covered by the March 14-April 10 report, from 13 to 10; and the complete elimination of last year’s April-May two-market report and the June-July New York report.

The complete NSI “viewers in profile” schedule follows:

<table>
<thead>
<tr>
<th>Report</th>
<th>Covering Markets</th>
<th>No. of Markets</th>
</tr>
</thead>
<tbody>
<tr>
<td>October</td>
<td>Sept. 28-Oct. 25</td>
<td>23</td>
</tr>
<tr>
<td>November</td>
<td>Oct. 26-Nov. 22</td>
<td>22</td>
</tr>
<tr>
<td>December</td>
<td>Nov. 27-Dec. 20</td>
<td>19</td>
</tr>
<tr>
<td>January-February</td>
<td>Jan. 18-Feb. 14</td>
<td>18</td>
</tr>
<tr>
<td>February-March</td>
<td>Feb. 15-March 13</td>
<td>14</td>
</tr>
<tr>
<td>March-April</td>
<td>March 14-April 10</td>
<td>10</td>
</tr>
<tr>
<td>May</td>
<td>May 2-22</td>
<td>70</td>
</tr>
<tr>
<td>July</td>
<td>July 11-31</td>
<td>70</td>
</tr>
</tbody>
</table>

Six buy Olympics; one sponsor to go

ABC-TV’s 70 hours of coverage of the 1968 Summer and Winter Olympics have been sold to seven advertisers in a $20-million package. Six of the contracts, which include a 25% or $5-million underwriting by Ford Motor Co., through J. Walter Thompson Co., were announced last week by Thomas W. Moore, ABC-TV president.

The cost to sponsors for both events comes to about $40,000 per commercial minute.

In addition to Ford, advertisers are Coca-Cola Co. (McCann-Erickson), Goodyear Tire & Rubber Co. (Young & Rubicam), Pan American World Airways (J. Walter Thompson), Reynolds Metals Co. (Lennen & Newell) and Texaco Inc. (Benton & Bowles), each of which pays $2.5 million for Olympic sponsorship. A seventh advertiser, also expected to pick up a $2.5-million tab, will be announced in about a month, ABC said.

ABC-TV plans color coverage for most of the Winter Olympics from Grenoble, France (Feb. 6-18). It’s estimated that some 190 commercial minutes will be available during the 26 hours of telecast. Most of the 44-hour coverage of the summer games, also in color and taking place in Mexico City (Oct. 12-27), will be fed live. This portion will have some 324 commercial minutes available. The network has paid $4.5 million for TV rights for the summer events, and $2 million for the winter games.

TV commercials lab offers new techniques

Dr. Ugo Torricelli, head of Torricelli Productions Inc., New York, has announced the opening of a TV commercial experimental laboratory for the development of his creative film techniques for TV commercials.

Dr. Torricelli said his lab will work with agencies and advertisers to bring new, unique effects in film to television by “use of abstract forms, color and music . . .” which “calls the viewer’s emotions into play, eliminates the ‘debate’ on his part and allows the essential meaning of the message to come through with deeper presentation.”

Dr. Torricelli demonstrated with several film selections, among them a Singer sewing machine commercial adapted from a butterflies theme, an RCA corporate message and Television Advertising Representatives’ “TVAR” logo variation. He also introduced a new film of “Op-Sketches” in two versions, one of which suggested a commercial.

Yardley places three lines outside of Y&R

Yardley of London Inc., New York, last week announced reassignment of some of its billings from Ted Bates & Co. to Young & Rubicam, both New York. Another agency, Delehanty, Kurnit & Geller, New York, picked up two new product lines from Yardley.

Effective Sept. 1, Y&R will begin billing for Yardley’s makeup products, including The London Look. The account is estimated to bill over $2 million. A Yardley official said its makeup business alone accounts for some $15 million gross.

Delehanty, Kurnit & Geller, already assigned Yardley’s Jaguar line of men’s fragrances, last week picked up the Londonderry Hair products and a new line of bath products. Both new product lines will be backed with a concentrated TV and print campaign, according to Yardley.

Sarra Chicago becomes

Electrographic division

Electrographic Corp., a Delaware corporation which last summer acquired VPI, a leader in TV commercial film production, last week acquired Sarra Chicago Inc. as a new film division.

Renamed Sarra Inc., the Chicago-based film producer will cooperate with VPI in producing TV commercials through post-production stages for advertising agencies on a coast-to-coast basis. Sarra, which has been in business since 1932, has its own studios, editing facilities, a black-and-white film laboratory and a new color laboratory. As an Electrographic division, it will offer optical services as well as print distribution through VPI in Chicago. It will also exchange personnel with VPI and have access to all post-production services required for color television commercials. VPI’s operations are in New York, Chicago, Hollywood and Miami.

Agency appointments

- Barnes-Hind Pharmaceuticals, Sunnyvale, Calif., has appointed Paul Klement & Co., New York-San Francisco, for advertising and public relations.
- The Edlund Company Inc., Burlington, Vt., for consumer and institutional can openers and other houseware items, has retained J. M. Mathes Inc., New York.
- Illinois State Medical Society, professional service organization, has named AM-AD Inc., Chicago, to handle advertising and promotion. Campaign for medical society’s 12-inch LP record, “When Your Child Asks about Sex,” may include radio, newspapers and magazines.
Collins blasts tobacco rule

The FCC's June 2 ruling that puts cigarette advertising under the fairness doctrine (Broadcasting, June 5) came under attack last week from Leroy Collins, who less than five years ago incurred the wrath of broadcasters and tobacco manufacturers for his stand on cigarette advertising on television.

Speaking to a meeting of the Florida Association of Broadcasters in Miami Beach, the former president of the National Association of Broadcasters and former governor of Florida said the commission's order was "poorly advised and should be reconsidered and withdrawn."

If cigarette smoking is truly a health hazard, he said, Congress should step in and "require all cigarette advertising to be stopped. The means employed should be addressed forthrightly to the end to be achieved and should not be an oblique, squeeze effort against any one media such as the FCC order represents."

The effect of the FCC's directive, he maintained, will be to force all cigarette advertising off radio-TV and into other media. Such a move, he said, would be "discriminatory, bureaucratic control without the sanction of law and if allowed to stand" could affect advertising of a "considerable number of other products."

Mr. Collins, who resigned as NAB president in 1964 to accept a White House appointment, came under fire from broadcasters and the tobacco industry in 1962 when he urged the NAB to ban advertising designed to encourage smoking by young people (Broadcasting, Nov. 26, 1962).

The present Florida governor, Claude Kirk Jr., also took the FCC's cigarette ruling over the coals and referred to the commission's action as "malice in wonderland."

But he saved his strongest attacks for the Florida newspapers and wire services, which he said had seriously distorted last week's riots in Tampa. Radio and television, he pointed out were on the scene accurately telling the story.

Speaking on Tuesday to the FAB, Governor Kirk said he was "delighted" that broadcasters were with him when he surveyed the Tampa scene. "The only way my voice can reach the people...unaltered," he said, "is through electronics."

Fuqua eyes rep firm

Fuqua Industries has indicated an interest in buying George P. Hollenberg Co., national representatives, but no negotiations have been held, it was reported last week by Harry Wise, president of Hollenberg. Fuqua Industries, a diversified company, is headed by J. B. Fuqua, who is sole owner of WJBF-TV Augusta, Ga., and KTVB-TV in Little Rock, Ark., and holds interests in other stations.

Mr. Wise said no decision has been made to sell Hollenberg but Fuqua has asked for first refusal rights.

How not to lose with a lottery

New York state broadcasters interested in guidance as to the kind of notice they can give their state's new lottery without violating federal law have been advised by the FCC to consult one ever-present source—their own judgment.

That was the message, in effect, that FCC Commissioner Robert T. Bartley, acting chairman in the absence two weeks ago of Chairman Rosel H. Hyde, sent in response to a question received from Representative Frank Horton (R-N.Y.).

Representative Horton appealed to the commission after broadcasters in his state expressed doubt and confusion as to the limits the federal law would impose on their right to carry information on the lottery (Broadcasting, May 29). The congressman's office made the commissioner's letter public last week.

Commissioner Bartley noted that the federal law prohibits the broadcast of information concerning lotteries but added that the statute must be read and interpreted in light of the constitutional guarantee of freedom of speech.

He also said that the commission, although faced with a similar problem in connection with the lottery law adopted by New Hampshire, had not issued any guidelines for licensees. "I think you will appreciate the difficulties in attempting to do so in advance, particularly in the absence of complete facts concerning actual situations," he added.

Continuing the on-the-one-hand-this-but-on-the-other-hand-that theme, he said: "We have indicated our view that..."
BAR network billing report for week ending June 11

BAR Network TV dollar revenue estimates—week ended June 11, 1967 (Net time and talent charges in thousands of dollars)

<table>
<thead>
<tr>
<th>Day parts</th>
<th>Networks</th>
<th>Week ended June 11</th>
<th>Cume Jan. 1-11</th>
<th>Day parts</th>
<th>Networks</th>
<th>Week ended June 11</th>
<th>Cume Jan. 1-11</th>
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<tbody>
<tr>
<td>Monday-Friday</td>
<td>ABC-TV</td>
<td>$102.1</td>
<td>$146.9</td>
<td>Sunday</td>
<td>ABC-TV</td>
<td>45.6</td>
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<td></td>
<td>CBS-TV</td>
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<td>NBC-TV</td>
<td>$2,749.6</td>
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<td>NBC-TV</td>
<td>83.0</td>
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<td></td>
<td>Total</td>
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<td>Total</td>
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<td>597.3</td>
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<tr>
<td>Tuesday-Friday</td>
<td>ABC-TV</td>
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<td>$2,403.4</td>
<td>Monday-Sunday</td>
<td>ABC-TV</td>
<td>2,466.8</td>
<td>4,781.1</td>
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<td>CBS-TV</td>
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<td>NBC-TV</td>
<td>$1,586.2</td>
<td>39,353.6</td>
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<td>NBC-TV</td>
<td>3,236.1</td>
<td>5,655.6</td>
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<tr>
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<td>Total</td>
<td>$3,676.3</td>
<td>147,065.9</td>
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<td>Total</td>
<td>9,308.4</td>
<td>16,951.7</td>
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<td>Saturday-Sunday</td>
<td>ABC-TV</td>
<td>$445.5</td>
<td>$1,171.7</td>
<td>11 p.m.-sign off</td>
<td>CBS-TV</td>
<td>34.6</td>
<td>69.0</td>
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<td></td>
<td>CBS-TV</td>
<td>$990.8</td>
<td>$2,164.7</td>
<td></td>
<td>NBC-TV</td>
<td>317.3</td>
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<td></td>
<td>NBC-TV</td>
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<td>11,426.4</td>
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<td>Total</td>
<td>657.2</td>
<td>1,140.6</td>
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<td>ABC-TV</td>
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<td></td>
<td></td>
<td></td>
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<td>8,265.7</td>
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<td></td>
<td>NBC-TV</td>
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<td></td>
<td>NBC-TV</td>
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<td></td>
<td>Grand totals</td>
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<td>Total</td>
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<td>$34,372.9</td>
<td>All networks</td>
<td>Total</td>
<td>$17,117.0</td>
<td>$30,343.9</td>
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</table>

the statutory policy established by Congress prohibits the use of broadcast stations to promote lotteries. On the other hand, we have also indicated that the statute should not be construed so as to bar, for example, reporting of news events which have independent news value merely because mention may be made of a lottery."

Summing up, he said the commission recognizes that licensees may have to make decisions regarding a "variety of factual situations," and added: "As in other areas [e.g., the 'fairness doctrine'], the commission will be expected to make good faith judgments in this area designed to carry out the federal policy established by Congress."

Rep appointments...

- KYND Phoenix and KUZZ Bakersfield, Calif.: J. A. Lucas Co., Los Angeles.

Also in advertising...

Sales office = WON Continental Broadcasting Co., through its sales subsidiary, WON Continental Sales Co., has opened a sales office in Los Angeles at 5670 Wilshire Boulevard to supplement efforts of Edward Petry & Co., New York, in behalf of WON-TV Chicago, KWGN (TV) Denver and KDLA-TV Duluth. Western television sales manager heading the new office is Calvin Copsey, formerly with NBC Radio network sales.

New address = CBS Radio Spot Sales office, Atlanta, will move to Peachtree Center Office Tower, Suite 1412, 230 Peachtree Street, N.W., on July 1.

Public likes ads in newspapers: ANPA

The latest in the on-going "anything you-can-do-I-can-do-better" war of words between newspaper and broadcast advertising was fired last week when Dr. Leo Bogart, executive vice president of the Bureau of Advertising, American Newspaper Publishers Association, revealed details of a study purportedly documenting "newspapers' position as the number-one medium for information and advertising."

The survey was made by the Opinion Research Corp., under the sponsorship of the Newsprent Information Committee of the ANPA, a frequent and sometimes vociferous critic of TV. According to the study, details of which were released by Dr. Bogart to some 300 ad executives in New York, 67% of the survey's respondents said "I look forward to the advertising in newspapers," while 72% disagree with the statement when applied to television. Sixty-three percent say newspapers would be "less satisfying" without ads, while only 20% accept this statement in the case of TV. Television, according to the study, is most often named as the "best way to find out about" food and drug product messages, while "newspapers are most often named in the case of retail food and drug advertising." Magazines are named most often for leisure-time merchandise, but newspapers are considered the best way to find out about advertisements in other major ad classifications: automotive, appliance, housewares, services, financial and transportation.

Dr. Bogart also said people "use the news media for different and complementary purposes. . . . Television is most often named as the 'best way to find out' for items which identify with newsreel action shots: the news of war, space launchings, disasters and national political debate," he said. "People become only more eager to read the full story in the newspaper after they have heard the bulletin on radio or seen them on TV."

WVOX reduces political rates

WVOX-AM-FM New Rochelle, N. Y., has announced reductions up to 40% of the station's published rate cards for political advertising. William F. O' Shaughnessy, vice president and general manager of the stations, announced the cuts in a letter to some 1,000 candidates for state and local office. He expressed concern over the rising costs of campaigning: "We are concerned that rich men may be in a better position at the grass roots level," he said, noting that "radio offers more reach and more votes to candidates at all levels, regardless of whether you charge full rate."
ABC News is making something special out of the past 2000 years

Hall of Kings/April 9
Winner of the 1967 Emmy Award for Outstanding Achievement in Documentary Programming. "...a richly unusual experience...Seldom has a journey through history been presented so engrossingly and in such spectacular color photography." —Chicago Tribune

Ivan Ivanovich/April 30
"Probably the most completely absorbing TV program to come out of Russia since the cold war 'thaw.'" —Seattle Post-Intelligencer

Robert Scott and the Race to the South Pole/April 17
A Saga of Western Man special. "...a compelling account of unflagging bravery." —The New York Times

The Legend of Mark Twain/May 5
"...a leisurely, sometimes illuminating, look at the life of one of America's literary giants." —Houston Chronicle

Crisis in the Middle East/May 25
An ABC "instant news special." ABC News Correspondent Frank Reynolds was anchorman for special reports from ABC newsmen in Israel, Egypt, Jordan, European capitals, the U.N. and Washington.

War in the Skies/April 25
"If you want to know almost exactly what it's like to fly an F-100 in battle, light up your TV set with ABC's 'War in the Skies.'" —New York World Journal Tribune

The Beautiful Blue and Red Danube/May 14
"One of the best hours of this or any other year." —Baltimore News American

Cortez and the Legend/May 26
A Saga of Western Man special. "Skillfully superimposed the story of Cortez' landing in Mexico in 1519 upon the legend of Lord Quetzalcoatl." —New York News

Free Press Fair Trial/May 18
"A generally absorbing review of the long and familiar debate." —The New York Times

I, Leonardo da Vinci/June 1
A Saga of Western Man special. "Of prize-winning proportions. ABC's fascinating documentary truly admirable television achievement." —Boston Record American

War in the Middle East/June 8
An ABC "instant news special." Comprehensive report featured and man Frank Reynolds and eyewitness reports on the war by ABC News correspondents, via satellite from Europe.

Anatomy of Pop: The Music Explosion/June 15
"Television's sporadic attempts to explore American popular music finally hit a little pay dirt." —The New York Times
The many specials that have been pouring from ABC News this season cover a staggering range in time and subject matter. From ancient Rome to the perplexing present, these specials have probed questions, looked into minds that have interested man through the ages.

This summer many of these fine ABC News specials are being repeated, together with seven original productions, in an hour-long series, "Summer Focus," Thursdays at 10 pm (NYT). An extra dimension—the instant special—has been added to enable viewers to share the excitement of today's history only moments after it has happened.

On September 10, ABC News will bring viewers a stunning four-hour portrait of the past, present and future of an entire continent—Africa. Over a year in production, Africa will be the first of many events in a very special season coming on ABC.

**ABC Television Network**

Here are some of the awards won by ABC News programs recently: National Headliner Award—To Save A Soldier; Albert Lasker Medical Journalism Award—The Long Childhood of Timmy; Gabriel Award—Saga of Western Man (Christ Is Born and Legacy of Rome)—Directions; American Baptist Award—The Long Childhood of Timmy; Academy of Television Arts & Sciences—Hall of Kings; Ohio State Awards—The Long Childhood of Timmy—Christ Is Born—Discovery.
**PROGRAMING**

**Political broadcasting goes under the gun**

July 18 hearing by Communications Subcommittee will dissect fairness, free time, vote reporting

Broadcasting, an intimate and indispensable part of modern political campaigns, will be the target of a Senate probe into news coverage of elections and exposure opportunities for candidates during campaigns. The Commerce Committee has set Communications Subcommittee hearings to begin July 18.

With prime focus on computer predictions from early returns and their effects on voter attitudes and other races where polls may still be open, testimony will also be taken on bills that would exempt certain races from equal-time provisions of Section 315 of the Communications Act and on proposed legislation that would require the FCC to issue rules compelling stations to grant free time to candidates. Possible influence of vote projections and early returns in areas where polls have not closed have concerned Congress, particularly since the 1966 elections, when a number of early computer forecasts proved incorrect. Communications Subcommittee member Vance Hartke (D-Ind.) urged a committee inquiry at the beginning of the present session of Congress.

**Previous Bills**

Although no bills have been introduced in this Congress with respect to effects of predictions and wide reporting of early results by radio and television, a number were submitted in the previous (89th) Congress, Nicholas Zapple, communications counsel for the subcommittee, noted. Thus the subcommittee has before it a range of considerations on which to seek testimony, and appropriate legislation could be submitted at any time.

Proposals in the 89th Congress ranged from legislation that would establish a uniform time for closing of the polls to measures that would prohibit the broadcasting of "any result, opinion and prediction until the last polling place has been closed."

Bills are before the subcommittee on other aspects of campaign broadcasting. The subcommittee, under Senator John O. Pastore (D-R.I.), will hear testimony concerning a bill (S. 1859) introduced by Senator James B. Pearson (R-Kan.) that would exempt the presidential and vice presidential races from the equal-time restraints of Section 315. Another bill (S. 1526), submitted by Senator Pastore and similar to the Pearson measure but extending exemptions to races for senator, representative and governor (BROADCASTING, June 12) will also be considered.

Free Time

In addition, according to Mr. Zapple, the Pastore subcommittee will hear testimony on S. 1548, sponsored by Senator Joseph S. Clark (D-Pa.), which would require the FCC to issue rules requiring broadcasters to provide free time for candidates on the federal, state and, "where practicable," local levels as a condition of license.

Announcement of the hearings was made by Commerce Committee Chairman Warren G. Magnuson (D-Wash.). It was indicated that FCC and network

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**Kline's series bring persons and ideas together**

Robert Kline, a young independent producer who has created two series for syndication next fall, Outrageous Opinions with Helen Gurley Brown and The Scene with Broadway producer Alexander H. Cohen, hopes to consolidate these gains with five other series that accent "talk, exchange of ideas and an identifiable personality."

Under the banner of Canaan Productions, New York, Mr. Kline was represented on TV this past season with the Firing Line series starring Bill Buckley that he created and produced (he recently sold out his interest in the program). His experience with the Buckley series has convinced him there is a market in syndication for the comparative newcomer to TV production who can fill the need for programming that "stresses the immediacy of events and a strong personality."

Mr. Kline, who has sought to develop some special programs for the networks, reported in an interview last week that there are fewer risks in syndication than in network for an independent producer who does not have resources of a major studio. He pointed out that in network "you may be off in 13 weeks without recouping your own investment."

With Outrageous Opinions set as a daily, half-hour program on the RKO General TV stations (syndicated and coproduced with King Features) and The Scene (an in-depth look at people who make up the creative elements of our society) scheduled for the RKO stations, which also handle syndication, Mr. Kline is concentrating on the development and sale of other properties.

These include an hour program, Off The Record, featuring Pierre Salinger in discussions with well-known persons on timely issues; Debate, a weekly hour series pitting top students at a university in talks with prominent alumni on vital current events; From the Bitter End, an audience participation show originating from the avant garde Greenwich Village restaurant, and From the Ramparts, an hour discussion show spotlighting editors of Ramparts magazine and individuals with an opposing point of view.
"I'LL BE DARNED IF I'M GOING TO PAY 6¢ MORE JUST FOR A PRETTY PACKAGE."

That's the sound of a housewife complaining. You've heard it before. But this time the complaints were made in front of closed circuit TV cameras, microphones and a select audience that included the President of a large chain of Pittsburgh supermarkets.

It was all part of a Group W Customer Attitude Panel. Customer Attitude Panels aren't like personal interviews at home. The same women who clam up in their own kitchens come alive as part of a group.

They gripe. They fume. They say what they feel. And, if you're an advertiser watching the Panel on closed circuit TV, what they say may hurt. But if it hurts, it will probably help.

Because you can learn more about your product in a few hours than anybody on your payroll could tell you in a week. You can even suggest specific questions or topics to the panel via a direct hook-up with the moderator.

Group W is the only broadcaster with Customer Attitude Panels. It's just one of our marketing services. Like our Marketing Information Bank, it's just one of the ways we try to show we're as interested in marketing your product as we are our own.

We already have a library of taped Customer Attitude Panels covering a wide range of products and services. We may have one with your customer talking about you. For more information, give your Group W station or our national representative a call.

There's no reason why all that talk should be going on behind your back.
Racial equity petition gathers support
MAJOR SOCIAL GROUPS SWING BEHIND CHURCH REQUEST

If broadcasters could find little comfort in the latest fairness-doctrine ruling, they might also consider the ramifications of the growing support for a recent United Church of Christ petition.

Last month three national agencies of the UCC asked the FCC to adopt a rule that would deny a license to any station that engages in discriminatory employment practices. The agencies—Office of Communication, Board for Homeland Ministries and Committee for Racial Justice now—further requested that all licensees be required to show annually, through detailed reporting forms, evidence of compliance with the proposed rule. They called on the FCC to adopt the rule immediately and without regard to the number of persons employed by licensees (BROADCASTING, May 1).

Last week the petition garnered whole-hearted support from major religious, labor and civil rights groups, and individual clergymen; opposition came from the National Association of Broadcasters.

Sample opinion among supporters echoed a familiar sentiment: The airways belong to the public. Some groups stressed the need for equality in broadcast employment; others demanded it.

"If the persons who appear before the television cameras are persons of a variety of racial, religious and ethnic backgrounds," said a division of the American Baptist Convention, "it can help the American public to break old stereotypes, bring new aspirations to minority youth, and keep before the public the recognition that our nation's development depends upon using the potential and contributions of all of its people."

NAAOP Position • In its petition the National Association for the Advancement of Colored People emphasized the public interest value of the proposed rule: "Certainly, the public interest in guaranteeing equal job opportunities . . . cannot properly be served by a licensee which practices racial discrimination in respect to its own personnel while using the airwaves under grant from the commission. The FCC may not . . . permit the federal authority to give support to the maintenance and perpetuation of racial discrimination in employment." The National Catholic Conference for Interracial Justice urged FCC passage of the rule so the commission could get in step with what it called "participation in a national policy goal."
The American Jewish Committee viewed passage of the rule as mandatory: "Other federal agencies which award government contracts to private business concern demand as a condition precedent to such contract awards proof of compliance with fair employment practices."

Perhaps the harshest words directed toward broadcast employment were issued by the General Board of Christian Social Concerns of the Methodist Church: "From general observation, it seems apparent that serious problems of employment discrimination exist in the broadcasting industry. Three years after the passage of the Civil Rights Act of 1964, it is unthinkable that the FCC should continue to license racially discriminatory broadcasters."

One supporter, the American Jewish Congress, suggested that wording of the UCC rule be modified to avoid a presumption of discrimination on the part of broadcasters. The Congress said such discrimination, by broadcasters, shall be cause for revoking a license. However, it suggested the FCC may require licensees to furnish specific data concerning their employment practices to enable the commission to enforce this regulation.

Other supporters of the rule included: the National Council of the Churches of Christ; two departments of the AFL-CIO; Anti-Defamation League of B'nai B'rith and the Fair Practices and Anti-Discrimination Department of the United Automobile Workers of America.

NAB Opposition • Arguing that broadcasters had asserted continual leadership in the field of civil rights, the NAB opposed the UCC rule. The association said it was proper for the commission to consider a licensee's responsibility in the area of civil rights. What concerned the NAB was the FCC's authority to enact proposed reporting rules and enforcement powers regarding employment practices: "The area of civil rights compliance is a function over which the commission has not been given any direct regulatory power."

The association noted that Congress has already delegated that power to the Equal Employment Opportunity Commission. Since the EEOC imposes the duty to file employment reports annually, the NAB said, enforcement actions are equally within its jurisdiction and that of the Department of Justice. "It is not and should not be contemplated by the FCC as an area within its jurisdiction," the broadcasters' association urged.

City-owned CATV gets no mercy on waivers

The latest FCC round of CATV waiver requests found a nonprofit CATV operator pitted against a network affiliate in a tangle over program exclusivity rights.

The operator—a city called Jackson, Minn.—alleged that compliance with the rules requiring carriage of KEYC-TV Mankato, Minn., would place a burden on its citizen-subscribers. The city CATV serves 790 subscribers who pay $1.75 a month to watch seven channels.

The FCC acknowledged that compliance would result in "a measure of inconvenience and additional expenditure," but that its requirements represented a fair balance of competing interests. Since there were no unique factors in this case, the FCC denied the city's request.

TV series sales . . .

Gilligan's Island (United Artists TV): KPLR-TV St. Louis; WISN-TV Milwaukee; WNYT-TV Syracuse, N. Y.; WTOP-TV Washington; WBAV-TV Green Bay, Wis.; KORK-TV Las Vegas; WCIX-TV Miami; WJKO-TV Kalamazoo, Mich.; KFMB-TV San Diego; KEZI-TV Eugene, Ore.; WAST-TV Albany, N. Y.; KOL-TV Reno; WSFD-TV Toledo, Ohio; KOB-TV Albuquerque, N. M.; WDAU-TV Scranton-Wilkes Barre, Pa.; WLCY-TV Largo-Tampa, Fla.; KTNT-TV Tacoma-Seattle, and KDAL-TV Duluth, Minn.

Firing Line with William F. Buckley Jr. (RKO Pictures): WFLD-TV Chicago and WQED-TV Pittsburgh, non-commercial.

The International Aero Classic (RKO Pictures): WISH-TV Indianapolis.

Abbott and Costello cartoons (RKO Pictures): KVKO-TV Bellingham, Wash.

Tarzan Features (Banner Films): KEZI-TV Eugene, Ore.

Bold Journey (Banner Films): WISU-TV Carbondale, Ill.

Islands in the Sun (Teledynamics): KTVU-TV Oakland-San Francisco; WSU-TV Carbondale, Ill., and WABC-TV New York.
Remember back in 1935? Just to get out of that stuffy classroom you'd even stand still for your class picture.

Remember that "sleepy" classroom air—air that was stagnant, humid and overheated much of the time? On spring days, it was all you could do to keep awake after lunch.

And in the winter! Remember those iron monsters by the windows that hissed and gave off the steamy-wool smell of drying mittens? If you sat near one you broiled, and if you sat across the room from one you nearly froze.

But times have certainly changed. Today, ITT makes Nesbitt equipment for schools—for classrooms, offices, dormitory rooms, labs—that heats, cools or air conditions. When preset to a particular level, it "locks on" and maintains that level, no matter how much room conditions change.

This also goes for the Nesbitt rooftop multizone unit which is designed to take care of a number of areas at once—particularly areas where room size may be varied by using sliding wall panels or modular wall construction.

Now you know why Nesbitt components and systems are installed in more U.S. schools than any other climate conditioning equipment made today. (And we're doing quite well in hospitals and large buildings, too.)

International Telephone and Telegraph Corporation, New York, N.Y.
WGN's Fourth George Foster Peabody Television Award

Another Group-Station Accomplishment
ARTISTS' SHOWCASE—another widely acclaimed series of programs produced by WGN Television, has received the coveted Peabody Award for outstanding television local music.

Hosted by Louis Sudler and under the musical direction of Robert Trendler, this series represents meaningful programming providing an outlet for young talent.

We are most grateful—and inspired to continue our dedication to the highest standards of the industry.

WGN IS CHICAGO

A WGN Continental Broadcasting Company station dedicated to quality, integrity, responsibility and performance.
To see an attractive woman is pleasant.

To see an exciting woman is a thrill.

To see a job done well is good.

To see a job done with enthusiasm is a thrill.

We watched the radio stations you see listed below present a recent campaign of ours. They did it with excitement and enthusiasm. They stimulated their audiences. They moved them. They used every trick in the book and invented a few more.

They were sensational. In fact, incredible.

We had to tell you about them.

<table>
<thead>
<tr>
<th>Station</th>
<th>City</th>
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<tbody>
<tr>
<td>KGB</td>
<td>SAN DIEGO, CALIF.</td>
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<td>KCBQ</td>
<td>SAN DIEGO, CALIF.</td>
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<td>KFXM</td>
<td>SAN BERNARDINO, CALIF.</td>
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<td>KMEN</td>
<td>SAN BERNARDINO, CALIF.</td>
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<td>KENO</td>
<td>LAS VEGAS, NEV.</td>
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<td>WABC</td>
<td>NEW YORK, N. Y.</td>
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<td>WMCA</td>
<td>NEW YORK, N. Y.</td>
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<td>WMCA</td>
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The high cost of Mideast news

Networks drop $5.6 million according to BAR figures; final loss totals not in

First indications of the multimillion-dollar size of the toll taken by television network pre-emptions for coverage of the Middle East crisis came last week when Broadcast Advertisers Reports released its weekly estimates of TV network revenues.

They showed revenues for the week that ended June 11 were down $5,674,400 or almost 25% from the preceding week—and were $7,041,300 or more than 29% below the total for the last full week before pre-emptions for crisis coverage began on May 24.

BAR officials said some of the decline in the week ended June 11, and part of a slight decline noted for the preceding week, would be attributable to “June rates.” They explained that for a number of ABC-TV and NBC-TV programs and for some CBS-TV programs lower rates went into effect June 1.

They could not estimate the extent to which rate changes figured in the decline.

But the correlation between heavy pre-emptions and a sharp decline in estimated revenues for the June 5-11 period, plus the coincidence of fewer pre-emptions with a much lighter decline in the May 29-June 4 week, suggested the dropoff was due largely to pre-emptions. There have been no reports of significant advertiser cancellations to account for the decline.

Too Early - The networks themselves said last week it was too early to give accurate estimates of their revenue losses, but NBC and ABC offered “rough guesses” of around $2 million each.

BAR’s revenue estimates, encompassing both time and program charges, are based on actual monitoring, applying average per-minute price estimates that network authorities have said are “very close” to the prices actually charged (BROADCASTING, Feb. 6).

BAR’s three-network revenue estimate for the week ended June 11 was $17,117,000 as against $22,791,400 for the preceding week. The latter figure in turn represented a decline from $23,-550,800 estimated for the week ended May 28, which itself was down from the $24,158,300 reported for the week ended May 21, before the Middle East crisis began to get hot.

For the June 5-11 period BAR’s figures showed ABC-TV off $2,212,700 from the preceding week, CBS-TV off $2,465,900 and NBC-TV off $995,800.

The comparatively low loss for NBC-TV may be explained at least partly by two factors. One is that NBC-TV showed over $302,000 in gains in some periods where the other networks were gaining little and in some cases losing. This included a $211,000 gain for NBC-TV in peak time periods in which ABC-TV and CBS-TV revenues dropped $226,100 and $255,200 respectively. The other, bigger factor was that NBC-TV billings had tumbled sharply in the preceding week—down $928,200 for the week ended June 4 as compared with a $190,800 decline for CBS-TV and an actual increase of $359,600 for ABC-TV.

Pre-emptions, for live coverage of the United Nations Security Council debates on the Middle East issue and also for some special reports, occurred in both daytime and prime time, and BAR’s estimates showed substantial revenue declines in both sectors.

For example, estimated three-network revenues in the Monday-Friday 10 a.m.-to-6 p.m. period dropped from $5,243,000 in the week ended June 4 to $3,67,300 in the June 5-11 week. At the same time prime-time (7:30-11 p.m.) revenues dropped from $13,073,100 to $9,308,400.

The $7 million plus decline in total estimated weekly revenues between the week ended May 21 and the one ended June 11 was shared as follows, according to BAR figures: ABC-TV $2,347,200, CBS-TV $2,845,500 and NBC-TV $1,848,600.

UN Coverage - Despite the sums involved, the networks devoted large chunks of live, tape and film coverage to UN proceedings and news specials exclusive of their regularly scheduled news-and-public-affairs programing. Latest figures available last Thursday (June 15) indicated ABC had devoted 47 hours and 35 minutes to television coverage and 35 hours and 52 minutes to radio coverage since May 24, the day U. S. Ambassador Arthur Goldberg offered to back a French proposal for a Big Four meeting on the crisis.

Starting on May 24, CBS programed 40 hours and five minutes of television coverage, six hours of which were in evening hours. CBS Radio provided 29 hours and 15 minutes of coverage dating from June 5, the day fighting broke out.

NBC reported 46 hours and 45 min-

No news is good news, but costly

Washington’s officials detachment from the Mideast crisis may have been wise in foreign policy, but for the networks the homenews was expensive.

When the Arab-Israeli fighting broke out early June 5, the three networks moved fully staffed mobile units outside of the White House. For the first time this year, the TV studio inside the White House was manned and standing by for official pronouncements. Yet from these sources only two live news items originated.

Under the White House TV studio-pool arrangement, ABC-TV first supplied the seven-man crew that was prepared for the next eight days—a $10,000 item shared by the three networks. The studio was used once: President Johnson’s statement on the cease fire Tuesday night. On Monday of the second week (June 12), CBS took over inside the White House but live coverage was dropped that night.

NBC-TV’s Washington bureau estimated its costs for the 11-day alert at $70,000. Capital news ran $20,000 above its usual expenditures during the first week alone.

The crisis chopped an estimated $45,000 out of ABC’s news budgets as the Washington office stayed open around the clock. ABC's 10-man mobile TV unit waited an average of 12 hours a day at the White House starving for news. ABC spent about $30,000 above its usual expenses to cover the crisis from Washington. The bureau spent $1,500 simply to feed its staff while it worked long hours.

CBS News kept its mobile crew outside the White House from Monday to Monday, the days running from the early morning until sign off. The Washington bureau could not estimate the expense of its prepared live coverage.

The three networks’ mobile units were called on just once: George Christian, the President’s news secretary, read an announcement on the first day of the war.

The costs of the Washington coverage for the networks was reportedly the highest since the events following President Kennedy’s assassination in November 1963.
utes of TV coverage and 29 hours and 16 minutes of radio coverage dating from May 24. From the same date, Mutual provided its affiliates with 28 hours of UN debate and news specials.

Pre-emptions time was filled mostly with live coverage of the UN debate. According to UN officials, the organization's cameras provided 76 hours and 27 minutes of TV coverage to the networks. On June 10, UN cameras were trained on the council debate for 12 hours and 25 minutes; and on the following day, weary cameramen and technicians fed a signal until almost 4 a.m.

20 TV films picked by CINE for film fests

The Council on International Nontheatrical Events, Washington, has selected 20 U. S. produced television documentaries to compete abroad this summer in foreign film festivals.

A total of 157 motion pictures was selected by CINE from 576 entries. Aside from television documentaries, nontheatrical films and Hollywood short subjects were chosen.

Television competitors chosen ranged from pure fun—It's a Dog's World by WolperProductions, Los Angeles, to a documentary on the Holy Lands, Bring Forth My People, by Cameras International Productions, Chicago.

Other television documentaries selected and their producers were: Alaska produced by the National Geographic Society, Washington, in association with Wolper Productions, Los Angeles; Anatomy of Pop: The Music Explosion Aces, New York; Bairds of Barrow Street NBC, New York; China: The Roots of Madness Wolper Productions, Los Angeles; Christ is Born ABC, New York; Dr. Leakey and the Dawn of Man Wolper Productions, Los Angeles in association with the National Geographic Society, Washington; End of the Trail NBC, New York; The Island Called Ellis NBC, New York; Jerry, Ralph and Jim WCBS-TV New York; The Kennedy Wit Dolphin Enterprises, Bronxville, N. Y.; A Man's Dream—The Festival of Two Worlds NBC, New York; Mind and Hand NBC News, New York; Met: Countdown to Curtain NBC, New York; The Odds Against Vision Associates, New York, and Pearl Harbor NBC, New York.

Radio series sales...


Media mix?

An unusual programming experiment to be conducted in Puerto Rico was approved by the FCC last week.

The proposed six-month operation involves the purchase of time by WAPA-TV on WIGA-FM, both San Juan. The FM station, which normally airs 100% Spanish-language programs, will carry English-language dialogue for certain motion pictures being shown with Spanish dialogue on WAPA-TV.

Norman Louvau, vice president and general manager of WAPA-TV, a Screen Gems station, said the experiment is to provide the non-Spanish population of San Juan with the opportunity of watching WAPA-TV origination in Spanish and to stimulate understanding of English among the Spanish-speaking population.


The Answer (Mark Century): WMOD Brunswick, Ga.


Perspective (Davis & Coles Inc.): WAAX Madison, Wis.; WSTV Pekin, Ill.; WHWV Hyde Park, N. Y., and WBCI Williamsburg, Va.


NFL divisions get separate film series

NFL Films Inc., New York-Philadelphia, plans to produce in addition to its 1967 Game of the Week series, two other weekly half-hour football series, NFL East and NFL West. The three series, all filmed in color, will be offered to TV stations, beginning this September, as edited replays of National Football League games during 15 consecutive weeks of the NFL season. The two new series will cover the NFL's East and West divisions.

Ed Sabol, NFL Films president, in announcing the increase in NFL's film output last week, said the 1967 packages will feature for the first time a music background, while including added camera positions and a specially prepared narration. (NFL Films is currently syndicating a 25-week half-hour TV series, National Football League Action, in cooperation with the American Express Co., New York.)

The 1967 East and West shows can be purchased either separately or in combination as a one-hour program. Each half-hour ostensibly will contain six-minute highlights of each of four games in a division, with the amount of coverage actually depending on a game's interest. NFL Films, which last year syndicated Game of the Week series through Screen Gems Inc., New York, this year will handle all syndication.

The American Football League's syndication plans involve Tel Ra Inc., Philadelphia, which as producer, has sold distribution rights of a half-hour color series, American Football League Highlights, to Four Star International Inc. Tel Ra also produced the series last year for NBC-TV. The network will not show the AFL Highlights during the coming football season.
JERROLD'S
ROARING TWENTIES

GO CHICAGO • NCTA SHOW
(Jerrold night—June 26th)

JERROLD FIRST IN CATV

BROADCASTING, June 19, 1967
PBL's Av Westin: 'We'll show them' REVEALS MORE PLANS FOR FALL PREMIERE OF ETV SPECIALS

Av Westin, director of the Public Broadcast Laboratory, in an interview last week filled in further plans, details and hopes of his organization, expanding considerably on those he outlined three weeks ago.

"I invite Congress, and the National Association of Broadcasters, which proposed a decentralized system of public television, to consider the example of our operation. We will be a new kind of network, decentralized to provide opportunity and stimulation for local station initiative and development, without sacrificing the vital impact of genuine national networking," he said.

"I've read the Carnegie Commission report, and its emphasis on decentralization betrays a failure to keep up with television's rapid, volatile development. But now we know where we're going, what we want, and we'll show them."

PBL will mount a 26-week Sunday series of two-hour news and cultural affairs shows on National Educational Television stations, starting Oct. 29.

"Go Sessions" * The tone and substance of his proposal testify to both the PBL's development, and Mr. Westin's emergence as a figure in public broadcasting.

In recent weeks, PBL editors and producers have been meeting in a series of "go sessions" to organize and begin production on various projects. Last week, Mr. Westin was wrapping up another series of programing meetings before leaving for London for discussions with the BBC.

He met with the PBL editorial policy board to review program decisions and discuss future plans. The board is meeting monthly until September, when it will begin its regular schedule of weekly meetings as "the controlling and insulating body of the laboratory," in Mr. Westin's phrase.

He met with "representatives of two corporations involved in the development of [presumably electronic] means of immediate audience participation in several planned shows."

He met with several project heads of the Ford Foundation, "not including Fred Friendly" (who was teaching one of his classes at Columbia University at the time), to update them on PBL plans and elicit program ideas.

"They proposed at least 15 good ideas, with some overlap," he said.

In a similar vein, he met with PBL's six-member panel of legal experts from universities including Yale, Chicago, California in Los Angeles, and Stanford.

But television's rapid, volatile development.

"We'll begin covering the gradually building network," each desk...

Av Westin, PBL director, at desk, confers with (clockwise) Robert Hoyt, senior producer; John Wicklein, national editor; John Osmundsen, science editor; Ben Kubasik, PBL associate director; Joseph M. Russin, social sciences editor; PBL senior correspondent Edward P. Morgan; Jane Rosen, of the foreign affairs staff, and Robert McCabe, foreign affairs editor. Not present when photo was taken was Lewis Freedman, PBL deputy director, who is director of cultural affairs.
Educational radio may enter PBL's future

The possibility of adding noncommercial radio networking to Public Broadcast Laboratory operations was raised last week in New York by Dean Edward W. Barrett, chairman of the PBL editorial policy board, and Fred Friendly, consultant to the Ford Foundation, which established and funded the laboratory.

Dean Barrett, in a New York interview June 12 on WCBS Radio Looks at Television program, stated his "personal idea that . . . certain debates of limited interest but of great importance [be] put on educational radio, that you might want to cover some of those via the medium that's less expensive and doesn't involve all the cameras and so on."

Later in the week, Dean Barrett told a reporter that "I want to emphasize that this is my personal notion, my personal enthusiasm. But it is possible that, while the commercial television networks were covering the Arab-Israeli debates in the UN Security Council, the noncommercial TV network might be covering a secondary crisis elsewhere. And if there were events of interest elsewhere, radio might cover that, or pick coverage from television when things reached a point of diminishing interest."

Dean Barrett seemed to be limiting the noncommercial radio networking possibilities to a supplementary and secondary service to noncommercial television. But Fred Friendly, in his office at the Ford Foundation, took a broader approach:

"I would call the possibilities of noncommercial radio at least equal with those of public television," he said. "We'll have to decide these things as they go along, but there is a possibility of other Sunday projects, like the PBL television show. In fact, I have been holding discussions with educational radio stations, and there is the possibility of additional grants to the PBL for radio projects. It depends on what the stations want."

Some sample of educational-radio opinion was achieved in hearings before Senator John O. Pastore's (D.-R. I.) Communications Subcommittee on the public television bill. There, educational-radio broadcasters demonstrated sufficient interest in the idea of further federal support and inclusion in the Corporation for Public Television project that the scope of the bill was broadened and the name was changed to Corporation for Public Broadcasting.

cast interview last week that he could "envision saying to the audience one night, this will probably interest only 50,000 of you. I suggest that you may want to tune into another network for the next hour" (see above).

Mr. Westin didn't say anything one way or the other on that point, but he did define what he considers the PBL target audience: "We're going to compete for that 66% of America who knew in the current events test that Mao Tse Tung, and not Chiang Kai-Shek or Ho Chi Minh, was the head of China. We're interested in anybody with a high school degree who's mildly aware of what's going on in the world."

CBS adds fourth night for Warren Report study

CBS News as of mid-week had scheduled three hours of an in-depth TV study of the events surrounding the assassination of President Kennedy, but last Thursday (June 15) this situation changed.

CBS said Thursday it had added a fourth hour to its The Warren Report inquiry, which will now be seen on four consecutive evenings at 10-11 p.m. EDT, starting Sunday, June 25.

NBC News meanwhile announced Thursday that it had scheduled a special, JFK Conspiracy: The Case of Jim Garrison, which it said would be a "critical review of the Garrison case," on NBC-TV tonight (June 19) at 8-9 p.m., EDT.

NBC spokesmen said the network had been gathering information and film for some time on the Garrison case. Louisiana District Attorney Jim Garrison has been conducting an investigation in New Orleans that he has indicated will prove that the assassination of the President was the result of a conspiracy. Newsman Frank McGee will be anchorman on the NBC-TV program.

CBS-TV has offered The Warren Report special to sponsor participation. As of last Thursday, the network had sold five minutes to four advertisers out of 24 commercial minutes available in the four programs. Block Drug, Norwich Pharmacal, Whirlpool and Volkswagen are the advertisers. NBC said Thursday its salesmen had just begun to sell sponsorship in JFK Conspiracy.
Justice won't give up easily

Asks 30-day delay on ABC-ITT merger, if approved, to consider court appeal

The Department of Justice served notice last week—if notice were needed—that it would think of appealing an FCC order approving the merger of ABC into International Telephone & Telegraph Corp.

The department sent a letter to the commission last week asking that it delay for 30 days the effective date of its order in the case, if the order is again to approve the transfer of ABC's 17 AM, FM and TV stations to ITT.

The letter, signed by Donald F. Turner, chief of the antitrust division, said the department would need the time to do a "deliberate and thorough" job of reviewing a decision approving the merger and of determining "whether it would be appropriate to perfect an appeal."

The applicants, however, saved the commission the trouble of acting on the request. They responded to the letter with a notification that they would not consummate the merger until 30 days after the order is published.

The department blocked the merger on Jan. 18, when it petitioned the commission to reconsider its Dec. 21 order—adopted on a 4-3 vote—approving the station transfers, and to hold a further hearing in the case. The hearing was held in April.

Commissioners at Work = The commissioners, themselves, meanwhile, pondered the proposed merger in a special meeting Thursday (June 15). It's understood they took no votes or even indicated whether or not there would be any change in the lineup that had approved the merger. The majority in December comprised Chairman Rosel H. Hyde, and Commissioners Robert E. Lee, Lee Loevinger and James J. Wadsworth. Commissioners Robert T. Bartley, Kenneth A. Cox and Nicholas Johnson were the dissenters.

Under consideration were two proposed orders—one that would approve the merger, prepared under the supervision of Commissioner Loevinger, and one denying it, prepared under the supervision of Commissioner Johnson (BROADCASTING, June 12).

Reports circulating within the commission following the meeting indicated that the commission would take up the matter again this week. However, some commissioners would have to change speaking plans if all seven are to be on hand any day after Monday. In any event, no one is predicting when a final order will be announced. But in view of the travel and vacation plans of many commissioners beginning in July, the commission is under pressure to finish its work on the case before the end of June.

The Justice Department's letter asking that a final order approving the merger be stayed for 30 days surprised some commission officials. They said that the department would be able to ask the commission or the courts to stay the order once it came out.

Department lawyers, however, said the move was merely precautionary, to eliminate any chance that the merger would be completed before they had an opportunity to take an appeal.

Visions of future run the gamut

Predictions ranging from three-dimensional color television to a lack of direct satellite broadcasting during the next 50 years were made by participants in the 1967 Summer Communications Conference at Memphis State University.

Sol Cornberg, a New York communications consultant, foresaw "three-D television in color, free standing in the middle of the room." Mr. Cornberg also predicted that communicable information would be "individually available, selectable and paceable relative to the individual need and desire."

FCC Commissioner Robert E. Lee said that direct broadcasting from satellite to the home would not be realized soon because of the lack of motivation. "Even if the motivation were there," Mr. Lee said, "the government would not permit such a system to destroy local broadcasting as we now know it."

He said that satellite broadcasting would probably obviate the need for local stations.

Commissioner Lee also expressed surprise over the lack of research on the possibility of adult education on a pay-TV system. "We can criticize the commercial fellow, and I'm a great critic of them," he said, "but they've learned that to do a good job and to make money they need good research."

Eleanor Perry, TV and film writer, whose credits include the movie "David and Lisa" and the Emmy and Peabody winning TV script for "A Christmas Memory," on ABC Stage 67 said: "Content is the most important thing in programming, no matter what happens in the future with three-dimensional screens, objects or what-have-you."

Other participants included Judith Crist, film critic for NBC's Today show; Gary Franklin, associate producer of Peter Jennings with the News, ABC News; John L. McClay, executive vice president, Taft Broadcasting Co., Cincinnati, and Denis Tuohy, writer-host for BBC-2, London. Communications professors representing some 23 institutions also were participants.

The two-day conference was sponsored jointly by the broadcasters of Memphis and the speech and drama department of Memphis State.

Will pay-TV grow from microwave systems?

The specter of a ready-made pay-TV network was raised again last week by the National Association of Broadcasters.

The omen came in a challenge to New York Penn Microwave Corp., whose 450-mile point-to-point microwave system proposes to offer three New York City TV stations to CATV systems operating in Morgantown and Bluefield, both West Virginia. Noting that numerous such applications have been filed in recent months with the FCC, the NAB warned: "This is a plot that is being repeated with increasing regularity."

(The association filed a similar objection in April to a proposed system offered by American Television Relay which would transmit distant signals to CATV systems over a 1,600 mile route (BROADCASTING, April 24).

"The point that is consistently overlooked here," the NAB said, "is that such operators are common carriers, and as common carriers must meet demands for service all along their route."

In calling for a careful look at the ultimate potential of such systems, the association urged that facilities having these capabilities "to operate a network pay-TV system, originally subsidized by the use of advertising-supported free broadcast signals, should not be authorized without a clear national policy first being established."

Citing a clear threat to the carefully developed system of broadcasting in the proposed system, the association urged the FCC to set the New York Penn applications for full evidentiary hearing.

56 BROADCASTING, June 19, 1967
DROP IT!

We did... and not accidentally... to kick off our year-long “Operation Automobile” campaign by demonstrating what happens to an auto in a 30 mph crash. Throughout the year WPRO-TV concentrated the full power of our community influence and the creativity of our staff in a massive effort to reduce highway accidents.

We are honored to be the recipient of the 1966 Alfred P. Sloan Award for these efforts.

Capital Cities buy-sale OK'd
FCC majority decides
top-50 interim policy
doesn't apply to deals

The FCC's interim policy designed to limit the spread of multiple-station owners into the top-50 markets has proved no bar to Capital Cities Broadcasting's purchase of KTRK-TV (ch. 13) Houston.

The reason, reportedly, was that Capital was also selling WPRO-TV (ch. 12) Providence, R. I., which, like Houston, is one of the top-50 markets.

Five Station Limit • The sale of WPRO-TV was necessary to permit Capital to acquire KTRK-TV and still comply with the commission rule limiting broadcasters to ownership of five VHF's.

The announcement of approval of the two transactions was a brief one, which didn't detail the reasoning behind the decision.

However, it's understood the commission majority felt that, since Capital was selling a top-50 market station as well as acquiring one, the interim policy didn't apply. The fact that Houston occupies a higher market rank—12th as compared to Providence, which is 25th—was taken into consideration also.

Staff Recommendations • The commission staff had recommended approval of the transactions (CLOSED CIRCUIT, June 5) on the ground they would promote diversification of control of broadcasting properties. The staff noted that the sale of WPRO-TV would lessen Capital's concentration of control of stations in the Northeast where it owns five stations. In addition, since associated radio properties in Houston and Providence are not involved in the sales, diversification of control of broadcasting would be improved in both cities.

The dissenters to the sales were Commissioners Nicholas Johnson and Robert T. Bartley. Commissioner Johnson said that the commission shouldn't act on such transfers until it resolves its top-50 rulemaking.

Commissioner Bartley felt that he couldn't determine without a hearing whether the transfers would result in an improvement in the structure of the broadcasting industry—a test he generally applies in transfer cases involving multiple owners.

Changing hands...
ANNOUNCED • The following station sales were reported last week subject to FCC approval:

- WDEE-AM-FM Hamden, Conn.: Sold by Richard Greene and Stuart M. Cadin to group headed by Noel Cote, Frank Delfino and Ted Quale for $400,000 including adjustments. Mr. Quale, who is with WPAJ-AM-FM, White Plains, N. Y., will be president and general manager. Messrs. Cote and Delfino are with WICC Bridgeport, Conn. WDEE is daytimer on 1220 kc with 1 kw. WDEE-FM operates on 101.3 mc with 20 kw. Broker: Edwin Tornberg & Co.

- WREE-AM-FM Fort Pierce, Fla.: Sold by Walker Broadcasting Corp. to Drew J. T. O'Keeffe for $220,000. Mr. O'Keeffe is U. S. attorney; 100% owner of WBCB Levittown-Fairless Hills, Pa.; 65% owner of WKEN Dover, Del. WREE is on 1330 kc with 1 kw days and 500 nw nights. WREE-FM operates on 98.7 mc with 1.3 kw.

- WJAB Westboro, Me.: Sold by the Green Group to Chauncey Steadman Jr. for $160,000. Mr. Steadman is licensee of WBLR Berlin and wcni Newport, both New Hampshire. The Green Group, headed by Howard Green owns WOND Pleasantville and WGMN(FM) Atlantic City, both New Jersey, and WENY-AM-FM Elmira, N. Y. It is also applicant for new TV's in Atlantic City and Elmira. WJAB is daytimer on 1440 kc with 5 kw. Broker: Chapman Co.

- WJOR South Haven, Mich.: Sold by Richard M. Pomeroj and Bessie M. Pomeroj to J. M. Coe, Dee O. Coe and Victor Voss for $135,000. J. M. Coe is vice president of Best Foods Corp.,
Happenings in the Changing World of FM

Who's buying?
What's selling?
Who listens... how many... where?
Why they tune to FM?

All that's new and different about today's FM will be told on July 31 in Broadcasting's Special Report: FM Broadcasting.

- New facts on the FM advance, and how its effectiveness is measured
- Successful program formats in news and sports
- Independent programming reflected in ratings heretofore unavailable
- Changes in commercial policy
- FCC direction... people reaction
- Case histories on successful ad campaigns
- Syndicated programs that sell on FM
- New equipment available

This Special Report will be complete, so essential to understanding and evaluating this medium, that advertisers and their agencies will give it preferred desktop space for many months to come. (Our 31,500 circulation includes 6,000 agencies and advertisers.)

This is a propitious time to tell your FM story, to present facts and figures about your market, and how you program for it.

Publication Date — July 31
Final Deadline — July 17
Space Reservation Date—No time like Now!
Reagan attacks federal control, subsidized TV

Ronald Reagan, governor of California, last week took a strong position in opposition to federally subsidized broadcasting and to what he saw as a trend toward more government restraints on the commercial broadcasting system.

Governor Reagan spoke in San Francisco at a joint meeting of the California Broadcasters Association and the San Francisco Chamber of Commerce. An audience of some 1,500 attended.

The governor questioned the FCC's ruling of June 2 that stations carrying cigarette commercials must also carry antismoking messages. "Not that smoking is a laudable thing," said Mr. Reagan, "but the sale of tobacco and the smoking of tobacco are not illegal."

Mr. Reagan also pointed to government threats to force broadcasters to divest themselves of sports interests and to limit the number of commercials that may be shown during an event.

"Where," asked the governor, "does regulation end and control begin?"

No Subsidies • Mr. Reagan said he favored the concept of broadened television programming as promised by supporters of so-called public television, but not the means by which some want it achieved.

"I do not believe in federal subsidies for TV," said Mr. Reagan.

"any more than I believe in them for any other form of communications—newspapers, magazines, radio."

He said he disapproves of either state or federal governments going into "direct competition with private television" because of the danger of government propaganda. The power to subsidize, he said, "is the power to control, and complete ownership gives complete control."

In Mr. Reagan's view, educational television ought to be developed through closed-circuit systems.

Two Honored • At the San Francisco meeting Governor Reagan was given the California Broadcasters Association distinguished-service award to a California citizen identified with broadcasting. At the same meeting, the association's national award was presented to Sol Taishoff, editor and publisher of Broadcasting and Television Magazines. Elton Rule, of KABC-TV Los Angeles, outgoing CBA president, made the presentation.

Mr. Reagan told his audience that television has replaced the stump in political campaigning, but he derided the notion that television favors the skilled performer. "You can't lie to the camera," he said. "On the close-ups insincerity will show up like a putty nose."

Mr. Reagan identified as a problem the broadcasts of early projections of election returns before polls are closed. He said he had not formed a final opinion on the solution, but he was inclined to favor a simultaneous opening and closing of polls in all time zones.

Editorializing • At another CBA session last week a panel of state legislators generally agreed that broadcast stations should do more editorializing—but that they should refrain from endorsing individual candidates for public office.

The legislators also agreed that

CATV's. In a similarly divided opinion the commission again acceded to the community antenna TV carriage of some educational stations and granted the petition of:

• Coldwater Cablevision Inc. to carry WANE-TV and WKJG-TV, both Fort Wayne, and WJTV (TV) South Bend, all Indiana;

• Calhoun Telephone Cable Television Co. to carry CKLW-TV Winton, Ont., and WSPD-TV Toledo, Ohio;

• Triad Cablevision Inc. to carry experimental station Mfai (KS2XGD and KS2XGA) Lafayette, Ind., when available, and educational stations WTTW (TV) Chicago and WTVS (TV) Detroit, limited to the hours when educational station WIXL-TV Onondaga, Mich., is not operational, and

• BCU-TV, which permitted Triad, Wolverine Cable Vision Inc. and Fetzer Cable Vision to carry WZM TV Grand Rapids on an interim basis until acti-


APPROVED * The following transfers of station interests were approved by the FCC last week (For other FCC activities see For the Record, page 80).

- KTVK-TV Houston: Sold for $21.3 million (See page 57).
- WPFO-TV Providence, R.I.: Sold for $16.5 million (See page 57).
- KTRK San Antonio, Tex.: Sold by Roy Hofheinz and R. E. Smith to Swanco Broadcasting Co. for $1.5 million. Swanco is owned by W. Clarke Swanson and family, group broadcaster. KTRK operates fulltime on 680 kc with 50 kw days and 10 kw nights.
- WEKY Richmond, Ky.: Sold by Tinker Inc., J. Francke Fox Jr., president, to Henkin Inc. for $200,000. Buyers are Fred, Jean and Clyde Hensley, and Arnold and Gladys Kincer, all in local businesses. WEKY is on 1340 kc with 1 kw days and 250 w nights.
- KJFL Webster City, Iowa: Sold by Don D. Treu to Robert E. and Ben T. Shaw for $152,000. Shaws own chain of Midwest newspapers. KJFL is daytimer on 1570 kc with 250 w.
- KCCN Honolulu: Sold by Perry W. Carle and others to Al Lapin Jr. and associates for $106,170 plus assumption of obligation of approximately $33,000. Payment is at option of present stockholders. Either 30% of par value of stock at closing or note for 100% for 15 years. Station went on air Oct. 27, 1966. Lapin group has construction permits for KHIHF-TV Santa Barbara, Calif., WDUV-TV Jacksonville, Fla., and KPGA-TV Phoenix. KCCN is fulltime on 1420 kc with 5 kw.
- WHFS(FM) Bethesda, Md.: Sold by George P. Griffith to Bernard and Philip N. Margolius, James J. Bierbower, J. Alvin Jeweler and Marvin I. Roseabloom for $102,900. Messrs. Margolius and Bierbower are attorneys. Mr. Jeweler is station manager of WHFS. WHFS operates on 102.3 mc with 900 w.

New TV stations

Channel 33 Dallas has Oct. 1 target date and will operate with 1,000 kw visual from an antenna height of 850 feet above average terrain. Carroll H. Maxwell is general manager. Studios will be located at 7901 Carpenter Freeway.

**Nonsmokers rule the FCC**

Cigarette companies have an extra reason to be aggrieved by the FCC's decision that stations carrying cigarette advertising must make time available for information on the dangers of smoking. The ruling was handed down by a commission of mostly nonsmokers—men who but for one exception have not been hooked by advertising.

Chairman Rosel H. Hyde doesn't smoke at all. Commissioners Kenneth A. Cox and James J. Wadsworth don't either. Commissioners Robert E. Lee, Lee Loewing and Nicholas Johnson occasionally smoke a cigar.

The only one with the habit is Robert T. Bartley. He's a heavy cigarette smoker, despite efforts to quit.

**CATV sale**

- Oklahoma Video Inc., Clinton, and Western CATV Inc., Elk City, both Oklahoma, were sold in a package to National Trans-Video Inc., Dallas. Purchase price was not disclosed, but estimated at about $1,350,000. National Trans-Video is owned by Sammons Enterprises Inc., Dallas, 80%; and Reserve Life Insurance Co., 20%. Former owners of Oklahoma Video Inc. were Bill Daniels, 65%; Alan Harmon, 25%, and Monroe Rife, 10%. Former owners of Western CATV Inc. were Narragansett Capital Corp., Providence, 80%; Bill Daniels, Denver, 10%; Monroe Rife, 4%, and others. Sale was handled by Bill Daniels and Assoc., Denver. Both systems combined serve about 4,000 subscribers. The National Trans-Video acquisition brings its subscriber total to approximately 60,000.

**Mutual to shift**

**D.C. news office**

The Washington bureau of the Mutual Broadcasting System will move to new and modern quarters in the National Press Building on Aug. 1. Stephen J. McCormick, vice president in

**EXCLUSIVE BROADCAST PROPERTIES!**

**NORTHERN**—High powered radio station serving growing multiple market area. Some real estate included. Absentee owned but owner-operator would have realized $50,000 cash flow in 1966. Priced at $375,000 with 29% down and very attractive terms.

**SUNNY**—High powered fulltimer serving single station city zone of 22,000 and retail area of 60,000. This absentee owned, well equipped facility needs aggressive owner-operator attention. Total price of $220,000 on favorable terms.

**WESTERN STATE**

Contact—John F. Hardesty in our San Francisco office.

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Cox has big plans for Atlanta computer

Cox Broadcasting's computer installation in Atlanta has become "the hub of wsb-TV's operation," according to James Rupp, vice president for sales planning and development. It is also the center of a projected computer network that will link all of Cox's stations, and relay sales information to New York, Chicago and Los Angeles.

"We began talking in late 1964," says Mr. Rupp, "put the computer (a Honeywell 2200) on order in early 1965, spent 14 months training personnel and designing programs to fill our needs, and got delivery on the computer last October."

What Cox got for its nearly $500,000 over-all investment and two years of effort is what it clearly regards as a valuable clerical, management and sales tool. In addition to all the housekeeping functions increasingly common for computers, Cox's 2200 handles special projects, such as election-vote analyses, all of wsb-TV's traffic, including reports to management, and a host of sales functions.

"Our salesmen were a little leery at first," says Mr. Rupp, "but when they learned what the computer could do to help them, they ended up asking for more computer services."

Wsb-TV sales functions carried out by the computer include preparation of availabilities submissions, complete with demographic and cost-per-thousand analyses; and comparative cost-efficiency analyses of all the TV stations in Atlanta, with rankings of spots.

"National spot business is growing relative even to network, and a 2% to 5% advantage means a lot of money," Mr. Rupp said.

Within three or four months, Cox will start a trial interconnection project, via AT&T's WATS (Wide Area Telephone Service) lines, linking Atlanta with "one or two of our eastern stations," whoo-am-fm-TV Dayton, Ohio; wsoc-am-fm-tv Charlotte, N. C., and wjic-tv Pittsburgh. Eventually, Cox's radio operations in Miami, whoo-am-fm, and its ktyu-tv San Francisco will be added to the network, which will enable salesmen in all Cox-station cities to dial Atlanta and directly query the computer for all the information wsb-tv has available now.

"We may have the entire network operating within two years," Mr. Rupp estimates.

In addition, Cox will be expanding the applications of its computer installation to handle aspects of its other operations. Already, billings for its sizable CATV system in San Diego are computerized.

Mr. Rupp was in New York organizing Cox's new office at 245 Park Avenue. As he described it: "The new corporate office will work directly with agencies and advertisers, with national sales representatives and the financial community."

 Asked if Cox was considering self-representation through its New York office, Mr. Rupp said: "I want to make it very clear that we are not planning to represent ourselves at this point. At the moment, this office has a staff of two, though it will increase as things may develop."

In Cox Broadcasting computer installation in Atlanta, Honeywell representative Ted Hunnicutt (l) discusses operations with (l to r): Jim Rupp, Cox vice president for development and plans; Clifford M. Kirtland, vice president-secretary-treasurer; Dan Clay, director of data processing for Cox Broadcasting.

FCC again divides on Michigan CATV's

A lapse of four months finds the FCC still badly split on a complex CATV order involving 12 cable systems.

In February the commission with a single, knotty decision disposed of the requests of 12 systems seeking permission to import distant signals into the overlapping markets of Grand Rapids-Kalamazoo and/or Lansing, both Michigan, ranked as the 36th and 48th markets respectively. At that time the order indicated a willingness on the part of a majority of the commission to waive the rule requiring hearings on applications for the importation of distant signals into major markets—particularly where the signals are those of educational stations and the communities served are on the fringes of the markets (Broadcasting, Feb. 20).

Last week the commission acted on the petitions for reconsideration of its February order involving 10 of the 12
broadcast editorializing was commanding more and more attention, which may have been the reason for their concern over the endorsement of candidates.

Don Mulford, Republican whip in the California Senate, said broadcast editorials and talk programs reached more people than newspaper editorial pages reach. Assemblyman Charles Conrad said broadcast editorials were more dramatic than print forms. Assemblyman Nicholas Petris said broadcasters face more responsibilities as the number of major-market daily papers declines.

Mr. Petris warned, however, that broadcasters ought to avoid what he said was the newspapers' mistake of making editorial endorsements as a reflection of ownership views rather than news judgments.

Under a reorganization of CBA the post of president was made appointive rather than elective, and Howard Smiley, of Sacramento, Calif., former vice president and legislative liaison, was made president. New board chairman, the top elective post, is Jules Dundes, W2AS San Francisco. Other officers: Clayton Brace, KOOG-AM-FM-TV San Diego, vice chairman; Don Curran, KGO San Francisco, vice-chairman radio; Loyd Sigmon, Golden West, Los Angeles, vice chairman TV; Roger Cooper KCRA-AM-FM-TV, Sacramento, secretary-treasurer.

New FCBA head urges entry of FCC lawyers

A renewed attempt to bring government lawyers into the Federal Communications Bar Association (BROADCASTING, Jan. 30) and election of new officers occupied the FCBA at its annual meeting held in Washington last week.

Outgoing President Arthur H. Schroeder handed his gavel over to Ben C. Fisher, a partner with the Washington law firm of Fisher, Wayland, Duvall & Southmayd. Mr. Schroeder in an address to the association recommended that federal government lawyers become members of the FCBA.

Several similar recommendations in the last two years have failed to muster the necessary two-thirds vote of the membership.

FCBA officers were elected as nominated (BROADCASTING, May 29).

U.S. Communications plans UHF group TO BUY WPHL-TV AND FIVE OVERMYER CP'S

Steps toward formation of a six-station UHF group were taken last week by U.S. Communications Corp., a new subsidiary of AVC Corp., the former American Viscose Corp.

Applications were filed with the FCC for transfer of five construction permits assigned to Overmyer Communications, and for transfer of the license of WPHL-TV Philadelphia, an independent UHF station, to Philadelphia TV Broadcasting Corp.

AVC on March 28 entered into an agreement with Overmyer for acquisition of 80% of the corporations holding the CP's for WPHL-TV San Francisco, WEKO-TV Pittsburgh, KDJO-TV Roosevelt (Hollywood), KEMO-TV Atlanta, and WSCO-TV Newport, Ky. (Cincinnati). The payment was reportedly $1 million (BROADCASTING, April 3). Overmyer's lone operating station, WDHO-TV Toledo, Ohio, was not included in the deal.

Subsequently, AVC negotiated the purchase of WPHL-TV for 30% of the stock of the new subsidiary. WPHL-TV has been on the air since September 1965. According to Len Stevens, executive vice-president of WPHL-TV, the station has been profitable "off and on since the beginning of the year, and should be making a regular contribution to the group by year-end." Mr. Stevens is vice president for operations of the newly formed group.

Both agreements are subject to FCC approval. If it is granted, U.S. Communications will represent a merger of AVC capital and WPHL-TV know-how to get the five CP's on the air and in the black "within the next three-to-four years," according to Aaron J. Katz, president of WPHL-TV and planning and administration vice-president of the new company.

"We hope to get the San Francisco and Cincinnati stations on the air by year-end, and the other three by the end of 1968," Mr. Katz said last week.

Mr. Stevens said the new stations' programming would follow WPHL-TV's format of professional and collegiate sports, movies, off-network and first-run syndication and children's programs.

In addition, Mr. Stevens has surveyed the five cities and spoken to local figures regarding local programming emphasis. U. S. Communications promises "strong local orientation," but last week Mr. Stevens said: "The story on the new stations will be the same as at WPHL-TV—'No news is good news'!"

Metro TV Sales has been appointed national sales representative for WPHL-TV, and Mr. Stevens said last week that he hoped Metro will handle the other stations as they go on the air.

Dr. Frank H. Reichel Jr., president of both AVC and the new subsidiary, said: "We are most excited by the future prospects of independent television. The outlook for the medium is bright, and we are anxious to make a major contribution through investment and people."

FCC orders Lorain station to go silent

WWIZ Lorain, Ohio, may soon experience dark days as a result of FCC action last week. In separate but related actions the FCC ordered WWIZ off the air and returned on technical grounds applications for interim operation of the facility.

Denial of the Ohio station's license renewal application in 1964 was based on an unauthorized transfer of majority control by Sanford A. Schaftiz, station president, to the Lorain Journal. The FCC action was appealed to the U. S. Supreme Court, which refused to review the case in 1966.

At that time the commission by public notice said it would consider for interim operation of the station either a joint application by parties seeking permanent authority or individual applications by parties not seeking permanent authority. Three applicants—Lorain Community Broadcasting Co., Midwest Broadcasting Co., and Allied Broadcasting Inc.—filed for interim and permanent operation of the facility.

Lorain Community and Midwest eventually combined to form Lorain Interim Broadcasting Co.

Last week the FCC returned all the applications saying the parties had failed to comply with the purpose and intent of its public notice. The commission said that Lorain Interim had expressed reluctance to associate with Allied because of alleged connections with principals of the Lorain Journal; Allied, in turn, had suggested the formation of still another corporation of all the applicants for interim operation.

Since the parties failed to reach a mutual agreement the commission returned their applications pending the outcome of a proceeding on their requests for regular permanent authority. In the meantime WWIZ, which was permitted to operate until the FCC took action on the interim requests, was ordered off the air by July 13.
United Network owes around $1.7 million

Creditors of the United Network, which ceased on-the-air operations on May 31 after 31 days because of a money squeeze (Broadcasting, June 5), met in New York last week with attorneys of United to explore future financial arrangements.

Frederick T. Glick, a New York attorney who specializes in corporate reorganization, conducted the meeting on behalf of United. He said later it had been called by the company to determine the extent of obligations and to offer a general statement of United’s intentions.

He reported United owes creditors “in the neighborhood of $1.7 million” and hopes to “make some immediate cash settlement and some long-range plans.” In reply to a question, he said it had not been determined whether United would file bankruptcy proceedings.

A creditors committee was formed and Alfred Rosenberg of New York was chosen as attorney for this group. Mr. Rosenberg reported after the meeting that the committee hoped to receive from Mr. Glick soon a written statement on United’s proposals, after which the committee would schedule another meeting.

Neither Mr. Glick nor Mr. Rosenberg would provide a list of creditors, but it was understood that the largest creditor is D. H. Overmyer, to whom United owes about $250,000. Mr. Overmyer initiated the concept and founded the organization as the Overmyer Network almost a year ago, but later sold out his interest to a group of industrialists from various parts of the country.

Oliver Treyz is president of the United Network. His contract is due to expire at the end of this month.

Screen Gems’s income sets 9-month record

Screen Gems Inc. reported last week that both gross and net income for the nine months ended April 1, 1967, reached record highs. It was noted there were 40 weeks in the 1967 period and 39 in 1966.

For the nine months:

<table>
<thead>
<tr>
<th></th>
<th>1967</th>
<th>1966</th>
</tr>
</thead>
<tbody>
<tr>
<td>Earnings per share</td>
<td>$1.05</td>
<td>$0.97</td>
</tr>
<tr>
<td>Net income</td>
<td>4,194,000</td>
<td>3,649,000</td>
</tr>
<tr>
<td>Gross income</td>
<td>73,271,000</td>
<td>70,572,000</td>
</tr>
</tbody>
</table>

Broadcast brings profit at Rust Craft

“First-quarter profit is heavily dependent upon broadcasting performance,” reported Louis Berkman, chairman, Rust Craft Greeting Cards Inc., Dedham, Mass.

Earnings and sales for the company’s first quarter were less than those of last year in first-quarter. Rust Craft is optimistic that full-year results will show an improvement over 1966-67, Mr. Berkman commented. Mr. Berkman said that the broadcasting industry has been affected by “lower industry revenues and substantial color conversion costs.”

First quarter ended May 26:

<table>
<thead>
<tr>
<th></th>
<th>1967</th>
<th>1966</th>
</tr>
</thead>
<tbody>
<tr>
<td>Earnings per share</td>
<td>$0.18</td>
<td>$0.33</td>
</tr>
<tr>
<td>Sales</td>
<td>8,023,000</td>
<td>9,066,000</td>
</tr>
<tr>
<td>Earnings</td>
<td>127,000</td>
<td>249,000</td>
</tr>
</tbody>
</table>

Rollins increases dividend payments

Rollins Inc., Wilmington, Del., diversified firm with major broadcast holdings, has announced record highs for the year ended April 30, 1967: revenue increased 11%; net income increased 22%, and cash flow rose 14%.

In the firm’s annual report, the board of directors declared that the quarterly dividend on both classes of common stock increased 25% on May 23. For the fiscal year ended April 30, the company paid dividends of 24 cents a share on the common stock and 12 cents a share on the class B common stock. Dividends are currently at the annual rate of 30 cents a share on the common stock and 15 cents a share on the class B common stock.

Rollins is also planning to move its main offices in Wilmington to Atlanta, and at a later date, move other divisions including radio and TV to a $3 million complex (2170 Piedmont Road, N. E., Atlanta).

Rollins owns three TV and seven radio stations, as well as Orkin Exterminating Co., building maintenance, exterminating, pesticide, chemicals, outdoor advertising, advertising agency and consumer finance businesses.

Fiscal year ended April 30:

<table>
<thead>
<tr>
<th></th>
<th>1967</th>
<th>1966</th>
</tr>
</thead>
<tbody>
<tr>
<td>Earned per share</td>
<td>$1.63</td>
<td>$1.33</td>
</tr>
<tr>
<td>Revenue</td>
<td>78,567,352</td>
<td>70,602,907</td>
</tr>
<tr>
<td>Income before taxes</td>
<td>8,558,189</td>
<td>7,965,270</td>
</tr>
<tr>
<td>Provision for taxes on income</td>
<td>4,448,664</td>
<td>3,691,154</td>
</tr>
<tr>
<td>Net Income</td>
<td>5,150,304</td>
<td>4,177,567</td>
</tr>
<tr>
<td>Retained earnings</td>
<td>5,745,191</td>
<td>3,086,774</td>
</tr>
<tr>
<td>Shares outstanding</td>
<td>5,128,891</td>
<td>3,102,870</td>
</tr>
</tbody>
</table>

Reeves Broadcasting expands subsidiaries

Reeves Broadcasting Corp.’s plans for the related development of two non-broadcast properties were disclosed last week by Hazard E. Reeves, chairman.

Previews Inc., an international real estate brokerage service specializing in prestige properties, was 80% acquired by Reeves early last year for $520,000. Last month, the company acquired a 50% interest in National Manpower Register Inc., a service for major corporations specializing in the recruitment of engineers and scientists “in the $10,000-$20,000 bracket.”

A Reeves spokesman commented that “Previews’ single emphasis on pure luxury, glamour properties will have to be broadened” and National Manpower Register will increase its service beyond the technical area.

Reeves’s effort to keep current with advancing technology resulted in heavy investment in color video-tape facilities last year enabling the basic studios division in New York to carry on extensive production work on network and independent color-tape specials. Reeves’s containerized color video-tape unit for jet transport, Airmobile-Video, is unique in the industry. And the company announced last week the addition of color video-tape-to-film transfer to its studios and laboratory services.
How can a microphone as good as the E-V Model 635 be made obsolete? By making it better! It wasn't easy. After all, professional sound engineers have depended on the 635 since 1947.

During this time, the 635 earned a reputation for toughness and dependability that was unrivaled by other omnidirectional dynamics. And internal changes through the years have kept the 635 well in the forefront of microphone design.

But now the time has come for an all new 635: the Electro-Voice Model 635A. It's slimmer, for easier hand-held use. Lighter, too. With a slip-in mount (or accessory snap-on Model 311 mount) for maximum versatility on desk or floor stands. The new, stronger steel case reduces hum pickup, and offers a matte, satin chromium finish perfect for films or TV.

The new 635A is totally new inside, too—and all for the best. A new four-stage filter keeps "pops" and wind noise out of the sound track, while guarding against dirt and moisture in the microphone, completely eliminating any need for external wind protection. Of course you still get high output (—55 db) and smooth, crisp response. And you can still depend on the exclusive E-V Acou-stalloy® diaphragm that is guaranteed against failure for life* (it's that tough)!

We expect to see plenty of the "old" 635's in daily use for years. But more and more, the new 635A will take over as the new standard. It's easy to find out why: just ask your E-V Professional Microphone distributor for a free demonstration in your studio. Or write us today for complete data. We'll be proud to tell you how much better the new Model 635A really is!

*The E-V Professional Microphone Guarantee: All E-V professional microphones are guaranteed UNCONDITIONALLY against malfunction for two years from date of purchase. Within this period, Electro-Voice will repair or replace, at no charge, any microphone exhibiting any malfunction, regardless of cause, including accidental abuse. In addition, all E-V microphones are GUARANTEED FOR LIFE against defects in the original workmanship and materials.

ELECTRO-VOICE, INC., Dept. 6718R
660 Cecil Street, Buchanan, Michigan 49107

Model 635A Dynamic Microphone $82.00 List. (Normal trade discounts apply)

This was the E-V Model 635. It started a tradition of excellence in dynamic microphones.

This is the new E-V Model 635A. It's better in every way!
Earnings drop a bit for Meredith Publishing

Earnings after taxes during the nine-month period ending March 31 for Meredith Publishing Co., Des Moines, Iowa, were down 1.1% below the corresponding period a year ago. Net earnings increased 4.6% and revenues for the third quarter increased 11% while total costs and expenses advanced 12.9%.

Meredith Broadcasting, division of Meredith Publishing Co., is licensee of KCMO-AM-FM-TV Kansas City, Mo.; KPHO-AM-TV Phoenix; WOW-AM-FM-TV Omaha, and WHEN-AM-TV Syracuse, N. Y. The publishers of magazines, text books, consumer books, and manufacturer of world globes, is also in CATV through Meredith-Aveco Inc., Cincinnati.

For nine months ended March 31:

<table>
<thead>
<tr>
<th></th>
<th>1967</th>
<th>1966</th>
</tr>
</thead>
<tbody>
<tr>
<td>Revenues</td>
<td>84,140,436</td>
<td>75,777,371</td>
</tr>
<tr>
<td>Operating earnings before taxes</td>
<td>10,533,560</td>
<td>10,867,098</td>
</tr>
<tr>
<td>Operating earnings after taxes</td>
<td>5,506,560</td>
<td>5,565,038</td>
</tr>
<tr>
<td>Net earnings</td>
<td>5,506,560</td>
<td>5,565,038</td>
</tr>
<tr>
<td>Shares outstanding</td>
<td>2,718,547</td>
<td>2,714,130</td>
</tr>
</tbody>
</table>

Riker offers securities totalling $2 million

Riker Video Industries Inc., Hauppauge, N. Y., a manufacturer of all-transistor video equipment, has announced a public offering of $2 million of convertible debentures at an interest rate of 6 1/2% each year, due June 1, 1982. These securities are to be sold to a group of underwriters who will issue them to the public in $1,000 denominations for conversion on maturity at $38 per share, plus accrued interest since June 1, 1967.

In company prospectus, Riker said the net proceeds from this sale will be applied to loan payments and to working capital for its two new operations: Semi-Elements Inc., Saxonburg, Pa., (a producer of single crystals and high purity chemicals), acquired last October; and Continuous Progress Education, Wilton, Conn. (a packager of educational communications systems), of which Riker has an option to buy.

Riker currently makes synchronizing waveform generators, studio switching systems and video test equipment. Last April the company exhibited 13 additional instruments—all still under development—at the National Association of Broadcasters convention in Chicago. Riker said the units, none of which are on the market, are designed mostly for color and black-and-white programming, but a few are expressly made only for color video TV systems. Riker's Model 5619 Colorizer was among the items displayed (Broadcasting, April 17).

Miratel merged into Ball Brothers Research

Ball Brothers Research Corp., Boulder, Colo., which sells broadcast equipment, last week announced it had acquired Miratel Electronics Co., New Brighton, Minn., a manufacturer of color and monochrome-TV monitors, for an undisclosed price. Ball Brothers said Miratel ratified its acceptance of the merger at a stockholders' meeting on June 7.

Dr. R. R. Mercure Jr., vice president of Ball Brothers, said the acquisition was "a good marriage" that "will increase our capabilities as a broad supplier to the television industry." Ball Brothers (diversified electronics and aerospace subsidiary of Ball Brothers Co., Muncie, Ind.) has a broadcast TV-equipment division that sells to broadcasters and to the closed-circuit and cable-TV industries.

Miratel, which makes TV monitors for commercial, educational and cable TV, plus all-transistor, high-resolution data display devices for industrial, military and aerospace applications, had gross sales of $1.2 million last year.

Ampex's sales up 27%, earnings rise 21%

Sales rose 27% and net earnings 21% in the fiscal year ended April 29 for the Ampex Corp., Redwood City, Calif. The manufacturer of sound equipment and recorders showed gains in Videotape recording products for professional broadcasting and closed circuit use, announced William E. Roberts, president and chief executive officer. He also reported the success of magnetic tape for all applications in video, audio, computer and instrumentation.

In addition, Mr. Roberts reported a 29% rise in product orders in the fourth quarter ended April 29. "As a result, our backlog of product orders totaled a record $54,200,000 as we entered fiscal 1968," he stated.

Fiscal year ended April 29:

<table>
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<tr>
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<td>Sales per share</td>
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<td>Net earnings after taxes</td>
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SEC issues second STV suspension order

The Securities and Exchange Commission last week issued a second order suspending over-the-counter trading in the stock of Subscription Television Inc., New York, for the 10-day period June 15 through June 24. The first order was from May 26 through June 4.

The company requested SEC suspension to protect investors until the proposal to purchase all stock of the nine-company John Blue group, becomes effective. John Blue, suppliers of fertilizer and pesticide equipment, would operate as a division of Subscription Television Inc.

In addition, STV expects to issue 300,000 new common shares at one cent per share, raising the corporation's total shares outstanding to more than 3.3 million.

FCC cautions on tax-deduction plan

A solicitation promising tax deductions to stations airing certain noncommercial programs was disclosed by the FCC last week.

The disclosure came in a letter from the commission in response to a query from Georgetown University, producer of the current news-panel talk show, Georgetown University Forum. The commission noted the university and individual stations had been the target of an income-tax deduction plan proposed by Henry Perozzo of the Gospel Radio Network, with headquarters in Puyallup, Wash. (The commission last week said it has no information which would indicate the existence of such a network.)

In a two-pronged approach Mr. Perozzo represented to the stations that they are entitled to deduct, as charitable contributions for income-tax purposes, the value of broadcast time devoted to noncommercial religious and public affairs programs. From the university he requested a 5% payment of the fair market value of the air time during which the Forum is broadcast on "certain stations."

The university was also requested to give these stations a tax deduction receipt for the time that has been donated it.

In return for devising this plan, Mr. Perozzo promised the university: a more consistent return by the stations of the program tapes, greater assurance that the programs are being aired and
Eleven cities vie for
1971 BPA convention

Eleven cities are under consideration as the site of the Broadcasters Promotion Association’s convention in 1971. BPA site committee chairman, Arnie Kuent, WGON-TV Portland, Me., said last week that BPA has received recommendations from Los Angeles, Reno-Tahoe, Seattle, Las Vegas, Phoenix, Nashville, Salt Lake City, Denver, Minneapolis-St. Paul, Norfolk, Va., and Atlanta.

The committee’s selection for 1971 will be presented to BPA’s board before the Toronto convention in October for ratification during the business session. The 1968 convention site is Miami, 1969’s is in Philadelphia and in 1970, the convention city is Houston.

Trial nearer on
‘hypoing’ charge

What may be the first lawsuit based on charges of “hypoing” appeared to be one step closer to trial last week.

Connecticut Superior Court Judge Sidney A. Johnson overruled a demurrer filed by WDRF Hartford in answer to a $500,000 damage suit brought by WPOR Hartford. Court authorities said the judge’s action in essence gives WPOR the right to sue, which would have been denied if the demurrer had been sustained.

The suit, which is expected to be tried late this summer, alleges improper action by WDRF in running a “don’t say hello” promotion when ratings were being taken, and asks damages for lost revenue as a result of what it calls “distorted ratings” (BROADCASTING, May 8, March 6).

Edward J. Daly, counsel for WPOR, said he expected to take depositions from officials of the Broadcast Rating Council, rating services, station representatives and broadcasting executives to support his claim that hypoing ratings through a don’t-say-hello promotion constitutes improper action. He said he also would take testimony from

FANFARE

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AIRWAYS PROVIDES OVER 200 WAYS TO DO IT for the man who expects top service and convenience in renting a car. He knows that over 200 AIRWAYS offices in the U.S. and Canada offer lower rates including gas, oil and insurance. He knows AIRWAYS saves him money by not maintaining airport facilities and saves him time because one call and AIRWAYS will probably arrive before his luggage. He knows AIRWAYS will provide a 1967 Chevrolet, Pontiac, Buick, Riviera, Camaro or other new car. He knows AIRWAYS knows it—now YOU know it.

All major credit cards accepted. Write for free International Directory to:

AIRWAYS RENT-A-CAR SYSTEM
Burbank, California

AIRWAYS RENT-A-CAR System
900 Pershing Drive
Playa Del Rey, California 90291

BROADCASTING, June 19, 1967
WPOP account executives to prove that the station lost advertising revenue because of what he claims are false ratings.

WPOP President Joseph C. Amaturo said he was happy to know that he has grounds for a suit and "I am going to see it through to the end." He also said he had received encouragement from many broadcasters throughout the country.

Representatives of WDRK had no comment.

Drumbeats...

Dr. Rosal H. Hyde = FCC Chairman Rosal Hyde has been awarded an honorary doctor of laws degree by the University of Utah, Salt Lake City. Dr. Hyde was on the university's college of business campus to deliver a June 9 commencement address.

Network tour = NBC is opening its West Coast television facilities in Burbank to the public. A paid tour guide service will be operated through the network's guest relations department. For a cost of $1.50 for adults and 85 cents for children, visitors will be shown TV shows in rehearsal, make-up artists at work, sets being designed and built, studio interiors, a working news department and video control rooms.

Ma Bell honored = Bell Telephone's television documentaries on music and musicians were recognized last week in the annual awards of the American Symphony Orchestra League at the conclusion of the group's national conference in Los Angeles. The top award of the nationwide symphony-orchestra-member organization, its Gold Baton award, was given to the American Telephone and Telegraph Co. for its 1966-67 TV series, The New Bell Telephone Hour.

Freshman writes = John Slade, a University of Michigan freshman, has won the $1,000 first prize for the TV script best illustrating the need for a war-preventive, enforceable world law system. Mr. Slade's drama, Ashes, Ashes, We All Fall Down, was selected from among entries from twenty universities in the annual national contest sponsored by the World Law Fund under the auspices of the Institute for International Order.

Spires counts right = Steve Spires of Ted Bates and Co., New York, won first prize, an Admiral Danish modern home entertainment center, in the WNJU-TV Linden-Brunswick, N. J. set count sweepstakes. Mr. Spires estimated Latin community's all-channel TV penetration compared with a quarterly Med-Mark study conducted April 30, and was found to be 52 sets over the study result of 205,784.

Miss FCC = Miss Deborah Williams, an applications examiner trainee in the FCC's Common Carrier Bureau, was selected Miss FCC at the fourth annual cross-country presentations have been made.

The presentations will be hosted by KABC-TV Los Angeles on June 21; KGO-TV San Francisco on June 22; WNBC-TV New York on June 26; WBBM-TV Chicago on June 29, and WXYZ-TV Detroit on July 11. All stations are owned and operated by ABC.

Guests at each of the five presentations will see a specially produced "happening" that details ABC-TV's new fall schedule. An hour-long sales pitch will feature multiple-image projection systems and multiple stereophonic sound.

Among those making the tour are James E. Conley, president, and Symon B. Cowles, director of advertising and publicity for ABC owned television stations, and Fred Nettere, president of ABC Television Spot Sales Inc.

No Emmy for music cues composer walkout

The 19th annual Emmy awards are several weeks gone but not forgotten. At least not by musician members of the National Academy of Television Arts and Sciences. Last week, 25 composers resigned from the academy to show disapproval of Emmy awards.

The composer members are miffed that no winner was named in the "Individual Achievement in Music" category at the June 4 Emmy presentations, although there were several nominations. Supposedly attempts have been made for several years to change the academy's manner of selecting winners in music.

In notifying the academy's board of governors of the action, the composers said in a letter: "To publish the nominations of distinguished members of the music profession and then project the opinion that in the eyes of selected 'blue ribbon panels' none of the nominees was worthy appears to be a deliberate attempt to disparage the contribution of music in television." Some of the composers indicated they would reapply for membership in the academy if satisfactory changes are made in judging methods for the awards. While a total of 29 composers signed the letter of resignation, NATAS officials claim that four of the people resigning are not members of their organization.

The board of governors of the Hollywood branch of the academy was to meet on Thursday night (June 15) at which time the issue raised by the composers was sure to be discussed. Previous to the en masse walkout, Broadcast Music Inc. complained that the failure to award a winner in the music category was "unworthy of the academy" (Broadcasting, June 12).
Videotape Center is also the best source of completion services in the country.

We got that way because we care about the small things.

like working 24 hours a day, seven days a week. On top of that, we've assembled the finest collection of equipment available. And when we couldn't find it, we designed it. At the Center there's our exclusive TV-Ola Editing. You can edit all you want on a 16mm workprint and have the editing information automatically translated back to the original tape. Then, in rapid order, there's recording (by the most experienced tape staff in the country); duping (on 8 new Ampex VR 2000 high bands, with auto chroma and velocity compensators); electronic editing (frame by frame); A & B roll mixing; completion of film commercials on tape; and Color Kines (the new Technicolor process that makes a kine a thing of 35mm, 16mm or 8mm beauty). That's a lot of little things to do all those big jobs for you.
ITA shakes up British TV

Commercial contracts shift to new companies, and areas change in assignments

Basic changes in the pattern of ownership and control of British commercial television were ordered last week by Lord Hill, chairman of the Independent Television Authority (ITA).

Commercial television in Britain operates under contracts establishing local and regional monopolies, in competition for audience with two BBC services. The contracts announced last week go into effect in July 1968 and run for six years. They are considered highly lucrative.

But some of the franchise holders suddenly found themselves with weakened or nonexistent franchises, and with no appeal permitted.

Major changes:
- For the London area, whose television week has been split between two companies—Rediffusion on weekdays, and Associated Television on Saturdays and Sundays—weekday service will be provided by a company produced by the merger of Rediffusion with Associated British Television, which has held the contract for the Midlands weekend service. The weekend split now will begin at 7 p.m. Friday.
- London will be served on weekends by a new company, the London Television Consortium, which was formed by a Conservative member of parliament and a number of actors, writers and TV producers, including Michael Peacock, former manager of the BBC First Service.
- Yorkshire is established as a new service area, removed from Granada TV (which is granted Cheshire instead) and awarded to a new company, Telefision Yorkshire.
- Wales and West, which has been held by Television Wales and West, is awarded to the Harlech Consortium, which must allow financial participation by otherwise high-and-dry TWW stockholders and afford priority to TWW employees.
- Scotland retains Scottish Television as its service company, but Lord Thomson, who controls 55% of the company's stock, must reduce his holding to 25%.
- The Midlands, previously on split-week, will be served all week by the former weekday contractor, Associated Television.

Contracts in other areas were renewed.

The effect of the changes on U.S. program exports to Great Britain will be minimal, according to sales executives polled last week. Some reported a sluggish market in anticipation of the awards, but which they expected to quicken as companies there adjust to the new situation. But as one executive put it, "the problem for sales to Great Britain is the 14% quota. As long as that's in effect, there isn't very much room for wide swings in either direction."

SSC&B, LINTAS join in ventures

An agreement creating a joint international advertising enterprise, SSC&B-LINTAS International, was signed last week in New York by officials of Sullivan, Stauffer, Colwell & Bayles and Lever International Advertising Services (LINTAS).

The new organization has offices in 27 countries, a staff of more than 3,000 and total billings in excess of $225 million yearly. It is the final development of a four-year relationship between the two agencies.

LINTAS is the London-based "house agency" of Unilever, the giant British-Dutch diversified corporation, reportedly one of the five biggest corporations in the world. LINTAS has offices in 25 countries, a staff of 2,500 (500 in London, 400 in Hamburg) and total billings of $125 million a year.

SSC&B has offices in New York, Los Angeles and San Juan, P. R., a staff of about 600, and billings around $100 million.

Alfred J. Seaman, president of SSC&B, explained last week that "we had been watching the traffic pass the corner for some time, and knew we would have to go international sooner or later. We handle the U.S. advertising for Lever Brothers and Lipton, which are owned by Unilever. When LINTAS began studying possibilities for joint operation with a U.S. agency, we were delighted at the opportunity for international cooperation."

Old Ties: Four years ago, top management and creative persons from LINTAS began coming to the U.S. for "training and indoctrination in Ameri-
can advertising and marketing practices," according to Mr. Seaman, "and the relationship developed from there."

Specific SSC&B client groups will move to LINTAS headquarters in London to handle the companies' international advertising through LINTAS branches, and LINTAS clients wanting to advertise in the U.S. will be serviced through SSC&B offices here, though such arrangements are not exclusive, Mr. Seaman said.

It was emphasized the new arrangement does not constitute a merger, and there was no exchange of money or stock. Such a merger between an independent American agency and the "house agency" of a foreign corporation would violate rules of the American Association of Advertising Agencies, of which Mr. Seaman happens to be president.

International radio-TV news meet set for Paris


The conference will be sponsored by Time-Life Broadcast in cooperation with RTNDA.

Tentatively scheduled are detailed presentations of TV news department operations in large and medium-sized European systems and U. S. stations, and discussions of common problems relating to news, legal questions and technical advances in newscast.

About 75 persons, including members of the EBU news study group, and U. S. and Canadian station and network representatives are expected to attend the two-day session.

Time-Life Broadcast will be host for the conference. Moderator will be Sig Mickelson, vice president of Time-Life Broadcast for international operations.

International film sales...

Marine Boy (Seven Arts TV): TV Corp. Ltd., Sidney, Australia; Rahintel Television, Dominican Republic; Continental Television S. A., Brazil-Argentina; WKAQ-TV San Juan, P. R.; CFTO-TV Toronto; CKCO-TV Kitchener, Ont.; and Tele-Metropole Corp. for CFTM-TV Montreal; CFIM-TV Quebec City, CJPM-TV Chicoutimi, CHTL-TV Sherbrooke, and CFBR-TV Rimouski, all Quebec, Canada.

Sinbad Jr. (American International):

**WWL-TV lends a helping hand to Tokyo**

Halfway around the world they heard of the problem that faced New Orleans where traffic deaths have risen in frightening proportions. And Tokyo, which has similar problems, also heard of WWL-TV's "Project Life," a year-long, $500,000 campaign to promote traffic safety.

A programing division executive of the Fuji Telecasting Co., Montonari Yoshimura, detoured to New Orleans on a U.S. business trip after reading Broadcasting's report of the campaign. He discussed the effort with Phil Johnson, WWL-TV's special project chief, and was most impressed with the five half-hour documentaries the staff had produced. In all, 28 "Fatality Profiles" and more than 50 20- and 60-second spots were used in the promotion.

Mr. Yoshimura requested prints of three of the documentaries and O.R.T.F. (Organization of Radio-TV in France).

Bonanza (NBC Enterprises): Ethiopian Television; WBAB St. Thomas, Virgin Islands; Antigua (new Caribbean station); Trinidad and Tobago, the Caribbean.
FCC approves antenna-farm rule

Towers greater than 1,000 feet will be grouped for air safety through cooperation with FAA

There are antenna farms—and many of them—in broadcasting's immediate future.

The FCC last week, in a move designed to accommodate the construction of tall towers and at the same time promote air safety, adopted a rule providing for antenna farms for structures of more than 1,000 feet.

Under the rule, drafted in consultation with the Federal Aviation Agency, the farms will be set up through rulemaking proceedings initiated by the commission, or proposed by the FAA or "any interested party." More than one farm might be located in a community. Existing stations will not be required to move to the farms. And applicants proposing a tall tower would not be precluded from building one if the community does not contain a farm.

But once a farm has been established in a community, an application for a new or modified tower of more than 1,000 feet will not be accepted by the commission unless the applicant agrees to locate in the farm area.

Applicants, however, may request permission to locate in other areas if they have obtained statements from the Federal Aviation Agency that the proposed locations will not menace air navigation.

Plan For Growth = The rule, which has been under consideration for two years, is the commission's answer to the problem of providing for the construction of an ever-growing number of tall towers in the face of FAA concern over air safety. The FAA has long favored the grouping of tall towers in farms, and the commission says the rule will permit the construction of higher towers.

The rule provides for close cooperation between the FAA in the establishment of antenna farms and the commission sees it as a means of eliminating or reducing in number the conflicts involving itself and the FAA and broadcasters over towers.

Broadcast interests, however, opposed the rule when it was proposed on the ground that it would constitute an abdication of the commission's authority over the location and height of towers to the FAA.

The commission, in the order adopting the rule, vigorously rejected that argument. It said it has no intention of relinquishing the authority over the height and location of towers that, it said, has been recognized by the courts, the FAA itself and congressional committees.

The commission emphasizes that the rule provides the commission won't institute a rulemaking if the FAA advises that the proposed farm would constitute a menace to air navigation. However, the commission said it would have the authority to proceed despite FAA objections, but that no practical purpose would be served since "we are convinced that the successful establishment of farms is dependent upon agreement between the two agencies."

If valid objections are raised, the commission said, they should be resolved in an FCC adjudicatory hearing.

Final Word = The commission added that it, in fact, would have the final word on farm sites proposed by the FAA. The commission said it would decide whether such proposals conform to its rules and whether proposed rulemakings should be instituted.

And in response to broadcasters' contention that the FAA frequently is concerned merely with the aeronautical convenience of flyers in many of the objections it raises to tall towers, the commission said the rule is grounded on considerations of air safety, not "matters of convenience to aeronautical interests."

The rule was adopted by a vote of 5-to-1, with Commissioner Robert E. Lee dissenting. He has expressed concern that UHF stations, because of their propagation problems, might be at a disadvantage with respect to competing VHF outlets.

House bill seeks radiation control

Following a speech on the House floor last month on the dangers of X-rays from color TV sets, Representative Paul G. Rogers (D-Fla.) last Tuesday (June 13) introduced a bill (H.R. 10790) that would give the secretary of Health, Education and Welfare the power to set radiation standards for sets and the power to inspect sets to insure compliance with the standards.

The broadly worded bill, referred to the House Commerce Committee, defines radiation as "any electromagnetic radiation, including but not limited to ionizing radiation, and any sound radiation...." The measure is not limited to TV sets but would apply to any electronic product.

The HEW secretary would also be empowered, under the bill, to publicize results of research on set radiation.

Representative Rogers, a member of the Commerce Committee's Subcommittee on Public Health and Welfare, was joined by John Jarman (D-Okl.), subcommittee chairman as cosponsor of the bill.

He noted that the television industry has a good record of cooperation. But he added that he felt that the government has an obligation to insure the public's confidence "that the highest level of safety is being adhered to in regard to television viewing."

FCC opens new study of translator's use

The FCC, in another a series of moves to promote the use of translators as a means of extending off-the-air television service, has proposed a sweeping review of its policies and rules governing the use of translators.

The commission issued a combined notice of proposed rulemaking and inquiry last week, proposing rules and asking questions in an effort to find ways of helping television meet the needs for service that have led to the establishment and rapid growth of the CATV industry.

The commission, in announcing the proceeding, noted that the spread of CATV has resulted in serious competitive problems for translator broadcasting. The notice said that CATV systems, which can use microwave relays, furnish large numbers of signals and can obtain funds from subscription fees, have limited the public demand for translators.

The commission has adopted several rule amendments and has taken other actions to bolster translators service. It has permitted VHF translators, which operate normally with 1 w, to operate with 100 w on assigned but unoccupied channels, and it has authorized the use of microwave by translators. The commission has also authorized the operation of a 1 kw UHF translator. UHF translators have a normal maximum of 100 w.

Forward Step = But the proposed
Printed copy to enter homes via TV signal

The advent of the home electronic newspaper appeared closer last week with disclosure that RCA is ready to test on the air a system that broadcasts printed copy into the home along with standard TV fare.

RCA said it has filed an application with the FCC for permission to broadcast tests between New York City and Princeton, N. J., where its laboratories are located.

Dr. James Hillier, vice president, RCA Laboratories, said the system does not require additional radio frequency spectrum and would not limit current TV services, but would convert printed copy into a series of electromagnetic signals. These signals are blended at the transmitter with those of regular television programs by means of an electronic "hitchhiking" technique.

RCA said its experimental home printers now being studied are capable of producing about a page of material from a standard paperback every 10 seconds. The machines employ an electrostatic printing process now in use in office copiers.

Dr. Hillier said that with this medium, "we have a chance... to provide wholly new information services. Suggestions already range from printed news briefs, sports scores and stock market reports, charts and cartoon strips to TV program schedules, syndicated columns, news magazines, and copies of presidential addresses." The RCA system is applicable to either VHF or UHF transmission.

Technical Details - It was explained that RCA obtains the blend or mixture of signals at the transmitter by inserting facsimile signals during vertical blanking intervals while a TV picture is being sent. These intervals occur 60 times a second—that is, at times when no picture information is sent in the conventional TV signal.

RCA said its present equipment would permit four different printed messages to be transmitted at the same time. Under the system, the home viewer would receive "any one of several different messages by the simple expedient of turning a dial to the proper setting." With FCC approval, RCA said, experimental receivers would be operated at the David Sarnoff Research Center in Princeton and at other test locations within the New York area.

Demonstrating the combined TV-printed copy signal transmission developed by RCA is Dr. Harry F. Olson. A printed weather map and forecast are produced without disrupting the TV image of the girl.

RCA plans an initial six-month period of tests held after the normal broadcast day, though it was noted the addition of the facsimile signal at other times would not affect the reception of standard TV signals.

Work on the system has been directed by Dr. Harry F. Olson, a technical consultant to RCA and a former staff vice president of RCA Laboratories. Major developmental work on it was conducted by William D. Houghton, Robert F. Sanford and Seymour Naroff, members of the laboratories' staff.

notice of rulemaking and inquiry, which follows the recommendations submitted by the commission staff (Broadcasting, June 12), goes much further.

A key proposal calls for increasing from 1 w to 10 w the maximum allowable power of VHF translators west of the Mississippi and in Alaska and Hawaii.

The proposed rulemaking would also permit stations to operate VHF translators outside their Grade B contour, allow translators to be used to relay signals from a station to other translators, and require that translators use only type-accepted equipment.

The document also asks for comment on the question of prohibiting translators from duplicating the programming of local stations, the matter of program origination by translators and on whether UHF translators should be permitted to originate local commercial announcements for brief periods, and on whether the commission should amend or eliminate the rule requiring a special showing to justify the use of VHF translators in areas served by UHF stations.

Interested parties are invited to file comments by Aug. 25, with reply comments due by Sept. 27.

Technical topics...

SIN's color debut - Two Spanish International Network stations—KMEX-TV Los Angeles and KWEX-TV San Antonio, Tex.—each have purchased two Nor- eulo PC-70 three-tube Plumbicon color cameras from Visual Electronics Corp., New York. The four units, expected to begin operations in mid-September,
Loudness tape’s adoption sought

The National Association of Broadcasters’ board of directors will be asked to adopt a reference tape as a standard in measuring subjective “loudness” of commercials. The request was made last week by the NAB’s Engineering Advisory Committee after receiving a report on field tests of the tapes.

Moving further on the loudness problem, the committee decided that a special committee (to be named later) should study the feasibility of developing an electronic device for measuring and/or controlling loudness.

The recommendation that the board at its Williamsburg, Va., meeting next week adopt the reference tape and send it to all NAB members came after the committee received an enthusiastic report from 17 stations and groups that had run the field tests. The test tapes had gone to 23 broadcasters and six have not reported.

The committee also appointed subcommittees to advise on plans for issuing a revised sixth edition of NAB’s engineering handbook (the current edition was published in 1960); to study the FCC’s examination procedures and requirements for operator licenses with an eye toward suggesting revisions in them, and to keep the committee informed on land-mobile developments including tests now underway in Washington on channel sharing.

Attending last week’s meeting were (seated 1–r): Malcolm M. Burleson, Metromedia Inc., Washington, chairman; George W. Bartlett, NAB vice president for engineering; Eugene R. Hill, Kaiser Broadcasting, Boston; Russell B. Pope, Golden Empire Broadcasting, Chico, Calif., and Daniel H. Smith, Capital Cities Broadcasting, Albany, N.Y.


Henry E. Rhea, Triangle Stations, Philadelphia, was not present when the picture was taken, and Clyde Hunt, Post-Newsweek Stations, Washington, was not at the meeting.

Expert saboteur turns KPEN(FM) off the air

“Gabbert, we’ve struck again.” That taunting message apparently is the only clue to the source of what one local observer called “a secret war” being waged against the station.

The message written on note paper was found on the door to KPEN’s transmitter building. Gabbert is James Gabbert, chief engineer for the station, and, along with Gary Gielow, its co-owner and co-general manager.

The war against the FM multiplex stereo station, which was to include apparent sabotage and a bomb threat, began at 9 a.m. on June 7. At that time, without warning, KPEN dropped off the air.

KPEN engineers tried to get the station back on the air but couldn’t. One of the engineers was dispatched to Mount San Bruno, where KPEN’s transmitters are located.

He found the door to the transmitter building had been broken down and some one had expertly turned off all the equipment. “It wasn’t just done hap-hazardly,” reports Terry Smith, KPEN program director. “It seemed the person knew what he was doing.”

After an hour and 45 minutes of being off the air, service was restored to KPEN at 10:45 p.m. At 11:30 p.m., the telephone rang in the station’s downtown San Francisco studios. An anonymous male voice said: “I’m the fellow who turned off your transmitters and if you leave your studios I’m going to blow them up.”

Station officials couldn’t make any sense out of the threat since KPEN broadcasts 24 hours a day, seven days a week. But because of the threat the studio building was guarded all night.

The following day, one of the engineers for KQED(TV) San Francisco, located across the road from KPEN’s transmitters, called to report that another attempt had been made to break into the building. This try was unsuccessful but the note to Mr. Gabbert was left on the door.

San Francisco police, the sheriff’s department for San Mateo county and the FCC all are investigating. Tampering with a transmitter is a federal offense.
BROADCAST ADVERTISING


David Grant, senior VP of Buchen Advertising and head of agency's Denver office, named administrative officer of New York office.


Hermilio Traviesas, VP of BBDO, Los Angeles, elected president of Hollywood Radio and Television Society. He succeeds Sherman McQueen, VP of Foote, Cone & Belding Inc., Los Angeles.

Bill O'Donnell, CBS Radio Spot Sales, St. Louis, elected president of St. Louis Broadcast Representatives Association. Also elected were Bob Schuebler, Edward Petry & Co., VP; Fred Johnson, Bomar Lowrance & Associates, secretary-treasurer.


Joseph L. Tinney, manager of commercial production for Colgate-Palmolive Co., New York, joins Filmex Inc., that city, as executive VP/ projects.

J. Philip Smith, named corporate VP of Chas. Pfizer & Co., New York. George B. Stone replaces Mr. Smith as general manager of Pfizer Laboratories with overall responsibility for all of Pfizer's domestic pharmaceutical marketing business.

Robert E. Ryan, with Knox Reeves Advertising, joins Earle Ludgin & Co., Chicago, as associate media director.

Homer H. Lee, with wyou Tampa, Fla., appointed director of sales in Pinellas county.

James D. Lowe named director of public relations for Campbell-Ewald Co., Detroit, succeeding S. Scott Wigle who retires this fall and will serve as director of community relations for interim.

Robert Ward, administrator, sales development, for central sales office of NBC-TV, Chicago, appointed manager, sales development and presentations.

Erwin Rosner, general sales manager for WKYC Cleveland, resigns. No future plans announced.

Jim Mattson, with WDUZ-AM-FM Green Bay, Wis., appointed sales manager.

Robert J. Maggiore, manager of Los Angeles office of Advertising Time Sales, appointed manager of Los Angeles office of Venard, Torbet & McConnell.

Robert A. Outer, account executive at WBNK Beacon, N. Y., appointed sales manager.

Joseph M. Taritro named manager of daytime sales service, ABC-TV, New York. Previously he was assistant to national director of program administration, ABC.

Richard Sonntag, associate manager of television-radio production department of Stockton-West-Burkhart Inc.,

What's so hard about erecting a tower?
You just order the steel and connect the pieces...right?

WRONG!

There's more to it than putting pieces together like so many "TINKERTOYS." Building a tower isn't child's play. Just watch our engineers at work and you'll see what we mean. They're on the construction site from the beginning of the survey to completion of your tower—making sure every detail is perfect. But even when the job is done we don't forget you. Our engineering service is available to make periodic checks throughout the life of your tower. Our customers say it gives them a nice feeling of security. And it gives us the reputation of being the leader in tower construction.

DRESSER

CRANE, HOIST & TOWER DIVISION
FORMERLY DRESSER—IDECO CO. • ONE OF THE DRESSER INDUSTRIES
879 MICHIGAN AVE., COLUMBUS, OHIO 43215
Phone area 614 299-2123 • TWX 810-482-1743
Branch: 2314 Redondo Beach Blvd., Gardena, Calif. 90247 • TWX 910-346-6338

BROADCASTINGS, June 19, 1967
FC&B VP's become associate creative directors

Five vice presidents of Foote, Cone & Belding, Chicago, have been named to newly created positions of associate creative directors. They are (1 to r standing): Jules H. Beskin, John A. Libberton, William S. Baker, C. Marvin Potts and (seated) Daniel E. Kelly. Mr. Potts was executive art director; Mr. Libberton, commercial production director; Mr. Beskin, art group head, and Mesurs. Kelly and Baker, copy group heads. Appointments are part of the establishment of a new creative group structure, John E. O'Toole, FC&B's VP-creative director, said.

Cincinnati, named manager of that department. Roger D. Roebuck, producer-director at WTVI(TV) Cincinnati, named assistant manager of television-radio department of SWB, that city.

Robert A. Yochim joins KKHI-AM-FM San Francisco, as account executive.

James D. Laverty, with Tucker Wayne & Co., Atlanta, joins Compton Advertising, New York, as account manager.


Robert N. Bailey, with Colonial Stores Inc., Atlanta, named corporate advertising manager.

Dean LeGras, account executive with CBS Radio Spot Sales, Los Angeles, transfers to Chicago office.

Joe E. Morris, assistant to president/national sales manager, J. Olin Tice Jr. radio station group, joins PRO Time Sales, New York, as account executive.

Fred Petrosino and Kent Replogle appointed account executives for Metro TV Sales, New York. Mr. Petrosino had been in sales development capacity; Mr. Replogle comes from Venard, Torbet & McConnell, New York. Jim Coppersmith, account executive moves to Los Angeles office as manager, succeeding Dick Drummy, who resigned to enter ministry.

Charles Briggs, advertising coordinator for Dodge division of Chrysler Motors Corp., Detroit, appointed account executive at WXAD-TV, that city.

Gerry Sher joins KYA San Francisco, as local account executive.


Mitchell B. Streicker, with Zimmer, Keller & Calvert, Detroit, named VP and director of media, Knox Reeves Advertising, Minneapolis. W. G. Durbye and Philip W. Hummel, with Knox Reeves, Minneapolis, named account supervisors.


Donald Barabbee, formerly with Metro TV Sales and WPIX(TV), both New York, appointed to television sales staff of Avery-Knodel Inc., that city.

Walter Konjolka, TV account executive for Venard, Torbet & McConnell, New York, joins television sales staff of
New AAF officers and directors announced in Houston

Kenneth Laird, chairman, Tatham-Laird & Kudner, Chicago, elected chairman of American Advertising Federation at association's meeting in Houston last week, succeeding Donald A. Macdonald, advertising director of Dow Jones, who remains on AAF board of directors.

Kintner resigns White House post

Robert E. Kintner, who capped a career in broadcasting that included terms as president of both ABC and NBC with service in the White House as special assistant to President Johnson, has submitted his resignation to the President because of a recurrence of eye trouble.

The White House said the President had accepted Mr. Kintner’s resignation “with regret.” The resignation would be effective June 30. No exchange of correspondence between the President and Mr. Kintner was released, although it was understood that the President wrote Mr. Kintner a “warm letter” urging him to promptly pursue treatment.

Mr. Kintner underwent an operation for cataracts in 1960 but because of a heavy work schedule, he reports, recovery did not proceed as expected. He reported that he suffered a hemorrhage after attending the Republican and Democratic conventions in 1964 and subsequent difficulties this January had led to infection by March.

He plans to enter a New York hospital in July for diagnostic tests; further surgery has been planned for August. Mr. Kintner reports that his doctors have informed him that if he follows their instructions his eyesight “should return to normal.” A rather long recovery period is expected, but Mr. Kintner says he has no plans to move his home from Washington.

Mr. Kintner was a newspaper correspondent in Washington before World War II, and joined ABC after war service. Within five years he had been made president of the network. In 1956 he was named executive vice president of NBC and later was named president of that network, a post he held until late 1965.

The President named him special assistant in March 1966 to “work at the highest level with the cabinet.” He served as secretary to the cabinet, coordinating speech-writing and working on public-relations.

Nashville. Both are General Electric Broadcasting Co. stations.

Tom Hoppé, with wduz-FM Green Bay, Wis., named manager of programing. Robb Sherwood, with wduz, named music director.

Franklin D. Konigsberg, senior coordinator, talent and program administration, for NBC-TV, New York, appointed director, talent and program administration. Laurence M. Bub, manager, talent and program administration, on West Coast for NBC-TV, Burbank, Calif., named director, talent and program administration, West Coast.


Gary C. Berglund, educational TV consultant to IBM Corp., joins non-commercial wttw(TV) Chicago, as executive producer.

Larry Osterman, sports editor, named sports director for wkzo-AM-TV Kalamazoo, Mich. Tom Taube, sports report for wkzo-AM-TV, becomes sports editor. James Bailey named producer for wkzo-TV.

Donald Odens, with wcts-FM Minneapolis, appointed production director.


NEWS


Gerald Udwin, news director of wind Chicago, named national news editor of Westinghouse Broadcasting Co.’s Washington news bureau. Helen Bentley joins news staff of kpix(TV) San Francisco. KPIX and wind are Westinghouse stations.

Joe Browder, documentary and public affairs director for wcct(TV) Miami, named editorial and public affairs director of wtno, that city.

Sid King, kvoc Casper, elected president of Wyoming AP Radio Television Association.

Gary E. Park, newsman for wgn-TV Chicago, joins ktvu(TV) Oakland-San Francisco, as reporter.

Ladd Carleton, with wjrt-TV Flint, Mich., appointed reporter for wxyz-TV Detroit.

Bob Walker, news reporter for wrva-TV Richmond, Va., appointed to staff of wxe-xTV Petersburg-Richmond, Va.

Fred Douglas, acting news director for wkzo-AM-TV Kalamazoo, Mich., named news director.

Murray Thomas, public affairs director for wone Dayton, Ohio, named news director of wnor-AM-FM Norfolk, Va., replacing Dan Klein, who leaves broadcasting field.

Howard Goldsmith, assistant to local news editor at wnew New York, appointed New York City correspondent for Long Island Network, Freeport, N. Y.


FANFARE

James L. Abernathy, senior editor of Sponsor magazine, joins CBS corporate affairs staff, New York, as associate director, corporate information.

Gloria Abdou, with wtar-AM-FM Pittsburgh, named promotion and publicity director.


Dr. William Hillier, associate director of kingdom-Seattle, appointed community services director for kingdom-AM-FM.


E. Jane Smith, assistant to PR director of wazb-Tv Boston, joins Liberty Mutual Insurance Companies, that city.
as news relations representative for radio and television.

EQUIPMENT & ENGINEERING


Richard P. Gifford, general manager of communications products department of General Electric Co., Lynchburg, Va., appointed chairman of Joint Technical Advisory Committee sponsored by Institute of Electrical and Electronics Engineers and Electronic Industries Association.

R. B. Houston, general attorney, RCA defense and industrial electronic products, for RCA, New York, named staff VP and general attorney, defense-industrial products and staff activities. W. A. Osterling, general attorney, consumer products and electronic components, for RCA, New York, named staff VP and general attorney, consumer products, components and services.

Horace N. Smith, with WERK Muncie, Ind., named chief engineer.

Lawrence F. Conti, engineering supervisor, WEEI Boston, named acting chief engineer. John M. Connell named assistant supervisor in WEEI engineering department.

Caywood C. Cooley, with Jerrold Corp., Philadelphia, named technical director of microwave and cable systems.


Robert L. Manahan, district sales representative for visual communications products department of General Electric Co., Palo Alto, Calif., named district sales manager for West Coast, with headquarters at Pasadena, Calif.

John Gilson Jr., district sales manager for Andrew Corp., Washington, named district manager of Andrew’s new district sales office at 5105 Peachtree Industrial Blvd., Chamblee, Ga.

M. B. (Bill) Brady Jr., area sales manager for Motorola Communications and Electronics Inc., Dallas, joins International Good Music Inc., Bellingham, Wash., as southwest area sales representative.

INTERNATIONAL


M. Franklyn Warren named VP of NBC International Ltd., New York, and manager of international management services.

Caesar F. Fiore, with International Telecommunications Union in Latin America, named VP, Latin America, for Western Union International Inc., Panama City.


ALLIED FIELDS

Richard L. Lysaker, VP in charge of test audit division of Audits & Surveys Inc., New York, elected senior VP.


Lee Little, broadcaster at KTUC Tucson, Ariz., and former owner of KTUC, appointed chairman of State Liquor Control Board of Arizona.

NEW HOUSTON FEARLESS COLOR-MASTER IS USED BY MORE TV STATIONS—OVER 60 RIGHT NOW—THAN ANY OTHER COLOR FILM PROCESSOR.

Easy to operate; one man can do it. Durable stainless steel construction means longer life, less down time. Unique modular construction permits easy conversion to any new process or requirements.

HOUSTON FEARLESS CORPORATION 11801 West Olympic Boulevard, Los Angeles, California 90064 (213) 272-4331
DEATHS

Madalyn Pruett Copley, 42, retired VP and secretary of Rollins Inc., Wilmington, Del., died June 9 after long illness. In 1953 Mrs. Copley became controller and secretary and in 1958 she rose to VP. Mrs. Copley retired in January of this year.

Lester S. Rounds, 61, assistant VP and copy-chief of marketing for Arnold Bakers Inc., Greenwich, Conn., died June 7 at his home in Westport, Conn., after long illness. Previously he was with Kudner Advertising and Benton & Bowles. Mr. Rounds is survived by two daughters.

E. D. (Ed) Rivers Sr., 72, governor of Georgia from 1937 to 1941 and former broadcast owner, died June 11 in hospital at Atlanta after long illness. After he retired from active political life, Mr. Rivers devoted much of his time to managing radio and television stations. At time of his death he owned WEDR(FM); Miami’s previous broadcast interests included WCVR(TV) Thomasville, Ga.-Tallahassee, Fla.; and WOBS-TV (now WJTV) Jacksonville, Fla.; WMHE Miami; WJBZ (now WATV) Birmingham, Ala.; WWPQ-AM-FM Palm Beach, Fla. (now WQXT and WWOQ(FM)); and WQAA Cedartown, Ga. He is survived by his wife, Lucille, daughter and son, E. D. Rivers Jr. of Dee Rivers Station (group owner), Miami.

Tod Harker, 37, CBS representative for Andy Griffith and Smothers Brothers shows, died June 2 at Lincoln, Neb., on promotional tour. He is survived by his wife, Diane Hart, and two sons.

Mrs. Harry Black, widow of former board chairman of A. S. Abell Co., owner of WMAR-TV Baltimore and publisher of Baltimore Sunpapers, died June 11 at St. Francis hospital in Honolulu following long illness.

FOR THE RECORD

STATION AUTHORIZATIONS, APPLICATIONS

As compiled by Broadcasting, June 8 through June 14, and based on filings, authorizations and other actions of the FCC.


New TV stations

APPLICATIONS


Carrington Weems, treasurer, (each 28.125%). Mr. Walker is president, director and 10% stockholder of WMBT-AM Television Inc., applicant for ch. 16 in Galveston. Mr. Britton is 90% owner of broadcast company; president, director and 30% owner of two real estate concerns. Mr. Weems and director and 30% owner of third real estate corporation: treasurer, director and 15% owner of drive-in grocery; treasurer; director and 15% owner of another drive-in grocery, and director of bank. Mr. Weems is sole owner of real estate company and president and 100% stockholder of another real estate company. Ann. June 14.

Flem, Mich.–Flint Television Corp. Seeks UHF ch. 65 (782-788 mc); ERP 25.2 kw vis., 13.8 kw aur. Ant. height above average terrain 384.2 ft.; ant. height above ground 444 ft. P.O. address: 190 North State Street, Chicago. Estimated construction cost $215,245.88; first-year operating cost $120,000; revenue $126,000. Geographic coordinates: 40° 19’ 55” north lat.; 87° 37’ 56” west long. Type trans. RCA TU-2A. Type ant. RCA TU-30J. Legal counsel: McKenna & Willk-

Don, director of engineering Alfred J. Pelike, Rockford, Ill. Principals: H & E Balaban Corp., Elmer Balaban, president, and Harold Froelich, vice president. Mr. Froelich is general manager and 10% stockholder of WYVO(TV) Rockford, Ill. and has interest in joint venture licensee of WYLO(TV) Chicago. Ill. & Elmer Balaban Corp. has current interests in WYVO(TV) Rockford, WCIC(TV), WYLO(TV) and WICD(TV) Springfield-Champaign-Decatur, all Illinois, and WHN-TV New Britain, Conn.; WIL-AM-FM 55, WBL-FM 95 and WBL-FM Dal-


Kalispell, Mont.–BSNO-TV Inc. Seeks VHF ch. 9 (188-192 mc); ERP 26.5 kw vis., 5.3 kw aur. Proposed site of KGVO-TV Missoula, Mont. Ant. height above average terrain 2,794 ft.; ant. height above ground 240 ft. P.O. address: c/o Dale G. Moore, 340 West Main, Missoula, Mont. 59801. Estimated construction cost $201,953.89; first-year operating cost $120,000; revenue $156,000. Geographic coordinates: 48° 00’ 48” north lat.; 114° 21’ 03” west long. Type trans. RCA TT-8H. Type ant. RCA TF-6AH. Legal counsel: C. H. Wayland & Hand-}

edy, consulting engineer Silliman, Moffet and Kowaliskit, both Washington principals; Daniel G. Moody, president. Mr. Moody is 78.30% stockholder, president, director and general manager of KGVO and 98% stockholder, president and director of Western Broad-}

Announces Hahn Broadcasting Inc. Seeks UHF ch. 15 (476-482 mc); ERP 10.25 kw vis., 2.16 kw aur. Ant. height above average terrain 332.88 ft.; ant. height above ground 417.8 ft. P.O. address: 206 Main Street, Oneonta, 12070. Estimated construction cost $350,000; first-year operating cost $457,000; revenue $250,000. Geographic coordinates: 42° 38’ 29” north lat.; 82° 59’ 24” west long. Type trans. RCA TTU-2A. Type ant. RCA TFU-66C. Legal counsel Cohen & DeBell of New York; counsel engineer L. K. Gilman, both Washington. Principals: Albert E. Farid, president and general manager; vice president and treasurer (each 50%); Mr. Farid is 100% stockholder and treasurer and 100% stockholder in real estate holding company. No other present business interests indicated. Ann. June 15.

Winston-Salem, N. C.–Tar Heel Television Inc. Seeks UHF ch. 45 (656-662 mc); ERP 24.4 kw vis., 6.08 kw aur. Ant. height above average terrain 600 ft.; ant. height above ground 414.5 ft. P. O. address: 1309 Insurance Building, Raleigh, N. C. Estimated construction cost $925,000; first-year operating cost $275,000; revenue $250,000. Geographic coordinates: 36° 00’ 60” north lat.; 81° 17’ 42” west long. Type trans. RCA TTU-2A. Type ant. RCA TFU-3DM. Legal counsel Wilner, Schenkel & Greely; counsel engineer Thomas J. English, both Washington. Principals: Hartwell Campbell (26%) et al. Mr. Campbell is president, director and 100% owner of WCTM Wilson, N. C. Ann. June 15.

EDWIN TORNBERG & COMPANY, INC.

FINALE

*Staunton, Va.–Shenandoah Valley Educational Television Corp. Seeks VHF ch. 51 (662-668 mc); ERP 39.3 kw vis., 13.4 kw aur. Ant. height above average terrain 203 ft.; ant. height above ground 72 ft. Secs. 73.01(a) (e) and 73.06 (e) of rules dealing with minimum permitted equalized power and maximum to minimum horizontal radiated power ratio of distant antennas, respectively, were waived to permit the grant. P. O. address: 155 South Main
By order: Commissioner Cox not participating, FCC granted in part motion by Broadcasting Co., Inc. and Metropolitan Broadcasting Co., Inc. for extension of temporary authority to file applications for new AM stations. See: June 19, in New AM Stations.

By order: Broadcasting Co., Inc. for motion of broadcasting for an extension of temporary authority to file applications for new AM stations. See: July 13, in New AM Stations.
**SUBSCRIBER SERVICE**

Please include a BROADCASTING address label whenever you write about your subscription.

TO SUBSCRIBE mail this form with payment. Make a new subscription or a renewal payment are by ordinary mail.

Subscription rates on page 7.

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**ADDRESS CHANGE**

If your address has changed or your label is lost, please fill out this form and return it to us so we can update your subscription information.

1. **Name:**
2. **Address:**
3. **City:**
4. **State:**
5. **Zip Code:**

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**BROADCASTING**

1736 Baseball St., Washington, D.C. 20036

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**FOR THE RECORD**

Huntley, Yvocken, both Texas, granted petition to amend of applicant H. H. Huntley to retain financial matter; reopened record to receive amendment and forthwith closed; and dismissed the most petition of Cosmo-politan Enterprises Inc. for extension of time to respond (Doe. 16972-73).

**CALL LETTER APPLICATIONS**

North County Broadcasting Inc., Vista, Calif. Requests KHRM.

**CALL LETTER APPLICATIONS**

Richard Criver, Anchorage, Granted KYAL.

Radio Prayer League Inc., North Pole, Alaska, Granted KINP.

C. R. Womack, Henderson, Tenn. Granted WHWM.

Monroe Broadcasters Inc., Madisonville, Tenn, Granted WKZY.

**Existing AM stations**

KSDO San Diego—Seeks CP to increase power from 1 kw to 5 kw; LS; make changes in directional antenna system; change transmitter, location to approx. 3.9 mile north of El Cajon, Calif. (Continental-317C). Petition for waiver of Sec. 73.307 of the Commission rules. June 12.

KTHO-AM-FM Tahoe Valley, Calif.—Seeks mod. of license to change station location from Tahoe Valley, Calif. to South Lake Tahoe, Calif. June 9.

KSL Salt Lake City—Seeks CP to increase daytime power from 1 kw to 5 kw; and install Nasheen, Utah, as satellite. June 12.

**NEW FM stations**

**APPLICATIONS**

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SUMMARY OF BROADCASTING

Compiled by Broadcasting, June 15

ON AIR

Lic. CP's CP's
Commercial AM 4,112 19
Commercial FM 1,152 29
Commercial TV-VHF 482 15
Commercial TV-UHF 96 25
Educational FM 305 25
Educational TV-VHF 60 7
Educational TV-UHF 42 8

AUTHORIZED TELEVISION STATIONS

Compiled by Broadcasting, June 15

VHF UHF Total
Commercial 519 260 779
Noncommercial 76 102 178

STATION BOXSCORE

Compiled by FCC, Nov. 30, 1966

COM/AL AM COM/FL FM COM/TV FM EDUC FM EDUC TV
Licensed (all on air) 4,083 1,533 570 290 97
CP's on air (new stations) 25 69 45 10 19
CP's not on air (new stations) 70 242 138 19 51
Total authorized stations 1,418 1,844 1,562 1,584 1,050
Licensed deleted 0 0 0 0 0
CP's deleted 0 0 0 0 0

In addition, two AM's operate with Special Temporary Authorization.
In addition, one licensed VHF operate with Special Temporary Authorization.
Three licensed UHF are not on the air.

Principal: Robert M. Thoburn vice president, Commissioner Cox dissenting; Commissioner Johnson concurring. Action June 14.

North Carolina Broadcasting Associates of America Inc. Broadcast Bureau granted 102.3 mc, ch. 272, 20 kw. Ant. height above average terrain 320 ft. P. O. address: Corbin Road, Spring Garden, N.C. 29691. Estimated construction cost $24,555; first-year operating cost $12,600; revenue $12,600. Principal: H. C. Young Jr. (81.1%), and Mr. Young is 100% owner of WYAM Bessmer, Ala., 97.6% owner of WUGS North Augusta, S. C. 12% owner of WSHO New Orleans and applicant for new FM in New Orleans (18%). Mr. Glaser is 25% owner of WYAM and 121% owner of WUGS. Action June 9.


Salt Lake City — Salt Lake City Broadcasting Inc. Broadcast Bureau granted 94.1 mc, ch. 231, 24 kw. Ant. height above average terrain 2,060 ft. P. O. address 146 South Main Street, Salt Lake City, Utah. Estimated construction cost $53,745; first-year operating cost $28,215; revenue $28,000. Principal: George C. March (50%). Mr. Hatch has 100% interest in Copper Broadcasting Co. licensee of KGHL, Billings and KOFR Butte, both Montana; 95% interest in Salt Lake City Broadcasting, licensee of KKAL Salt Lake City; 14% co-ownership with Mrs. Hatch of KUTV (TV) Salt Lake City, and 29% profit interest of Butte Tele- vision Co., Butte, Mont., CATV system. Action June 9.


OTHER ACTIONS

Action report in Miami FM broadcast proceedings Docs. 1760-1, granted petition filed June 7 by Miami Broadcasting Corp. and extended to June 15 time to file opposition issues to motion to enlarge issues filed May 29 by Mission East Coast Co. Board Member Nelson absent. Action June 9.

Action report in Board of New Britain, Conn., Docs. 1740-9. FM broadcast proceedings, granted petition filed June 3 Broadcast Bureau and extended until June 15 to file response issues to motion to enlarge issues filed May 22 by Central Connecticut Broadcast Co. Granted petition filed June 5 by Board Broadcast Bureau and extended until June 15 to file response to petition to modify issues filed May 22 by Hartford County Broadcasters. Board Member Nelson not participating. Action June 15.

FCC granted application of Tri-City Broadcasting Co. (formerly permitted FM station KCES), for CP to replace expired CP for new class A FM in Eufaula, Okla. Requirements of Sec. 15.34(b) of rules concerning CPs were vacated. Action June 14.

Review board in Eau Claire, Wis. FM broadcast proceedings, Docs. 1755-4, granted request filed June 5. And extended to June 15 time to file reply to Broadcast Bureau's comments on enlarage issues filed May 23. Action June 13.

ACCTIONS ON MOTIONS

By Hearing Examiner Isadore A. Hong on June 9 in proceeding on FM applications of KBPS Broadcasting Co. and Scott Broadcasting Co. of Pennysylvania Inc., both Ellwood City, Pa., granted petition of appellant Scott Broadcasting Co. of Pennsylvania Inc. and continued hearing from June 12 to July 7 (Docs. 1668-1686).

By Hearing Examiner Herbert Shafrman on June 7 in proceeding on FM applications of WBIZ Inc. and WSLC Inc., both Eau Claire, Wis. Granted waivers of appearance of appilants and canceled procedural dates. But rescheduled hearing from July 5 to Nov. 6 (Docs. 1753-54).

RULEMAKING PETITIONS


RULEMAKING ACTIONS

By second report and second notice of proposed rulemaking, Doc. 1780. FCC designated ch. 327 for noncommercial station to be located at Port Jervis, N. Y.; ch. 252A as first assignment at Donaldsonville, La., ch. 281A as a first-wide coverage class C assignment (second assignment) at Houma, La. Ch. 276 was deleted from Sun City, Ariz. Commission stated that additional assignments at Phoenix and in Tenn., were not warranted because of possible future needs of other communities. In same proceeding, a further notice of proposed rulemaking concerning assignment of ch. 273 at Roanoke Rapids, N. C. Requires deletion of ch. 272A there and at Gainesboro, N. C. Action June 9.

By notice of proposed rulemaking with Commissioner Lee dissenting, denied joint petition by Salt Lake City Broadcasting Inc. and Granite District Radio Broadcasting Co., for reconsideration of first report and order (FCC 67-456) of April 12. Report had denied their request (RM 67-14) for assignment of ch. 274 to Salt Lake City as an eighth class C assignment. Commission found that petitioners failed to show that Salt Lake City has its fair share of entertainment facilities, and proposed additional channel would preclude future development in area, where potential FM assignments are limited.

CALL LETTER APPLICATIONS

Llewellyn Technological Institute, Lowell, Mass. Granted WCCM-FM.

CALL LETTER ACTIONS


Harry Willard Linder, Marshall, Minn. Granted WMEL-FM.

DESERED FOR HEARING

By FCC by order designated for consolidated hearing applications of Miss Lou Broadcasting Corp. and Romec Baton Rouge Corp. for new class C FM stations to operate ch. 358 (105.5) and ch. 359 (105) on Miss Lou with ERP of 100 kw and ant. height of 320 ft. ERP of 100 kw and ant. height of 339 ft. Action June 9.

By FCC by order designated for consolidated hearing applications of Hi-Point Broadcasting Co. and Parkland Broadcasting Co. for renewal for new FM stations to operate ch. 363 (105.7) and ch. 365 (106) with ERP of 125 kw, ant. height of 430 ft. ERP of 150 kw, ant. height of 500 ft. Action June 9.

Existing FM stations

APPLICATIONS

WGBM-FM Babylon, N. Y. Seeks CP to change location to location to Commack Road, Babylon, N. Y. Change ant.-trans. location to Commack Road (Was. Community Hospital, Smithtown, N. Y. change studio location to 379 New York Avenue; Hunting-
ton, New York; operate trans., by remote control, ant., and decrease ERP from 30 kw, to 5 kw. Action June 7.

**WAMC-FM** Baltimore—Broadcast Bureau granted CP to install new antenna, and increase ERP to 100 kw. Action June 7.

**WANB**—Broadcast Bureau granted CP, PD, and to change ant., and increase ERP to 100 kw, from 25 kw. Action June 7.

**WBMS**—Broadcast Bureau granted CP, PD, and to change ant., and increase ERP to 100 kw, from 5 kw. Action June 7.

**WBVU-FM** Tampa—Broadcast Bureau granted CP, to install new antenna, and increase ERP to 100 kw. Action June 7.

**WBYX-FM** Mentor, Ohio—Broadcast Bureau granted CP, to install new antenna, and increase ERP to 100 kw. Action June 7.

**WCLB**—Broadcast Bureau granted CP, to change ant., increase ERP to 100 kw, and ant. condition. Action June 7.

**WCLS-FM**—Broadcast Bureau granted CP, to change ant., increase ERP to 100 kw, and ant. condition. Action June 7.

**WCMH**—Broadcast Bureau granted CP, to change ant., increase ERP to 100 kw, and ant. condition. Action June 7.

**WCOM**—Broadcast Bureau granted CP, to change ant., and increase ERP to 100 kw. Action June 7.

**WCTO-FM**—Broadcast Bureau granted CP, to change ant., and increase ERP to 100 kw. Action June 7.

**WCTV**—Broadcast Bureau granted CP, to change ant., and increase ERP to 100 kw. Action June 7.

**WCPK-FM**—Broadcast Bureau granted CP, to change ant., decrease ERP to 2 kw, and ant. condition. Action June 7.

**WCPP**—Broadcast Bureau granted CP, to change ant., and decrease ERP to 2 kw. Action June 7.

**WCSM**—Broadcast Bureau granted CP, to change ant., and decrease ERP to 2 kw. Action June 7.

**WCTC**—Broadcast Bureau granted CP, to change ant., and decrease ERP to 2 kw. Action June 7.

**WCTP-FM**—Broadcast Bureau granted CP, to change ant., and decrease ERP to 2 kw. Action June 7.

**WCTV**, Chicago—Broadcast Bureau granted CP, to install new antenna, and increase ERP to 100 kw. Action June 7.

**WCTR-FM**—Broadcast Bureau granted CP, to install new antenna, and increase ERP to 100 kw. Action June 7.

**WCTR**—Broadcast Bureau granted CP, to install new antenna, and increase ERP to 100 kw. Action June 7.

**WCTY**—Broadcast Bureau granted CP, to install new antenna, and increase ERP to 100 kw. Action June 7.

**WCTZ-FM**—Broadcast Bureau granted CP, to install new antenna, and increase ERP to 100 kw. Action June 7.

**WCV**—Broadcast Bureau granted CP, to install new antenna, and increase ERP to 100 kw. Action June 7.

**WCPX-FM**—Broadcast Bureau granted CP, to install new antenna, and increase ERP to 100 kw. Action June 7.

**WCPX**—Broadcast Bureau granted CP, to install new antenna, and increase ERP to 100 kw. Action June 7.

**WCRD**—Broadcast Bureau granted CP, to install new antenna, and increase ERP to 100 kw. Action June 7.

**WCRS-FM**—Broadcast Bureau granted CP, to install new antenna, and increase ERP to 100 kw. Action June 7.

**WCRS**—Broadcast Bureau granted CP, to install new antenna, and increase ERP to 100 kw. Action June 7.

**WCT**—Broadcast Bureau granted CP, to install new antenna, and increase ERP to 100 kw. Action June 7.

**WCTU**—Broadcast Bureau granted CP, to install new antenna, and increase ERP to 100 kw. Action June 7.

**WCTU-FM**—Broadcast Bureau granted CP, to install new antenna, and increase ERP to 100 kw. Action June 7.

**WCTU**—Broadcast Bureau granted CP, to install new antenna, and increase ERP to 100 kw. Action June 7.

**WCUJ**—Broadcast Bureau granted CP, to install new antenna, and increase ERP to 100 kw. Action June 7.

**WCUK**—Broadcast Bureau granted CP, to install new antenna, and increase ERP to 100 kw. Action June 7.

**WCUF**—Broadcast Bureau granted CP, to install new antenna, and increase ERP to 100 kw. Action June 7.

**WCUF-FM**—Broadcast Bureau granted CP, to install new antenna, and increase ERP to 100 kw. Action June 7.

**WCUR-FM**—Broadcast Bureau granted CP, to install new antenna, and increase ERP to 100 kw. Action June 7.

**WCUZ-FM**—Broadcast Bureau granted CP, to install new antenna, and increase ERP to 100 kw. Action June 7.

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**WCVF-FM**—Broadcast Bureau granted CP, to install new antenna, and increase ERP to 100 kw. Action June 7.

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**WCY**—Broadcast Bureau granted CP, to install new antenna, and increase ERP to 100 kw. Action June 7.

**WCYB**—Broadcast Bureau granted CP, to install new antenna, and increase ERP to 100 kw. Action June 7.

**WCYR-FM**—Broadcast Bureau granted CP, to install new antenna, and increase ERP to 100 kw. Action June 7.

**WCVX-FM**—Broadcast Bureau granted CP, to install new antenna, and increase ERP to 100 kw. Action June 7.

**WCVY-FM**—Broadcast Bureau granted CP, to install new antenna, and increase ERP to 100 kw. Action June 7.

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**WCW**—Broadcast Bureau granted CP, to install new antenna, and increase ERP to 100 kw. Action June 7.

**WCWR**—Broadcast Bureau granted CP, to install new antenna, and increase ERP to 100 kw. Action June 7.

**WCXJ**—Broadcast Bureau granted CP, to install new antenna, and increase ERP to 100 kw. Action June 7.

**WCXJ-FM**—Broadcast Bureau granted CP, to install new antenna, and increase ERP to 100 kw. Action June 7.

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**WCXW**—Broadcast Bureau granted CP, to install new antenna, and increase ERP to 100 kw. Action June 7.

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**WCXW**—Broadcast Bureau granted CP, to install new antenna, and increase ERP to 100 kw. Action June 7.
ANNOUNCERS—(cont'd)

North Florida Gulf Coast station will need twoannoncers for good music after-
noon segment, and one night time top Forty. Write Box C-170, BROAD-
CASTING.

Wanted immediate announces with 1st class FCC license. Major market,
strict good money, plus fringe benefits — a great opportunity for right man. Send
tape, photo and resume to Box F-97, at-

tely to Box F-82, BROADCASTING.

Midwest MOR days needs two an-

nouncers with third endorse. Salary for

right men, good plus fringe benefits. Send
tape, photo and resume to Box F-82,

BROADCASTING.

Need first announcer, announcing and production foremost. Growing organization

in middle-Atlantic area. Box F-148.

BROADCASTING.

Producer-wanted, mid-Atlantic: Public

service, high activity area, strict money

and knowledge of mid-south market, strict

with midwest and knowledge of mid-

west area.

Excellent

opportunity.

Immediate openings at N. C. station for

mature staff announcer. Must be able to

sell on air. Box F-189, BROADCASTING.

Guest: experienced or good beginner.

Needs two and new format for Town and

Country station in major market. No feat-
nals. Station is part of growing chain.

Good future for right people. Write Box

F-119, BROADCASTING.

WANTED: experienced heavy news /sports

announcer, third, needed for immediate

opening. Send resume, tape, and photo.

Box F-82, BROADCASTING.

Immediate openings. Personality DJ-
anouncer, daytime AM. Also good staff

announcer for FM night. Good pay .

. . . good hours. Send tape and background.

Paul Parker, WLAS, Jacksonville, N. C.

Morning man to work AM sign-on shift at 9 a.m., then sell in the afternoon. Should

have good morning man experience. Good sales experience. Good base pay with gener-

ous commission on sales. Station is CBS affiliate, middle-of-the-road music, heavy accent

on local news and service to college town.

Send resume and photos to: Len Harker, WLB, East Lansing and Detroit, WHMI, Howell, Michigan.

Expanding, need another first phone

announcer. WJBN, Jerseyville, Illinois 618-

696.

Immediate position open for announcer with

Pulitron Station in central Illinois market.

Good working conditions. Station lo-

cated in fast growing Johnson County, Ten-

nessee. For more information contact Jim Wilson, WJCW, Johnson City, Tennessee.

Immediate openings. Personality DJ-
anouncer, daytime AM. Also need good staff

announcer for FM night. Good pay .

. . . good hours. Send tape and background.

Paul Parker, WLAS, Jacksonville, N. C. June 19, 1967

CLASSIFIED ADVERTISING

DEADLINE: Monday Preceding Publication Date

DISPLAY ads $25.00 per inch.—STATIONS FOR SALE, WANTED TO

BUY STATIONS, EMPLOYMENT AGENCIES, and BUSINESS OPPORTU-

NITY advertising require display space. 5" or over billed at run-of-book rate.

All other classifications $5.00 per word—$4.00 minimum.

No charge for blind box number.

Address replies to: C/O BROADCASTING, 1735 DeSales St., N.W.,

Washington, D. C. 20036

RADIO—Help Wanted

Management

Assistant manager working toward General Manager. Complety experienced in

sales, announces, production, promotion. Excellent opportunity, good salary for right man.

Middle-of-the-road music—news, daytime. Qual-

ity station in Pacific Northwest. Send resume. Box F-500, BROAD-

CASTING.

Beautiful northern Michigan vacation resort town. 1.5 hour drive from Chicago.

Exciting opportunity. Send resume. Box F-82, BROAD-

CASTING.

North Florida Gulf Coast station will need two announcers for good music after-

noon segment, and one night time Top Forty. Write Box C-170, BROAD-

CASTING.

Wanted immediate announces with 1st class FCC license. Major market,

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Midwest MOR days needs two an-

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Need first announcer, announcing and production foremost. Growing organization

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Needs two and new format for Town and

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Good future for right people. Write Box

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Immediate openings. Personality DJ-
anouncer, daytime AM. Also good staff

announcer for FM night. Good pay .

. . . good hours. Send tape and background.

Paul Parker, WLAS, Jacksonville, N. C.
Announcer—(cont’d)

Announcer: Improve your sound—improve your station! Don't make the same mistakes. Send your audition or air check to Broadcasting, 55 Finney Blvd, Malone, New York. Your tape will be returned to you. It’s the soundest investment you can make.

Mature news production man, experienced, and interested in Virginia. Excellent salary and benefits. Contact George J. BROADCASTING, Box E-86, BROADCASTING.

News oriented announcer with lat phone. Send resume and audition tape for challenging job with start, $125 or better. Box D-48, BROADCASTING.

Midwest university has new opening for radio-TV newscaster. man or woman, to direct newscast, write our daily news copy, prepare radio tape for news content and experience. Send resume and tape to Box F-38, BROADCASTING.

Average more than $510 per month operating branch studio. Sales and news. Box F-198, BROADCASTING.

Thinking, experienced news reporter, writer and air man for radio-TV five-day week needed before March 1st and resume to Doug Sherwin, KGLO, Mason City, Iowa. Aggressive, well-established, news-minded Department. Benefits and sample salary. Must enjoy living in small town. Ideal, mild mountainous climate. Minimum $460 plus car expense. Contact Kenneth Ferguson, Manager, KFHF, Sierra Vista, Arizona. Phone (602) 438-4313.

21 stall major SW market, has immediate opening for top Newman in award winning AM/FM station. Excellent working conditions, salary and fringe benefits. Reply Chief Engineer, KONO Radio, Box 2358, San Antonio, Texas 78208.

Needed local writer and announcer who likes solid small market operation. Live a little, budgeting, camping out your back door. Great future to the right person. Contact Tony Kehi, WAV, Riverton, Wyoming.

News-minded MOR station has opening in men's local news department. Salary good. Some experience desired but not essential. Send full resume. WBTB, Batavia, NY.

Production—Programing, Others

Girl Friday needed who knows full operation of small studio including bookkeeping, billing, payroll, cop, air, copy. Box F-102, BROADCASTING.

Copywriter creative. Must be prolific writer and able to handle details of Continuity Department. Excellent samples, salary requirements and references to Manager, WJGC, San Antonio, Texas.

Program Director for good music station. Must excel in production, news, special events, etc. Excellent opportunities in South’s fastest growing market. Forward tape, photo, resume, and salary requirements to John Garrison, WFXJ, Box 7, Huntsville, Alabama.

Hot contemporary independent needs fully experienced promotion-publicity man with knowledge of advertising. If you are ready to move up to a major station in a rapid climb to a presale plus samples or your work to Norman Wynn, WXYK, 8400 Eudield Avenue, Cleveland.

Copywriter needed for growing station. Experience you will train person with the proper background. Send resume, references and sample copy to Jim Wilson, WJJCW, Johnson City, Tennessee 37601.

RADIO

Situations Wanted—Management

Tired of losing money on your FM, AM or TV station? Management. Excellent working conditions, high salaries, good business for sales, engineering, programing. Married family man needs experience from the fifth market down, tired of making it for somebody else and looking for a chance to move up. Send resume on know-how. Interested in exceptional position, station management. Prefer Southwest. Box F-71 BROADCASTING.

Man with 30 years radio experience wants to manage major market station. Box F-24, BROADCASTING.

Promotion minded working manager desires position in a small-market 10K FM. Fifteen years all phases radio. Stability and more important than dollars. Box F-106, BROADCASTING.

Producer manager, still directing, now on location. Interested in all production phases. Box F-165, BROADCASTING.

Personality conflict forces move. Experienced Manager, seeks opportunity in small market or small group. Strong on sales. Good contacts. Immediate opening available for experienced Manager. Reply Box F-177, BROADCASTING.

There must be an owner looking for a manager 10 years experience all phases. Strong on sales proven record dedicated to local talent. Has desire to be a real leader. Good creative ability. Looking for a real challenge, prefer full position. Excellent salary immediately employed. Box F-183, BROADCASTING.

Manager first phone, Eighty years experience radio. Desire first managerial position. Prefer Western states. Box F-184, BROADCASTING.

And now this message about someone to consider as your station manager. You’re looking for increased billings, market acceptance, stable operation. An excellent sales producer, previous management experience, background in all phases of broadcasting. An Innovator in public relations with ideas, enthusiasm and dedication. Presently several years sales same station major market. Box F-220, BROADCASTING.

Situations Wanted—News

Salesman. Plenty experience in FM, AM & TV. Has made over $5,000 monthly on independent FM now but must relocate in healthier commercial market. Available 30 days. F-72, BROADCASTING.

Beat the high cost of sales with creative sales management. Box F-151, BROADCASTING.

Radio and TV sales Executive is interested in good任命 opportunity. A position where capable salesmanship can contribute to station’s growth. Box F-197, BROADCASTING.

Southeast. Sales manager with announcing, play-by-play experience. 33 College, family, excellent character. Employed. Box F-250, BROADCASTING.

Announcers

Sportscaster. Experienced. All sports. College. First phone. Box F-264, BROADCASTING.

First phone, minimum experience, maximum ambition, try me! Box F-73, BROADCASTING.

A 25 year old with 3 years teaching experience looking for a start in radio. Really enjoys kids and people—will be a 3rd class license—available July 1, 1967. Starting salaried area secondary. Box F-240, BROADCASTING, Radio—TV—play-by-play and newscasting with min. experience. Single and single. Box F-41, BROADCASTING.

Announcer — Northeast area — beginner — M.O.R.—Broadcast school graduate, 3rd en- tries encouraged. Call 305-320-2366 or write Box F-67, BROADCASTING.

Fm the girl you need for a soothing MOR or adult format. 25, college grad. Experienced. Wheelchair no hindrance. Also experienced in traffic, production, copy- writing, programing. Box F-193, BROADCASTING.

Third phone DJ, light board, solid news commercials. Box F-168, BROADCASTING.

Young Negro Disc Jockey available immediately. Very good newscaster. Box F-171, BROADCASTING.

Experienced Negro air personality 3rd college, best references. Currently employed WGMT. Seeks fulltime employment. Box F-172, BROADCASTING.

Attention Florida C&W, first phone an- nouncer, 9 years experience. Country music expert, married, small family. Box F-174, BROADCASTING.

Attention: California. Texas. Too First phone DJ, 18 months experience C&W and news. Available to operate MOR offer. No maintenance. Reply Box F-77, BROADCASTING.

Singer, Swinging personality. Will relocate. Married, one year, 3rd ticket. Box F-183, BROADCASTING.
TELEVISION—Help Wanted

Management

Expanding CATV system in Florida looking for a qualified general manager to operate multi-channel CATV system. Experience desirable, but not necessary. Full salary and benefits. Address all correspondence to: Pete B. Bland, Executive Director, Mississippi CATV Association, P. O. Box 5848, Jackson, Mississippi 39205.

Network affiliated TV station, east coast, is looking for creative, aggressive salesman capable of developing new and existing TV advertisers. Salesman selected will thoroughly investigate potential advertisers and develop excellence in TV advertising. Wide variety of product lines. Salary and expected starting salary range to be determined. Full resume to Box F-218, BROADCASTING.

Announcers

Sports director for Midwest television station, a full-time position for an experienced announcer. Salary and benefits competitive. Full resume to Box F-218, BROADCASTING.

Announcers—(cont'd)

Techsical—(Cont'd)

 opportunities to relocate within 150 miles of New York City. Seven years experience in electronics, photography, sales, interviews, live shows, etc. Family man, water, transportation, etc. Excellent references. A-1 references. Box F-185, BROADCASTING.

One year's experience, college, third, prefer middle format. Box F-180, BROADCASTING.

Staff announcer, voice, energetic beginner, first endowed radio-TV school graduate. Home and away. Strong air man. Salary, name it. Tape, position permanent. Box F-190, BROADCASTING.

World's worst day-ex-jay!! Wild-wacky-wonderful. Top 40 tiger with first phone, college degree, experience in tank. Box F-181, BROADCASTING.

Experienced announcer, dj, production, news, college, family, permanent, stable position. Relocate. Box F-192, BROADCASTING.

Young announcer in major market with third ticket, experienced in all phases, available around July first for creative organization. Strongest point production—mind. Top 40, please specify format first letter. Box F-184, BROADCASTING.

Michigan wanted. 1st phone, Negro, Experienced MOR. Top 40. Box F-206, BROADCASTING.

Top 40 first phone, 20 years experience, prefers Florida, available now. Box F-209, BROADCASTING.

Baseball broadcaster for summer league. Have tape, Major league references. Box F-193, BROADCASTING.

Top 40 only. First phone DJ, w/ crisp bright sound, draft free, large-major-market. Box F-221, BROADCASTING.

C&W announcer, 18 years experience in all phases, radio, music, Family man. Would like permanent home with a team-work situation. Box F-224, BROADCASTING.

DJ announcer—single, college graduate, draft exempt. Strong newsmanship. Aggressive salesman! Dependable, ambitious, personable, excellent appearance . . . 3rd endorsed, will re-locate. Some experience—a lot of desire. Box F-225, BROADCASTING.


Young, bright, ambitious service exempt top of the ticket in present lit. Home for whatever reason. Fully anxious to add life and zip to your staff. Phone Doug Bryan, (215) 203-3228 or write: DJ Doug Bryan, Box 14, Douglassville, Penna. 19518.

1st phone announcer looking for a good MOR. Family man who wants to settle down with. Mature voice 21 yrs. Ex. B myself. I need experience. Call or write as chief. $135.00, 317-392-2579. 12 pm to 5 pm.

Young, endorsed, broadcast school grad. wants chance to learn with you. Can't learn in present job. Do music, news anywhere—make offer. 23 Wheatfield Drive. Wilmington, Delaware, (302) 478-4767.

Attention Midwest: Young Top 40 DJ, 3rd phone, experienced, broadcast school grad. draft exempt. Will relocate. Looking for station desiring hard working, career minded. Tight board and strong commercial delivery. Lively sound. Will consider single, preference. Charlie Raye, 5010 South Cleveland Road, Cleveland, Ohio 44102.

DJ-announcer-newscaster. Broadcast school graduate, third phone. Seeking first position, with或 withoutlocate. Mike Galacher after six 213- 

Announcers—(cont'd)

Technical

Engineer, new chief of 5kw directional station in Virginia. More than twenty years experience in electronics, construction and administrative engineering. Desire position on major network or first tier of station group or 80 kw station. Location is secondary to opportunity available. Box F-77, BROADCASTING.

First phone program director, personality, any format, available now. Box F-183, BROADCASTING.

Experienced Program director. First phone. 15 years experience, major network. Successful record. Top 40, please specify format. Box F-191, BROADCASTING.

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BROADCASTING.

BROADCASTING.

BROADCASTING.

BROADCASTING, June 19, 1967
NEWS—Cont’d


Production—Programming, Others

Group-owned VHF seeking Promotion Manager who has demonstrable creativity in sales promotion. Needs a most desirable position with a highly regarded station. Must be aggressive and dominant in market—offering an excellent future. Send resume and first six months of work to Box F-158, BROADCASTING.

Two television instructors to teach all phases of production including film and performance. College level, full time. Begin September. Minimum requirements: Bachelor’s degree and professional experience. Boston. Send complete resume and salary requirements. Box F-207, BROADCASTING.

Promotion manager needed immediately. Familiarity with print layout and production techniques a must. Most important is strength of writing, speaking and public community. Primary network affiliate. We’re in the growth stage and would prefer that you were too. Box F-216, BROADCASTING.

Producer/Director full time independent TV station in major Eastern market with heavy live and pre-recorded producer/director creative challenge to aggressive man, experienced in all phases of production and direction. Complete production control required on various segments. Must be able to produce programs and direct live remote. Rush audition tape and complete resume to Box F-222, BROADCASTING.

Art Director for TV station in Nation’s Capital. Head up our well-equipped and functioning art/photo department, with no casting policy. Your creative talent. You will be responsible for station’s entire graphic look, including set design, portfolio and resume to Box F-225, BROADCASTING.

Immediate opening for producer director at new NBC station. Must have at least five years experience in all phases of television production and direction. Write John Clark, WKTR-TV, 1260 East Stroop Road, Kettering, Ohio 45429.

Milwaukee TV stations, WMVS/WMTV—have immediate openings for experienced, creative TV producer-director. College degree required for TV facilities; fully color capable, remote capable, small unit. Excellent opportunity for professional growth. Write or call Otto Schulte, 1215 North 6th Street, Milwaukee, Wisconsin.

TELEVISION

Situations Wanted—Management

General Manager for small to medium market television or TV-Radio 28 years broadcas ting experience all phases with detail. Detailed resume and references on request. Box F-202, BROADCASTING.

General sales manager—Experienced to top market aggressive station as general sales manager and promotion manager. Salesman, sales promotion manager and traffic manager. Knows all phases of sales administration and strong in both local and national sales. Looking for “the challenge.” Box F-189, BROADCASTING.

Sales

Heat the high cost of sales with creative salary management Box F-192, BROADCASTING.

Technical

Present TV sales, chief, Desire Chief, asst, chief, or equivalent in industry, 16 years experience all phases. Minimum salary $10,000. Box F-201, BROADCASTING.

NEWS

Experienced newswoman, photographer, TV, and film work. Three years previous assignment. Professional. Box F-199, BROADCASTING.

Nine years in news, five years in major state capacity. Experiencein news, desire news assignment. Box F-250, BROADCASTING.

Newman thoroughly experienced, on air and otherwise individually and but unfortunately style. Opportunity needs to appear in larger market. Box F-229, BROADCASTING.

Film writer and producer searching for an intriguing assignment. Ten years experience in television producing. Previous background in theatre and playwriting. Box F-181, BROADCASTING.

Film director—Set up new or re-vamp old operation. 10 years experience. Box F-196, BROADCASTING.

WANTED TO BUY—Equipment

We used, 250, 500, 1 kw & 10 kw AM transmitters. No Junk. Guarantee Radio Supply Corp., 1314 Ithurbide St., Laredo, Texas 78040.

Wanted: Ferrite equipment . . . 12 volts. For use in cars for remote pickup. To be used on 1500 mhz, prefer transistorized equipment but will consider tube type in good condition. Contact Jim Johnson, CE, WIHK, West Palm Beach, Fla.

FOR SALE—Equipment

television radio transmitters, monitors, studio lights, RCA, Electro- end, 440 Columbus Ave. N.Y.C.


6 Bay RCA rack unit, channel 9, 6 bay RCA tunnels, 1500 feet, 31/2 coax line with dually 2000 Mc equipment. Box E-370, BROADCASTING.

For sale: three GE 4PEACL—3" I.O. portable camera chains; new L.O. tubes under 20 hours each, various lenses—if desired, $1,000 each including monitoring and cable. Contact William Woods, Director—Engineering, WTTW-TV, 5400 N. St. Louis Ave., Chicago, Ill. PH: 312/562-5000.

Schafer 4000 400. Six decks and Brain. Amperage: 1500—2,500 make. Box F-200, complete. KAPT, 212 High Street, N. E., Salem, Oregon.


2 RCA TK-40 cameras complete with lenses, pedestals, TM 6 monitors and Housing. Excellent condition. $19,000. 0. R. Lauth, WWHO-TV, Dayton, Ohio...

...two three year old TK-60’s mint condition. Complete except pedestal. Very reasonable. Call 319-364-1661 or write Dave Hauser, WOC Broadcast Centre, 605 Brady, Davenport, Iowa...

3-260 FL salvaged angle iron AM broadcast towers, complete with two Austin transformers. Knocked down. Will erect or ship. T. L. Mann & Co., Inc., Box 302, Pasadena, Tex. 77501-GR 3-4400.

2 Gates CB 510 turntables with 2 Gates M5244 preamps, 2 Gray 208 24" arms with GE VN II cartridges. 1 Gateway audio console made by Fane and FM System tuned to 89.3 mcs with d-recs. Phone Francis M. Towery, New York, NY 358-4551 extension 285.

Two modified RCA TK-40A color camera chains in working condition. Exceptional value. Immediate. Box F-301, BROADCASTING.

FOR SALE—Equipment—Cont’d

Five channel McKenzie play back unit and McKenzie record amplifier and approximately 70 cartridges. Comes in well preserved A-1 shape. First check for $550.00 takes it. Rob Randall, KXMC, Phoenix.

3 kw GE FM-sterneo transmitter (Model) PT-3A Excellent condition, now In use. Best offer over $3,000. WMBR, Wilmington, Delaware. (302) 477-4000.

Bargain. ITA AC-1 console just removed from service. Complete with plug-in amplifier, power supply, two books. Ideal recording studio or control panel. Cost $250, call Johnnny Knocky WWIK, St. Mary’s, Pa. 15857.

KRS tape cartridge system complete with BROADCASTING SB-15/RF2 recording/playback plus 200 KRS tape. Box F-208, BROADCASTING.

39 minute quickies tape. Sexy gal-voices. $10. Davis Enterprises, P.O. 961, Lexington, Kentucky.

Instant gags for Daytime—Thousands of one-liners, gags, bits, station breaks, etc. Listed in two Broadcasting comedy "catalogs". Write: Show-Biz Comedy Service—753 East 26th St., Chicago, Ill. 60616.

Wanted, steady source informational mixed material for broadcast. Must be brief. No holders. Suggest an idea. D-349.


INSTRUCTIONS

TV License Preparation and/or Electronics Affiliation. Minimum qualifications: resident classes. Schools located in Indianapolis, Calif., and Washington, D. C. For information, write Grantham School of Electronics, 1619 7-D, N. Western Ave. Hollywood, Calif. 90027.

Elkins is the nation’s largest and most respected training center for amateurs. Complete course in six weeks. Fully approved for Veteran’s Training. Elkins Radio License School of Chicago, 6303 Inwood Road, Dallas, Texas 75225.


First Class License in six weeks. Highest success rate in the Great North Country. Thirty and labor day, 2880. Fully approved for Veterans Training. Elkins Radio License School of Minneapolis, 305 East Lake Street, Minneapolis, Minnesota 55406.

Announcing, programming, production, newscasting, bookkeeping and all phases of Radio and TV broadcasting. All taught by highly qualified professionals. The nation’s newest, finest and most complete facilities training our own, 2880. KSTP—Fully approved for veterans training. Elkins Radio License School of Minneapolis, 305 East Lake Street, Minneapolis, Minnesota 55406.

The Masters, Elkins Radio License School of Atlanta, offers ELS training for all First Class License schools. Hurry—few more seats. Fully approved for Veterans Training. Elkins Radio License School of Atlanta, 1139 Spring Street, Atlanta 24, Georgia.
INSTRUCTIONS—(Cont'd)


Since 1946. Original course for FCC 1st class radio telephone operators license in six weeks. Approved for veterans. Low-cost dormitory accommodations at school. Reservations required. Enrolling now for July 12, October 4, December 6. For information, references and reservations. Write William B. Ogden Radio Operations Engineering School, 9073 Warner Avenue, Huntington Beach, California 92649. (Formerly Elkins Radio Engineering Institute, Burbank, California.)

"Warning" accept no substitute. Reel is $1 in—success—guarantee—lowest tuition—highest reliability of all five (5) week schools. FCC 1st phone license in five (5) weeks. Tuition $225. Rooms and apartments $10-815 per week. Over 95% of REI graduates pass the FCC exams. Classes begin June 26-July 31—Sept. 5-Oct. 9. Write Radio Engineering Institute, 1339 Main Street in beautiful Sarasota, Florida.


Be sure to write, BROADCASTING INSTITUTE, Box F-211, New Orleans, for radio announcing careers.

New York City's only school specializing in 1st class license prep. and radio-TV announcing. Active job service coast-to-coast. Veteran passed—recommended by N. Y. State, Contact Announcer Training Studios, 25 W. 53rd St., New York, N. Y. 0-9955.

Your 1st Class License in six weeks or less at America's foremost school of broadcast training, the Don Martin School of Radio and Television (serving the entire Broadcasting Industry since 1927). Make your move now for our Accelerated Theory class August 7. Most experienced personalized instruction and methods. Lowest-cost-finest accommodations available close-by. Call or write: Don Martin School, 1603 N. Cherokee, Hollywood, Calif. (213) 360-1221.

RADIO

Help Wanted—Management

Station Manager

Christian station established and profitable in major mid-west market (top 5) has immediate opening. Manager qualifications will require proven sales ability. Top salary, benefits unlimited commission incentive. Station is member of well-established chain. All replies considered.

Box F-142, Broadcasting.

Sales

Radio Syndication with BIG NAME PERSONALITIES

Sales reps—individuals or organizations needed in several territories. New portfolio—Fresh material—Talk format. Add to your properties. Excellent compensation.

Box F-98, Broadcasting.

Announcers

MAJOR WEST COAST AM

needs topflight afternoon drive time personality. Rush tape and resume.

Box F-227, Broadcasting.

Situations Wanted

Management

MANAGER


Box F-66, Broadcasting.

TOP MANAGEMENT

Outstanding record in major markets. Strong in sales, promotion, creativity. Experienced both conservative and contemporary sounds. Proven ability to solve problems and train people. Best references.

Box F-214, Broadcasting.

ATTENTION RADIO STATION OWNERS IN THE TOP 60 MARKETS ONLY

I may be the man you're looking for. I know how the time moves and have employee, and the listener thinks. I've managed a smaller market radio station for years with great success. I did programing successfully in a medium market on FM DI in Too market doing drive time. My track record is excellent in sales, programming and announc- ing. —Available September 1, 1967, however, it's getting together now. All replies confidential.

Box F-233, Broadcasting.

Technical

Engineer Director

for CHAIN OF STATIONS seeks greater challenge. Experience in AM, FM, Directional remote pick-up, all types construction-maintenance & proofs. Also, any type air-work if need arises. 14 yrs. experience. $2,500 min.

Box F-211, Broadcasting.

TELEVISION—Help Wanted

Technical

ATTENTION

Top flight TV engineer wanted major Texas Gulf Coast station. Looking for an Engineer with maintenance experience in Color and VTR and remote supervision capabilities. Send resume and salary requirements to:

Box F-79, Broadcasting.

MISCELLANEOUS

"365 Days of Laughs"

Radio Gag Service

PREPARED BY DEEJAYS FOR DEEJAYS

Box 1734

Marshalls Mart Bldg.

Calhoun Illinois

12055

Production—Programming, Others

TELEVISION PRODUCTION SPECIALIST

TV Director or AD in production of live and recorded television programs for information and educational purposes. Beginning Salaries: $1694 per annum. Liberal benefits, excellent career opportunities.

Requirements: 5 years experience in field of movie, television, or audio-visual communication, or experience in any combination of these fields that demonstrates ability to perform the duties of this position.

Write: Civilian Personnel Office, Meyer Hall Team, Fort Monmouth, N. J. 07703 Cal#: Mrs. Ruth Wilks, Area Code 201-332-2146

TELEVISION—Situations Wanted

Production—Programming, Others

AVAILABLE

A major talent. Seven excellent years as host-producer of most successful TV morning show in the country on number one station in top ten market. In TV since '38. Thoroughly capable MC, interviewer, broadcaster, analyst, sales. Puppeteer, musician. Wants new challenge with opportunity to work in diversified and professional demands.

Box F-104, Broadcasting.

BUSINESS OPPORTUNITY

Franchise Distributorships

for Seeburg Background Music Systems

Leading U. S. manufacturers, expanding distributor territories, offers to those who qualify distributor franchise for background music, with wire, FM multiplex and on-location systems. Manufacturers backs your operation with factory fold engineering service, selling aids, national advertising. His experts train you, work with you to help assure your success. For personal executive interview:

Seeburg Music Library

1500 N. Dayton Street

Chicago, Ill. 60622

WANTED TO BUY—Stations

RADIO STATION

Experienced broadcasters seek property up to $500,000. Good suburban facility acceptable. Any area but Southeast. Can act quickly.

Box F-213, Broadcasting.
CONCLUSION (continued from page 85)

A conclusionary, rather than evidentiary, issue, as urged by Principal, is presented. Action June 14.

Office of opinions and review on June 1 granted motion by the National Football League and Cleveland Indians, Inc. for extension of time to June 1 to respond to petition by Telemedia Inc for reconsideration. In proceeding re petitions by Akron Telemedia Inc., Ackron (CATH systems in the Cleveland television market) (Doc. 17357 et seq.);

By memorandum opinion and order: Commissioner Bartley concurs and issuing a statement: Commissioner Loewinger concurring. Commissioner Aiken dissents on the remainder of the action and issuing a statement: Commissioner Loewinger concurring. Commissioner Aiken dissents on the remainder of the action and issuing a statement. FCC granted waiver of hearing requirements of Sec. 18(b) of rules requested by Louisiana Valley Cable TV Co. and Telemedia Inc. to operate CATV systems in the suburban daytime medium daytime area August 1966. New Orleans.

FOR SALE

Northern California


FOR SALE

San Francisco Bay Area

STEREO FM

REACHING A POPULATION OF OVER 1,000,000 PEOPLE

Box F-154. Broadcasting.

KALF, Mesu, Ariz.

10 kw 12.9.ooks Converting available. 1966 cash gross $12,000. 1967 currently paid off. $10,000 current liabilities approx. $200,000 C.P. for Fm. Owner in bankruptcy. Asking $275,000 cash.

Lilin Media Brokers Inc.


CONFIDENTIAL LISTS

RADIO — TV — CATV

N. B. — S. B. — S. W. — N. W.

G. BENNETT LINC.

R. C. A. BUILDING, SUITE 508, NEW YORK, N. Y. 20.25.340

Wyo. small fulltime $950 terms

California, medium day (40-60) $2,500

Florida, medium day (40-60) $1,000

Maine, medium day (40-60) $1,500

N. F. suburban day (40-60) $250

CHAPMAN PSEACHES Publication G. 3030

BROADCASTING, June 19, 1967.

and is president and principal stockholder in property leasing concern. Mr. Bellati is vice president, publisher, and principal stockholder of Stillwater Publishing Co., licensee of KSBN, AM, Monroe, N. Y., and licensee of WBNJ, AM, Johnson City, N. Y.

WARN-AM-FM Fort Pierre, Fl. — Seeks assignment of license from Walker Broadcast Inc. to Fort Pierre FM for $220,000. Principals: Drew J. T. O'Keefe (56%) and Jerry Keating (44%). Mr. O'Keefe is U. S. attorney; 100% stockholder and director of Walker Broadcasting Co. licensees of WBNJ (AM), Levittown, Pa.; 85% stockholder in Capital Broadcasting Corp., licensee of WBNJ (FM), Del.; 75% stockholder in apartment house; 50% stockholder in stock holder in pier operation. Mr. Adams is manager and vice president and general manager of WBNJ. Ann. June 14.

WBIX Jacksonvile, Beach, Fla. — Seeks transfer of controlling interest in BIXCO (AM-FM) to Mr. Jack Lillian L. Atkins (each 25% before, none after) to Fred Butkes (100% after). Principal: Mr. Butler will be president, vice president and general manager of WBIX. Ann. June 14.

WEDR (FM) Miami — Seeks transfer of control from 8. D. Rivers (5% before, none after) to E. D. Rivers Jr. and Marie B. Rivers guardians of their five minor children. Mr. Rivers and Peroes are officers, directors and stockholders of WGIN Atlanta, WEAK-AM-FM Savannah and WGU-AM-FM Valdosta, all Georgia stations, and WBPM-WFEA-AM-WFEA-FM FM Jackson, Miss. Assignee intends to do business as WBNJ Broadcasting Co. In WSBK Broadcasters seeks to withdraw from partnership. Mr. Norwood has agreed to purchase Mr. Lapin's 16% for $15,334. Thaw, following FCC consent for assignment. Mr. Norwood Fine will increase her partnership from 15% to 25%. Silver. Mr. Fornieles also will withdraw her holdings from WSKP for $1 and assign her interest to husband Myers. Ann. June 14.

WMRO-AM Aurora, Ill. — Seeks assignment of license from WKBK Broadcasting Co. to Mrs. Pleasant Davis for $35,000. Principals: Vincent G. Covey (50%); Mr. Davis (50%). Mr. Davis will withdraw his holdings from WMRO for $1 and assign his interest to his wife. Ann. June 14.

WMBX-AM Waukesha, Wis. — Seeks assignment of license from WPWP-AM to Mr. Tom J. O'Connor for $50,000. Principals: Mr. O'Connor (100%). Mr. O'Connor does not wish to continue ownership in FM operation. Ann. June 14.


KRCB Council Bluffs, Iowa. — Seeks assignment of license to Council Bluffs Broadcasting Assn. Inc., and assignment of Mr. Wilson (100%) to James E. Conroy (100%). Mr. Conroy does not wish to continue ownership of the station. Ann. June 14.

WMET-TV Baltimore — Seeks assignment of license from United Broadcasting Co. of Eastern Maryland Inc. to United Television Inc., and agreement to give an assignment of license to WMBT. Mr. Conroy does not wish to continue ownership of the station. Ann. June 14.

KMMJ Grand Island, Neb. — Seeks assignment of license from Friendly Broadcasting Co. to United Communications Inc. for $450,000. Principals: Rex Laube, president (60%), and Mr. Laube (40%). Mr. Laube is presently with B. R. R. Representatives of radio industry has been designated to become general manager. William Morton (13.75%) will remain on KMMJ staff and

(FOR THE RECORD)

WCHS West Chester, Pa.—Seeks license from Frank A. Robino Jr. to Robino Telecasting Inc., principal. No applications for CATV service in city. 

WPDI-TV Florence, S. C.—Seeks assign- ment of license from B'nai B'rith to B'nai B'rith Broadcasting Inc. 

KVAD-TV Butte, Mont.—Seeks transfer of control from WBTN-TV, licensee for CATV service in Butte, to Allman Trans- mission Co., new owner and operator of station. 


KCCN Honolulu—Broadcast Bureau granted transfer of control from Perry W. Carle et al to WBBM Telecasting Inc. d/b/a Hall Corp. Principals: Al Lapin, Jr., president (47%), Mrs. Norma Fine, president (35%), E. J. San et al. Mr. Lapin is president and director of restaurant and franchising company (35%), Beneficient company partner and president and director of Beneficient Systems Inc., service organization for Lapin. J. W. Carle, attorney, chairman of board, and director; E. J. San president and director and 35.5% stockholder of WBBM Telecasting Inc. Permits of KHP-TV Mil- waukee, WBBM-TV Chicago, and 25% stockholder of Canasta Broadcasting Inc. Permits of WBBM-TV Jacksonville, Fla., has 10% interest in WCN Miami (which he is in process of transferring to Mrs. Norma Fine, wife of David who has 5% interest) and also chairman of board; Mr. Fine is president of American Telecasters Inc., per- mittee of KHP-TV Milwaukee, WBBM-TV Chicago, and 25% stockholder in Marbo Broadcast- ing Inc., applicant for new TV in Aurora, Ill.; director and president of 52% stockholder in News Corp., applicant for new TV in San Bernardino, Calif., president and director and 50% stockholder in Marbo Broadcasting Inc., applicant for new TV in Aurora, Ill., president and director and 50% stockholder in Havenhurst Broadcasting Inc., which has new TV petition in Minneapolis. Considera- tion $168,770 plus assumption of obligation of approximately $145,000. Action June 9.

KJFD Webster City, Iowa.—Seeks granted assignment of license from Triangule Broadcast- ing Inc. Mr. & Mrs. H. E. Shaw Jr. (52% and 23%), Mr. & Mrs. H. E. Shaw Sr. (23%), Mr. & Mrs. H. E. Shaw Jr. (23% and 23%). 


WACK Harrisburg, Va.—Seeks assign- ment of CP from Blue Ridge broadcasting Co. to radio Blue Ridge Inc. Principals: William M. Miller (9%), Mr. & Mrs. H. W. H. Miller (20%), Glenn W. Miller, Edward C. Moore and James C. Neff (each 18% and 16% after and Donald W. Miller (4%), respectively. 

WBBG Lynchburg, Va.—Seeks assignment of license from Blue Ridge Televis- ion, Inc. to Triangule County Cablevision Inc. for $24,446.50. Mr. & Mrs. H. W. H. Miller (each 15.5% stockholder) desires transfer of 25,000 shares of stock to him from his wife. WBBG to form corporation. Ann. June 9.

KCCN Honolulu—Broadcast Bureau granted transfer of control from Perry W. Carle et al to WBBM Telecasting Inc. d/b/a Hall Corp. Principals: Al Lapin, Jr., president (47%), Mrs. Norma Fine, president (35%), E. J. San et al. Mr. Lapin is president and director of restaurant and franchising company (35%), Beneficient company partner and president and director of Beneficient Systems Inc., service organization for Lapin. J. W. Carle, attorney, chairman of board, and director; E. J. San president and director and 35.5% stockholder of WBBM Telecasting Inc. Permits of KHP-TV Mil- waukee, WBBM-TV Chicago, and 25% stockholder of Canasta Broadcasting Inc. Permits of WBBM-TV Jacksonville, Fla., has 10% interest in WCN Miami (which he is in process of transferring to Mrs. Norma Fine, wife of David who has 5% interest) and also chairman of board; Mr. Fine is president of American Telecasters Inc., per- mittee of KHP-TV Milwaukee, WBBM-TV Chicago, and 25% stockholder in Marbo Broadcast- ing Inc., applicant for new TV in Aurora, Ill.; director and president of 52% stockholder in News Corp., applicant for new TV in San Bernardino, Calif., president and director and 50% stockholder in Marbo Broadcasting Inc., applicant for new TV in Aurora, Ill.; president and director and 50% stockholder in Havenhurst Broadcasting Inc., which has new TV petition in Minneapolis. Considera- tion $168,770 plus assumption of obligation of approximately $145,000. Action June 9.

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Controversy returns WEEI to eminence daily.

From the beginning, Mr. Tragesser insisted "that no one has a monopoly on brains." Out of weekly no-holds-barred conferences with the staff came the evolution of WEEI's talk-show methodology. Feedback comes from listeners, the weekly meetings and correlations between topics discussed and busy-signal counts. Generally, issues are news-oriented, not personal, and a conscious effort is made to direct discussions to topics that engage younger audiences.

A strong editorializing policy fits right in with the station's new sound. Serving what he describes as a "political community," he took the first opportunity that came along to endorse candidates in a major election. When he announced his intention to do so, he found that even the idea was controversial (and still is, as broadcasters who watch Congress are well aware). But 60% of the station's callers favored the action.

Taking the plunge, he gave WEEI's support to four state and federal candidates. At this point he heard from another critic—John W. McCormack (D-Mass.), Speaker of the U.S. House of Representatives, who promptly called to complain about the station's taking sides in a contest involving the Speaker's nephew. WEEI was backing the nephew's opponent.

When the votes were in, however, he found that while the station could not help making enemies by taking sides, it had also added to its roster of friends in high places. The four candidates endorsed by the station were elected.

For all his success with talk programming, Mr. Tragesser got his start in radio because of music. When in high school he had his own orchestra (his instrument was the guitar). During the war years his interest in music led him to part-time work on KQV Pittsburgh.

Steady Rise • After high-school graduation he switched to full time with KQV as producer and salesman while attending college part time.

He joined KDKA as an account executive in 1952, while continuing his studies, and stayed with the Westinghouse outlet until leaving for Boston in 1963. Before joining WEEI, he found time to complete executive training at the Columbia University Graduate School of Business.

Even though his station is now talk-oriented—and his prediction is that "news and information will become the primary role of radio"—he retains his early interest in music. Another hobby is reading. But WEEI, he says, comes first. Mr. Tragesser is himself an influential member of WEEI's audience and he keeps a telephone in his car to contact the station when he hears something that needs attention.

Steady attention and willingness to innovate are Don Tragesser's two keys to station management. "Radio changes," is how he sums it all up, "and WEEI didn't change with it. That's why it got in trouble." And although he is on record that "WEEI is now committed to talk radio," he also says he'd "drop it tomorrow if something better comes along."

WEEK'S PROFILE

Donald James Tragesser—VP, CBS Radio and general manager, WEEI-AM-FM Boston; b. Pittsburgh, March 24, 1928; Mount Lebanon (Pa.) High School, Duquesne University, 1949-50, and University of Pittsburgh, 1950-55, studying liberal arts; completed executive training at the Columbia University Graduate School of Business, 1963, worked part time for KQV Pittsburgh during high school years, full time after graduation as producer-account executive (taking college classes part time); joined KDKA Pittsburgh, 1952, as account executive, made general sales mgr., 1956, assistant general mgr., 1958; joined CBS Radio as VP and general mgr., WEEI-AM-FM, September 1963; served in U.S. Marine Corps Reserve as public information officer 1947-1949; m. Nancy Kelley of Mount Lebanon, Nov. 18, 1948; children: Donald Jr., 17; Richard, 16; Mary Beth, 14; memberships: Advertising Club, Broadcast Executives Club, both Boston; Bostonian Society; board member, Massachusetts Broadcasters Association; radio chairman (1964), Massachusetts Bay United Fund, and the Executive Association of the Columbia University Graduate School of Business; hobbies: music and reading.
EDITORIALS

Red Lion, red flag

THE U.S. appellate court made it clear last week that broadcasters—all of them—must either resign themselves to a future of diminishing stature or organize themselves for a decisive attack on the government’s fairness doctrine. In declaring the doctrine to be constitutional, the appellate court has as much as told the FCC to go on inculcating deeper and deeper into the programming and advertising policies of radio and television. No broadcaster should delude himself into thinking that the WOCA Red Lion, Pa., appeal is a minor case involving only a non-establishment station in an obscure town. It is a case that affects every broadcaster.

It is also a case that affects a good many broadcast advertisers, including some of the biggest, because it affirms the constitutionality of a doctrine that the FCC had applied only 11 days before to rule that cigarette advertising is a controversial issue deserving of opposing comment on both air. An extension of that logic to other products widely advertised on radio and television is inevitable unless the FCC’s ruling on cigarettes and the court’s ruling on the Red Lion appeal are somehow undone.

But it is not cigarette advertising alone, or the prospects of effects on other advertising, that ought to trouble broadcasters in considering these recent events. As now interpreted, the fairness doctrine can be applied to anything presented on the air, as long as it is judged to be controversial. Few things worth mentioning at all are without at least some element of controversy.

These issues are too vital to the whole broadcasting structure to be left to piecemeal attack. Stations of all classes and networks of all conditions are equally threatened. They must unite within the one organization representing all elements, the National Association of Broadcasters, into a coordinated force. They must agree to supply the leadership, the money and the patience to fight the fairness doctrine to its finish.

Anything less than a sustained effort, conducted by the most skilled counsel obtainable, dooms broadcasting to progressive enfeeblement.

Blanket coverage

THE monumental job that broadcasting has done, and continues to do, in coverage of the crisis in the Middle East may never be fully evaluated. It represents a combination of personal and corporate commitment, courage and sacrifice seldom undertaken by any news medium.

One U.S. newsmen, Ted Yates of NBC, who was an eminently good one, lost his life. Countless others risked death or injury to get the war story out. Editors, reporters, analysts and technicians put it all together superbly in both regular newscasts and specials. And management pre-empted not only whatever time was needed for the specials but also infinitely longer periods for running coverage of the United Nations Security Council debates on the issue.

It is not easy to keep an accurate count of the pre-empted hours, much less find out what the pre-emption losses will amount to. At the middle of last week the best estimates indicated that the television networks alone had pre-empted more than 130 hours of regular programming since the crisis began to heat up on May 24. Forgetting the considerable out-of-pocket costs of covering the war, the pre-emption losses will necessarily run deep into the millions of dollars, and to these must be added the stations’ losses in both network compensation and spot sales.

What has all this investment bought? Most important, it unquestionably has produced a public awareness and understanding of the events and issues unsurpassed in the history of international troubles. Secondly, but not unimportantly, it has raised broadcasting’s and especially television’s stature, and we would like to think—that do not much expect—that those who habitually criticize TV programs will remember, for once, that it was the Beverly Hillbillies, the Peyton Places and the Tarzans that made it all possible.

Commercial TV’s performance may also suggest some questions for the forward thinkers of noncommercial TV. It may even suggest some answers. If we read them correctly, this is the sort of coverage that leaders of the Ford Foundation-endowed Public Broadcast Laboratory would like to have PBL produce on such occasions. Surely it is clear now that noncommercial TV could not do a better job, even if it had the money. And since merely trying to duplicate the effort would be wasteful, perhaps noncommercial television should start thinking more about ways to complement and supplement commercial TV coverage, and forget trying to compete with it.

Biting the hand

ADMIRAL, the set manufacturing concern that has had more ups and downs than most, is playing the headlines by pompously announcing that it won’t use television this season because it is disappointed in programming.

We imagine networks and stations will survive. The question is whether Admiral, which almost went down the drain some years ago, can.

Instead of its grandiose “press” conference announcement at Las Vegas (an appropriate locale for a gamble), Admiral might have arranged to underwrite a few high-quality specials, or pick its vehicles by investing in national spot. After all, without programs, good or not so good, Admiral would be selling furniture, not sets.

Admiral’s advertising people may be experts in merchandising. But station people, from page boys to presidents, are set “experts” in the eyes of the buying public.

What will they say when asked: “What kind of color set should I buy?”

Admiral’s 1967-68 campaign probably will be remembered in marketing history as Ross D. Siragusa’s folly.

"Good Lord! It’s Mary Mild!"

Drawn for BROADCASTING by Bill Davey

BROADCASTING, June 19, 1967
Television excellence reflects this land of initiative

In 1933, Oklahoma’s famous Wiley Post set a record for a ‘round-the-world flight . . . demonstrating his individual initiative to promulgate progress.

Aviation today in this area? One out of six employed Oklahoma Citvans is in aviation. Tulsa has American Airlines’ maintenance center. Arkansas boasts one of the nation’s fastest increasing private pilot groups.

All this is spurred by individual initiative . . . a step to success recognized by Griffin-Leake Television, Inc., and reflected in the “jet age” appraisal of television practice.
why pay extra for CATV turnkey construction?

Vikoa guarantees to build it better for less!

How can Vikoa afford to build your CATV system for less? Because we are the only company in the CATV industry that makes both cable and electronic equipment, plus CATV hardware. Since we make our own cable, we charge less than a company that buys cable from a manufacturer like us.

What's more, we not only build your system, but give you help in system management, promotion and maintenance.

The Vikoa CATV System Manager's Manual is the only one of its kind in the industry. Vikoa technical training, together with our maintenance manuals, Level Logs, and Technical Library, will simplify system maintenance. And Vikoa Ad-Publicity-Promotion campaigns are famous for attracting the most subscribers in the shortest possible time. All of these services are available only to Vikoa Turnkey customers.

DON'T SIGN A CATV TURNKEY CONTRACT UNTIL YOU GET THE VIKOA QUOTE.
We guarantee that we can save you money!

vikoa
THE HOUSE THAT SERVICE BUILT • (Formerly: Viking Industries, Inc.)
400 Ninth Street, Hoboken, New Jersey 07030 • N. Y.: (212) 943-5793 • N. J.: (201) 656-2020 • Wire WU: WUX-JHB, Hoboken, N. J.