It was a happy week in the sun for the educators. p23
TV8 sessions to probe the client's thinking. p38
When the radio clicks on, they really listen. p44
AT & T's parttime TV rates called 'inequitable'. p58

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THE DAY THE EARTH STOOD STILL
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GARDEN OF EVIL
CALLS OF MONTEZUMA
MONKEY BUSINESS
NO HIGHWAY IN THE SKY
THE SNOWS OF KILIMANJARO
THERE'S NO BUSINESS LIKE SHOW BUSINESS

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NIGHT PEOPLE
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TENNIS NORTHEM-FREDERIC
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The BEST LOCAL DAYTIME AUDIENCE MIX in HOUSTON!

In HOUSTON! BEST LOCAL DAYTIME AUDIENCE MIX in HOUSTON!

Kitty's Corner 8:30 - 9:00 AM

Password 3:00 - 3:30 PM

Kitrik 3:30 - 4:30 PM

Call BLAIR today.... for KTRK your Capital Cities station in Houston

On the Go! in Houston

Dialing for DOLLARS 9:30 - 10:30 AM

Dialing for $ dollars

Kitty's Corner

Truth or Consequences 5:30 - 6:00 PM

Leave it to Beaver 4:30 - 5:00 PM

Broadcasting, November 13, 1967
Representative: The MEEKER Company, Inc.
New York • Chicago • Los Angeles • San Francisco

WGAL-TV
Lancaster, Pa./Channel 8

WGAL-TV successfully saturates this great, diversified area. And, its glowing color pictures include all-color local telecasts and NBC programs. Also 26%* color penetration.

*Based on Feb.-Mar. 1967 Nielsen estimates; subject to inherent limitations of sampling techniques and other qualifications issued by Nielsen, available upon request.

STEINMAN TELEVISION STATIONS • Clair McCollough, Pres.

.Broadcasting, November 13, 1967
CLOSED CIRCUIT®

End of interim

With return of Commissioner Robert T. Bartley next week (Nov. 21) after 10-week absence, FCC is expected before year-end to dispose of two or more highly significant broadcast matters involving station-ownership policy. By at least majority vote of 4-3, it’s expected to abandon proposed rulemaking that would limit acquisitions to not more than three TV stations, only two of which could be VHF’s, in top-50 markets. And it’s expected to raise so-called 1% ownership limit possibly to 10%, but more likely to 5%, because of complications that have arisen through purely technical violations of 1% rule by investment trusts.

Programing union

Two leading station groups—Scripps-Howard and WGN Continental—will reportedly set up joint venture to package television programming. One property said to be under consideration is weekly show originating in Miami. Unaffected in new arrangement is WGN Continental Productions, Chicago production center for taped commercials and programs.

Once again

Still another waiver of FCC’s interim policy against TV acquisitions in more than three of top-50 markets is due this week. FCC, with some dissent, is expected to approve transfer to AVC Corp., formerly American Viscose Corp., of five UHF construction permits now held by Overmyer Communications Co. in or near San Francisco, Pittsburgh, Houston, Atlanta and Cincinnati and of control of WPHT-TV (ch. 17) Philadelphia, now owned by Philadelphia businessmen including William Banks, controlling stockholder of WHAT-AM-FM Philadelphia. Overmyer acquisition is for $1 million plus loans of $3 million to other Overmyer enterprises. Philadelphia transfer involves no payment but presumably promise of AVC operating funds.

New machine

Commercial film producers at some of biggest agencies want to know more about CBS Labs’ new Broadcast EVR, billed by CBS authorities as providing better quality color at considerably lower cost than film or tape (Broadcasting, Oct. 23, et seq.). Twenty-man commercial production subcommittee of American Association of Advertising Agencies, headed by Gordon Webber of Benton & Bowles, has arranged session with CBS Labs officials for Nov. 28. In absence of Dr. Peter Goldmark, Labs president and chief architect of EVR, presentation is to be made by Dr. Stafford Hopwood, vice president for new business development. Current plans do not call for demonstration of Broadcast EVR, which electronically records color signals on black-and-white film.

Dr. Hopwood—and both EVR (for classroom and home use) and Broadcast EVR—will also be in spotlight in Washington Dec. 6 as part of panel on new developments in educational devices at first “Aristotle” conference (Aristotle: Annual Review and Information Symposium on Technology of Training, Learning and Education), sponsored by Defense Department, National Security Industrial Association and Department of Health, Education and Welfare.

Spectrum claims

Net group to lobby FCC and Congress for more spectrum space for land-mobile users is being spun off government-industry Advisory Committee for Land-Mobile Radio Services, even before that group submits final report. Government-industry committee expects to issue final report, on three-and-a-half-year study of how land-mobile radio licensee can best utilize frequencies assigned to them, by end of month. Conclusion it leads to is that space from broadcasting share of spectrum is needed. Committee to organize lobby is headed by Ivan Loucks, now with Association of American Railroads.

No deal

Conversations initiated last summer by principals of Mutual Broadcasting Corp. for possible acquisition of Golden West stations were terminated last week by Gene Autry, Golden West chairman and principal owner. John P. Fraim, Mutual chairman, had sought to interest Golden West principals in sale of properties (KTLA-TV and KMPC Los Angeles, KSFQ San Francisco, KEX Portland, Ore., and KVI Seattle) to Mutual at round figure of $60 million. Last week, Mr. Fraim sought another "extension" but was formally turned down.

Mutual, which owns no stations, wanted GWB broadcast properties only. Golden West also corporately owns ownership of California Angels, American League baseball club, and minority interest in Los Angeles Rams, of National Football League. Mr. Autry, through separate company, also owns control of KOOL-AM-FM-TV Phoenix and KOLD-AM-TV Tucson, Ariz.

Hint in Hollywood

There are signs that Television Code Authority would not reject invitation to begin pre-screening movies headed for TV, including those bought by networks. But invitation isn’t likely to come, at least not from networks which think they can handle own decisions as to audience acceptance of contemporary themes, scenes and dialogue. Indication of code’s authority’s interest in subject was made last week by Howard Bell, code director, in Hollywood speech (see page 64). Mr. Bell deplored “sexual explicitness” in some features as being unsuitable for home viewing.

Head hunt

President Johnson is searching for person with recognized leadership qualities to serve as first chairman of board of Corp. for Public Broadcasting. Chairmanship had been offered both Dr. Milton S. Eisenhower and Dr. James R. Killian Jr. (who accepted directorships), but each felt he could not afford time that would be entailed during CPB’s formative years. Killian-Eisenhower appointments are regarded as illustrative of caliber of men and women President hopes to get for other 13 directorships prior to year’s end. Only eight of 15 directors may be of same political faith and all nominees are subject to Senate confirmation (see page 23).
When WTOP talks, people listen . . . and call in, and participate, and identify, and buy!

Washington's only 50,000 watt talk station offers the largest cumulative audience in the market*
WEEK IN BRIEF

"PBL," noncommercial TV's first regular network series, draws mixed reactions from viewers, critics, those stations that carried it and both educational, commercial television authorities. See . . .

MIXED REACTION TO PBL . . . 24

Educational broadcasters at Denver NAEB convention are jubilant at reality of federal aid, but sobered by one question: "Now that you will soon get it, what are you going to do with it?" See . . .

HOW WILL NAEB SPEND IT . . . 26

Amid pomp and panoply President Johnson lays pen to Public Broadcasting Act of 1967, pledges that though CPB will get government support, "it will be carefully guarded from government or party control." See . . .

LBJ SIGNS CPB . . . 33

Television Bureau of Advertising's 13th annual meeting in New York will focus on TV client, particularly those people to whom clients turn for advice on how to improve their way of doing business. See . . .

TVB FOCUS ON CLIENT . . . 38

Study for CBS Radio shows seven persons out of 10 regard themselves as active, involved listeners; evenly divided in their preferences between spoken, singing commercials; underscores medium's impact. See . . .

THEY TUNE IN . . . 44

Atlantic States Industries buys KROY Sacramento, Calif., for over $1 million; Baldwin-Montrose control of three Chris-Craft TV's approved; Paar's Maine TV sold to Harron and associates for $5 million. See . . .

TV SALES APPROVED . . . 48

Delay sought on pay-TV on two fronts. NAB's Wasilewski tells broadcasters at Kansas fall conference to solicit congressional opposition; Representative Harvey is readying resolution to postpone action for another year. See . . .

PAY-TV DELAY . . . 52

Sports Network's complaint against AT&T's rates for television transmission costs receives FCC Common Carrier Bureau support. Bureau says rates are unjust, unreasonable, unduly discriminatory and preferential. See . . .

SNI GAINS SUPPORT . . . 58

King Broadcasting's challenge of FCC's ruling on reasonable offer of rebuttal in fairness case appears to be dead because broadcaster complied with FCC order to negotiate with complaining political candidate. See . . .

KING TEST APPEARS DEAD . . . 63

RCA President Robert W. Sarnoff announces top executive reorganization. Odorizzi named senior executive VP, services; Watts, defense systems; Mills, consumer products; Bradburn, information systems. See . . .

RCA REALIGNS DIVISIONS . . . 69

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BROADCASTING, November 13, 1967
a new name in the rep business...
well, almost

The Hollingbery Company Television Station Representative. Sound familiar? It should. The George P. Hollingbery Company has been in the radio and television station representation business for over 32 years.

But in October we made a number of changes. Most important, we bought our Company from George. We then restructured our sales organization. We put in an entirely new Sales Control system. We moved our home office from Chicago to New York. Now all salesmen in all offices are selling television 100 per cent of the time.

In fact, we made so many changes, we thought we'd better keep our new name about the same so our friends would recognize us.

THE HOLLINGBERY COMPANY
500 Fifth Ave., New York, N.Y. 10036 Telephone, 695-5560
Hub Taft killed in bomb shelter blast

Hubert Taft Jr., 60, chairman of Taft Broadcasting Co., was killed Friday (Nov. 10) when explosion rocked bomb shelter at his Indian Hill, Ohio home near Cincinnati.

Mr. Taft, son of late publisher of Cincinnati Enquirer, became chairman and chief executive officer of Taft Broadcasting in 1963. Company is now publicly held, listed corporation, owns WKRC-AM-FM-TV Cincinnati; WTVN-AM-FM-TV Columbus, Ohio; WBRC-AM-FM TV Birmingham; WGR-AM-FM-TV Buffalo; WDAF-AM-FM-TV Kansas City, and WNEP-TV Scranton, Pa. (ch. 16). It recently sold WKYT-TV Lexington, Ky., to G. D. Kincaid group, and recently acquired Hanna-Barbera Productions of Los Angeles.

ABC selling subsidiaries to improve cash position

ABC plans to sell publicly all of its shares in both Microwave Associates Inc. and in Technical Operations Inc., both Burlington, in moves aimed at easing ABC's cash position.

And it was also disclosed Friday (Nov. 10) that Leonard H. Goldenson, president of ABC Cos. Inc., disposed of 10,000 shares of company stock during October, leaving him with 70,061 shares.

ABC's holdings represent 10.7% of Microwave's outstanding shares and about 19% of Technical Operations' outstanding shares. Based on current market prices, offering would bring ABC more than $11 million. Disclosure of sales was made in registration statement filed with SEC by Technical Operations. Microwave Association said it plans to file with SEC this week.

TV 'rights' coverage topic of SDX report

Prospects for congressional and administrative investigation of television's role in coverage of civil rights demonstrations are explored in report of 1967 Sigma Delta Chi Advancement of Freedom of Information Committee which is being released today (Nov. 13).

Report, which was issued in advance of 18,000-member professional journalism society's annual convention in Minneapolis, starting Wednesday (Nov. 15), summarizes some of criticisms made of TV's race disturbances coverage by federal legislators and contains replies from industry leaders.

Committee's report also dwells in detail on extension of "fairness doctrine" by FCC to "personal attacks" on individuals and touches upon such broadcast news developments as coverage of Garrison case in New Orleans and efforts to place restrictions on TV-radio flow of news in various states.

Committee's report claims that Johnson administration has employed "inaccurate and misleading statements that contradict most of fine words" President has spoken about "open government."

O&O bureau closed

CBS-owned TV stations' Washington news bureau terminated, effective last Friday (Nov. 10), in move described unofficially as "budgetary."

Bureau, established in September 1963, had staff of six headed by Warren Olney, bureau manager-correspondent, who took over in August, moving from CBS-owned KNXT(TV) Los Angeles. Authorities said he may be reassigned to other CBS duties. Second correspondent, Lincoln Furber, left few months ago to join WETA-TV Washington and had not been replaced.

Others in bureau were administrative assistant Mary Warren and cameraman, sound man, film editor and courier.

Bufferin account open

Bristol-Myers Co., New York, is seeking agency to handle its $11 million Bufferin account, currently at Grey Advertising, it was reported Friday (Nov. 10). Approximately $9 million of Bufferin expenditures is in TV-radio.

M. B. Cather, president of Bristol-Myers products division, said Grey will continue to handle other B-M products. He stated that company is considering its other agencies as well as reply from industry leaders.

Committee's report also dwells in detail on extension of "fairness doctrine" by FCC to "personal attacks" on individuals and touches upon such broadcast news developments as cover-
WEEK’S HEADLINERS

Charles M. Stone, VP for station services for National Association of Broadcasters, Washington, named VP for radio. Alvin M. King, NAB's director of state association liaison, becomes director of NAB station relations. Mr. Stone succeeds Sherrill Taylor, who resigned to become VP for affiliate relations of CBS Radio (BROADCASTING, Sept. 25). Post of VP for station services is abolished with duties of that position reassigned among NAB's executive staff. Part of Mr. Stone's old administrative responsibilities will be assumed by Mr. King, who continues as NAB executive responsible for state association liaison. Mr. Stone started in broadcasting at WJBY Gadsden, Ala. He became director of radio code affairs for NAB in 1960. In June of this year Mr. Stone became VP for station services. Before coming to NAB, Mr. King had been sales manager for KFMB-AM-FM-TV San Diego, and had worked for broadcasting division of Capitol Records in Hollywood and for several Midwest radio stations.

Robert E. Healy, vice chairman of The Interpublic Group of Companies Inc., New York, large advertising-agency-marketing-communications complex, elected president and chief executive officer. He succeeds Marion Harper Jr. as president. Mr. Harper, 51, who continues as Interpublic's chairman, said change will permit him to devote time to clients and to direct "professional advertising and marketing matters," while Mr. Healy will concern himself with operating and administrative decisions. Mr. Healy, 63, who joined McCann-Erickson, key agency in Interpublic complex, in 1952 and served as chairman of board, was out of operational sphere as Interpublic's vice chairman (post held since December 1966), though consulted on "high level" policy. Mr. Healy was first president of Interpublic/S.A. Geneva, in charge of international operations for complex, beginning in 1962, and before he joined McCann-Erickson had been VP of advertising, Colgate-Palmolive Co., New York, for 18 years. Mr. Harper established Interpublic as company group seven years ago.

Donn B. Tatum, VP and administrative assistant to president, elected to newly created post of executive VP-administration for Walt Disney Productions, Burbank, Calif. E. Gordon Walker, VP-marketing, elected to newly created post of executive VP-operations. Mr. Tatum, formerly with ABC, joined Disney in 1957 as VP-TV sales. In addition to his new post, he will serve as vice chairman of board of directors. Mr. Walker has been with Disney since 1938.

For other personnel changes of the week see FATES & FORTUNES

mouth and University of Michigan Law School, served in Navy during World War II.

John Summers, for past seven years FCC attorney, named assistant general counsel of National Association of Broadcasters, effective Nov. 27. He joined commission after being graduated from Georgetown Law School and five years’ service with Central Intelligence Agency.

Good faith in fairness fine, but FCC is final

FCC "gives great weight to good faith judgment of broadcasters" in fairness-doctrine cases FCC Commissioner Kenneth A. Cox said Friday (Nov. 10). But these judgments "even if made in good faith, do not always control" because they are subject to FCC review.

Commissioner Cox, at National Association of Broadcasters' regional meeting in Kansas City, Mo., made comment in course of defending commission decision in KING-AM-FM-TV Seattle fairness-doctrine case (see page 63, BROADCASTING, Nov. 6).

Commissioner also indicated he welcomed judicial review of commission fairness-doctrine actions. He said such review would help commission in plotting approach to problems. Number of suits challenging various aspects of doctrine are in court.

Commissioner's appearance Friday was second in two days before trade groups. On Thursday he addressed regional meeting of National Cable Television Association in Dallas.

Seymour is still bullish on radio's selling skill

Dan Seymour of J. Walter Thompson Co., who won his spurs as radio announcer in network radio's golden years, says that "The reality of radio today is its ability to "reach virtually everyone." His observations were made Friday (Nov. 10) at radio commercials workshop held in New York by International Radio & Television Society.

Mr. Seymour, JWT's president and chief executive officer, said there are 31 major JWT clients who regularly use radio. Together, he explained, JWT clients account for something like 5% of all the U.S. advertising dollars spent in radio. For example, he said, Pan American Airways in its "first major shift in theme promotion in more than a decade" is opening multi-media effort first in radio because "sound is so important and because we want to get a quick response" in medium that is "fastest testing ground in the business."

Other IRTS workshop sessions examined "toughness" in creating radio commercials; radio's role as service (music, conversation, companion) with showmanship; use of contemporary music and humor.

CBS-TV leads with 20.9

In biggest ratings sweep in season for CBS-TV, network averaged 20.9 in 7:30-11 p.m. period for week ended Nov. 5, according to Nielsen 30-market report out Friday (Nov. 10). This was first report covering change from daylight saving time to standard time.

CBS-TV's rating was 3.5 points ahead of NBC-TV (17.4) and full 6 points ahead of ABC-TV (14.9). CBS placed 12 shows in top 20 during report period; NBC five and ABC three.

10

BROADCASTING, November 13, 1967
To the old soldiers at Benicia Arsenal
Humble is the newest recruit.

Stand among the rough stone barracks and listen very closely — to the sounds of the Benicia Arsenal, echoing out of the past. A bugle call from cavalry days. The laughter of a doughboy in leggings. A sergeant's bark as he readies his men for Pacific combat. Sounds of a proud, old Army arsenal at Benicia, California. The sounds are only echoes now; the arsenal is no more. It had been the town's "bread and butter" for over a century. But once it was closed, action had to be taken to keep Benicia from becoming a ghost town — like the arsenal itself. Banding together, the citizens planned a modern industrial park where the arsenal once stood. In 1966, Humble chose a site there for our new refinery. Since then, the people of Benicia have gone all-out to make us feel at home. We salute their faith in the free enterprise system. Joint community action and initiative paid off — in a park made possible by the individual effort of America's most important resource — its people.

HUMBLE Oil & Refining Company
and the people who make it
America's Leading Energy Company
What’s at the bottom of the “Top of the Mark”?

The new Hotel Mark Hopkins
Number One Nob Hill
San Francisco

Now that it’s a Loew’s Hotel wonderful things have happened to it. Like its famous sister hotels, the Regency and Drake in New York City and the Ambassadors in Chicago, a delightfully new and gracious “Mark” is ready to welcome you.

Completely refurbished and beautifully redecorated, the guest rooms and suites will give you the kind of comfort and luxury you expect in a Loew’s Hotel.

You’ll enjoy Loew’s style of service everywhere, as well as the superb food and drink in the intimate bars and exciting restaurants, including the world famous “Top of the Mark”.

Next time you come to San Francisco, stay at our new “Mark”, high atop Nob Hill in the city’s most picturesque and convenient location.

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

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

DECEMBER

Dec. 2—AP Wisconsin meeting (newspaper and radio-television members) Pfister hotel, Milwaukee.

Dec. 4—Third annual engineering/management seminar of the National Association of Broadcasters. Purdue University, Lafayette, Ind.

Dec. 6—Testimonial dinner in honor of Casey Shawhan, retired publicity and public relations director, NABC, West Coast. Biltmore hotel, Los Angeles.

Dec. 8—Winter meeting of Arizona Association of Broadcasters. Speakers include Charles Stone, NABC vice president for station services; Thom Winkler, NABC radio code manager. Camellia Inn, Phoenix.


Dec. 8-9—National conference of radio and TV weathercasting sponsored by the American Meteorological Society. Causeway Inn, Tampa, Fla. For further information contact program chairman Ray Leep, WTVT-TV Weather Service, Box 1198, Tampa 33601.


Dec. 14—Deadline for filing comments on FCC’s proposed rulemaking to specify, in lieu of the v/s-v/s co-channel U.S. I-A nighttime services, “which they would inevitably limit to some degree,” and circumstances “under which such usages should be allowed and the degree of skywave interference protection to be afforded U.S. I-A stations, which at present derive their basic protection from the exclusivity of the I-A nighttime priority within the North American Region.”
SOPHISTICATED ROUGHNECKS

FROM TWO TO TWELVE CAMERAS

The only TV broadcast vans built by broadcasters for broadcasters! Each van is made to order — big, small, or in-between — to fit the needs of each station. And each van (as well as the equipment inside) is built to last long after others are dead and gone.

Only CBS Laboratories now makes a rolling TV studio that can scramble around in the roughest places — yet carry the most sophisticated equipment imaginable. The interior shown is a portion of the production area of the van above. Not shown are the audio, video, and other control areas that can handle virtually any kind of broadcast needed... film, tape, color — you name it. But any van can be designed from the bottom up to handle what you need. Write for details. Or phone (203) 327-2000.
Pedestrians love New York's Drake Hotel. Almost everything is five minutes away.

But that's not the only reason. They love it for its charm, its grace, its very definite personality. They love its big, high ceilinged rooms, its spacious bathrooms with their king size towels and big cakes of soap; its telephone ladies who worry about their messages.

They love it because it's been newly refurbished, centrally air conditioned, and completely modernized without losing any of its fascination and élan.

If it's elegance, warmth and personal attention you're after, come to the Drake. You're certain to love it, too.

Meanwhile, if you'd like to know what's really five minutes away, send us your name and address and we'll mail you a personal pocket guide to everything that's within walking distance of the Drake, along with an indispensable guide that shows you how to locate every address in this whole wonderful town!

THE DRAKE
Park Avenue at 50th Street
New York 16, N.Y. (212) 680-1000
A Lehigh's Hotel - Preston Robert Tisch, President


JANUARY 1968
Jan. 4—Newsmaker luncheon sponsored by the International Radio and Television Society. Speakers include newsmen Walter Cronkite, CBS; Chet Huntley, NBC, and Peter Jennings, ABC. Waldorf-Astoria hotel, New York.

Jan. 12-13—Annual meeting Rocky Mountain Cable Television Association. Holiday Inn, Albuquerque, N. M.


Jan. 15—Deadline for receipt of entries in 25th Annual Television News Photographers Association competition jointly sponsored by National Press Photographers Association and school of journalism, University of Oklahoma. Competition open in six categories plus Newsfilm Station of the Year and Cameraman of the Year named during final judging March 1-3. Entries to be mailed to Bob Chaddock, coordinator of competition, University of Oklahoma, Norman, Okla. 73069.

Jan. 16—Deadline for filing reply comments on FCC's proposed rule-making to specify, in lieu of the existing M'XOY concept, a standard method for calculating use in evaluating interference, coverage and overlap of mutually prohibited contours in the standard broadcast service.

Jan. 16—Meeting of the Utah-Idaho AP Broadcasters Association, Boise, Idaho.

Jan. 21-25—Winter board meeting of the National Association of Broadcasters. Far Horizons, Longboat Key, Sarasota, Fla.


Jan. 26-27—The second annual color television conference sponsored by the Detroit section of the Society of Motion Picture and Television Engineers. Rackham Memorial Building, Detroit. Anyone interested in presenting a paper at the conference should contact Mr. R.W. Mint, 6/0 Station WWJ, 622 West Lafayette, Detroit 48231. Registration information may be obtained through Wayne State University, Conference Department, Detroit.

FEBRUARY

Feb. 1—Deadline for submitting entries for the 20th anniversary George Polk Memorial Awards for outstanding achievement in journalism, sponsored by the department of journalism, Long Island University. Recognition is given mainly for foreign, national, metropolitan, interpretive, magazine, television and radio reporting as well as for community service, criticism, news photography and the television documentary. The application procedure follows: A brief background description, in the form of a letter sent along with the entry, is sufficient. Radio and television programs should take the form of sound tape and be supplemented, when possible, by corresponding manuscripts. Photographs, suitably enlarged, must be mounted on strong backing. Entries should be filed with Prof. Jacob H. Jaffe, curator, George Polk Memorial Awards, Long Island U., Brooklyn, N. Y. 11201.

Feb. 9—Deadline for entries for the 36th annual Distinguished Service Awards of Sigma Delta Chi, professional journalism society. Entries must be submitted in the following categories: general reporting, editorial writing, Washington correspondence, foreign correspondence, news photography, editorial cartoon, magazine reporting, journalism radio and television reporting and editorializing, and public service by newspapers, magazines, radio stations or networks and television stations or networks. Entry blanks may be obtained from Sigma Delta Chi, 35 E. Wacker Dr., Chicago 60601.

Feb. 1—Deadline for entries for the 1967 Medical Journalism Awards of the American Medical Association. Awards are given for distinguished reporting on medicine or health on a U.S. radio or television station or network, and for distinguished editorial writing on a U.S. radio or television station or network. All entries must be sent to the Medical Journalism Awards Committee, American Medical Association, 535 North Dearborn St., Chicago 60610.

Feb. 9—Newsmaker luncheon sponsored by the International Radio and Television Society. Speaker will be Vincent Waszewski, president of the National Association of Broadcasters. Waldorf-Astoria hotel, New York.


MARCH


March 26—Annual West Coast meeting of Association of National Advertisers. Del Monte Lodge, Pebble Beach, Calif.


March 24-26—Spring meeting, Southern CATV Association. Callaway gardens, Atlanta.

March 31-April 3—Annual convention of the National Association of Broadcasters. Conrad Hilton hotel, Chicago.

APRIL

April 1-3—Eighth annual Washington conference on business-government relations sponsored by The American University, Shoreham hotel, Washington. For further information write Robert W. Miller, director, business-government relations program, School of Business Administration, The American University, Massachusetts & Nebraska Avenues N.W., Washington 20016.

April 6-9—Region 2 conference of the National Association of Broadcasters. Atlantic Cabana hotel/motel, Atlantic City. For registration information should be sent to Mr. Louis Peneguy, Georgia ETV Network, State Office Building, Atlanta.

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*By U.S. Patent Office
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Broadcasting, November 13, 1967

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FIRST

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TO SIGN-OFF

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*24% More Than Station #2
*73% More Than Station #3

6-6:30 P.M.

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WSYR-TV is No. 1

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MAY

MAY
May 6-7—Meeting of the board of directors of the American Women in Radio and Television. Century Plaza hotel, Los Angeles.

May 14—Annual meeting and performer's award lunch hosted by the International Radio and Television Society. Waldorf-Astoria hotel, New York.

MAY 14-17—1968 International Quantum Electronics Conference sponsored by the American Physical Society, the Optical Society of America, and the IEEE. Microwave and fiber optics, microwave theory and techniques of the Institute of Electrical and Electronics Engineers. Everglades hotel, Miami.

May 22-24—Spring convention of the Ohio Association of Broadcasters. Sheraton-Cleveland hotel, Cleveland.

Indicates first or revised listing.

OPEN MIKE

Want more MOR reports

EDITOR: The article entitled “Middle-of-the Road Radio: A Special Report” that appeared in your Oct. 23 issue was an excellent analysis of the format. Please send us 15 reprints...—John H. Hicke III, executive vice president, KLVI Beaumont, Tex.

EDITOR: May we have 250 copies...of your special report, “Middle-of-the-Road Radio,” from your Oct. 23 issue. We have enjoyed reading this article and feel that it has a message for others.—C. Robert Roy, operations manager, WBBB-AM-FM Burlington, N. C.

EDITOR: Your article on middle-of-the-road broadcasting is very intriguing and very good. However, I do wonder how you can have a middle-of-the-road article and not mention the two Swanco Stations...WKMG-Tulsa, Okla., and KRAT San Antonio, Tex. Both are 50 kw and both are very well programmed.

However, I will not hold that against you. It is a very fine article and I’m enclosing a check for 100 copies.—Henry Roberts, sales manager, KRAT San Antonio, Tex.

(Reprints of the middle-of-the-road report are available at 30 cents each, 25 cents each in quantities of 100 to 500, and 20 cents each in quantities over 500. Write circulation department, 1325 DeSales Street, Washington, D.C. 20003.)

Those anticommercials

EDITOR: As a publication concerned with the business of television and radio, I can understand your unhappiness with the Public Broadcasting Laboratory’s ads promoting the anticommercial commercials in PBL’s Sunday night shows (BROADCASTING, Nov. 6).

But I think you should address yourself to the heart of the matter: Are the charges true? Are, for example, all aspirin tablets really the same, regardless of price?

And if the charges are true, BROADCASTING as the business weekly of radio and TV, should advance suggestions for cleaning up broadcast commercials. For if the credibility of all broadcast advertising is destroyed by a few misleading commercials, the resulting trouble would be of even greater concern to your magazine than the little Sunday night jabs from PBL.—Rose E. Petting, 1011 Arlington Boulevard, Arlington, Va.

EDITOR: I’m continually amazed at the carefree ambivalence of the advertising industry when it comes to statements about the courage of the media.

In the Nov. 6 BROADCASTING, (page 9) you report that “...indications were received that displeasure over PBL’s planned ‘noncommercials’ was shared by some ETV stations as well as advertisers and their agencies.”

In the same story you report that the Television Bureau of Advertising asked the FCC to indicate to ETV licensees carrying the PBL premiere that fairness doctrine time should be provided for reply to the “noncommercials.”

In the same issue (on page 25) is a story headlined “Does television lack courage?” The lead paragraph reads: “Leaders of the nation’s top advertisers made it clear last week that they felt television is too quick to yield to pressures and carries its self-regulation too far.”

Suggested headline for next week: “PBL responds to ad industry’s call for courage.” Subhead: “Industry replies a little courage is a dangerous thing.”—J. H. Breen, Box 53, Blawenburg, N. J.

Chase them into homes

EDITOR: Now here’s a smart idea. Will, a LIN station in St. Louis, has just bought a schedule of 30 announcements per week on WWX Westchester, N. Y. The campaign is directed to Madison Avenue men who live in suburban Westchester.

This interesting buy was the brain child of Tom Perryman, general manager of Will, which has just changed its format to all news.

In my opinion, this is one of the most imaginative radio buys in several years.—William F. O’Shaughnessy, vice president and general manager, WWX-AM-FM New Rochelle, N. Y.

BROADCASTING, November 13, 1967
BEELINE® COUNTRY...
AWFULLY BIG IN AGRICULTURE

...and BEELINE RADIO
KMJ is a proven way
to reach an important
part of this market.

The rich, 6-county Fresno farm market is overflowing
with sales opportunities for you. This is where more
than 18,800* farms earned a gross income of more
than $1.42 billion in 1966.** Reach this enormous
buying power by putting your sales message on Bee-
line Radio KMJ. And remember, KMJ is just one of
four Beeline stations covering California’s prosperous
Inland Valley.

Data Sources: *Census of Agriculture, 1964 — **SRDS, 1967

McCLATCHY BROADCASTING
Katz Radio • National Representative

KMJ Fresno
KOH Reno
KBEE Modesto
KFBK Sacramento
Public service TV is more than just ‘a nice thing to do’

Public service television is not always considered a hard-headed media purchase. Even eager network sales executives often tell you that documentaries ought to be sponsored because “it’s a nice thing to do”.

This is unfortunate. Because corporate accounts may find this specialized programming the best of all possible advertising worlds.

But only when envisioned as a logical component of a consolidated corporate advertising recommendation. It should never be selected on the basis of simply an aesthetic realization or a moral commitment, though, when genuine, such emotions may have their place.

What sort of account group advertising plan prompts a call to the TV department of public service television? Certain elements are usually there.

The client needs to develop familiarity with a new corporate logo and name, or reaffirm the present name. In a rapidly changing world, he needs to associate the name with diversity and innovation, and quality pervading the entire and innovative product line.

Hence, he needs to supply advertising outlets for small budget products or divisions and for individual-point campaigns.

He needs to reach the better educated, higher income, young adult, especially male adult.

He needs to do it in an important and meaningful environment, one with dignity and stature.

And he needs year-round, broad coverage with high-impact frequency—often with a limited budget compared to competitors. Several agencies may pool resources here.

Much is Expected • Newspapers, magazines, spot and network radio, and promotions may be good backup, but the expectation from network television is a disproportionate return on investment in awareness and attitude compared with the big spender.

Now, with broadcast costs soaring, a budget of $1.5 million to $2 million for an ambitious corporate campaign purchases little continuity, frequency, and meaningful environment—if you are looking at entertainment series or specials, movies, or sports. You turn to network news departments (you might use independents if they can work through these departments).

Here are affordable documentary specials (about $150,000 to $350,000 per hour). Inherent in the form itself are lower production costs; and because of public service commitments, networks often sell at less than the full amount of these costs. Also, talent works less. Low-cost repeats in prime or fringe time further reduce unit costs.

If program appeal and competition depress the rating of an original, the repeat may provide the needed efficiency (Operation Sea War had a 25 AA rating in prime time, a 7.7 AA rating Sunday afternoon).

Sometimes the combined rating equals a big entertainment special (Anatomy of Pop had a 17.5 AA rating in prime time, 6.0 AA rating Sunday afternoon). And even more efficient is the “event” (Africa’s prime time and daytime showings together enjoyed about a 18.0 AA rating, a cumulative audience of about 2.5 million).

A schedule of eight new and eight repeat documentaries in a season may achieve a very efficient $3.50 CPM, and a little over $5 CPM for men.

Making the special truly special by scheduling it preemptively (rather than in fixed time periods as are most CBS and NBC news specials) may add rating points. Besides greater promotability, the special inherits the audience and lineup of the program preempted. And here audience composition compatible with the special also helps (Our Time in Hell preempted Combat).

Star talent as narrator, or even host-narrator, may add still another rating point or two, besides contributing program values (Gregory Peck certainly enhanced Africa).

The Right Choice • But selection of subject matter for inherent entertainment and involvement potential as well as informational importance is crucial: Like all art forms, documentaries communicate best when the emotions are touched (as in The Long Childhood of Timmy, and To Save a Soldier).

Selecting diverse subjects reaches all target audiences. For example, B. F. Goodrich, one of our clients, has run I Leonardo, Anatomy of Pop, I Am a Soldier, Ivan Ivanovich, Mark Twain, Bear Bryant. Another, the 3M Co., has sponsored Mayhem on a Sunday Afternoon, Timmy, Scott's Race to the Pole, Red China, Legacy of Rome.

Production reports are essential to know things are progressing according to plan, and to insure proper promotion, merchandising and advertising, ideally aided by a PR firm.

Production reports also help the commercial department. Corporate commercials are usually softer, and often long enough to reduce the normal number of breaks. Still, selection and placement must not disturb the story. The same goes for billboards, bumpers and musical stings designed to crystalize sponsor identification. Know how this, and viewers will rarely complain. In fact, they will laud the client for association with retardation, deafness, the Nativity, a turbulent Dark Continent.

Does it work? Reviews, editorials, letters, wires, awards and congressional endorsements seem to justify the effort. But the real test is research, demographic reports, sales, and, yes, even the stock market.

Gets Message Across • Documentaries do increase awareness of corporate names, associate diverse products and divisions with those names, and establish reputations for new and quality product development, especially among younger, better educated, higher incomes males. This, then, may indeed be for some the best of all advertising worlds.

Loomis C. Irish, director of news and public affairs in the TV department of BBDO in New York, has a BA degree from Reed College in Portland, Ore., and an MA and PhD from Columbia, majoring in philosophy. He taught at Rutgers and Columbia universities before joining ABC in 1956 as a company trainee. Subsequently he was director of sales service and account executive for ABC-TV before joining BBDO in 1964.
Mark Century Corporation

is proud to announce

A Radio Production Package so finely tailored to the individual station's needs that we must limit the number of stations we can accept.

LIMITED EDITION has been designed to satisfy broadcasters' commercial needs with fully tailored commercials and campaigns...to assist broadcasters' production and programing capability with a new, full production music and sound effects library and continuing service plus a station production service to your order.

We have considered the individual needs of each broadcaster in his market.

To hear more about LIMITED EDITION — WRITE — CALL — or WIRE: Mark Century Corporation — The Tower — The Warwick Hotel — 65 W. 54th Street, New York, N.Y. 10019 — 212/752-3035
TK-42s capture fast action under blazing sun... give CTV superb color pictures!

To get the big view of the game one TK-42 was stationed on roof of press box. Three TK-42s were used in all.
Soccer matches for CTV, Canada's privately owned color network, were among the programs broadcast in breathtaking living color from the grounds of Expo 67. The remote pickup, shown above, was made with TK-42 cameras during a "round-robin" series of games between England—the present world professional title holder—and Russia, Mexico, West Germany, Belgium and Austria, at the 25,000-seat stadium, "Autostade."

Two things are especially noteworthy in these pictures: The soccer field is ablaze with the light of the mid-afternoon sun; play is fast and furious. Yet what kind of pictures were received on the home screens? Superb!

Whether the sun was high in the sky, causing short shadows, or late in the day when shadows became elongated, pictures were always brilliant—colors true to life. Details in close-ups or long shots came through consistently well. This was picture performance that put the viewer right on the field, with sharpest pictures possible.

CBC made extensive use of the TK-42 cameras throughout Expo, with results that proved there is nothing like a TK-42 for location shooting. If you want the very finest color pictures under widely varying conditions, get the facts on RCA's "big tube" color cameras. Call your RCA Broadcast Representatives. Or write RCA Broadcast and Television Equipment, Building 15-S, Camden, N.J. 08102.
EQUATION
FOR
TIMEBUYERS

ONE BUY = DOMINANCE*

X

WKRG-TV• MOBILE
ALABAMA

*PICK A SURVEY—ANY SURVEY

Represented by H-R Television, Inc.
or call
C. P. PERSONS, Jr., General Manager
A week in the sun for educators

PBL launches its TV program series, LBJ signs Public Broadcasting Act, and educational broadcasters hold most enthusiastic convention

Educational broadcasters, for so long the little-league players on the broadcast stage, last week moved into what they anticipated will be the big time. But the visions of success elicited furrowed brows and sweaty palms, manifestations of the sobering weight of new responsibility.

Overall, however, educational broadcasters saw the good fortune opening before them with undisguised joy—as the third great move toward putting noncommercial, educational broadcasting on the road to stature. The first was in 1946 when the FCC reserved a section of the FM band for educational stations; the second was in 1952 when the commission reserved 242 TV assignments for educational TV.

The good fortune smiling on educational broadcasting last week was composed of two parts:

1. The Public Broadcasting Laboratory made its debut to mixed reviews but with many giving it an “A” for effort.

2. In Washington President Johnson, in a colorful White House ceremony, signed the Public Broadcasting Act of 1967 that promised a bonanza of $20 million this fiscal year—including $9 million for a new element in American broadcasting, a nonprofit, government subsidized Corp. for Public Broadcasting; $10.5 million for grants in aid to states for the building of ETV and educational radio stations, and $500,000 for a study of instructional television.

In Denver, 3,500 delegates to a convention of the National Association of Educational Broadcasters, effervescent with the promise of a bright future but grave with the almost unspeakable thought of flubbing the opportunity, heard calls for action and warnings of pitfalls to avoid.

All in all, it was quite a week for the noncommercial broadcasters.
Mixed reaction to 'PBL' premiere

Station lineup drops to 89 when 30 stations fail to carry program

"PBL," noncommercial television's first regular network series, was launched last week to mixed reactions from viewers, critics, the noncommercial stations that carried it, and both educational and commercial television authorities.

It started on a lineup of 30 stations shorter than the 119 National Educational Television affiliates it had expected, with 15 of the dropouts representing two state networks that refused to carry the racially oriented premiere program for editorial reasons. PBL leaders hoped to get some of the drop-outs back for last night's (Nov. 12) program, which was planned with a magazine format featuring a confrontation on the legalities of the Vietnam war, and still more for future shows, of which next Sunday's (Nov. 19) will probably be devoted basically to a seminar with columnist Walter Lipmann.

As part of a move to woo back these stations the Public Broadcast Laboratory, which produces PBL agreed last week to furnish all NET affiliates with a Teletype report each Monday, summarizing plans for the following Sunday night's show, but reserving the right to make changes up to airtime.

Money-Shortage - Most of the other 15 drop-outs said they did not carry the opening program for financial reasons and that whether they will carry future installments will depend on whether they can raise money to open up on Sundays.

No national ratings were available but in New York the instant Nielsen's averaged approximately 1.5 for the full show. Of the 89 stations carrying the premiere, 46 are VHF and 43 UHF. The program, two-and-a-half prime-time hours on, Nov. 5 (8:30-11 p.m. EST), focused on "the failure of communication between the races," as demonstrated in mayoral campaigns in Cleveland, Boston and Gary, Ind.; a tour through the Cleveland ghetto, a confrontation between militant black nationalists and liberal whites, and full-length (59 minutes) presentation of Douglas Ward Turner's one-act play, "Day of Absence." "Day of Absence" is a satiric fantasy about the disappearance of all Negro residents from a small Southern town and the collapse that follows on the whites' loss of their "bewars of wood and drawers of water." It was played by Negro actors in white-face as a double-edged device reversing minstrel-show stereotypes, and indicating that white people know nothing about Negroes, Negroes know everything about white people.

Criticism - Two of the men closest to the project also were among the frankest critics of the opening-night performance.

Fred W. Friendly, former CBS News president, now TV consultant to the Ford Foundation and generally credited with creating the PBL concept—which is being financed by Ford Foundation funds—said he was "disappointed," particularly with the play, which he considered too long for television. But he said he was "heartened by the readiness of the American viewer to

What the critics thought of first 'PBL'

Though many newspaper critics found elements within the premiere of PBL to criticize, their over-all comments were favorable. The segment most singled out for negative comment was a nearly one-hour satirical skit that featured Negro actors in "whiteface" makeup.

A sampling of the critics' opinions of the program, as a whole, follows: "PBL—three little letters. But what a gigantic stride forward they denote. Sunday was the night television grew up. Reality—uncomfortable and incessant—was the focus for the tube that has so long languished in vacuity," Percy Shain, Boston Globe.

"A new kind of television—hard-hitting, fearless, explosive and gutsy—made its debut. . . . It was sensational! It left you shaken—and thinking," Boston Herald-Traveller.

". . . seems a heroic effort to give noncommercial television an image calculated to attract a new segment of viewers, actually, the subjects it explores are no more explosive, controversial and provocative than many of the ideas and themes commercial television has tackled." Bill Irvin, Chicago's American.

". . . was outstanding . . . in its intelligent use of topical news and the arts to focus sharply and forcefully on a single subject in depth." Dean Gysel, Chicago Daily News.

". . . was uneven, as might be expected . . . on the whole it showed good writing, wit and timeliness." Robert Goldsborough, Chicago Tribune.

". . . may not win many friends but [it] will certainly influence people," Bob Tweedell, Denver Post.

". . . not so much a disappointment as it was an interesting old college try to be something different," Bob Hull, Los Angeles Herald Examiner.

". . . TV isn't likely to be the same again." Hal Humphrey, Los Angeles Times.

". . . should have a great effect on our lives and it should change commercial television." Larry Williams, Memphis Commercial Appeal.

". . . uneven, with many rough spots; but the basic idea of PBL is one of great promise and deserves enthusiastic encouragement." Bill Gross, New York Daily News.

"Something new, forthright and muscular in TV journalism . . . a little long, but filled with good intentions." Bob Williams, New York Post.

". . . not the second coming of Marcon! . . . flashes of provocative heat but far more moments of journalistic and theatrical ineptitude. . . . The weight of the emphasis was heavily on the side of the Negro cause. . . . The laboratory wanted to rock the status quo, and within its own ground rules probably has succeeded." Jack Gould, New York Times.

". . . often exciting, but sometimes tedious . . . often reminiscent of past CBS Reports and NET Journal documentaries. . . . 100 Negroes and whites entered into a spirited, often unruly, but devastatingly revelatory
absorb something new and different," as demonstrated by the show's reception.

Av Westin, former executive producer of the CBS News election and special-events unit, now executive director of the Public Broadcast Laboratory, seemed a little more encouraged. He rated the premiere "C-plus: relatively conventional in the election coverage, first-rate in the confrontation the play was good but too long. As a total experiment, I think we did different things differently in a different context—a success.

The response of newspaper critics across the country was predominantly favorable, but with some sternly critical dissent by writers generally considered long-time "friends" of PBL (see page 24).

Mixed Reaction • The reaction of NET affiliates polled, and that of their local audiences as reported in calls and letters, was generally favorable. Affiliates' criticisms centered on length, particularly of "Day of Absence," and on the advisability of opening the series with a program devoted entirely to a racial theme.

Perhaps the strongest negative reaction by an affiliate was voiced by Ray Huffer, director and station manager of KERA-TV Dallas. He said calls and letters about the show had "run about even." But he expressed the personal opinion that "leading off with a single-theme racial show was in very bad taste. The show was too long. The play was very bad. Had we known about the play in advance, we would not have carried the show. It was vulgar.

"The confrontation was great, the kind of thing television is uniquely fitted for, but they killed it with that stupid drama. We were simply overwhelmed.

Other stations polled in the South were more favorable. William Hart, general manager of WYES-TV New Orleans, called the premiere "a good show. PBL dubbed into an area that needs to be talked about. We were very pleased."

The WYES audience, however, was of a different mind. According to Mr. Hart, the "many" calls and letters received "ran about 10-to-one against the subject matter."

A. Prescott Rowe, WCVE-TV Richmond, Va., director of information services, reported a 90% favorable audience reaction to the show.

Will Continue • The WCVE citizens' committee, which meets regularly to evaluate the station's programming, held a special meeting to evaluate PBL and endorsed its continuation.

In the Midwest, reaction appeared more favorable. Jack McBride, general manager of KUON-TV Lincoln, Neb., was "pleased."

Mr. McBride said that calls to his station were "overwhelmingly favorable," and that letters were running "nine-to-two complimentary."

Dr. John Taylor, executive director of WTTW-TV Chicago, "liked" the premiere: "Well done. It could have been trimmed, but in general, I'm very happy with it."

Burton Snow, director of public relations, KCET-TV Los Angeles, said he had just finished a report to his station's board of directors on the audience reaction. "In general, it was very favorable. Of more than 75 letters received to date, only 10 or 12 were negative."

Mr. Snow said the reaction of management of the station was "very favorable. Everybody was very much impressed. PBL has succeeded in what it set out to do—stir things up."

PBL's intention of "stirring things up" occasioned second thoughts on the part of others.

Henry J. Couthen, executive director of the South Carolina Educational Television Network, was quoted in The Columbia (S. C.) State, to the effect that he felt things had "already been stirred up enough," and that "it is time to settle things down with some constructive television."

For that reason, and because of what he termed "that lewd and profane play," Mr. Couthen had his five-station network block out the PBL premiere.

Dr. William Hale, associate director of the Georgia University Center for Continuing Education and station manager of WGT-TV Athens, also cancelled carriage.

Bad Management • "The Public Broadcast Laboratory is composed of creative geniuses—innovative and provocative," he said, "but they've made a mess out of management and station relations."

The Georgia and South Carolina cancellations provoked petition and protest movements on college campuses in both states.

John Duval, assistant professor of speech at 6,000-student Clemson University, Clemson, S. C., initiated a petition demanding the right "to view any program broadcast nationally," and protesting "censorship which violates freedom of speech guaranteed by the U. S. Constitution."

The petition, addressed to Mr. Couthen of the South Carolina network, was signed by more than 500 students and faculty members at Clemson on Monday and Tuesday (Nov. 6-7), according to Mr. Duval.

Similar petition and protest movements were reported on the campuses of the University of South Carolina at Columbia, and the University of Georgia at Athens.

Most of Defections • The defection of the Georgia and South Carolina networks accounted for one-half of the 30 drop-outs from PBL's 119-station line-up. The other 15 noncarriers were the seven-station Alabama educational network, the four-station Vermont network, and KETS-TV Little Rock, Ark., because of the inestimable cost of opening Sundays; WFSU-TV Tallahassee, Fla., which was blacked out with the Georgia network because it had planned to pick up the signal from WARR-TV Pelham, Ga.; KFME-TV Fargo, N. D., because of a malfunction of its privately owned-and-operated microwave facilities; and WTVZ-TV Cleveland, which will carry the show on a delayed basis because of its coverage of the local mayoral race.

KLKN-TV Austin-San Antonio, Tex., carried the entire show, with the exception of its two noncommercials, satirizing aspirin brand names and 100-mm cigarettes.

In most cases, the judgments of non-commercial and commercial television figures were harsher than those of either the critics, the affiliates or the general public.

Fred Friendly expressed his disap-
Hill seems unimpressed

Comment from Capitol Hill on the inaugural program by the Public Broadcasting Laboratory was sparse; only one of the key congressmen involved in the field of broadcast legislation had any comment and that was the not unexpected kind words for an endeavor with which he is sympathetic.

Representative Richard L. Ottinger (D-N.Y.) called it "an auspicious beginning, provocative and stimulating. I hope," Mr. Ottinger added, "that PBL can maintain the level of quality ... that as the weeks go by they don't suffer hardening of the arteries."

But other key communications legislators—Senator John O. Pastore (D-R.I.), chairman of the Senate Commerce's Subcommittee on Communications; Representative Harley O. Staggers (D-W. Va.), chairman of the House Commerce Committee, and Representative Torbert H. Macdonald (D-Mass.), chairman of the House Communications Subcommittee—had no comment. In fact, they hadn't watched.

pointment this way:

"The play was too long—to the point of physical discomfort. But that's just my opinion. In seminar with my students, [in the Columbia University Graduate School of Journalism], they accused me of being 'just as square, middle-aged, middle-class as the rest of them,' which is probably true. Listen, I'm not, in the springtime of my senility, going to start holding back. I was disappointed."

Hoving's View • Thomas P. F. Hoving, chairman of the National Citizens' Committee for Public Television, on the other hand, thought the premiere show was: "Great. Why? It was skillfully produced. It moved. Sure, it had sync problems, fluff-outs, waste space, the harsh edge of imperfection, technically, at times. But as a citizen, it moved because it moved me. Because it had human involvement."

Mr. Hoving's remarks were made as part of his speech at the National Association of Educational Broadcasters convention in Denver (see this page).

Disliked Play: • Elmer Lower, president of ABC News, said: "The main problem was the play. I don't think last Sunday's show is a representative sample of what the people at the laboratory are capable of. I think this Sunday's show (Nov. 12) will be better."

Rumors last week that the Public Broadcast Laboratory was engaged in a series of emergency editorial meetings "to completely overhaul its whole program concept" were flatly denied by Richard Kellermen, appointed associate director of the laboratory in a surprise move last week (see page 33).

"There was a regular staff meeting Tuesday, and the regular editorial policy board meeting Wednesday, both in preparation for Sunday's (Nov. 12) show. We don't have time for that kind of nonsense—we have a show to prepare," Mr. Kellermen said.

How will NAEB spend money?

Jubilant NAEB convention faced with sobering thought of how best to serve public

Noncommercial broadcasting's big picture may have been in Washington last week. But the hopes and challenges posed by the Public Broadcasting Act of 1967 were put sharply in focus far to the west in Denver before the 43rd annual convention of the National Association of Educational Broadcasters.

Some 3,500 noncommercial broadcasters, educators, exhibitors and public officials found the Denver meeting both a heady affair with an air of celebration and a sobering morning-after with this moment of truth for the educational station operator concerning federal aid: Now that you will soon get it, what are you going to do with it?

The debut of the controversial Public Broadcasting series Nov. 5 on the eve of the Denver meeting obviously stimulated sufficient introspection for most NAEB delegates. But they soon found they must learn to live with instant champions too, like it or not, such as those who intend to help save them from their new instant problems of financial and political pressure on the home front.

Solutions: • One apparent Denver consensus: Sensational confrontations such as those on racial issues may make good television but they don't solve problems. ETV will have to offer more than shock to succeed; it will have to offer solutions.

The White House ceremonies Tuesday (Nov. 7) were piped by telephone line into the NAEB meeting, and a color film of the signing was shown at the Wednesday banquet. The film will be circulated for ETV airing.

The banquet speaker, Leonard H. Marks, director of the U. S. Information Agency, called for a world information bank using satellite and computer technologies (see page 32).

FCC Chairman Rosel H. Hyde pledged the commission's support in helping educational stations expand (see page 28). But Dean W. Coston, deputy undersecretary of the Department of Health, Education and Welfare, reminded the NAEB members that the new law authorizes funds but doesn't provide them, and the money must come from Congress.

The NAEB delegates got the message before it was given. Panel discussions frequently included mention that educational broadcasters will have to sharpen considerably the sophistication of their political activity and public relations.

Posed both in open sessions and private conversation: How can racial issues be frankly explored in some sections of the country so that the station operator keeps his integrity as well as the support of his trustees, legislature or governor?

No Choice? • There no longer is a choice according to one speaker, Ben Holman, assistant director for media relations, Community Relations Service, U. S. Department of Justice. The problems of the ghetto are past the point of occasional special programming, he said, and they demand probing week in and week out by all broadcasters as "routine" programming. The mass media of "whitey" have become almost totally alienated in the ghetto, he said.

Educational broadcasters have a special responsibility, Mr. Holman suggested. While commercial stations are "concentrating on the blood and the gore, you have a marvelous opportunity to explain what has happened," he said.

"Unless you as educational broadcasters are able to help enlighten your public area," he warned, "you may be forced to inform and explain to your public events that will be far more distasteful."

Educational broadcasters will have to be alert to fight pressures for political control, Grover C. Cobb, chairman of the board of the National Association of Broadcasters and vice-president-genera! manager of KVOR Great Bend, Kan., told the NAEB. He noted that educational stations will face much closer surveillance of their programming.

Mr. Cobb said commercial broadcasters and those in educational radio-TV are not competitive or in conflict. He felt their common fights to preserve integrity and to win access to public meetings will bring them still closer together. He urged educational stations to specialize and to study their markets and audiences carefully if they intend...
Year after year WSOC-TV sweeps the top share of Carolina awards for news excellence, documentaries, public affairs programming. This station's involvement in local and regional service earns more than citations. For us, and for advertisers, it wins friends and influences customers. There are lots of them. Charlotte is midpoint of the South's largest industrial concentration, The Piedmont Crescent—one of the fastest growing "strip cities" in the U.S.A. Ask for our new fact book on the Charlotte market.

NBC/Represented by H-R

BROADCASTING, November 13, 1967
to succeed.

Mitch's Pitch: The failure of educational broadcasters to research their communities and audience needs was cited by Maurice Mitchell, new chancellor of the University of Denver and formerly president of Encyclopaedia Britannica Inc. He called upon NAEB members to stop talking to themselves and to undertake a carefully planned national public relations program with clear goals.

Mr. Mitchell said educational broadcasters will have to scrub hard to clean their tarnished popular image of "snarling dissenters to all the rest of television, who in between moments of ill temper run around jingling a tin cup." Their relationships in their own academic world often aren't much better, he added.

Richard E. Jungers, vice president and general manager, KWON(TV) Denver, noted with a degree of alarm that "educational broadcasters are conspicuous by their absence" in community affairs. They will have to become more personally involved, he said.

If educational broadcasting needs a rallying point for unity in its financial and public relations struggles, Thomas Hoving, and his National Citizens Committee for Public Television stood ready. Also director of New York's Metropolitan Museum of Art, Mr. Hoving noted that public television's new visibility "brings with it greater criticism and greater pressure." He reported broad support for NCCPT's efforts to help counter the opposition that would keep educational broadcasters from becoming movers and shakers.

"I am not an enemy of commercial broadcasting," Mr. Hoving said. "I am, however, a determined enemy of the shoddy, overpopular, banal, mediocre, rinky-dink, band-me-down, piece-meal, Scotch-tape, Mickey Mouse pap of no quality whether it exists on commercial, noncommercial, educational, public, cultural or not, television." he said.

Mr. Hoving added: "I believe in commercial television. We must have it for our economy. Ultimately we must have it as a meaningful alternative to public television."

Wire Spokesman: Frederick Ford, president of the National Cable Television Association, told the NAEB that "the use of wired TV is absolutely essential to the full development of educational television." Asked if consolidations of CATV ownerships might affect the local CATV manager's freedom in program selection. Mr. Ford indicated concern about the increasing multiple-owner trend and thought "it could cause a problem if we don't do something in advance."

William G. Harley, NAEB president, said ETV and CATV must develop an effective relationship that "respects the economic realities and community-service purposes of both the CATV systems and educational broadcasting." Others at the NAEB observed that until now ETV and CATV often were not exactly "buddies."

Television is "one of the most marvelous educational tools man has devised," Wendell Pierce, executive director, Education Commission of the States, told the NAEB. Yet educators have failed to recognize and capitalize on the educationally sound material offered by commercial TV programs, he said.

The present generation of college graduates is the first to grow up with television as the "third parent," Professor R. Buckminster Fuller, Southern Illinois University, said in the keynote address. He said children today have become "world citizens" as a result of their electronic experiences and said educational broadcasters must see to it that "everyone goes back to school."

A Canadian counterpart of the NAEB began to take form in Denver. A group of 32 Canadian delegates voted to hold a further meeting in Toronto Jan. 25.

At the final business session the NAEB members approved major by-law changes and restructuring of the board of directors and election procedures. Among the public directors is E. William Henry, Washington attorney, formerly FCC chairman.

Hyde tells ETV, help unite society

Educational broadcasting, given a new infusion of capital and moral support through enactment of the new Public Broadcasting Act, has the capacity and responsibility for extending and broadening the community of interest of the individual without regard to his economic or social position.

FCC Chairman Rosel H. Hyde expressed that view last week in addressing the National Association of Educational Broadcasters convention in Denver (see page 26). He thus sounded a theme he touched on in talking to commercial broadcasters, regarding their responsibilities at the International Radio and Television Society in New York in September (Broadcasting, Sept. 25).

Educational broadcasting, radio as well as television, "can help to eliminate attitudes which divide our society," he said. "It has the potential of being one of the most effective unifying forces available to man. It can help to stimulate and launch programs to alleviate discrimination, unemployment, illiteracy and the kinds of environment that breed crime and disease."

He said that educational broadcasters who fail to take full advantage of such an opportunity "will have failed in large measure to provide the kind of programming that the public has been led to believe it will receive from this service."

Public Broadcasting: The Public Broadcasting Act, which was signed into law by President Johnson last week (see page 33), extends ETV construction grants, originally provided for in a 1962 act, through 1971 ($10.5 million for 1968) and includes for the first time money for educational radio. It also contains a key new provision establishing a nonprofit Educational

$142 million from Ford

The Ford Foundation announced last week the fifth of its annual grants to National Educational Television. The $6 million donation brings the total Ford contribution to NET and noncommercial television stations over the last 15 years to $142 million.

PTV's 'thing' in Denver: hip buttons


Buttons were distributed by the National Citizens Committee for Public Television as a means of further acquainting noncommercial station operators with the committee's goals.

28 (LEAD STORY)

Broadcasting, November 13, 1967
There are numbers of reasons why CBS Owned television stations are so special. For example...
Is there a special service that a local television station can perform for its community’s unemployed, particularly those from disadvantaged minority groups?

The CBS Owned television stations believe so—and have proved it with “Opportunity Line.” In cooperation with state employment services, this first-of-its-kind weekly series presents up-to-the-minute information on job openings in each station’s area, offers expert career advice, and provides a “hot line” phone number for fast action.

Response? Since its inception on four CBS Owned stations (“Opportunity Line” is scheduled to begin on KNXT Los Angeles in late November), nearly 60,000 phoned inquiries have been received, thousands of which have led to actual job or training placement!
In every large metropolis there is an untapped reservoir of creative talent and a corresponding need for this undiscovered talent to be seen and heard.

The CBS Owned television stations provide a special opportunity: “Repertoire Workshop,” an on-air showcase for promising beginners in the performing arts. Here hundreds of newcomers (including such current favorites as Lainie Kazan, Dom DeLuise and Marlyn Mason) have received early audience exposure in five cultural centers.

In all, during the series’ five-year run to date, 13,219 auditions have been conducted...2,933 scripts read...175 original films screened...thousands of performers scouted in club appearances.

These numbers (among many others) add up to community involvement of a very special kind: perceptive, active, total. Too, they contribute, in no small measure, to the communities’ exceptional involvement with the CBS Owned television stations. On the part of audiences, and on the part of advertisers who know how much this involvement adds to the effectiveness of their sales messages.

©CBS TELEVISION STATIONS
CBS Owned WCBS-TV New York, KNXT Los Angeles, WBBM-TV Chicago, WCAU-TV Philadelphia, KMOX-TV St. Louis
Broadcasting Corp. that would make grants of federal and private funds for development of programs for noncommercial stations—$9 million in the first year.

Chairman Hyde said the commission is establishing a separate processing line for educational television and radio applications to expedite the granting of construction permits for new facilities or for major modifications in existing facilities.

As for educational broadcasters, he said, the barrier to progress appears to have been broken. But he suggested that “serious rethinking” on their part is necessary—a serious reconsideration of organizational structures and purposes as now constituted in light of the new potentials for programming, for interconnection, for research, for material resources, for public as well as professional participation.

“The immediate future of public broadcasting is in the nature of a revolution instead of an evolution,” he said. “A positive, necessary revolution in the public interest.”

Chairman Hyde recited some statistics to show the growth of ETV resulting from past federal aid. As of June 1, 1963, when the Department of Health, Education & Welfare was ready to accept applications under the 1962 aid to ETV act, there were only 79 ETV stations in operation. Now there are 149, with most of the new ones having received HEW grants. And in the 33 months prior to June 1, 1963, the commission had granted only four construction permits for major modifications, whereas in the 33 months after federal funds became available, the commission issued 31 such grants, all to stations receiving federal aid.

NAEB honors Killian, Novik

Dr. James R. Killian Jr., chairman of corporation, Massachusetts Institute of Technology, who headed the Carnegie Commission on ETV, was given the National Association of Educational Broadcasters “Man of the Year” award last week. Also honored at the NAEB Denver convention was Morris Novik, public service broadcasting consultant, New York, who received the National Educational Radio “Special Services” award.

Marks follows the boss’s advice

President Johnson’s call last week for an electronic network of knowledge available everywhere for the service of mankind drew quick response from Leonard H. Marks, director of the U.S. Information Agency.

Mr. Marks, speaking before the National Association of Educational Broadcasters in Denver, proposed a plan for the creation of a “world information grid” employing satellites and computers and providing for rapid retrieval and transfer of man’s accumulation of knowledge to any point on earth. He called upon educators and educational broadcasters to propose details for making such a plan practical.

Mr. Marks explained that the grid could link the centers of learning in all parts of the world. The present satellite system, owned by an international consortium of nations, would tie it all together. Participating nations would become depositors in the world bank of information and draw on it as needed, he said.

“Radio and television programs should become an important ingredient of this new reservoir of knowledge and there should be a regular exchange of it by programing,” Mr. Marks said. “Worldwide audiences should be offered the best in literature and dramatic presentations and front-row seats at history-making events,” while leaders of nations “should state their positions to the home viewers as they today explain their attitudes to United Nations delegates.”

The feasibility of such a plan has been removed from the remote future to the “now and soon” with the advent of satellites and electronic video recording, Mr. Marks said. He was particularly impressed with the possibilities of EVR which makes possible the playback of program material economically through the TV set in the home or in a classroom.

Mr. Marks estimated that a system of electronic information exchange could be set up within the next five years “provided we make imaginative

Peril in the green stuff

The danger of federal control is inherent in the new Public Broadcasting Law and it must not happen, Dr. John F. White, president of National Educational Television, said last week in a talk before the Adult Education Council of Metropolitan Denver.

“The worst thing that could happen in this country would be the establishment of a government-operated radio or television network,” Dr. White said.

Educational television needs federal assistance, he told his Denver audience, but if it wishes to prevent eventual federal control it must promote interest and leadership in its own locally controlled NET affiliate, KRMA(TV) Denver.

Many NET stations are owned by public school systems and universities, Dr. White noted, and hence they depend upon local financial support. But if local citizens fail to support the NET station and it is forced to rely on annual congressional review for its funds, he said, “too many people will regulate themselves too much because they are afraid the green stuff will be shut off.”

Justice Dept.’s Ben Holman (second from r) dropped racial programming bomb at NAEB Denver session. L to r: Frederic Hindley, WUOM Ann Arbor, Mich.; Bill Greenwood, public affairs director, NER division of NAEB; Mr. Holman, and Jonathan Rice, KQED(TV) San Francisco.

FCC will give ETV more help, Chairman Rosel H. Hyde (second from r) told NEAB meeting. L to r: Ken Christiansen, WUFT(TV) Gainesville, Fla.; Robert Schenkkan, KLKN (TV) Austin-San Antonio; Chairman Hyde, and Dr. Robert Hilliard, chief, educational branch, FCC.

32 (LEAD STORY)
Establishment of CPB is one of the three elements of the new law, passed last month by Congress after a Senate-House conference ironed out differences between the bills passed by the two houses (BROADCASTING, Oct. 30). In addition to the establishment of the public broadcasting corporation, the law calls for the continuation of federal grants to states on a matching basis for the construction of ETV stations and the purchase of equipment, with $10.5 million authorized; and a study of the future of instructional television commercial stations. It is also authorized to arrange for and pay charges to interconnect ETV stations for special national network programs.

LBJ and ETV - The President's ex-time school teacher, here recounting western Texas Teachers' 43d annual convention (see page 34), reminisced about how he taught a class of the third grade, but was only able to teach them how to add "it, is, are..."

LBJ makes CPB signing an event

Notables present for White House ceremony; donors add to kitty

An obviously exhilarated President John laid on the pomp and pageantry last week when he signed the Public Broadcasting Act of 1967 into law. The event was held in the East Room of the White House with more than 200 notables from government, education and broadcasting present, and the scarlet-coated Marine Corps orchestra supplying a spirited background of music.

The presidential ceremony was carried live by audio link to Denver where 3,500 persons were attending the National Association of Educational Broadcasters' 43d annual convention (see page 26). Later that day, a color film, flown from Washington, was shown to the delegates.

Highlight of the Nov. 7 White House ceremony were announcements by the President that he had chosen the first two members of the board of the Corp. for Public Broadcasting: Dr. James R. Killian Jr. and Dr. Milton S. Eisenhower (see page 34), and by Alan Pifer, president of the Carnegie Corp., New York, of a contribution of $1 million to CPB.

Any Donations? - The Carnegie pledge is the third for CPB; previously Dr. Frank Stanton, president of CBS, had offered $1 million, and more recently the United Automobile Workers, $25,000. The President's high spirits were evident when, after Mr. Pifer's announcement of the Carnegie gift, he asked if there were any others wishing to make donations. His sally was greeted by a burst of laughter from his guests.

CPB is to be financed jointly by the federal government and by contributions by private donors. The first federal grant is for $9 million.

Changes in organization

Two steps of internal reorganization were taken by the Public Broadcast Laboratory last week, following the premiere of its PBL series Sunday (Nov. 5): Richard Kellerman, formerly director of information services, was appointed associate director of the laboratory, and David Buksbaum, a producer, was named coordinator of production.

Mr. Kellerman, who continues as director of information services, explained the promotions as "intended to increase the laboratory's administrative and production capability."

The other step was the institution of weekly teletype reports, to affiliates, of general descriptions of the following Sunday's show, with the right to make major changes up to air-time. This procedure was described as "a concession" by officials of the Georgia Educational Television Network in the announcement of that network's return to the PBL fold last week. (The University of Georgia station WOT-TV Athens, and WETV-TV Atlanta stand apart from the other eight Georgia stations, at opposite positions. WOT-TV is "standing pat" on its wait-and-see attitude through November. WETV-TV will probably carry the rest of the PBL series intact.)

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The appropriations are expected to be included in the administration's supplemental budget request for fiscal 1968. This may be submitted shortly after the present session of Congress completes action on the remaining portions of the regular budget.

CPB is empowered to disburse its money to program producers, educational networks and ETV stations for the production of programs for non-commercial stations. It is also authorized to arrange for and pay charges to interconnect ETV stations for special national network programs.

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international, involving other nations "in a partnership to share knowledge and enlighen mankind."

The advisers on whom the President has called to design this "knowledge" network are, it's learned, the Task Force on Telecommunications, established last August to review and recommend telecommunications policy for the nation. Eugene V. Rostow, undersecretary of state for political affairs, is chairman of the group, with James D. O'Connell, telecommunications adviser to the President and director of the Office of Telecommunications Management, as vice chairman.

Air Grant • The President likened the Public Broadcasting Act to the 1862 Morrill Act, which set aside public lands in all the states for the construction of what are now known as land grant colleges.

"Today," he declared, "we rededicate part of the airwaves—which belong to all the people—for the enlightenment of all the people."

The $1-million Carnegie gift to CPB was announced by Mr. Pifer, president of the foundation, after the President, speaking of Mr. Pifer termed the legislation "of historic import" because, he said, "it has the potential to enhance immeasurably the quality of American life."

It was the Carnegie Corp. that underwrote the ETV study headed by Dr. Killian. The commission's report, following a year of study, and an estimated $750,000 in cost, was issued last January. It proposed essentially the formation of a nonprofit, nongovernmental corporation for public television, with an ultimate budget of $104 million a year—to be underwritten largely by a special tax on the sale of TV receivers. The TV-set tax proposal aroused bitter opposition from set manufacturers who objected to being singled out to support the ETV body.

In March, President Johnson submitted a special message to Congress, proposing the creation of a public broadcasting corporation with an initial appropriation of $9 million as "seed" money. Tied into this message also was a recommendation for the continuance of the grants to states for ETV station construction, with a $10.5 million price tag and a recommendation that $500,000 be appropriated to permit HEW to undertake the study of instructional TV.

It also recommended an open-ended financial authorization for three years, but congressmen balked at authorizing more than one year's support at a time. Plans for financing CPB after the first year are due from the White House next year. Besides the Carnegie Commission's proposal that CPB be underwritten by a tax on TV receivers, other proposals have called for increased fees

A two-week reprieve

Communications lawyers will receive a breather for two weeks (if they choose to take advantage of it) under an FCC moratorium declared on the filing of all pleadings in cases designated for hearing. The commission said the two-week filing extension was effected because of its move to new offices at 1919 M Street N.W., Washington.

The moratorium applies to the filing of all initial and responsive pleadings such as petitions, motions, proposed findings and conclusions, exceptions and applications for review. The time for filing pleadings ordinarily due from Nov. 17 to Nov. 30 has been extended for two calendar weeks, though the commission noted that the time extension "does not, of course, preclude any person from filing a pleading during the period if he chooses to do so."

for broadcasters or a special tax on the revenues of commercial broadcasters. Even as late as Nov. 5, Senator Jacob K. Javits (R-N.Y.) called for heavy support for public television by commercial broadcasters. In an appearance on noncommercial, educational WSYR-TV Syracuse, N.Y., Sen. Javits urged "some sort of impost on the use of the airwaves... percentage of profits, tax on networks... it might even come back to the advertiser with some surcharge on him."

During the Senate-House conference on the bill last month, one of the sticky points was an administrative definition of educational programming. It was finally decided to eliminate part of the definition, which now reads: "programs which are primarily designed for educational or cultural purposes."

The approved version forbids ETV stations receiving federal grants to editorialize or support political candidates. It also calls for adherence strictly to "objectivity and balance" in the presentation of controversial issues.

The bill, as finally passed by both houses of Congress, also contains a provision permitting CPB to contract directly with commercial common carriers for interconnection services.

In the facilities-and-equipment-grant section of the bill, the federal government will supply $10.5 million in fiscal 1968, $12.5 million in 1969 and $15 million for 1970. It also limits the amount of grants to individual states to no more than 8.5% of each year's total appropriation.

Killian, Eisenhower first CPB choices

The President picked two leading educators as his first two appointments to The Corp. for Public Broadcasting. They are Dr. James R. Killian Jr., chairman of the corporation, Massachusetts Institute of Technology, and chairman of the Carnegie Commission on Educational TV; and Dr. Milton S. Eisenhower, recently retired president of Johns Hopkins University.

Under the law, signed by the President last week (see page 23), the corporation consists of a bi-partisan board of 15 directors, named by the President and confirmed by the Senate. No more than eight may be of the same political party. Other nominees are expected to be named soon.

The corporation's board will receive no compensation, except $100 a day when meeting, plus expenses and subsistence. And the law forbids any member to be a regular, full-time employee of the United States. Each board member will serve six years and he may serve only twice consecutively.

The first chairman will be named by the president; thereafter the board itself will choose its own chairman.

The law also provides that the board shall choose a president and other officers at salaries to be fixed by the board. It also provides staff officers from receiving compensation from other sources while employed by the CPB.

Dr. Killian, 63, a native of Blackburg, S.C., is a graduate of MIT and has spent his entire career there. He started as assistant managing editor of Technology Review in 1926 and was editor of the magazine in 1939 when he became executive assistant to the president of MIT. He advanced up the university's administrative ladder—to executive vice president, to vice president, to president and to chairman in 1956. Throughout his professional life, he has served on various boards and commissions both for the federal government and for academic or business organizations. He was named chairman of the Carnegie Commission in 1965, which issued its report early this year (Broadcasting, Jan. 30).

Ike's Brother • Dr. Eisenhower, brother of the former President, has been president of three universities. In addition to Johns Hopkins, he was president of Pennsylvania State University, from 1950 to 1956, and before that of Kansas State University, 1943-1950.

A native of Abilene, Kan., the 68-year-old educator was director of information for the U. S. Department of Agriculture from 1928 to 1941; direc-

34 (LEAD STORY)
October 30, 1967

Mr. Robert Seidelman, President
TELEWORLD, INC.,
575 Madison Avenue
New York, New York 10022

Dear Bob:

I am delighted to advise you that on the World Television Premiere of Ingmar Bergman's "The Virgin Spring" Saturday, October 14, KHJ-TV received an ARB telephone coincidental rating of an 11.0 in the first half-hour and a 9.0 in the second half-hour. This rating was within a point of NBC's Saturday Night Movie.

I knew that you would be interested in this highly successful return. We were extremely pleased to find that films of an anticipated limited appeal could generate such a substantial audience. According to ARB, there was a 54% sets in use during this period.

Kindest personal regards,

Malcolm C. Klein

THE VIRGIN SPRING and 17 other award winning Bergman films are available now for your prime film slots.

Is your Blair Radio or a marketing man?
Both.

On one hand, he's an experienced radio time salesman. He has the very specialized know-how to help you make your radio campaigns fit your advertiser's requirements.

At the same time, he's a marketing expert, equipped to give you complete marketing counsel. And we back him up with the best market research facilities of any organization in the broadcast industry. A staff of experts. Everything you'd expect from the nation's number one station representatives.

As a result, your Blair man's knowledgeability extends to every major market in the country. In fact, he can give you the most complete, up-to-date marketing information available on most any area in which you may be interested.

So when you want market information, call your Blair Radio marketing man. And when you want to buy time, call your Blair Radio salesman. They're one and the same.
Task: Answering questions based on the given image.

1. Identify any issues or errors in the document.

   The document appears to be a mix of text and images, likely a page from a magazine or newsletter. The text seems to be an advertisement for Alden facsimile weather data recorders and includes images of weather charts and satellite pictures. The language is informal and promotional, discussing the benefits of using Alden equipment for weather data reproduction and storage.

2. What is the main purpose of the document?

   The main purpose of the document is to advertise Alden facsimile weather data recorders, highlighting their ability to reproduce pictures directly from satellites and their suitability for both marine and land-based environments. The text promotes the equipment's capabilities in terms of cost-effectiveness and convenience.

3. What is included in the offered package?

   The package includes Alden facsimile weather data recorders designed to reproduce pictures from satellites. The equipment is suitable for marine and land-based environments, offering remote hard copy reproduction and permanent storage options. The advertisement emphasizes economic and practical benefits.

4. What are the advantages of using Alden equipment?

   Advantages of using Alden equipment include:
   - Direct reproduction of satellite images.
   - Cost-effectiveness.
   - Permanent storage.
   - Suitability for marine and land-based environments.
   - Easy to use for both marine and land-based environments.

5. Who is the target audience for this advertisement?

   The target audience for this advertisement is likely professionals in the broadcasting and advertising industries, particularly those involved in weather forecasting, marine operations, and television broadcasting. The text appeals to clients for whom having access to up-to-date and accurate weather information is crucial.

6. Is there any specific offer or promotion mentioned in the document?

   There is no specific offer or promotion mentioned in the document. However, the advertisement encourages potential clients to purchase the equipment by providing options for building their own system or purchasing a complete system.
Local color: it will make the grass greener on your side of the street.

Big things are happening in color. Shoot them that way and watch what it does to your image—and your profit picture. Both viewers and advertisers appreciate the added dimension of interest you show in the community by filming the news in color. And Kodak makes your switch to color smooth and easy with a versatile new film system: *Kodak Ektachrome* EF Films and the ME-4 Process. The films are fast, sharp, fine-grained, and have wide exposure latitude with excellent color saturation. Your cameraman will love them, so will your audience. Fast processing service is available in many areas; but if not in yours, consider processing the film yourself. The ME-4 Process, with its packaged chemistry, is fast, dependable, and virtually foolproof. Naturally, we'll help you set up your process and provide information and continued service. For full details, call your nearest Eastman Kodak motion picture engineer.

**Eastman Kodak Company**
Atlanta: 404/GL 7-5211  Chicago: 312/654-0200
New York: 212/MU 7-7080  San Francisco: 415/PR 6-6055
NEW "ADD-ON" MODULAR DESIGN CONSOLE ... accommodates one, two or four amplifiers. Handsome cast metal covers on operations panel and head assembly give the 280 an entirely new look.

NEW BRAKING SYSTEM WITH EXCLUSIVE MOTION SENSING! Available previously only on the Scully one-inch tape transport, this unique system permits tape handling in any operation sequence without breaking worries. Optional on the Model 280.

NEW AUTOMATIC TAPE LIFTERS! This is an added bonus with the new motion sensing braking system. The automatic tape lifter keeps the tape off heads until tape transport has come to full stop.

SCULLY'S NEW SYNC/MASTER! Remote control your sync-sessions with Scully's exclusive Sync/Master control panel. Ask your Scully distributor about this new optional accessory for our 8-track units.

Scully engineering pioneered the plug-in head assemblies, plug-in amplifier cards, plug-in relays and solid-state electronics. Now, once again, Scully sets the pace in great new features for the all-new 1968 model 280!

© Scully
RECORDING INSTRUMENTS COMPANY
A Division of DICTAPHONE CORPORATION

480 Bunnell Street
Bridgeport, Conn. 06607
(203) 335-5146
Makers of the renowned Scully lathe, since 1919
Symbol of Precision in the Recording Industry.
BAR network-TV billing report for week ended Nov. 5

BAR network-TV dollar revenue estimates—week ending Nov. 5, 1967 (net time and talent charges in thousands of dollars)

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<td>$7,900.00</td>
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<td>$8,700.00</td>
<td>$9,100.00</td>
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<td>Sign on-10 a.m.</td>
<td>CBS-TV</td>
<td>$84,900.00</td>
<td>$9,000.00</td>
<td>$8,400.00</td>
<td>$5,700.00</td>
<td>$6,100.00</td>
<td>$6,500.00</td>
<td>$6,900.00</td>
<td>$7,300.00</td>
<td>$7,700.00</td>
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<td>$9,300.00</td>
<td>$9,700.00</td>
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<td>NBC-TV</td>
<td>$102,000.00</td>
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<td>$10,200.00</td>
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<td>$40,500.00</td>
<td>$42,000.00</td>
<td>$43,500.00</td>
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</tbody>
</table>

Damkroger, assistant vice president, marketing and sales, American Telephone & Telegraph, on "What Management Can Do with Information": W. Robert Widener, president, Information Management Facilities Inc., on "What Information Can Do with Management," and Dr. Charles R. DeCarlo, director of automation research, corporate staff, International Business Machines, on "Putting Both in Their Place."

Three Benton & Bowles executives are among the Thursday luncheon program in a discussion of "Today's Message for Tomorrow's TV Commercials." The speakers: Victor Bloede, executive vice president; Richard Casey, senior vice president, and Gordon Webber, vice president.

At 3 p.m. members will hold a closed session for an address by Chairman Dougherty on "The Television Medium Gets the Message"; election of directors and a reception and dinner. Activities conclude Friday morning with a sales seminar on "More Effective Selling of Local TV."

TVB can be success in selective campaigns

The Television Bureau of Advertising released last week details of local advertising campaigns that achieved success in reaching "selective" audience prospects and concluded these efforts can have application for the national advertiser.

For example, Metron Inc., Baltimore, a dealer in Armco Steel Corp.'s building systems, used a community-oriented series called WBTB Reports in Charlotte, N. C., to attract executives. TVB said it was "so successful" that Armco is now attempting to encourage other

Armco dealers to follow the Metron pattern.

TVB similarly has documented the value of selective television for such local-area advertisers as The Ohio Co., Columbus investment banking firm, in sponsoring an 80-second stock report five days a week; William A. Ritzi & Sons, Dayton Beach, Fla., jeweler, that uses a capsule program to tell the story of gems; Sears, Roebuck, which, in Chicago, has sponsored WGN-TV-produced specials on the city's institutions and living conditions, and Luhens Steel Co., Coatesville, Pa., which uses TV in Philadelphia with documentaries of its own creation that center around the history of Coatesville and its relationship to the state and the nation.

Business briefly...

Chanel Inc., through Norman, Craig Craig & Kummel, both New York, has bought participations on NBC Radio's Monitor and News of the World programs. Colgate-Palmolive Co., New York, through Ted Bates & Co., that city, has bought into NBC Radio's Emphasis and David Brinkley Reports, and General Motors Corp., through Campbell-Ewald Co., both Detroit, has bought into Monitor News on the Hour and Chet Huntley's Perspective on the News. Florists' Transworld Delivery Association, Detroit, through Post-Keyes-Gardiner Inc., Chicago, has bought sponsorship in four NBC Radio programs, Monitor, News on the Hour, News of the World, and David Brinkley Reports.

The Coca-Cola Co., Atlanta, through McCann-Erickson Inc., New York, will sponsor A Charlie Brown Christmas for the third time on CBS-TV Sunday, Dec. 10 (7:30-8 p.m. EST). The cartoon special, written by Charles Schulz, was produced by Lee Mendelson and Bill Melendez.

The Borden Co., New York, will begin a coordinated campaign Jan. 2, 1968,
with sponsorship of a quarter-hour weekly of NBC-TV's Huntley-Brinkley Report. The commercials, including corporate ads and brand participations, are being prepared by Conahan & Lyon Inc., New York, which also handles household and cosmetic products for the Borden Chemical Co.

Saab Motors Inc., New Haven, Conn., subsidiary of Svenska Aeroplan AB, Linkoping, Sweden, for its 1968 model standard and deluxe sedans and station wagons will begin an estimated $1.5 million advertising campaign starting Nov. 18, with roughly 20% of the budget allocated to TV-radio. Saab, which has some 410 U. S. dealers, will use spot radio and/or spot TV in 50 major markets. Campaign, stressing auto's capabilities, is being handled by J. M. Mathes Inc., New York.

Fletcher Richards into Interpublic's Marschalk

Fletcher Richards Co., New York ad agency, will merge with Marschalk Co., division of Interpublic Group of Companies, with the Marschalk firm retaining its present name.

Fletcher Richards billed $4.3 million during the first nine months of 1967. Its largest client, Heublein, moves with the merger. Other clients move to Calkins & Holden, another Interpublic subsidiary.

Bryan Houston, chairman, and Robert B. Irons, president, of Fletcher Richards will assume other responsibilities within Interpublic.

Beg, borrow, steal—but do it with taste

The way Jeremy Gury, senior vice president and creative director of Ted Bates & Co., sees it, lump New York and California together and you get CANY, the culprit responsible for 94% of all television shows, 90% of all national TV spots, 95% of all U. S. movies. Most of all, he believes, CANY is responsible for the scourge of conformity that has swept the land, for using copycat advertising techniques and producing "cookie-mold" results.

"Here we are, chiefly in California and New York, with all of the freedom anyone could want, producing conformity at an alarming rate," Mr. Gury told the Advertising Club of Los Angeles at a luncheon meeting last week. He cited an example of a "kind of giant rubberstamp creativity" that has been generated in adland: "One of our shops unleashed a peroxide blonde with bangs and a quasi-Bronx accent who asked: 'Is this any way to run an airline?'—you bet it is," he reminded. "Somebody else counter-punches with 'the something-or-other rebellion wants you.' Same bangs, same-type blonde."

Decided Mr. Gury: "Hurray. Another giant creative year goes by; and now we advance the cause of culture and the buck by having—well, you know the breath-taking difference—a brunette, with bangs and a nifty padded uplift bra, twanging out the fact that rugged athletes raise a fever for the car she is plugging."

The New York-based executive concluded with some advice for his audience: "Knock it off, friends," he suggested. "Learn how to beg, borrow and steal with intelligence and taste."

**Ribicoff has plan for consumer agency**

The chairman of the Senate Subcommittee on Executive Reorganization, Senator Abraham Ribicoff (D-Conn.), has called for a cabinet-level agency to combine consumer protection programs now administered separately by the Federal Trade Commission, the Food and Drug Administration, the Department of Agriculture and the Department of the Interior's Bureau of Commercial Fisheries.

Senator Ribicoff proposed the "Department of Consumer Protection" at a "consumer day" program at the University of Connecticut Thursday (Nov. 9). He said the proposed department would have "basic regulatory functions and would administer a consolidated set of consumer protection laws."

He noted that authority is now divided between the FTC and the FDA on labeling and advertising regulations for many products, and that the FDA, without true regulatory power as a quasi-judicial agency, must go to court to enforce its orders. The FTC, on the other hand, has such power in its own right, he observed.

"Consolidating the two agencies in one department would strengthen the government's hand," he said, "and do away with an anomaly in the present law."

**ARF sets program for 13th conference**

The Advertising Research Foundation will hold its 13th annual conference at the New York Hilton hotel this week (Nov. 14-15).

The first day, which is open to the public, features Herman Kahn of the Hudson Institute speaking on "The Next 33 Years." Broadcast-oriented sessions include presentations on "The Real Friends of TV Commercials—Beyond Demographics, Behavior and Personality Patterns of Women Affected by TV Commercials," by George Horsey Smith, Rutgers University professor of psychology, and "Alternative Criteria in Evaluating TV Commercials—Attitude Change Measurement Scales and Coupon Redemptions," by Stanley Cantor, Ogilvy & Mather vice president of marketing services. The second day, for ARF members only, will feature a number of presentations including techniques of audience measurement by representatives of A. C. Nielsen Co., The Pulse Inc., and C. E. Hooper Inc., and on the subject of "real-life" CATV television advertising testing by John Adler of Adel Ltd.

**Rep appointments**

General Electric adds 15 KW to their VHF transmitter line. That's important even if you need 30 KW output.

The new GE 15 KW VHF transmitter, TT-515, takes up only 24 square feet of floor space. The TT-515 combines economical operating characteristics with no-fight maintenance, and quality performance.

Need 30 KW output? Install two TT-515 transmitters in parallel operation. It's the ideal solution for power cutback flexibility, lower operating costs, and minimum floor space.

The TT-515 has remote control capability via required external landline and/or microwave terminal equipment.

Motorized controls are provided within the transmitter for aural and visual power output.

GE VHF Transmitters: 1 KW TT-49-A/B; 5 KW TT-50-A/B; 10 KW TT-510-A/B; 15 KW TT-515-A/B; 30 KW TT-530-A/B; A/B = Low Channel/High Channel

Write General Electric Co., Visual Communication Products Department, Electronics Park, Syracuse, New York 13201 GE-P2

<table>
<thead>
<tr>
<th>TT-515 A/B (S-1) 15 KW</th>
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<tbody>
<tr>
<td><strong>Frequency Range</strong></td>
</tr>
<tr>
<td>- A Channels 2-5 (54-88 MHz)</td>
</tr>
<tr>
<td>- B Channels 7-13 (174-216 MHz)</td>
</tr>
<tr>
<td><strong>Visual Output</strong></td>
</tr>
<tr>
<td>15 KW Sync Peak</td>
</tr>
<tr>
<td><strong>Aural Output</strong></td>
</tr>
<tr>
<td>3.3 KW Nominal</td>
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<tr>
<td><strong>Output Impedance</strong></td>
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<tr>
<td>50 Ohms</td>
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<tr>
<td><strong>Power Consumption</strong></td>
</tr>
<tr>
<td>208/230 Volts, 3 phase 50 or 60 cycles, at approximately 35.5 KW Average picture (0.9PF)</td>
</tr>
<tr>
<td><strong>Convenience Outlets, and Cubicle Lights</strong></td>
</tr>
<tr>
<td>117 Volts, single phase, 50 or 60 cycles, at approximately 500 watts</td>
</tr>
<tr>
<td><strong>Compliance</strong></td>
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<tr>
<td>Complies with applicable FCC and EIA Specifications.</td>
</tr>
<tr>
<td><strong>Dimensions</strong></td>
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<tr>
<td>90&quot; wide x 37&quot; deep x 83&quot; high</td>
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BROADCASTING, November 13, 1967
They tune in radio, but do they listen?

STUDY FOR CBS RADIO SAYS YES, UNDERSCORES MEDIUM'S IMPACT

Seven persons out of 10 regard themselves as active, involved listeners to radio, while about two out of 10 tune in mostly for background music while they're doing other things.

Whether they use radio as a "background" or "foreground" medium, however, they're about evenly divided in their preferences between spoken commercials and singing commercials.

These conclusions come from results of a study being released today (Nov. 13) by CBS Radio. The study was conducted for CBS Radio by R. H. Brusk iner, 232 Watergate, New Brunswick, N. J., and the findings are substantially the same as those in a similar study by the same firm and under the same auspices in 1964 (BROADCASTING, June 29, 1964).

"We were careful to duplicate the 1964 survey in every detail, both as to questions [asked] and number and geographic spread of respondents of both sexes," according to Harper E. Carraine, radio research director for the CBS/Broadcast Group. "We wanted to know if our 1964 findings remained valid some three and a half years later. They do."

Valuable to Advertisers • Mr. Carraine said: "The fact that two studies, three-and-a-half years apart, both indicate the same heavy preponderance of foreground over background radio listening is, we believe, important to advertisers. . . . It seems apparent to us that increasing concern over advertising effectiveness must naturally lead media clients to careful consideration of the involved listeners and where to find them."

CBS-owned radio stations as well as the CBS Radio network are heavily oriented toward news, information and talk—the kind of programming generally associated with foreground rather than background listening.

The latest study, conducted last July, covered 2,531 persons 18 years of age and older, about 49% men and 51% women.

They were asked to indicate—as were 2,502 adults in the 1964 study—which one of three statements came closest to describing the principal role radio plays for them in their daily schedules: (1) "Keeps me company, entertains me and helps keep my mind occupied"; (2) "provides me with a pleasant musical background for other activities"; (3) "keeps me informed regarding all the latest news developments."

Those checking numbers one or three were classified as using radio as a foreground medium; those choosing number two were identified as background listeners.

In all, 71.1% were listed as foreground and 22.6% as background listeners (as compared with 70.7% and 26.8% in 1964). Of the rest, 4.4% were undecided (none undecided in 1964) and 1.9% reported no radio listening (2.5% in 1964).

Men More Interested More than women identified themselves as foreground listeners (75.2% of the men, 67.1% of the women), and it was also found that foreground listening increased with age (rising from 60.9% of the 18-24 age group to 81.6% of the over-54 respondents).

As between spoken commercials and singing commercials, 37.5% of all respondents preferred jingles (as against 41% in 1964), 36.9% preferred spoken commercials (37.6% in 1964) and 23.7% had no preference (18.6% in 1964). The rest—1.9% this year and 2.5% in 1964—rated themselves non-listeners.

A higher percentage of men (41%) than women (32.9%) favored spoken commercials, which also were increasingly preferred in the older age brackets.

Foreground listeners leaned toward spoken commercials (40.9% favored this form as against 35.9% who favored jingles), while among background listeners the opposite tendency was evident: 46.4% preferred jingles, 30.1% preferred spoken commercials. About one-fourth of both groups indicated no preference.

Why the Choice? • Principal reasons given for preferring commercial jingles included "attract your attention" (indicated by 25% of those favoring this form); "tunes are catchy" (21%) and "easier to remember" (20%).

Among those preferring spoken commercials the principal reasons included "easy to understand and remember" (20%) and "create awareness, get your attention" (14%).

CBS's CATV plans kept under wraps

Felix A. Kalinski, president of the new CBS/Comtec Group, said last week the assignment of two divisional vice presidents to CBS CATV activities is an indication of the interest the company has in CATV, but declined to speculate about possible plans for expansion.

He made the statement in answer to questions stemming from the appointment, within his group's new CBS Television Services Division, of Harvey Struthers as vice president for CATV operations and Norman E. Walt Jr. as vice president for CATV development (BROADCASTING, Nov. 6).

Mr. Kalinski said he did not regard the assignments as unusual, and noted that CATV had been put into the division to that it would get the attention it deserves.

"Beyond this," he said, "I do not want to conjecture further at this time."

The division is headed by Frank J. Shakespeare Jr., who also numbered CATV among his responsibilities as an executive vice president of the CBS-TV Stations Division before the CBS Services Division was created. Along with CATV, Mr. Shakespeare's other primary responsibilities in his old job, including international and film-syndication activities, were transferred with

FCC gets its $19.1 million

The FCC staff can stop worrying about payless paydays—the agency's appropriation for fiscal year 1968 has been signed into law. The commission got the full amount asked for in its behalf by the Budget Bureau, $19.1 million. That was the amount voted by the Senate; the House approved $100,000 less but accepted the Senate figure in conference. The appropriation came a full three months after the beginning of the fiscal year; the agency made do—along with many other federal departments—under a series of congressional resolutions that permitted spending to continue at last year's rates. Due to economy-bloc actions in Congress, however, at several times continuing resolutions were stalled and the FCC's spending authority was jeopardized.
As cars go electric...
you can see the future happening.

It's a good bet a lot of cars in the future will be electric. Because electricity is the energy of progress.

But for us the future always starts yesterday.

In fact, every year we have many hundreds of research projects under way—from electric car batteries to magnetohydrodynamics. The idea is to make electric service ever more beneficial, reliable and easy on your budget.

That's business management in action—working for your today in a way that makes your tomorrow better, too.

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

*For names of sponsoring companies write to: Power Companies, 1271 Avenue of the Americas, New York, N. Y. 10020
Major gains continue in UHF, color set counts

The U. S. Census Bureau last week released figures documenting a significant increase in the last two years in UHF-equipped and color sets. The proportion of U. S. households with UHF-equipped television sets rose from 22.8% in August 1965 to 42.1% in June 1967, according to the bureau. The proportion of households with color sets was up from 7.4% to 19.3%.

The most recent survey of the Census Bureau, ending in June of this year, also revealed that the number of non-TV households, already minuscule, is dwindling even further. By June only six out of every 100 households had no television set of any kind. That compares to eight out of 100 in 1965. The 1967 survey showed only small differences in the saturation of television in different parts of the country. In the Northeast, 95.4% of all households had one or more television sets; in the North Central area, 95.2%; in the South, 92.3%; and in the West, 93.3%.

A quarter (24.9%) of all households had two or more sets, compared to 22.6% last year and 19.5% in 1965. Since 1965 there were increases in all areas and for households in every size category.

<table>
<thead>
<tr>
<th>Area or household characteristic</th>
<th>Percent of all households With 1 or more sets</th>
<th>Percent of TV households With UHF</th>
<th>With color</th>
</tr>
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<tbody>
<tr>
<td>United States</td>
<td>94.1</td>
<td>24.9</td>
<td>42.1</td>
</tr>
<tr>
<td>The Northeastern states</td>
<td>95.4</td>
<td>30.2</td>
<td>41.0</td>
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<td>New England</td>
<td>95.5</td>
<td>27.2</td>
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<td>Middle Atlantic</td>
<td>95.4</td>
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<td>The North Central states</td>
<td>95.2</td>
<td>25.7</td>
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<tr>
<td>East North Central</td>
<td>95.0</td>
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<tr>
<td>West North Central</td>
<td>94.0</td>
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<tr>
<td>The South</td>
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<tr>
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<td>The West</td>
<td>93.3</td>
<td>24.8</td>
<td>42.8</td>
</tr>
<tr>
<td>Mountain</td>
<td>92.5</td>
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<td>36.9</td>
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<td>Pacific</td>
<td>93.6</td>
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<tr>
<td>Husband-wife households</td>
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<td>30.1</td>
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<tr>
<td>Other households</td>
<td>85.7</td>
<td>11.6</td>
<td>31.7</td>
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Temporary stay gets new lease on life

One of the San Diego cable companies operating under restrictions imposed by the FCC (Broadcasting, July 25, 1966) received a thumbs-down from the commission last week on its request to lift the "temporary stay" because of a hearing examiner's conclusion that prior restraints on CATV operations should be removed (Broadcasting, Oct. 9). Southwestern Cable Co., one of six cable systems involved in the 20-month-old case, had claimed "irreparable injury and hardship" because of the restrictions.

The Southwestern request marked a second attempt by the CATV's to remove the commission impasse to hook-up more subscribers. In May the cable companies asked the commission to terminate the CATV proceeding based on an appellate court finding that cast doubts on the FCC's regulatory authority over CATV (Broadcasting, May 8). The commission rejected that plea.

The commission said the examiner's initial decision does not "constitute
sufficient ground for modification" of the temporary stay order. The CATV has not shown, the commission said, that the order should be vacated because of the development of some form of irreparable injury during the course of the hearing.

In fact, the commission noted that Southwestern had increased its subscriptions from 900 to 3,600 and had shown net earnings of $2,000 for the first quarter of 1967 compared with losses for a two-year period when the CATV was beginning operations.

It emphasized, however, that any deterioration of the CATV's financial condition, during the remainder of the proceeding, would be "afforded prompt consideration."

### Bobby Baker issue kept in 1110 kc case

The so-called Bobby Baker issue will remain a part of the drawn-out FCC hearing in which 11 applicants are competing for the 1110-kc Los Angeles frequency now occupied on an interim basis by KRLA.

The commission last week announced that it was denying the petition of California Regional Broadcasting Corp., one of the applicants, for review of a board decision to add a contingent issue relating to the involvement of Regional's principal stockholders, William and Howard Ahmanson, with the former Democratic Senate aide.

Three applicants had asked the board to add an issue as a result of testimony in Mr. Baker's trial last year that the Ahmanson family had made contributions to or through Mr. Baker. The trial resulted in Mr. Baker's conviction on charges of conspiracy, fraud, theft and income-tax evasion (Broadcasting, May 15, March 13).

Regional had argued that since the issue was based on testimony given in the trial, the matter was one for the Department of Justice, not the review board. The board, however, held that under commission policy each case must be decided on its individual merits whether or not violations of statutes initially administered by other agencies are involved.

As added by the board, the issue may not be reached in the hearing. The facts concerning contributions by the Ahmansonss-and the effect, if any, of such facts upon the qualifications of Regional-will be considered only if the examiner deems the comparative qualifications of the applicant to be of significance to the ultimate decision in the case.

The frequency for which the 11 applicants are competing was given up by Eleven Ten Broadcasting Corp. in 1964 after the commission refused to renew the license for KRLA. The station was found among other things, to have conducted fraudulent contests.

The commission in July 1964 granted Oak Knoll Broadcasting Corp., a non-profit educational organization, authority to operate on the frequency pending a decision on a permanent license (Broadcasting, July 27, 1964).

### Georgia CATV loses plea on ex parte charge

A Dalton, Ga., CATV operator, who has tried to pin ex parte charges on an Association of Maximum Service Telecasters delegation visit to four FCC commissioners (Broadcasting, May 15), lost another plea based on those charges before the commission last week.

In a series of four orders issued in July the commission rejected the claims of various CATV interests that the meeting violated its ex parte rules (Broadcasting, July 31). The commission rejection last week of an appeal by Multivision Northwest was based on its July opinion.

Multivision, currently embroiled in a CATV proceeding involving Chattanooga stations WTVG(TV) and WRCB-TY, was asked Hearing Examiner Forest L. McClennig in June to remove the stations from the proceeding. The operator alleged that the stations are members of AMST and that the association, as agent of its members, had made prohibited ex parte contacts with the commissioners. Examiner McClennig, however, denied the petition principally because the commission had not then ruled on the charges and because FCC rules required a hearing on the allegations, which, the examiner said, was not in his jurisdiction to hold.

Multivision then appealed the ruling to the review board. In September the board dismissed the appeal because the commission had already rejected the ex parte charges levied by several CATV's including Multivision. Unchallenged, Multivision applied for review of the board ruling to the commission. In a 5-to-0 vote (with Commissioner Lee Loevinger abstaining) the commission denied the application, saying the allegations and conclusions upon which the motion was based had been determined adversely to Multivision's position.

The CATV operator currently has pending before a federal court in New Orleans a petition for review of the July FCC order (Broadcasting, Sept. 18).

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**KFAC-Radio Los Angeles, the station that plays music, music, music and more music is now represented by Edward Petry & Co.**
Four TV sales are approved

Atlantic States buys West Coast radio station for over $1 million

The sale of a West Coast radio station for $1,325,000 was announced last week, subject to FCC approval.

At the same time, the commission approved the transfer of ownership of four TV stations (three in one group) as well as an FM station.

Reported was the sale of KROY Sacramento, Calif., by longtime broadcaster Lincoln Dellar to group broadcaster Atlantic States Industries Inc. for $1,325,000. Atlantic States, a publicly held company, also disclosed it had sold its interest in WTSA Brattleboro, Vt., to John Healy, formerly of WCBM Baltimore, for $120,000 plus obligations. This also requires FCC approval. The company is awaiting FCC approval of its purchase of KMAK Fresno, Calif., from Fin Hollinger and associates for $335,000 (Broadcasting, Oct. 9).

Atlantic States, principally owned by Ralph Gulf, Daren McGavren, and George Fritinger, is a holding company for McGavren-Guild-PGW station-representative firm and WRTV Boston, WLOB Portland, Maine, and WNNY Pensacola, Fla. It planned to sell the Pensacola station in order to acquire larger-market radio outlets (Closed Circuit, June 19). Mr. Guild is president, and Mr. Fritinger, executive vice president of Atlantic States; Mr. McGavren is president of McGavren-Guild-PGW.

Only three months ago, McGavren-Guild Co., New York, merged with the radio division of Peters, Griffin, Woodward, New York, into a new exclusive radio sales-representative firm. When PGW transferred its radio list to the new company, it acquired a "substantial" stock interest in Atlantic States (Broadcasting, Aug. 21).

Mr. Fritinger said that Kroyn's present management will continue and that Dwight L. Case, station vice president and general manager, will remain.

Mr. Dellar, with his wife, bought KROY in 1960 for $427,500; the Dellers also own KLYD-AM-TV Bakersfield, and KACY Port Hueneme-Oxnard, both California. KROY, founded in 1937, operates on 1240 kc with 1 kw days, and 250 w nights.

Chris-Craft • In a major change of a diversified company with TV holdings, the commission approved a transfer of control of Chris-Craft Industries Inc., owning KCOP-Los Angeles, WTCN-TV Minneapolis, and KPTV (TV) Portland, Ore., to Baldwin-Montrose Chemical Co. (Broadcasting, Oct. 30).

Baldwin-Montrose, which is headed by Herbert J. Siegel as chairman and 23.46% stockholder, and James R. Rochlis, president and 37.2% stockholder, had acquired over 25% ownership of Chris-Craft by buying stock on the open market. In a special agreement with Chris-Craft's management group, it is acquiring an additional 10% ownership for $6 million. It was this move, giving Baldwin-Montrose de facto control of Chris-Craft, that required FCC approval.

Two commissioners dissented to this approval. Commissioners Kenneth A. Cox and Nicholas Johnson claimed that the transfer of control violated FCC policy that attempts to limit single acquisition of TV stations in the top 50 markets to not more than three, of which no more than two shall be VHF outlets. Los Angeles, Minneapolis and Portland are all top-50 TV markets:

All the stations are independents. KCOP-TV is on channel 13; WTCN-TV on channel 11, and KPTV, on channel 12.

The second FCC ratification was for the sale of WMTW-FM-TV atop Mount Washington, N. H. (Poland Spring, Me.) from entertainer Jack Paar to Paul F. Harron and associates for $3,620,469 plus assumption of obligations making the aggregate price in the neighborhood of $5 million.

Mr. Harron is the owner of WXTV (TV) Utica, N.Y., and of KAUZ-TV Wichita Falls, Tex.; he is selling the Texas station to group broadcaster Bass Broadcasting Co. for $3.1 million (Broadcasting, Nov. 6). Mr. Paar and group bought the Mt. Washington stations in 1964 for $2,675,000 from Horace A. Hildreth, John W. Guider, Peter Anderson and others.

WMTW-FM began operating in 1958 and is on 94.9 mc with 48 kw. WMTW-TV, founded in 1954 is on channel 8 and holds an ABC affiliation.

The Loevinger way to upgrade FCC

FCC Commissioner Lee Loevinger, who is heading into the final months of his first—and what he intends to be his last—term as a commissioner, has tossed out a suggestion on how the quality and independence of commissioners might be enhanced.

Give commissioners longer terms but don't reappoint them.

The commissioner offered the suggestion in the course of a busy morning in the studios of NBC's owned WRC-AM-FM-TV Washington last Monday (Nov. 6), most of it in the company of an attractive brunette, Betty Groebli.

While being interviewed on Miss Groebli's radio program on the FCC and its responsibilities, he said the present system in which commissioners are appointed for seven-year overlapping terms, and are available for reappointment, might not be the best.

It might be better, Commissioner Loevinger said, to name them for "10-to-15-year terms, with no reappointment." However, his plan would also call for providing the commissioners with "very substantial pensions" at the end of their terms, provided they completed them.

Improvement Possible • He said he thought such a plan would tend toward improving the quality of the individuals who could be recruited for service on the commission and would enhance their independence while serving.

Commissioner Loevinger, who was named to the commission in June 1963 to fill out the unexpired term of former commissioner Newton N. Minow, has said publicly he doesn't want to continue in his present post beyond the term's expiration date of June 30, 1968 (Broadcasting, Sept. 18).

In an appearance on WRC-TV's Capitol Tieline, a phone-in talk show conducted by Miss Groebli and Mac McGarry, Commissioner Loevinger reiterated a view first publicly expressed three years ago that subscription television would pose no threat to commercial television (pay TV's "possibilities are vastly overstated"; "I don't expect to see it become the dominant mode of mass communications any time in my lifetime"). He declined, however, to comment on the merits of the proposal pending before the commission that calls for a tightly regulated system of subscription television.

The live broadcasts didn't exhaust either the commissioner or Miss Groebli. He sat with her for an interview of some eight minutes that was taped for presentation on NBC Radio's weekend Monitor.
There's a buyer but no seller

San Diego UHF permit sought by university, but owner seeks another buyer

An application, rather singular in make-up, has been submitted to the FCC. It purports to call for the assignment of a construction permit for KJOG-TV channel 51 in San Diego, Calif., to United States International University. But the section normally executed by the seller—in this case it would be Jack O. Gross—is missing, and not through an oversight.

A letter accompanying the application makes clear that it amounts to a ploy to force Mr. Gross to abide by what the university contends is an agreement to assign the construction permit to it for $16,174, Mr. Gross's alleged out-of-pocket expenses.

The letter, signed by the university's counsel, Benito Gaguine, asserts that the university "has ascertained" that Mr. Gross was trying to reach an agreement with another individual on assignment of the construction permit. Mr. Gross, the letter added, "advised the university that he would not cooperate" in filing an application for assigning the permit to the school.

Commission routine in such cases would be to return the application as incomplete, perhaps with an informal suggestion that the parties resolve any contractual difficulties in court.

Another Element * But there was another factor in the odd story. Mr. Gross, who received his construction permit on June 23, 1965, has yet to begin construction, and has recently filed another request for a six-month extension of time within which to complete construction. (He had allowed the permit to expire in the fall of 1966 but was granted a CP to replace it on Jan. 5.) His current authorization expires on Dec. 22.

Possibly as a result of this combination of factors—as well, possibly, as a result of the sympathetic ear the commission might be expected to give to an educational institution's application—the matter appears to be getting something other than routine treatment.

Although the application was submitted on Oct. 31, commission officials, while saying it probably will be returned, were not prepared to say when that would be. One staffer cited the fact that the agency was in the midst of its move into new quarters (see page 56) as one reason for the delay.

However, one authoritative commission source indicated that before the commission acted it would probably ask Mr. Gross why he had not filled out the seller's section of the application. "We would want to get his side of the story," he said.

The same official pointed out that the commission has lately shown a "tendency to be more cautious" in granting construction-permit holders extensions of time within which to complete construction—"absent a substantial showing" justifying an extension.

Sell—or Else? * The implication appeared to be that Mr. Gross's most profitable course would be to agree to an assignment of the CP—assuming the validity of the university's assertions. Mr. Gross who has not filed any kind of response to the university's action, was said by his Washington counsel, Norman Jorgensen, to be hospitalized after undergoing major surgery in San Diego last week.

The university, which began operations 16 years ago and now has 3,000 students on its campus in San Diego, originally was a competitor of Mr. Gross's for the permit for the UHF channel. It withdrew from the contest in return for an option to acquire a 50% interest in the CP then being sought. The agreement was signed April 22, 1965, and filed with the commission.

However, Mr. Gaguine's letter states that a subsequent letter of intent, executed on April 1, 1967, provides for the university's acquisition of the construction permit for the amount of Mr. Gross's actual investment, subject to commission approval. A copy of the purported agreement—in which Mr. Gross's expenses were said to be $16,174—accompanies the application.

The letter also states that the university's president and vice president for administration, Dr. William C. Rust and Robert S. Dunn, respectively, informed Mr. Gross "unequivocally" on July 29 that the university was exercising its "rights" under the terms of the April 1 letter.

Mr. Gaguine said the letter of intent "executed by Gross and the university" and the terms of the April 22, 1965, agreement "serve as an appropriate substitute for the assignor's portion of the assignment application."

Mr. Gross is no novice in television. He was the original licensee of KFMB-TV (ch. 8) San Diego. He put the station on the air in 1949, and sold it in 1951.

KIST-Radio Santa Barbara, the station that knows the news is an important part of being first is now represented by Edward Petry & Co.
FCC defers action on Conn. CATV waivers

WAIVER BACKLOG AND COURT FIGHT CITED IN DECISION

The FCC last week declined to tread in the troubled waters of complex top-
100 market waivers requested by 11 of the 17 Connecticut cable operators that
received franchises from the state Public Utilities Commission in March
(BROADCASTING, March 27). But in granting two motions that would possibly
postpone FCC action on the requests for as much as eight months, the com-
mision unwittingly may have a hand in the revocation of the 80-old CATV
franchises in the state. Under Connecticut law, revocation of franchises
that are not exercised within two years will be effected. Commission sources
had speculated several months ago that the backlog of similar waiver requests
set for hearing would prevent the CATV's from meeting the March 1969
deadline.

The motions were offered by Connecticut-New York Broadcasters Inc.,
WHTT-TV Bridgeport, (for continu-
uance) and group-broadcaster Triangle
Publications Inc., WNHC-TV New
Haven, (to defer). Both broadcasters
alleged that appeals against the fran-
chise grants pending in Connecticut
courts operate to stay the PUC order
and that the grants are not final be-
cause they may be modified or denied.

Their position received support from,
among others, WATR-TV Waterbury and
WNHB-TV New Britain-Hartford. Both
stations and Triangle had applied for
CATV franchises, but were denied
grants.

Court Action • Prime reason for com-
mision demurral is the court appeals.
The commission explained: “We are
unable to determine at this time who
the ultimate holders of the respective
franchises may be. Nor can we now
determine, with respect to each CATV
proposal, which signals will be pro-
posed to be transmitted.” In its order
the commission said the time for filing
oppositions and responses to the waiver
requests would be extended until 30
days after final disposition of related
appeals now in the state courts, or
until July 1, 1968, whichever comes
first.

However, the commission also ad-
mitted that it would be “administra-
tively advisable” to permit deferment
because it already has a “large backlog
of pending petitions for waiver” of the
rules (the first such on-the-record
statement by the commission of a waiver backlog).

Hard statistics concerning such a
backlog were presented to the com-
mision in September by its CATV
Task Force (BROADCASTING, Sept. 11).
But the task force chief, Sol Schildhause,
in a June speech before the Western
Association of Public Service Com-
misions (BROADCASTING, June 26)
raised the specter of those Connecticut
CATV's losing their franchises because
of the commission's work load.

He noted that the backlog of similar
waiver petitions “have reached such
proportions that even if our commission
is disposed to waive the rules for the
Connecticut systems, we are not likely
ever to get around to them for a long
time.” Mr. Schildhause further cited
that Connecticut law, saying: “If it be-
comes necessary to hold hearings on
whether to permit the systems to go
forward, the two-year grace period in
the Connecticut statute might conceiv-
ably be too skimpy.”

Changing hands...

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

• Kroy Sacramento, Calif.: Sold by
Lincoln Delar to Atlantic State Indus-
tries Inc. for $1,325,000 (see page 48).

• Wwv Charlotte, N. C.: Sold by estate
of Francis M. Fitzgerald and associates
to Wwv Inc. for $710,000. Buyers are
85% owned by Tracy Broadcasting Co.
(kgfj Los Angeles), 12% by Bernard
Howard, Bernard Howard & Co. (sta-
tion representative) and 3% by Jack
Davis, executive vice president of Ber-
nard Howard & Co. Arnold Schorr,
vice president-general manager of kgfj
has an option to purchase 5% of Tracy
Broadcasting's interest in Wwv Inc.
Tracy Broadcasting is principally owned
by Richard Stevens, who has an
interest, with his family in Wfsc Har-
rising, Pa. Mr. Howard is a principal
owner of kdon Salinas, Calif. Wwv,
found in 1947, operates fulltime on
1600 kc with 1 kw days and 500 w
ights.

• Ktfi Twin Falls, Idaho: Sold by
Florence M. Gardner and others to
Koyo Broadcasters Inc. for $275,000.
Kovo is headed by Dale G. Moore, who
has ownership in kgvo-am-tv Missoula,
and kcap Helena, both Montana. Ktfi
operates on 1270 kc with 5 kw days
and 1 kw nights.

* KGU-D-AM-FM Santa Barbara, Calif.: Sold by Sherrill C. Corwin and associates to Richard (Dick) Clark for $185,000. Mr. Clark is radio and television personality. He is president of KPRO Riverside, Calif., and consultant to WRUN-AM-FM Utica, N.Y. KGU operates daytime only on 990 kc with 1 kw. KGU-FM is on 99.9 mc with 3 kw.

* KDLO-AM-FM Del Rio, Tex.: Sold by Jack R. Crosby and associates to Gerald R. Mazur and others for $185,000. Mr. Mazur has 25% interest in Southern Television Systems Corp., owner of CATV franchises in Cisco, Eastland and Ranger, all Texas; and is 25% owner of Frontier TV Cable Co., with system in Colorado City, Tex. Mr. Crosby is president of Genco Inc., multiple CATV owner, and is this year's chairman of the National Cable TV Association. KDLO is fulltimer on 1230 kc with 250 w. KDLO-FM operates on 94.3 mc with 3 kw.

* KRGN(AM-FM) Las Vegas: Sold by Mrs. E. W. Cragin and others to Donald S. Gilday for $135,000. Mr. Gilday is owner of real-estate brokerage business. KRGN operates on 101.9 mc with 20 kw.


APPROVED • The following transfers of station interests were approved by the FCC last week (For other FCC activities see FOR THE RECORD, page 76).

* WLEE Richmond and WXEX-TV Petersburg, both Virginia: Sold by Thomas G. Tinsley and Irvin G. Abeloff to Nationwide Communications Inc. for $7,150,000. Nationwide is former Peoples Broadcasting Co., wholly owned subsidiary of Nationwide Insurance Co., Columbus, Ohio. It owns WGRG-AM-FM Cleveland, WRPD and WNCL(AM) Columbus, WATE-AM-TV Knoxville, Tenn., and channel 47 in Columbus. Mr. Tinsley owns 100% of WLEE and with Mr. Abelloff owns WXEX-TV. WLEE operates fulltime on 1480 kc with 5 kw. WXEX-TV operates on channel 8 with 316 kw visual from an antenna height of 940 feet above average terrain.

* KCP-TV Los Angeles, WTCN-TV Minneapolis and KPTV(TV) Portland, Ore.: Transfer of control by Chris-Craft Industries Inc. to Baldwin-Montross Chemical Co. for $6 million for 10% interest, giving it approximately 35% ownership of Chris-Craft (see page 48).

* WMTW-FM-TV Mount Washington, N. H.-Poland Springs, Me.: Sold by Jack Paar and associates to Paul F. Harron group for $3,620,469 plus obligations (see page 48).

* WPAM-FM Lafayette, Ind.: Sold by Sarkes Tarzian Inc. (Sarkes Tarzian, president) to RJN Broadcasting Co. for $250,000. RJN is wholly owned by Richard F. Shively, who owns 18.8% of WLYK-TV Louisville, Ky., which is being sold to Sonderling Broadcasting Corp. (group broadcaster) for $6,850,000, subject to FCC approval. Mr. Shively is also president of Telesis Corp., multiple CATV owner. WPAM-TV operates on channel 18 with 186 kw visual from an antenna height of 660 feet above average terrain.

Triangle turned down on its CATV protection plea

The FCC's desire to "preserve the status quo" of five Maryland and West Virginia CATV systems, currently in a hearing on their waiver requests, provided a basis of a commission rejection of a group broadcaster's plea that his station be afforded carriage and nonduplication protection on one of the systems.

The commission rejected the request of Triangle Publications Inc., WFBG-TV Altoona, Pa., which claimed that Potomac Valley Television Co. should be required to afford its station the protection under commission rules while the proceeding is pending.

The Triangle request was in form of a petition for partial reconsideration of a June commission order which designated for hearing Potomac's microwave renewal applications (BROADCASTING, Aug. 28). Potomac had requested the licenses without the imposition of carriage and program exclusivity requirements. In the same order, the commission set for hearing the requests of five Maryland and West Virginia CATV systems, which receive TV signals from Potomac's microwave relay stations, for waivers of the carriage and nonduplication requirements. The commission in that order permitted the CATV's to continue their present operations during the hearing. Since Triangle had raised no new issues to justify modification of the June order, the commission concluded that the petition should be denied because that order "was intended to preserve the status quo until a determination under the issues could be reached."

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CALIFORNIA — Non-directional fulltimer in single station market with primary trade area of 46,000. Excellent facilities. Annual billing nearly $60,000. Sales oriented owner can substantially increase sales. Potential is definitely there. Price $120,000—29% down—liberal terms.

Contact Don C. Reeves in our San Francisco office

WEST TEXAS — Good equipment, good business, good market, but absentee owner unsatisfied and wants to sell. This is a daytimer on a good frequency in a single station market. Station currently billing $6,000 per month. Price $130,000, includes real estate. Terms—29% down—Balance ten years. Less for Cash.

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Broadcasting, November 13, 1987
Delay sought on pay TV

Subcommittee proposal would suggest FCC hold up toll-TV plan for a year

The National Association of Broadcasters continued to beat the drums for increased opposition to pay-TV proposals currently before the FCC. Meanwhile, one congressman on the House Communications Subcommittee was readying a resolution that would ask the commission to defer judgment on subscription television for another year.

The proposal recommending delay, which would take the form of a sense-of-the-Commerce-Committee resolution, was to be introduced by Representative James Harvey (R-Mich.) during a subcommittee discussion that was to have been held last week. But the press of other business forced Subcommittee Chairman Torbert Macdonald (D-Mass.) to postpone the pay-TV meeting (Broadcasting, Nov. 6). The meeting could come this week, Mr. Macdonald said.

During last week, as NAB President Vincent Wasilewski urged broadcasters at the NAB's fall conference in Kansas City, Mo., to solicit congressional opposition to toll broadcasting, it was reported that Commerce Committee Chairman Harley O. Staggers (D-W Va.) was urging adoption of the Harvey resolution. Chairman Staggers, however, told Broadcasting that he had not been active in the resolution's behalf. Furthermore, he said, although he did know of the resolution, he did not know in detail what it was to propose.

Mr. Staggers said that he still felt that passage of the Public Broadcasting Act would provide the sort of program diversity that subscription television promised and that a strengthened system of noncommercial educational stations should be given a chance to show what can be done before instituting another system.

He added, however, that he would review the arguments for and against pay TV before voting on either the Harvey proposal or a bill introduced earlier by John Dingell (D-Mich.) that would prohibit the FCC from approving a pay-TV system without specific approval from Congress (Broadcasting, Oct. 16). He also indicated that inasmuch as he had delegated consideration of the FCC's proposals to the Communications Subcommittee he felt obliged to listen carefully to that panel's recommendations on the matter.

NAB President Wasilewski told the Kansas City meeting that pay TV "would not bring a new dimension to television as its proponents claim, but would seek the ready-made audience built up by free television."

For all the progress made by pay-TV advocates during the Communications Subcommittee hearing last month, certain members are now on record as unconvinced. Chairman Staggers, who holds an ex-officio seat on the subcommittee, can almost certainly be counted in opposition. In addition, Mr. Harvey, as author of the resolution, counseled delay, cannot be counted as a pay-TV convert. Two weeks ago another subcommittee Republican, James T. Broyhill (N.C.), placed himself more or less in the opposition camp in a newsletter to his constituents.

And last week another North Carolina panel member, Horace R. Korne- 
gay—the ranking Democrat on the subcommittee—said in a letter to Charles Crutchfield, president and general manager, Jefferson Standard Broadcasting Co., Charlotte, N. C., that he saw several dangers in the FCC proposals.

These include "the obvious one that the public might ... have to pay for what they can now receive free," he noted, and "the less obvious one that FCC control over pay TV might just open the door for an assertion of other and broader powers over programs seen and heard in commercial broadcasting."

He added that it is his firm belief that the "FCC does not have the authority now to authorize and regulate pay TV under existing law."

FCC denies waivers for Montana CATV

The FCC, which has been accused of ignoring small-market television stations' need for protection against CATV competition, took a number of actions last week that should blunt that criticism.

Under consideration were six sets of applications for renewal or modification of licenses of microwave companies serving CATV systems in Montana and Idaho; all sought waiver of the commission's nonduplication rule. The commission granted most of the renewal and modification applications, against the wishes of television stations in a number of cases. But it also denied most of the requests for waivers.

A number of those denied, moreover, were filed by a system that sought to avoid protecting a translator in Kalispell, Mont. The translator rebroadcasts the programs of Kovo-TV Missoula, Mont. The system involved, Northwest Video Inc., had claimed that the translator's signal was inferior to the signals it relays from Spokane.

Among the other requests denied were those filed by Teleprompter Transmission of Kansas Inc., seeking a waiver of the rule for a system in Great Falls, Mont., which is served by KFBB-TV and KRTV(TV). The carrier had asked that simultaneous-only nonduplication be required, rather than the same-day exclusivity provided for in the rules.

More Protection = Another provision of the commission order denies a waiver petition of Hamilton TV Cable, in Hamilton, Mont., with respect to the signal of KXLF-TV Butte. The CATV relays programs of Spokane, Wash., stations by microwave.

The commission also denied the waiver application filed by a system in Poison, Mont., with respect to Kovo-TV. The system, Flathead Lake Cable TV Inc., had claimed that the station's signals were inferior to those it received from Seattle.

Among the applications granted were four for microwave facilities that Teleprompter Transmission of Kansas Inc. will use to relay the signals of Spokane FM stations to a CATV in Great Falls. The grant had been informally opposed.
ABC-NABET talks move to Washington

ABC and the National Association of Broadcast Employees and Technicians held marathon sessions in Washington last Wednesday and Thursday (Nov. 8-9) in an effort to end the strike that began at ABC on Sept. 22.

Union and management were meeting under the auspices of the Federal Mediation and Conciliation Service. They conferred from Wednesday afternoon until early Thursday morning and resumed bargaining Thursday afternoon, broke for dinner and scheduled a session for later that evening.

Company and union sources in New York said they had no indication whether any progress was being made during the Washington talks. The focal point of interest in New York was the activities of NABET's sponsors' committee, which the union said had persuaded a large number of advertisers to withdraw their sponsorship. ABC denied this claim.

The NABET committee issued a bulletin last week stating that 10 na-

The WJEF Countropolitans

What's this turned-on couple like?

They have a lot
At 29, average WJEF Countropolitan couples aren't hurting.
They have three children, a home, and two cars.

He may be in the professions, trades, services, or farming. Typically, though, he works in one of the 50 Kent and Ottawa County plants employing over 400 people at real good salaries and wages.
And they have the WJEF listening habit—to get our own and CBS news and sports, plus the best in country music.

They need more
Since they average only 29, and have three children, they're in the acquisitive stage of life. While they already have a lot, they've got their sights set on the rest as soon as possible!
And the radio he listens to on the highway, and the one she hears around the house, keep reminding them of all the things they need and want.
Ask any Knodel about WJEF—the country music station that comes across with sweet music for advertisers.

FM network starts Florida operation

The Sunshine United Network has opened its offices in the International Building, 2455 East Sunrise Boulevard, suite 303, Fort Lauderdale, Fla. 33304.


Headed the organization are William H. Gebhardt, president; W. T. Cranst-
on, vice president, and Patrizia Lund, business manager. Mr. Gebhardt, whose background is in the advertising agency business, is organizer and architect of Sunshine United Network. Mr. Cranson was an associate of the independent broadcasting corporation, All Canada Radio and T.V. Ltd., for 33 years, and former vice president and general man-
gist Hamilton, Ont. Miss Lund has had varied experience in the communications field.
tional advertisers have cancelled, suspended or refused to renew their campaigns on ABC television or radio facilities for the duration of the strike (CLOSED CIRCUIT, Nov. 6).

Among the national advertisers that NABET said had ended or planned to end spot campaigns in selected markets were Rheingold, Borden Co. (western division), McDonald Hamburgers, J. C. Penney, Pacific-Southwest Airlines, Ballantine Beer, Kinney Shoes, Lyon Van and Storage and Stella O’Roro Coffee. The committee stated that 41 local, regional and national advertisers on KQOM-TV San Francisco have suspended their schedules.

An ABC spokesman said: “There have been no network cancellations. A few local advertisers have asked for a hiatus until the end of the strike.”

In Washington, the National Labor Relations Board ruled that NABET pickets could not parade in front of the premises of Dennison Clothiers, Union, N. J. The board acted upon a petition by ABC which had claimed that NABET was “illegally” picketing Dennison, a sponsor.

### Commercial system called best educator

The role of America’s commercial broadcasting service as “the broadest, most effective and most accepted educational force” in the country was stressed by Julian Goodman, president of NBC, in a speech last Thursday (Nov. 9) in Kansas City, Mo.

Mr. Goodman, who spoke at the annual “achievement-day” dinner of William Jewell College, where he was awarded the honorary degree of doctor of laws, took cognizance of new federal legislation creating the Corp. for Public Broadcasting last week (see page 23).

He said CPB adds “another dimension” to broadcasting by strengthening the noncommercial service, but added that this form has “many problems beyond money” in reaching its goal. He listed these as defining its own program standards; developing its own creative resources; finding its own techniques, and “justifying the faith its advocates have placed in it.”

“And, in my opinion,” Mr. Goodman commented, “the advocates of non-commercial broadcasting who seek to divide or discredit commercial broadcasting offer no creative contribution toward these goals.”

He cited commercial television’s “broad educational influence” in extending the experience of millions of viewers “not only by bringing news into their homes, but through its entertainment programs and even its commercials.” He continued:

“This educational role of broadcasting has been so basic that it is often disregarded, like the air we breathe and cannot do without. I am convinced that it is this attribute of broadcasting which has led Americans to embrace it so readily, to rely on it so strongly, to expect so much of it.”

### Williams elected governor

Representative John Bell Williams (D-Miss.), who was ranking majority member of the House Commerce Committee until stripped of his committee seniority for supporting Barry Goldwater in the 1964 presidential election, was elected governor of Mississippi last Tuesday (Nov. 7). His resignation from the House, however, will create no committee vacancies. Mr. Williams refused committee assignments after receiving party disciplinary action. If he had held his committee rank he would have been in line for the Commerce Committee chairmanship when former Chairman Oren Harris resigned. If his committee position had been restored, an action he sought but failed to gain at the start of the present Congress in January, he would have probably again been ranking Democrat on the panel, ranking after Harley O. Staggers (D-W.Va.), currently chairman who was previously his junior on the panel.

### 300 set for new ABC Radio networks

Almost 300 stations have signed or are in various stages of negotiations for affiliation with one or more of the four radio networks that ABC plans to put into operation on Jan. 1.

A company spokesman reported last week that the company is aiming for 700 or more affiliates but said this total is not expected to be achieved until the networks are operative for several months or longer. Walter A. Schwartz, president of ABC Radio, is now attending National Association of Broadcasters regional meetings. One of his assignments, he said, is to line up additional affiliates.

Mr. Schwartz announced last week the appointments of program directors to head three of ABC Radio’s new pro-

![Mr. Cook](image1.jpg)

![Mr. Smallens](image2.jpg)

![Mr. Thayer](image3.jpg)
If these buses served your city, too, air pollution would be less of a problem

Because these buses are powered by LP-gas. It's clean burning. Odorless. Reduces objectionable fumes and residue that contaminate the air. Some 1600 Chicago Transit Authority buses run on LP-gas.

This remarkable fuel is found in homes, too, like natural gas. LP-gas is used to cook food, dry clothes, heat water.

To farmers and ranchers, LP-gas is a vital working tool. It powers their tractors, dries their crops, brands their cattle.

Industry? There, too, thawing rail switches, heating workers, superheating metals.

Just what is this gas called LP? A close cousin of natural gas. But compressed into liquid form for ease of transport and storage.

Its remarkable versatility has made it America's fastest growing fuel. The consumption of LP-gas for home, farm, commercial and industrial use has doubled in 10 years...tripled in 14.

Butane, propane, bottled gas—it has many names. But they're all really LP-gas.

Of America's great sources of energy, only LP-gas serves you in so many ways.
Broadcast Bureau in FCC's new home today

The FCC continues its move to the new 1919 M St., N.W., Washington, D.C. location. Following room and telephone (in parentheses) assignments are effective today (Nov. 13) for the Broadcast Bureau.

Office of Bureau Chief: chief of Broadcast Bureau, George S. Smith, Rm. 314B; deputy chief, James O. Juntilla, 314C; assistant chief, Wallace E. Johnson, 314A (all 632-6460); assistant chief for management, Richard L. Franz, 310A; administrative office, 310 (both 632-7191).


TV Application branch: Samuel L. Saady, 304B (632-6357).

Aural New and Changed Facilities branch: Otis T. Hanson, 352B (632-7571).

Aural and Existing Facilities branch: Ralph H. Garrett, 300A (632-6908).


Hearing division: chief of division, Thomas B. Fitzpatrick, 440C (632-6402).

License division: chief of division, Quentin S. Proctor, 242A (632-6334).

TV branch: Otis S. Stanton, 234 (632-6417).

AM-FM branch: David Tau Jr., 246 (632-7136).

Miscellaneous Service branch: 356 (632-7505).

Reference Room: George N. Simcoe, 239 (632-7566).

Renewal and Transfer division: chief of division, Robert J. Rawson, 316A (632-6993).


Transfer branch: Robert H. Atwood, 324C (632-7256).


Offices currently located in the new building, as of Nov. 3, include the review board, library division, research and education division, research branch, educational broadcasting branch, and network study division. In addition the following room and telephone (in parentheses) assignments have been given the office of the general counsel and its divisions:

General Counsel's office: Henry Geller, general counsel, Daniel R. Ohlbaum, deputy general counsel, Hilbert Slosberg, associate general counsel, all Rm. 614 (all 632-6985).


Legislation division: Gerard M. Cahill, associate general counsel, Howard L. Kitzmiller, both 606 (both 632-6405).

Administrative Law and Treaties division: Robert D. Greenburg, assistant general counsel, Ruth V. Reel, both 616 (both 632-6990).


The commissioners are scheduled to move on Nov. 17.

Columbia U. seeks funds for Klauber memorial lab

Columbia University in New York is continuing with efforts to establish a broadcast facility for its Graduate School of Journalism in memory of Edward Klauber, former executive vice president of CBS and a former night city editor of The New York Times.

The facility, known as "The Edward Klauber Journalism Laboratory," contains television and radio control centers, film and sound editing rooms, and newsroom. The lab is expected to cost $150,000 for the bare essentials.

Funds are being raised for the project (Broadcasting, Oct. 16) and CBS is supporting the lab through the CBS Foundation. The sponsoring committee believes that many of Mr. Klauber's friends and associates wish to be identified with the memorial and that it should not be exclusively a CBS project.

Supporting the project is Mefford R. Runyon, who was vice president and treasurer of CBS while Mr. Klauber was at the network, in cooperation with Columbia's journalism school. The sponsoring committee includes Janet Murrow, widow of Edward R. Murrow, and William B. Lewis, former CBS program head and recently retired board chairman of Kenyon & Eckhardt (Broadcasting, Oct. 9).


Checks for the lab should be made payable to "Columbia University (Edward Klauber Memorial Fund)." Gifts of stock may also be sent directly to the school.

All donations, the sponsors point out, are tax deductible.

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SNI gains support on rates

FCC bureau says AT&T TV-line tariffs should be changed

AT&T's 20-year-old rates for transmitting television programming have not been responsive to the growing needs of smaller users. And those charges may be a continuation of a pattern of service that led the FCC in 1958 to permit licensing of radio relays to individual stations when AT&T failed to meet the early needs of TV stations for intercity facilities. In all respects the present rates are unjust, unreasonable, unduly discriminatory and preferential, and should be revised to effect a nondiscriminatory relationship between full-time and part-time users.

Those were the findings of the FCC's Common Carrier Bureau issued last week as part of a proceeding involving the first complaint raised against AT&T's transmission rates (Broadcasting, June 14, 1965). And the bureau's conclusions supported, in the main, the charges of the complainant, Sports Network Inc., which claimed that the telephone company should lower its rates. An SNI request for refunds of $140,000 plus for a 12-month period based on the alleged-in equitable rates, however, was not supported by the bureau.

In response AT&T said there is no ground for requiring a tariff revision because "under existing market conditions" its rate structure must cover 24-hour costs for less than 24-hour use. Nor are its rates unjust or unreasonable, AT&T said.

At issue are the full-time rate of $39.50 per airline mile ($35 for video transmission, $4.50 for audio) based on an eight-hour day, seven-day week, per month contract and the occasional-use rate of $1.15 per airline mile ($1 for video, 15 cents for audio) for one-hour use only, with additional 15-minute segment use of about a total 29 cents per mile. SNI claims an occa-

Another Florida TV program in the works

The thrust toward television program production in Florida gathers momentum this winter when MacArthur Productions begins taping a second five-times-a-week series in Palm Beach Shores to supplement the Treasure Isle outdoor game program scheduled for ABC-TV (Monday-Friday 12:30-1 p.m. EST), starting Dec. 18.

Sherman Adler, executive vice president of MacArthur Productions, disclosed in New York that he has completed negotiations with a leading advertiser to sponsor a new entertainment-variety daytime series in 75 top markets, starting in early 1968. The series is still untitled, but he described it as a "contemporary hit parade" that will originate from the Colonades Beach hotel in Palm Beach Shores. The series will be syndicated in markets below the top 75, he said, and additional details on this series will be announced in a few weeks.

Mr. Adler noted that MacArthur Productions is headed by John D. MacArthur, a multimillionaire industrialist who envisions a "tremendous growth" in television production in South Florida and who "can afford to back his ideas with hard cash." Mr. Adler pointed out that Mr. MacArthur has spent about $800,000 in preparation for the tape production of Treasure Isle.

"On an acre and a half of beach front in Palm Beach Shores," Mr. Adler said, "we are having built a large man-made lagoon. In the lagoon is an aquatic obstacle course including a miniature waterfall and whirlpool. Contestants will race in glass-bottom skiffs to two tropically landscaped islands. In addition we have leased the remote video-tape unit which was built for the United Network."

With this large investment, Mr. Adler continued, MacArthur Productions plans to produce other series and commercials along Florida's "gold coast." He added that Mr. MacArthur is a substantial financial supporter of Ivan Tors's Florida operation, which has included Flipper which was on NBC-TV, and the Gentle Ben series now on CBS-TV.

Mr. Adler said he is convinced that South Florida can emerge as an important TV production center if a sufficient number of producers become aware of its advantages. He claimed that the number of shooting days with satisfactory lighting conditions exceeds Hollywood; costs can be cut as much as 20% vis a vis Hollywood and it is readily accessible to the vital advertising-agency center in New York (two-and-a-half hours by jet).
sional service user pays about seven times more for each hour than a full-
time contract customer.

SNI seeks to reduce full-time costs by three-eighths of the present charge (about $1 per airline mile) based on three hours a day of service for each month. It would also be "de-
sirable," SNI said, to be able to specify different hours on weekends and to specify two hours at one time of day and an hour at another time under the three-hour minimum.

In addition, SNI urged the commission to require new occasional service rates based on a 15-minute unit, not the present one-hour minimum, at one-quarter of the present charge (about 29 cents per airline mile).

In neither case, SNI said, should AT&T be permitted to increase its over-
time rates for those periods adjacent to the proposed new time-units to wipe out in effect expected benefits.

1948 Standards * The SNI complaint scores the initial rate justification ("pro-
motional in nature" and an eight-hour unit charge geared to the needs of a 1948 broadcast industry) because it has no relationship to costs experienced by the carrier. Noting that major network use of facilities has almost doubled to about 15 hours a day, SNI said the "video contract that could potentially serve the needs of only a very few large program suppliers has ceased even to serve" their needs. Ultimately, it claimed, the tariff structure "is not geared to the needs of any significant element of the broadcast industry."

In effect the AT&T rates "nurtured" a monopoly in which only the major networks could function, SNI alleged, because its tariffs helped put the Du-
Mont Television and United Networks out of business, and are handicapping smaller networks, such as SNI, in bid-
ding for major sports events rights. SNI claimed the tariff structure is hampering the development of UHF service.

The bureau declined to support the SNI damage claim because, in its opinion, SNI failed to prove the measure of damages or to show that it had requested service for only three hours a day. Nor would the bureau offer specific revisions in the time-unit charges.

The bureau found, instead, that the controversy was primarily a rate relationship case between fulltime and oc-
casional-use charges, and that the law-
fulness of the regular-use charges is not in question. It concluded that less than eight-hour customers are bearing a "disproportionate and inequitable share of fixed costs of over-all service" and noted that if conclusion of "that inequity" should result in lost revenues to the carrier (as AT&T has claimed), then "this is as it should be."

No one took the bait

South Florida last month experienced a "crime wave" the repercussions of which have indi-
cated the entire populace, ac-
cording to WCKT-TV Miami Beach. Nearly a score of criminal acts were committed, including beat-
ings, robberies, kidnappings and a jailbreak; all in broad daylight and all amidst heavy pedestrian traf-

All the crimes, however, were staged by the station's newsmen and may be seen later this month as part of a WCKT-TV documentary entitled Partners in Crime, which the station has produced in co-
operation with five area police departments. The theme of the program is "apathy" and it is in-
tended to heavily underscore the fact that, in nearly every instance, no one in the throng of wit-
nesses attempted to discourage the crime or apprehend the un-
armed criminal.

Lost Facts * Reasons for establishing the initial eight-hour unit, the bureau noted, have been "lost in antiquity."
The bureau supported the SNI con-
tention that services it had paid for, but had not used, would be available for use for any other customer. And the bureau noted that all the witnesses representing individual stations had felt that less than a one-hour unit for occa-
sional use would be helpful in setting up new programming.

The bureau said the present case is closely related to a 1963 FCC private-
line decision where the commission found that private-line telegraph service charges should be the same to all cus-

omers regardless of the actual usage of the customer. The bureau maintained that costs to the carrier for use of a time unit are the same for each cus-
tomer and that a uniform charge per time should be set up for all customers in proper relationship to the costs of the time used.

Where facilities are available to pro-
vide service to multiple customers, the bureau recommended that rates should be designed to distribute revenue re-
quirements of the service among the users in relation to the "relative use" made of such a service. And the bureau noted that such rates should "stimulate full utilization of facilities" in order to reduce unit costs to all users. The bureau recommended AT&T cancel its present rates, revise them according to the bureau proposals and submit them within 30 days of a final decision along
USIA plans more emphasis on TV documentaries

Emphasis on the TV documentary was stressed as an area for increased attention by the U. S. Information Agency last week as USIA Director Leonard Marks (r) named a documentary producer-director, Bruce Herschensohn (l), to be the new chief of the agency's motion picture and television service.

Mr. Herschensohn will succeed George Stevens Jr., who resigned when he was named to head the American Film Institute. Mr. Herschensohn will assume his new duties about Jan. 1, Mr. Marks said.

Mr. Herschensohn, 35, has already produced a number of documentaries for USIA, including the widely publicized "Years of Lightning, Day of Drums," a memorial to the late President Kennedy. He has worked as a film editor and producer in RKO's Hollywood studios, and, since 1956, has been an independent producer-director. He serves on the board of trustees of the American Film Institute, a privately and publicly endowed center for the advancement of film art.

At USIA, Mr. Herschensohn will preside over an operation that supplies some 2,000 television stations in 90 countries with USIA film clips and programs.

with cost and other data to support the charges.

AT&T raised the specter of increased costs and higher rates if SN1's time-unit proposals were effected, saying that if separate facilities were reserved for each customer, "idle time" would be greater. The carrier said SN1's selective three-hour unit would generate significant prime-time demand without any "consequential" increased revenues during other broadcast hours. With this prime-time demand, AT&T said, would be resultant increases in costs to construct more facilities.

As for the occasional use rate AT&T said it had been its experience that there is not "an adequate market for short-period occasional service. In the spectrum of factors which weigh upon the ability of a producer to develop network programming," AT&T said its rates "are but one small factor."

KPOL strike ends after 2½ years

After a 31-month strike, a contract was signed last week between the American Federation of Television and Radio Artists and KPOL Los Angeles. The long labor dispute, which started on April 2, 1965, apparently ended with a negotiated settlement and a new four-year collective bargaining contract. It was one of the longest strikes in AFTRA's history.

The new contract gives AFTRA jurisdiction at the popular-music radio station although none of the current 10 man announcing staff belongs to the union. As another condition of the settlement, one of four announcers discharged by KPOL soon after the strike began, will be rehired. The other discharged announcers (one has since died) reportedly were given cash settlements. The new contract also provides base pay increments of $15 during the first year and $10 over each of the last three years of its duration.

AFTRA's recognition as bargaining agent for announcers at the station, brings seven of its former members back under control. These seven were among 12 original AFTRA members expelled from the union when they refused to honor the strike. They had formed their own bargaining unit. AFTRA has imposed fines totaling nearly $70,000 on them. The new contract supposedly passes over the question of fines for announcers who continued to work at the station.

In the midst of the strike—almost a year after it started—Capital Cities Broadcasting Corp., New York, bought KPOL-AM-FM from the late Hugh Murchison and Coast Radio Broadcasting Co. for $8.2 million. Fred Custer, general manager of the station before and since the strike, negotiated for Capital Cities Broadcasting. Claude L. McCue, executive secretary of the Los Angeles local, acted for AFTRA.

Five KABC-TV employees fined by AFTRA

The American Federation of Television and Radio Artists last week hit five newsmen at KABC-TV Los Angeles with fines totaling $34,225. These penalties stemmed out of the current National Association of Broadcast Employees and Technicians strike against ABC, parent company of the Los Angeles television station.

Baxter Ward, KABC-TV news director, together with staff newsmen Carl George, Bob Paige, Bob Banfield and Dick Hatchcock were found guilty of violating a union order to respect the NABET picket lines at ABC facilities. NABET struck the network on Sept. 22 and the AFTRA edict was imposed the following day. It subsequently was withdrawn.

Mr. Ward received the highest penalty of $13,500. Mr. George was fined $7,500, Mr. Paige $7,425 and Messrs. Banfield and Hatchcock $2,900 each. After imposing the fines, the union announced that hearings on charges filed against six other AFTRA members in Los Angeles will be held in the near future. Charged with union violations are Rona Barrett, Vince Williams, Roy Mitchell and Jim Healy, all of the KABC-TV news staff; Don Allen, ABC Radio correspondent, and Tom Harmon, freelance sports commentator.

These were the first fines as a result of AFTRA's support of the NABET...
strike to be imposed in Los Angeles. Three waves of similar fines already have washed over a total of 11 newsman and on-air performers in New York. Highest penalty, $15,900, was levied against sportscaster Howard Cosell. Total fines in New York so far (with more indicated), amount to more than $130,000.

After taking its disciplinary action—the decision of a nearly 16-hour board of directors' meeting on Nov. 4-5—the Los Angeles local of AFTRA pledged a cash grant of $2,500 to NABET and $500 more each week. The move was made, the union indicated, as a demonstration of its continuing support of NABET. AFTRA suggested that financial help from still other unions to NABET is likely.

They're raising their voices in Media, Pa.

An Episcopal priest, who testified a month ago that he was attacked over the air by a radio talk-show personality, returned to the witness stand Thursday (Nov. 9) to say he is considering filing a civil suit against the personality and the station.

The Rev. H. Francis Hines, director of broadcasting for the Greater Philadelphia Council of Churches, mentioned the possible law suit during the fifth week of an FCC hearing that will determine whether the licenses of WXUR-AM-FM, Media, Pa., will be renewed.

The council of churches is one of 19 groups seeking to block WXUR's licenses on grounds—among others—of alleged violations of the FCC fairness doctrine.

Mr. Hines had testified Oct. 5 that WXUR radio personality Marvin Burak accused him over the air of fraudulently soliciting money. The priest said he asked for free time to reply soon afterwards and never received it.

WXUR attorneys offered Mr. Hines free time a few days later during an open session of the hearing. The priest, who said he would have to talk to counsel before deciding whether to accept the time, later declined to appear on the station.

'WXUR attorney Benedict Cottone tried last Thursday to show the minister never was sincere in his request for time and on-air performances in New

To repeated questions why he refused the time, Rev. Hines would say only that he acted on the advice of counsel.

'Dastardly' Cottone argued to make such a demand, then refuse and not say why was "one of the most dastardly things possible."

Mr. Hines said he had honestly wanted reply time when he requested it and then raised the matter of the law suit. The minister charged he had been "insulted and humiliated" by the broadcast.

Earlier in the week, the hearing ground to a near standstill as attorneys indulged in shouting matches and numerous arguments.

Progress in the lengthy hearing was brought to an abrupt halt when Washington attorney Thomas Schattenfield, representing the church council, asked FCC Hearing Examiner H. Gifford Irion to order station officials to make additional records available for his use.

Mr. Schattenfield specifically asked, among other things, for all letters the station wrote to persons or groups it believed might have been attacked on the air.

A WXUR attorney objected that Mr. Schattenfield had already been given access to station records and was merely conducting a "fishing expedition."

Mr. Irion granted Mr. Schattenfield's request after considerable debate and the attorneys spent the better part of two days pouring over station records.

WXUR's licenses have been up for renewal since Aug. 1, 1966, but FCC action has been withheld pending results of the hearing being held in Media.

WXUR is operated by Brandywine-Mainline Radio Inc., which is owned by Faith Theological Seminary Inc. of Elkins Park, Pa. Dr. Carl McIntire, who broadcasts over the station, heads the seminary.

Saturn launch grounds some TV newsman

Some 7.5 million pounds of thrust generating from a three-stage Saturn 5 rocket in its first test flight last Thursday morning (Nov. 9) at John F. Kennedy Space Center in Florida caused a few bizarre effects for network TV and radio news crews.

CBS-TV at ignition time said it experienced vibrations so strong in its news headquarters three miles from the launch pad that correspondent Walter Cronkite and producer Jeff Granlich had to push "against a 'flapping' safety glass wall while technicians, standing on Cronkite's desk, held up the sagging roof." At one point, mingled in the rocket's roar, Mr. Cronkite could be heard saying: "Part of the roof has come in here." Then a CBS-TV camera went out momentarily from effects of the terrific blast.

Afterwards, Mr. Granlich commented: "It was scary, but we kept on broadcasting. Even the clock stopped (at 7:18 a.m.). Next time, we need a blockhouse, not a cottage."

NBC spokesmen said that its TV viewers were treated to an orange colored sky, instead of the usual blue

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horizon background. There was just too much light for the cameras to accommodate. Correspondent Frank McGee sat calmly in New York while NBC newsmen Roy Neal on the scene shook with other TV-radio reporters.

NBC also reported an unusual "overload" in one of its microphones buried two feet in ground in an insulated box. The mike, they said, just refused to accommodate, and resulted in a sort of silent vacuum for NBC Radio listeners a few seconds during the broadcast.

ABC-TV said its news trailer shook with shock waves created by the Saturn 5. It surprised everyone, a spokesman said. Some people-caught off-guard—"emitted some questionable language" during the telecast, the spokesman said. ABC-TV's Jules Bergman anchored the network's coverage.

**Tariff language is key in CATV case**

Allegations made by a CATV operator that a telephone company was permitting a rival cable system to originate local newscasts in violation of certain tariff provisions were dismissed by the FCC last week. In a 5-to-0 vote (with Commissioner Lee Loewinger abstaining), the commission found that though the tariff was not a "model of clarity," the CATV customer had not been prevented from transmitting the newscasts. To support its ruling the commission noted that where there is ambiguity in tariff language, the tariff should be "construed in favor of the customer."

The allegations were made by Warrensburg Cable Inc., serving Warrensburg, Mo., against United Telephone Co. of Missouri which leases lines to competing multiple-CATV-owner United Transmission Inc. Warrensburg claimed that a 30-minute daily program of local, national and international news, sports and weather broadcast by United Transmission is a violation of the telephone company's CATV channel distribution service tariff provisions.

At issue is tariff language that permits "occasional local events of public interest and occasional closed-circuit television programs furnished as an incidental part of community antenna service to all subscribers without additional charge."

Claim and Counterclaim - Warrensburg alleged that such programs are "regular program origination," not occasional local events; UTC claimed that the programs in question are merely "occasional" closed-circuit TV programs that include local events as an incidental part of off-the-air service.

The commission emphasized that it was not ruling on the "justness and reasonableness or lawfulness" of the provisions in the tariff, but merely the tariff language. And the commission found that the word "occasional" introduces doubt or uncertainty as to what is or is not permitted under tariff "as to allowable frequency of locally originated programs."

Because the issue is whether the tariff language limits the use that customers may make of communications facilities and whether such language is "sufficiently clear and specific" to remove all reasonable doubt, the commission said tariff language that does not meet this test should not have a binding effect on the customer. However the commission noted that in this case the CATV customer . . . "is not barred from transmitting the programs complained of."

**CBS-TV holds on to Nielsen lead**

CBS-TV last week continued to dominate the Nielsens. Ratings available during the week included the Nielsen two-week report ended Oct. 22 and a fast weekly score through Oct. 29. In the two-week ratings, CBS had an average rating, covering 7:30-11 p.m., of 20.3, NBC-TV had 17.9 and ABC-TV 17.0. In the fast weekly report, it was CBS 20.0, NBC 18.4, ABC 16.6.

Two of the three television networks have detailed their changes for midseason, while NBC-TV, which has announced two show cancellations (*Accident*, *Worldwide Family and Mayo*), was expected to come to a final decision on its schedule by week. ABC's and CBS's changes become effective at year-end or in early January (Broadcasting, Nov. 6).

Top-10 shows in the two-week report and the ratings: *Lucy*, CBS, 26.9; *Bonanza*, NBC, 25.6; CBS Thursday movie, 25.4; *Gomer Pyle*, CBS, 25.1; *Bewitched*, ABC, 24.9; *Andy Griffith*, CBS, 24.8; *CBS Friday movie*, 24.4; NBC Tuesday movie, 23.9; *Red Skelton*, CBS, 23.2, and NBC Saturday and ABC Sunday movies, tied at 23.1.

The leading 10 shows in the weekly report were *Griffith* with 31.5 rating; *Lucy*, 30.4, followed by "It's The Great Pumpkin" (Charlie Brown special on CBS); *Skelton*; *Dean Martin*, NBC; ABC Sunday movie; CBS's *Gunsmoke*; ABC's *Wednesday movie*; *CBS's Family Affair* and *Gomer Pyle*.

Several of these shows were among the top 10 in the Nielsen 30-market ratings issued Nov. 3 (Broadcasting, Nov. 6).

**CBS-TV decides no go on late night**

CBS-TV affiliates got the word last week that late-night would continue to be their own province for the foreseeable future (Closed Circuit, Nov. 6).

In letters sent out Nov. 3, William B. Lodge, vice president for affiliate relations and networking, told the stations that after almost two years of study "we finally have reached the conclusion that it would be against your best interests—and ours—to embark on a late-night network program."

Mr. Lodge explained: "The controlling reason for our decision is that no one yet has come up with a pro-
gram idea which we believe can give your station and the network the late-night audience leadership that you—
and we—expect.

"A further controlling factor is that many stations are willing to clear time only if provided with a particular type of program, or if permitted to carry it on a delayed basis. Clearly only an extraordinary program can resolve these differences and achieve the necessary level of station acceptance."

CBS authorities had indicated they would need clearances from stations representing coverage of at least 85% of U. S. TV homes. They said this level was exceeded by stations expressing interest in a late-night network program but was not achieved when those stipulating certain formats or delayed broadcasts had been discounted.

No Choice * Mr. Lodge told the stations that "we regret the necessity of our decision, but I am sure you will agree that under the circumstances we had no choice," and that "I wanted you to know our conclusion immediately so that you could formulate your own plans for late-night programing."

He assured affiliates that "if and when we do develop a program that promises to achieve late-night supremacy, we will turn to you, hopefully, for your enthusiastic support."

CBS thus continues as the only major network without a late-night program. ABC-TV introduced its Joey Bishop Show last spring in competition with NBC-TV's long-running Tonight Show.

King fairness test appears to be dead

The likelihood that King Broadcasting Co. of Seattle would challenge the FCC's authority to question broadcasters' determination of "reasonableness" in fairness-doctrine cases appeared to be fading last week.

King-AM-FM-TV on Nov. 3 had filed an appeal in the U. S. Circuit Court of Appeals from a commission ruling directing the stations to negotiate with a city-council candidate who claimed that they had not complied with the doctrine in dealing with him (Broadcasting, Nov. 6).

However, the stations also asked for a stay of the commission order to negotiate with George E. Cooley. And when that request was swiftly turned down by the court—and particularly after the stations complied with the commission order to negotiate—it appeared to observers that the issue was, as a practical matter, dead.

The election was held Tuesday—and

Mr. Cooley lost.

The stations' petition for judicial review was still pending last week, however, and a spokesman for King said no decision had been reached on whether or not to press the appeal.

Editorial Endorsement * The complaint resulted from King's decision to wage an editorial campaign in behalf of candidates for five city-council seats. The stations each broadcast a 20-second editorial endorsing the five candidates 24 times and offered nonendorsed candidates six 20-second spots each to reply through spokesmen.

Mr. Cooley complained about the lack of frequency of the spots offered him. And the commission's ruling was based on the contention that the number of spots the stations offered for reply was as important in meeting their fairness-doctrine obligations as the total amount of time they provided Mr. Cooley.

Mr. Cooley withdrew his complaint to the commission on Monday (Nov. 6) after the commission-directed negotiations resulted in his obtaining an additional 20-second spot that was aired that evening.

The stations, in taking the case to court, argued that the commission was illegally attempting to substitute its judgment for theirs in determining what constituted a "reasonable" opportunity for reply to the editorial campaign. They pointed out that the commission policy stresses reliance on licensees' good-faith judgment in determining what is "reasonable" in such matters.

The stations argued that, in attempting to force them to abandon their concept of what is reasonable, the commission was interpreting "reasonableness" in connection with the fairness doctrine in a manner that amounted to a violation of their constitutional rights of free speech.

How congressmen rate the news media

The electronic media scored mixed returns in an informal poll of congressional attitudes toward news coverage conducted by Representative William Hungate (D-Mo.). Newspapers out-pointed radio and TV on the question of general coverage of national issues, but radio scored a clear lead on reports of congressional activities.

Of 150 replies received, Mr. Hungate noted (533 were sent question-
Copyright extension bill passed by Congress

An interim bill to keep expiring copyrights alive was cleared by Congress for the President's signature last week when the House passed the measure. Similar bills have been passed by previous congresses to protect copyrights that would be automatically extended for a term of life plus 50 years under provisions of large-scale copyright revision under consideration.

The present reform bill is stalled in the Senate Judiciary Committee awaiting resolution of CATV and computer-applications disputes.

The interim bill was seen for a time as a vehicle for a CATV rider that would suspend infringement suits until the larger measure could be passed, but behind-the-scenes negotiations between copyright proprietors and cable operators made such an amendment unnecessary.

Proponents of the interim bill said approval of the House-passed copyright-reform law by the Senate was expected next year, but House Commerce Committee member John Dingell (D-Mich.) said the revision bill is a measure that "is not going to see the light of day in the other body [the Senate], and which I rather expect is going to die." He also said that the material the interim bill is to protect is "of hoary and ancient vintage" that should be allowed to enter the public domain.

Sexy movies won't get TV play, Bell warns

Howard H. Bell, the chief keeper of broadcasting's code of business ethics, went to movieland last week and offered some words of caution to movie-makers and other industry leaders. "Based on some of the trends in motion pictures," he told a luncheon meeting of the Hollywood Radio and Television Society, "in terms of frankness of dialogue, explicitness of sexual portrayal and degree of nudity shown, there may be an increasing number of pictures in the future which will not lend themselves to editing for television even though they may be done with quality."

There can be no double standards, he emphasized. Films made for television and films produced for theaters ultimately must be measured by the same yardstick before being allowed into the TV home. "It is clear," he pointed out, "that when you begin to mix the product of two different art forms there comes a point when they may not mix and must remain separate."

Mr. Bell, who is director of the Code Authority of the National Association of Broadcasters, also sounded a warning about advertising of movies on radio and television. He said that in some instances movie commercials have been deemed unacceptable by the code office because they either draw situations out of context or because they treat scenes and dialogue in a deliberately shocking manner. "Part of the difficulty from a broadcaster viewpoint," he explained, "is that these are generally short-run campaigns with no central agency coordinating the national advertising effort."

Mr. Bell stressed again what was really the keynote of his address: Movies will have to live by the same rules as other entertainment products if they are to be broadcast into American homes.

Six Chicago films added

The production alliance between Bell & Howell Corp., Chicago, and Harold Goldman Associates, Beverly Hills, Calif., has been extended to cover six additional feature films. Previously the two companies announced that they would coproduce, along with Second City Productions, Chicago, 12 features.
The first of the now total of 18 features is scheduled to start production at the Wilding studios in Chicago before the end of this month. The films will be distributed theatrically first and then distributed to television. Feature Film Corp. of America will handle theatrical distribution, while Television Enterprises Corp. takes care of television syndication.

Sportsfilm to syndicate football films

Film footage of American Football League, National Football League, and National Collegiate Athletic Association games and other major sports events, from 1948 on, is now being catalogued for sale to TV (particularly UHF stations), film producers and theaters in a new business venture of Sportsfilm Inc., Philadelphia.

W. Wallace Orr Jr., Sportsfilm president, said last week his newly formed company has acquired over 30-million feet of stock film, representing a $25,000 capitalization. This amount, he indicated, includes the price of film rights negotiated with Tel Ra Inc., Philadelphia (which this year is syndicating AFL Highlights through Four Star International) for AFL games (1948-66), with the NFL for 1948-63 games (NFL Films has 1966 and 1967 games in syndication), and with the NCAA for college games (1948-66). Tel Ra has also sold Sportsfilm its weekly major sports round-up, Sports Digest, he noted. Sportsfilm's office is at 317 North Broad Street in Philadelphia, 19107.

FOI law will fail if news media don't push it

If broadcasters and print news media don't carry their share of the burden of enforcement of the nation's new Freedom of Information Law, Representative Donald Rumsfeld (R-Ill.) warns, "its design might be twisted beyond recognition." The law requires federal agencies to open files to newsmen or prove that withheld material falls under certain specified exceptions—mostly involving national security.

Mr. Rumsfeld briefed members of the Chicago chapter of the Federal Bar Association on cases filed under the law, which took effect July 4. "While newspaper editors, magazine publishers and broadcasters whose testimony helped Congress pass the law might not be expected to rush to court to enforce the people's right to know," he observed, "they would be expected to push the government agencies as hard as possible.

"Yet very few of the appeals against administrative secrecy have been filed by the press," he noted. "Almost every agency has set up a system to handle appeals against an initial decision," he explained, but "almost no reporters have used the appeal procedure."

He said lack of time by reporters working under deadlines might partly explain "the failure of the general press to use the Freedom of Information Law. . . . But it does not justify that failure."

Information on birth control is favored

Government distribution of birth-control information and materials was endorsed last Wednesday (Nov. 8) by TV-viewers in 32 cities, in the second national Television Instant Poll (TIP) initiated by Triangle's WFLC-TV Philadelphia.

In the poll, participating stations posed the question on their early news shows, automatically received and tallied telephone votes and announced the results on the 11 p.m. news. Viewers in the 32 cities favored the proposal by a majority of 66%.

TV series sales...

Mike Douglas specials (WBC Productions): WOR-TV New York; WON-TV Chicago; WBBZ-TV Boston; KYW-TV Philadelphia; WJZ-TV Baltimore; KDKA-TV Pittsburgh; KPIX-TV San Francisco; WEAT-TV West Palm Beach, Fla.; WCKT-TV Miami; KNTV-TV San Jose, Calif.; WTTV-TV Tampa, Fla.; WSBK-TV Detroit; WEMP-TV Omaha; WAVY-TV Portsmouth, Va.; WKYC-TV Cleveland; WBLU-TV New Orleans; KXYZ-TV Spokane, Wash.; KCPX-TV Salt Lake City; CHCH-TV Hamilton, Ont., WRAP-TV Dallas; KOOL-TV Phoenix; KOLD-TV Tucson, Ariz.; WHBF-TV Rock Island, Ill.; WTVN-TV Columbus, Ohio, and KCMO-TV Kansas City, Mo.

The Six-day War (Warner Bros.-Seven Arts): KEJ-TV Los Angeles; WNEW-TV New Haven, Conn.; KNTV-TV San Jose, Calif.; WHO-TV Dayton, Ohio; KPLR-TV St. Louis; WAB-TV Atlanta; WNEW-TV Syracuse, N.Y.; WCKT-TV Miami; WLAC-TV Nashville; KFTV-TV Portland, Ore.; WNEW-TV Bay City, Mich.; WWLP-TV Springfield, Mass.; KFOX-TV Sioux Falls, S.D.; WGMT-TV Utica, N.Y., and KLAS-TV Las Vegas.

The Time of Their Lives (Warner Bros.-Seven Arts): WOR-TV New York; WMT-TV Cedar Rapids, Iowa; WKEF-TV Dayton, Ohio; KBTV-TV Denver; WJIE-TV Evansville, Ind.; KARK-TV Little Rock, Ark.; KOW-TV Portland, Ore.; KRON-TV San Francisco; WABR-TV Fort Wayne, Ind.; KDOC-TV Houston; WSIR-TV Indianapolis; KXTV-TV Sacramento, Calif.; KOTV-TV Tulsa, Okla., and Doe Anderson Advertising Agency, Louisville, Ky.

Bullfights From Mexico (Spanish International Network): WAJA-TV Miami; WMBY-TV Jamestown, N.Y., and KDTV-TV Dallas.

Comedy Capers (Sandy Frank Program Sales Inc.): WBJA-TV Binghamton, N.Y., and WSBK-TV Boston.

American (Sandy Frank Program Sales Inc.): WBEN-TV Buffalo, N. Y.

L.A. court snuffs out Huskey conspiracy suit

A damage suit, filed in 1964 against various broadcasters, radio performers, record companies and record distributors charging a payola conspiracy (Broadcasting, April 27, 1964) was dismissed in Los Angeles superior court on Nov. 3. Grounds for the dismissal were that the plaintiff, record promoter Albert Huskey, did not prosecute diligently.

Mr. Huskey had asked for a total of $230,000 in damages from more than 30 defendants including Crowell-Collier Broadcasting, then owner of KFWB Los Angeles. Mr. Huskey alleged that his clients were denied air time because they would not pay to have their records played. Mr. Huskey's charge caused an investigation by the FCC.

This month's court action was on the motion of 18 remaining defendants. Previously, individual dismissals had been granted to the other defendants in the suit.

Hizzoner enters show biz

WNWE-TV, the Metromedia station in New York, was to premiere With Mayor Lindsay, a half-hour weekly interview and audience-participation program yesterday (Sunday, Nov. 12, 10:30-11 p.m.). The program will also be made available to other stations in the city. Guest for the premiere show was to be McGee Bundy, president of The Ford Foundation and former foreign policy adviser to President Johnson. Mr. Bundy is chairman of a "Blue Ribbon" commission appointed by the mayor to develop plans for decentralizing the city's public school system.
Four Star makes plans for revival

The blood recently injected into Four Star Television to overcome a net drain of $1.4 million for the last fiscal year was pulsing with new action and plans last week. The occasion was the production and distribution company's annual shareholders meeting. Held in a sound studio at CBS Studio Center, North Hollywood, where Four Star is based, the meeting set a record for brevity. It lasted 14 minutes and generated just two questions from the barely 30 shareholders present.

The principal action taken at the meeting was the election of two new members to the now-nine-member board of directors. Shareholders, in quiet fashion, also approved an increase in the authorized number of shares of the company's common stock from 1.4 million to 3 million and created a new class of 1 million shares of $1 par preferred stock. In answer to a question from the floor, David B. Charney, chairman of the board and chief executive officer, indicated the new preferred stock would be used as a tool for expansion purposes, including possible acquisitions.

New members elected to the board of directors were John R. Deitchr, president of a management-consultant firm, and Melvin H. Jacobs, an investor with various interests. The other members of the board, also elected for a year term, already were directors of the corporation.

Diversification Possible * At an impromptu news conference following the meeting, Mr. Charney, a former newspaperman who last summer put together an investment syndicate that bought 52% of the company from Charles Boyer, David Niven and the estate of Dick Powell for an estimated $1 million (BROADCASTING, Aug. 21), said that Four Star was exploring the feasibility of expanding and diversifying into the production of news and documentaries, motion pictures, book publishing and education. "We are trimming sails, tightening controls and trying to cut down expenses," Mr. Charney told newsmen.

At a board of directors meeting following the news conference, it was decided that the name of the company would be changed to Four Star International Inc. The name of the wholly owned distribution subsidiary, which is conflicting, was changed from Four Star International to Four Star Entertainment Corp. Mr. Charney was elected chairman of the board, president and chief executive officer of the parent company; Manny Reiner was elected president of the distribution subsidiary.

Not present for the meeting were Thomas J. McDermott, former president and still second largest shareholding member, and George A. Elber, longtime executive vice president. Both ended their employment with the company in recent weeks.

For the fiscal year ended June 24; 1967 1966

Cross income $10,931,326 $20,463,726
Net loss (1,460,359) (2,826,955)*
*Before federal income tax credit of $1,603,000.

Ampex to acquire Townsend Associates

Ampex Corp., Redwood City, Calif., is adding to its already diversified worldwide operations. The equipment manufacturer announced last week that it has agreed to acquire all the outstanding shares of Townsend Associates Inc., of Feeding Hills, Mass.

Townsend is a manufacturer of UHF klystron television signal transmitters, translators and power-boost converters for UHF television stations, FM transmitters and transmission lines.

According to current plans, Townsend will become the RF transmission distribution systems department of the Ampex Audio/Video Communications Division.

Audio Devices, Capitol in $80-million merger

An agreement in principle to the merger of Audio Devices Inc., Stamford, Conn., and Capitol Records Inc., Hollywood, was announced Wednesday (Nov. 8) by William T. Hack, Audio's president, and Glenn E. Wallichs, Capitol's chairman, and Alan W. Livingston, its president. The merger, subject to approval by stockholders of the companies, will make Audio Devices "the surviving corporation with a change in name to reflect the majority position of Capitol shareholders in the combined company."

Audio Devices produces precision magnetic tapes for computers, instrumentation, TV, sound and stereo cartridges. Capitol Records, a leader in the recording field (records, music publishing and magnetic tape), is owned 99.7% by Electric & Musical Industries Ltd., London.

EMI spokesmen said last week that EMI will control about 75% of the newly merged company. One official suggested it might be called "Capitol-Audio Inc." EMI's ownership is subject to consent of the treasury in England because of British foreign exchange regulations.

The Audio-Capitol agreement involves the issuance of 3,119,000 shares of Audio common to Capitol shareholders. The companies have tentatively agreed upon the exchange of approximately 6.313 shares of Audio common for each of Capitol's common.

The transaction's value is about $79.5 million, based on Audio's American Stock Exchange closing price of $25.50—up 2 1/2 points—last Wednesday.

Mr. Hack of Audio Devices indicated that shareholders would be asked to increase the 1.5 million authorized shares to 3 million sometime, once voting begins in January. His company currently has some 957,000 shares outstanding.

For the nine months of Audio ended Sept. 30:

1967 1966

Earnings per share $0.38 $0.80*
Net sales 13,033,016 13,547,401
Net income 347,280 768,561
*Adjusted to shares outstanding Sept. 30, 1967.

Wometco plans 3-for-2 stock split

The board of directors of Wometco Enterprises Inc., Miami-based diversified corporation with broadcast holdings, has announced a three-for-two stock split, cash on dividends after effected split, a public offering of approximately 350,000 shares, and a quarterly cash dividend.

The stock split involves a distribution of one additional share of common stock for each two shares held. Stockholders also will be asked to increase Wometco's common stock from three to six million shares.

Purpose of the split, according to Mitchell Wolfson, president of the corporation, is to broaden the market for the company's stock.

The split is subject to stockholder approval and will be submitted to a special meeting of stockholders Dec. 22. Distribution of the additional shares is expected to be made on or about Jan. 16, 1968, to stockholders of record Dec. 27.

After the decision is made for the

BROADCASTING, November 13, 1967
three-for-two stock split, it will be the company's intention to pay cash dividends on the split shares at an annual rate of 48 cents on the class A common, and 17 cents of the class B, which represents an increase of 16% over 1967 in the annual dividend rate, reported Wometco.

The board also announced the company's intention to make an unwritten public offering for cash of approximately 350,000 shares of its class A common. The offering, said the corporation, is dependent upon various factors, including favorable conditions.

A quarterly cash dividend of 17 cents on the present class A common and 54 cents on class B was declared, payable Dec. 15 to stockholders of record Nov. 21.

**ITT's 9-month profit tops $75 million**

International Telephone & Telegraph Co. has achieved record sales, revenues and earnings for the third quarter and for the first nine months of 1967, Harold S. Geneen, chairman and president, reported last week.

Mr. Geneen noted that the third quarter was the 33rd consecutive quarter that sales, revenues and net income have exceeded the similar period of the previous year.

The boards of directors of ITT and of the Sheraton Corp. of America approved, in separate meetings last week, the preliminary agreement under which Sheraton would join the ITT system (Broadcasting, Oct. 30). The boards instructed negotiators for both companies to proceed directly with the preparation of the definitive agreement of acquisition of Sheraton by ITT. The agreement will be submitted to Sheraton stockholders in January 1968.

For the first nine months ended Sept. 30:

<table>
<thead>
<tr>
<th>Year</th>
<th>Earned per share</th>
<th>$3.34</th>
<th>$2.34</th>
</tr>
</thead>
<tbody>
<tr>
<td>1967</td>
<td>Net sales and revenues</td>
<td>1,587,948,000</td>
<td>1,518,666,000</td>
</tr>
<tr>
<td>1966</td>
<td>Net Income</td>
<td>15,479,000</td>
<td>60,090,000</td>
</tr>
</tbody>
</table>

**Ameco shows loss for '67 fiscal year**

Bruce Merrill, president of Ameco Inc.,Phoenix, announced that for the fiscal year ended June 30 the company had a net loss of $2,591,220.

He attributed the CATV-equipment-manufacturing firm's losses to a 50% decline in sales volume. "Approximately 60% of the current year's loss reflects the company's decision to devalue a substantial amount of its inventory and to discontinue its practice of deferring research and development costs. Factors influencing these determinations necessitated the delay in release of these figures," Mr. Merrill said.

For the fiscal year ended June 30:

<table>
<thead>
<tr>
<th>1967</th>
</tr>
</thead>
<tbody>
<tr>
<td>$2.16</td>
</tr>
</tbody>
</table>

**20th Century-Fox stock split approved**

Stockholders of 20th Century-Fox Film Corp. last week approved an earlier decision by corporate directors calling for a 2-for-1 stock split and an increase in its authorized common stock (Broadcasting, Oct. 2).

Approval came during a special shareholders' meeting in New York called to affirm proposals that, it is hoped, will improve the marketability of the company's stock and provide funds for possible acquisitions or other capital requirements.

Along with approval of the stock split, shareholders also authorized a new issue of 2 million shares of preferred stock without par value; approved an increase in authorized common stock from 5 million to 15 million, and authorized a plan to eliminate stockholder pre-emptive rights when certain types of securities are issued or when convertible debentures are offered outside the U. S.

The additional shares to be issued under the 2-for-1 stock split will be distributed on or about Nov. 10 to stockholders of record Nov. 6.

Directors also declared a dividend of 20 cents a share on the split shares, payable Dec. 30 to stockholders of record Dec. 15. The payment is equal to the 40 cents a share paid in September before the stock split.

**Cowles shows slight loss for 9 months**

Cowles Communications Inc. New York, group broadcast owner and publisher, last week reported 1967 nine-month revenues up 5% and a net loss of $23,000, as compared to last year's similar period. Gardner Cowles, chairman of the board, attributed the earnings lag to Cowles's "continued product development and improvement program; increased production costs (especially..."
the price of paper); and distribution costs." But he said Cowles anticipates that "our development and improvement program will produce major benefits starting in 1968."


For the nine months ended Sept. 30:

<table>
<thead>
<tr>
<th>Earned (lost) per share</th>
<th>1967</th>
<th>1966</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>($0.01)</td>
<td>($0.51)</td>
</tr>
<tr>
<td>Revenues</td>
<td>508,000,000</td>
<td>505,000,000</td>
</tr>
<tr>
<td>Net income (loss)</td>
<td>12,000,000</td>
<td>(1,721,000)</td>
</tr>
<tr>
<td>Shares outstanding</td>
<td>3,429,945</td>
<td>3,377,017</td>
</tr>
</tbody>
</table>

H&B American shows earnings increase

H&B American Corp., Beverly Hills, Calif., reported a substantial gain in net income from operations for the fiscal year ended July 31. Earnings for the current fiscal period are after providing $198,000 for federal income tax. No such provision was required in fiscal 1966 due to an available operating loss carryover. H&B, listed on the American Stock Exchange, claims to be the nation's largest owner and operator of CATV systems.

For the fiscal year ended July 31:

<table>
<thead>
<tr>
<th>Earned per share</th>
<th>1967</th>
<th>1966</th>
</tr>
</thead>
<tbody>
<tr>
<td>Gross revenue</td>
<td>$9.910</td>
<td>$5.214</td>
</tr>
<tr>
<td>Net income</td>
<td>806,000</td>
<td>586,000</td>
</tr>
</tbody>
</table>

MCA has increased profit for 9 months

MCA Inc. announced last week that unaudited net income for the nine months ended Sept. 30, rose to $11, 508,000, equal to $2.35 a share, compared with $10,368,000, or $2.10 a share, for the comparable period of 1966. Third quarter income in 1967 was listed at $2,804,000, equal to 57 cents a share, as against $2,417,000, or 48 cents a share in the corresponding 1966 quarter.

Lew R. Wasserman, MCA president, also reported that the company's board of directors has declared a 20-cents-a-share quarterly dividend on MCA's common stock, payable Jan. 10, 1968, to shareholders of record on Dec. 20, and a 37 1/2-cents-a-share quarterly dividend on the convertible preferred stock, payable Dec. 30 to stockholders of record Dec. 15.

Sales to TV help MGM to banner year

Metro-Goldwyn-Mayer reported last week that it achieved its highest earnings since 1946 during the fiscal year which ended last Aug. 31.

MGM's bright financial picture was described in the company's 1967 annual report by Robert H. O'Brien, president and chief executive officer, who noted that 1967 was the "fourth successive year of increased profits since 1963." That year, he said, MGM had a pretax loss of $31,779,000.

The annual report showed that net income for the sale of television programming amounted to $1,715,000, in the 1967 fiscal year, as compared to $833,000 in 1966. Net income for the sale of feature films and shorts to both theaters and television increased to $23,168,000 from $17,040,000 in the 1966 fiscal year (no breakdown was provided on individual TV and theater net income for features).

Mr. O'Brien announced the annual meeting of stockholders in New York has been advanced to Dec. 14, instead of being held in February 1968.

For the fiscal year ended Aug. 31:

<table>
<thead>
<tr>
<th>Earned per share</th>
<th>1967</th>
<th>1966</th>
</tr>
</thead>
<tbody>
<tr>
<td>Gross income</td>
<td>$833,000</td>
<td>$833,000</td>
</tr>
<tr>
<td>Net income</td>
<td>104,318,000</td>
<td>10,281,000</td>
</tr>
</tbody>
</table>

Financial notes...

- Grey Advertising Inc.: New York, reports that its board of directors has declared a regular quarterly dividend of 12 1/2 cents a share. It is payable Dec. 15 to shareholders of record on Dec. 1.
- Columbia Pictures Corp. reports it will redeem on Dec. 11, all of its then outstanding $4.25 cumulative preferred stock at a redemption price of $104 a share, plus accrued dividends to the date of 31 cents a share, for a total price of $104.31 a share. As an alternative to redemption, each share of preferred stock can be exchanged for 2.1675 shares of common stock.
- Metromedia Inc. common shares, traded on the New York Stock Exchange since 1962, picked up another exchange last week. Under the "MET" symbol, common shares of the diversi-
CBS sets cash and stock dividends

CBS directors last week declared a cash dividend of 35 cents a share on CBS common stock which will be payable Dec. 8, to stockholders of record, Nov. 24.

The directors also declared a stock dividend of 2% on common, payable Dec. 20 on shares of record, Nov. 24. No fractional shares will be issued in connection with the stock dividend. Shareholders will receive nontransferable order forms for their fractional interests.

CBS also declared a dividend of 25 cents a share on the corporation's preference stock payable Dec. 29. The dividend will go to shareholders of record Nov. 24.

RCA realigns its major divisions

Sarnoff names Odorizzi, Watts, Mills and Bradburn to major executive positions effective Jan. 1

In response to the growing diversity of its business operations, RCA will put into effect on Jan. 1, a reorganization of top executive responsibilities, it was announced last week.

RCA President Robert W. Sarnoff, who becomes chief executive officer on Jan. 1, (Broadcasting, Nov. 6), said in the announcement that the realignment will bring together the RCA businesses that most closely relate to one another in four major operating areas: services; defense and commercial systems; consumer products and components; and information systems.

Charles M. Odorizzi has been named senior executive vice president, services, and will be responsible for the RCA Service Co., RCA Communications Inc., RCA Parts and Accessories and the Hertz Corp. Mr. Odorizzi is now a group executive vice-president.

W. Walter Watts will become senior executive vice president, defense and commercial systems, and will be responsible for Defense Electronic Products and the Broadcast and Communications Products Division. He is currently a group executive vice president.

Delbert L. Mills has been appointed senior executive vice president, consumer products and components. Mr. Mills will be responsible for the RCA Victor Home Instruments Division and for Electronic Components and Devices, the RCA Sales Corp., RCA Victor Distribution Corp., Distributor and Commercial Relations, the RCA Victor Record Division and the RCA Magnetic Products Division. Mr. Mills is now an executive vice president.

James R. Bradburn will become executive vice president, information systems. He will be responsible for Electronic Data Processing, EDP Service and the Graphic Systems Division. Mr. Bradburn is now vice president and general manager, Electronic Data Processing.

In addition, John Farese will become executive vice president, Electronic Components and Devices, reporting to Mr. Mills. Mr. Farese is now vice president, Electronic Components and Devices.

Scientists, engineers strike 4 RCA plants

RCA, which last June suffered a temporary setback in production—especially of color sets—because of a strike at its manufacturing plants, last week ran into new union trouble.

An estimated 1,400 scientists and engineers went on strike Nov. 7 at four RCA plants.
New Jersey plants in the Camden area. Two of the four plants are important in the broadcast-manufacturing area: the Camden plant where broadcast equipment, including cameras, is produced, and the Gibbstboro facility that checks out broadcast equipment.

RCA spokesmen said that although as yet there had been no effect on broadcast equipment production, inventories are usually stocked for but a week or several weeks at the most. Thus a prolonged dispute, with other unions honoring the strike, could possibly interfere with the normal flow of product. Soon after members of the Association of Scientist and Professional Engineering Personnel left their jobs, Local 76 of the Teamsters Union, which represents 92 truck drivers employed by RCA, voted to honor ASPEP's strike and refused to make normal deliveries.

RCA said ASPEP's members average an annual $16,000 in salaries. The union indicated that the issue was RCA's policy on seniority and layoffs. A three-year contract signed last July 5 left these issues open but provided that the union could strike between Nov. 1-13 if they were not settled.

RCA several weeks ago noted in a quarterly earnings report that its third quarter ended Sept. 20 had record sales and earnings, as well as a new earnings high for the first nine months despite the June strike (Broadcasting, Oct. 23). But RCA had also reported that the resultant slowdown in color-set production had contributed to a 21% drop in the company's second-quarter earnings.

There were buyers, as well as lookers

NAEB EXHIBIT LOOSENS SOME PURSE STRINGS

Each year the equipment exhibits at the National Association of Educational Broadcasters has grown larger but last week in Denver the show became a strong selling market too, complete with elaborate color TV settings and pretty models.

A total of 65 equipment makers exhibited, some introducing important new products. Others were observed scouting the scene for possible participants next year.

All of the big color-camera makers had their gear in operation—RCA, General Electric, Marconi (via Ampex), Norelco (via Visual Electronics) and Sarkes Tarzian. Educational stations are just beginning to buy live color cameras, it was noted, and are good customers for the big ticket items like color tape recorders and elaborate custom switching systems.

Ampex introduced two new high-band color recorders, the VR-2000B and the VR-1200B. Proving that commercial broadcasters were at the convention as well as educators the 2000B unit at the show was sold to KRLO-TV Dallas and two 1200B's were sold to KOA-TV Denver.

Compact Recorders • Ampex also introduced two new compact portable recorders using the smaller one-inch tape but having color capability for closed-circuit use. Ampex reported sales of over 1,000 of these units at the NAEB. One (VR-5000) is priced under $1,000 while the other (VR-7500) is priced between $10,000 and $16,500 and will meet FCC requirements for monochrome telecasting.

RCA introduced its new TR-50 color tape recorder for broadcast use and priced at $54,500. It now is in production. RCA also showed its deluxe TR-70 high-band unit with base price of $87,500. Both machines were sold off the floor to KKTV-TV Denver.

Norelco demonstrated its new back-pack portable Plumbicon color TV camera, the PCP-70, while Ampex showed its back-pack tape recorder-camera system. Sony displayed a very tiny tape recorder-camera unit ($1,200) useful for remote broadcast applications.

International Video Corp. unveiled a low-cost live studio color camera for closed-circuit use. All solid state except for its three vidicons, the IVC-100 will sell for $12,600. International's U.S.-made compact solid-state tape recorder also is new and boasts NTSC color ($4,200) but is designed for closed-circuit uses.

A variety of compact Japanese portable recorders regularly available and many featuring color for the nonbroadcast market also were exhibited. Equally prolific from many domestic and foreign makers was a wide range of monochrome cameras for educational use.

Jerrold Electronics Corp. introduced new lines of closed-circuit and distribution-system hardware for the educational market. Vikoa and Ameco showed similar product.

Technical topics ...

ONCAP Mark I • Houston Fearless Corp. has developed a combination viewing table and automatic negative printer. The ONCAP Mark I scans up to 250 feet of film per minute, bi-directional, and is designed to produce immediate reference prints of pre-selected frames. It can deliver 15 dry, direct-positive prints ranging from 70mm to nine- and one-half inches. For information: Barry Henshaw, Westwood Division, 11801 West Olympic Boulevard, Los Angeles.

Complete installation • The special products department of Ampex Corp., Redwood City, Calif., reports that it designed, sold and installed a complete station package, including antenna, transmitter, utility tower, color film chain, and audio and video switching equipment, at WWOM-TV New Orleans. The UHF station (ch. 26) went on air Oct. 16. Local origination equipment in the package included an Ampex VR-1000C Videotape recorder and two Marconi Mark V monochrome cameras. Previously this year, Ampex's special products department similarly helped put WCCTV (ch. 36) Charlotte, N. C., on the air.

Weather economy • Vikoa Inc., Hoboken, N. J., has a new economy weather channel originator for use in CATV's and closed-circuit-TV systems. Called the Climate-caster, the unit shows accurate time, date and weather plus six advertising, public service or news messages. The unit uses a Vikoa ST 1000 vidicon camera and sells for $2,195.

FCC examiner okays Twin City antenna

Four licensees of five Minneapolis-St. Paul television stations that have been looking for an antenna farm for their transmitters since 1958 have finally found it—or have, in the view of an FCC hearing examiner who presided at a hearing on the broadcasters' proposal to relocate their towers.

The applicants are: WTCN Television Inc. (wtcn-tv Minneapolis), Midwest Radio-Television Inc. (wcco-tv Minneapolis), United Television Inc. (kmsp-tv Minneapolis), and Twin City Area Educational Television Corporation (ktca-tv and ktcf-tv, both St. Paul).

Examiner Jay A. Kyle, in an initial decision issued last week, proposed granting the applicants permits for joint construction of two towers each with an over-all height of 2,375 feet above mean sea level at Shoreview, Minn., nine miles northwest of Minneapolis.

And the commercial applicants now operate from towers located atop the same Minneapolis building. The educational stations' tower is in St. Paul.
WCCO-TV and KMSP-TV propose to share one of the new towers, the other stations the second.

The applicants were bedeviled in their joint efforts to locate in an antenna farm largely by Federal Aviation Agency opposition stemming from alleged potential air hazard of the sites and heights of the towers that were proposed.

Short-Spacing Problem - In addition, the KMSP-TV proposal has been opposed by the Association of Maximum Service Televistas (AMST) because the site would leave the channel 9 station short-spaced to co-channel WEAOW-TV, Wausau, Wis. The rules specify a minimum spacing of 190 miles but the move would leave the stations' transmitters only 168.7 miles apart; actually, they are already short-spaced (175.8 miles) as a result of a commission action permitting a relocation of the WEAOW-TV transmitter in 1964.

Examiner Kyle said the air hazard issue was resolved when the stations, after a number of informal meetings with FAA, agreed to reduce the towers' heights from an originally proposed 2,649 feet above mean sea level (Broadcasting, Jan. 2). This was done to conform with the FAA ruling last February that a 1,375-foot-above-mean-sea-level height at the proposed site would be acceptable from an aviation standpoint.

The examiner waived the minimum-spacing rule to permit KMSP-TV to relocate in the farm on the condition that the station provide "equivalent protection" to WEAOW-TV. He said the additional service area that KMSP-TV would cover from the farm, coupled with what he said was AMST's failure to suggest an available alternate site where the applicants could build the two towers, warranted the waiver. He said AMST exhibits were based solely on engineering factors, and didn't include considerations of air safety or of whether the owners of the land would sell.

New Service - Examiner Kyle said that establishment of the proposed farm would permit the delivery of service by three commercial stations, including KMSP-TV, and one educational outlet to 25,000 persons now without any television service, and to some 75,000 persons currently served by only one signal.

The commission and the FAA hope major difficulties of the kind faced by the four Minneapolis-St. Paul licensees are a thing of the past as a result of the commission's new antenna-farm rule. The measure requires the grouping of towers in excess of 1,000 feet in designated antenna farm areas that the commission will establish through rule-making proceedings, after coordinating its views with the FAA (Broadcasting, June 19).
BROADCAST ADVERTISING

David H. Haughey, senior associate media director at J. Walter Thompson Co., Chicago, named VP and media director of D'Arcy Advertising Co., St. Louis. Thomas M. Newell, VP and director of research for D'Arcy, St. Louis, named to newly created position of VP and director of marketing services. Sol Israel, media research director for D'Arcy, St. Louis, becomes assistant to director of marketing services. Glenn J. Tintera, senior research analyst, named director of research for D'Arcy, St. Louis, and Malcolm Kratovil, with Rose-Magwood Productions, New York, named VP and general manager of West Coast facilities of TeleVideo Productions, Hollywood. TeleVideo specializes in domestic and foreign TV commercial production.

Manuel J. Silva, VP in charge of grocery division of Standard Brands Inc., New York, joins Dancer-Fitzgerald-Sample, that city, as VP and account supervisor.

Roger W. Turner, with Ogilvy & Mather, New York, appointed copy group head.

Allen R. McGinnis, VP and creative director for BBDO, Los Angeles, retires.

David E. Lundy, VP and manager of San Francisco office of Blair Television, named general television consultant for Blair Television's West Coast operations, effective Jan. 1, 1968. Don Saraceno, VP and assistant Midwest sales manager for Blair Television, succeeds Mr. Lundy.

Robert C. Higgins and Barbara Ellen Bender, associate creative directors in New York; Ray B. Krukopf, account supervisor in St. Paul; Ronald W. Monchak, creative supervisor in Bloomfield Hills, Mich.; Frederick L. Titus, account supervisor in Chicago, and William E. York, account supervisor in Bloomfield Hills, all with MacManus, John & Adams, elected VP's.

Jack Miller, with Foote, Cone & Belding, Los Angeles, named VP and account supervisor at Geyer-Oswald Inc., San Jose, Calif. Mr. Miller will also be director of client services.

Malcolm Gordon, previously with Doyle Dane Bernbach and with Benton & Bowles, both New York, named director of media at Fuller & Smith & Ross, that city.

William F. Abbott Jr., VP, radio, for George P. Hollinger Co., New York, joins WCCO Bridgeport, Conn., as national sales manager. Mr. Abbott will be at New York offices of WPX Inc.

Floyd R. Benton Jr., art director in Jacksonville, Fla., joins William Cook Advertising there as VP and art director.

Norton T. Gretzler, with Wolper Productions' industrial film division, New York, joins Modern Teleservice Inc., that city, TV and radio commercials distributor, as director of client services.

Thomas W. Wright Jr., VP in charge of both integrated data processing and media for Leo Burnett Co., Chicago, named VP in charge of computer services. Harold Tillson, VP and manager of media department for Burnett, Chicago, named VP in charge of media department. William Oberholtzer, manager of media planning, becomes VP and manager of media department.

John Christ, program producer for Burnett, Hollywood, and John Phillips, account supervisor for Burnett in Chicago, also named VP's.

Ian Morant joins Henderson Advertising Agency, Greenville, S. C., as copy group head.

Jan Wilkins, creative director at WQRF-TV Roanoke, Va., joins WLS-TV there as director of sales development.

Allan R. MacLeod, with WJW (FM) Detroit, appointed sales manager.

Paul E. Petosky, with WNOY New York, named sales manager of WPYD-Ishpening, Mich.


Robert W. Ward, formerly with WCAR Detroit and WSLR Akron, Ohio, appointed national sales manager of Mal-
rifice Radio Stations (group owner) at Malrite's new national sales office at 2990 West Grand Blvd., Detroit.


Stanley Kreiser, formerly with Benton & Bowles and Carl Ally Inc., both New York, named media manager of Scali, McCabe, Sloves Inc., that city.


Fran Cosentino, account executive with Hutchins Advertising Co., Rochester, N. Y., and Joe Deane, with WBBF Rochester, appointed account executives for WBBF.

Robert Casiano, with New York office of West, Weir & Bartel, joins agency's Beverly Hills, Calif., branch as account executive.


Edward R. Boyd, with The Katz Agency sales staff, Los Angeles, appointed to sales staff of Metro Radio Sales, San Francisco.

MEDIA

A. Garen Ferrise appointed general manager of WHOK-AM-FM Lancaster, Ohio.

Anthony A. Lupo, general manager of WCCM-AM-FM Lawrence, Mass., named general manager of WTOA(FM) Trenton, N. J.

John Small, director of operations for WABX(FM) Detroit, named station manager. Ronald Elz named station manager of KSHB(FM) Crestwood, Mo. Both are Century Broadcasting Corp. stations.

Hal Wettersten, television account executive with Blair Television, Chicago, joins WCUL-TV there as assistant manager and director of sales.


Bob Payne, news director of KLAK Lakewood, Colo., named general operations manager for KLAK-AM-FM.

James D. Asher, WJDA Quincy, elected president of Massachusetts Broadcasters Association.

Ray Holbrook, WHIR Danville, elected president of Kentucky Broadcasters Association. Other officers elected: Art Grunewald, WSON Henderson, 1st VP; Ray A. Redmond, WTTM Maysville, 2d VP, and Al Temple of Bowling Green, secretary-treasurer.

Dominick A. Hysko, WXTR Pawtucket, elected president of Rhode Island Broadcasters Association.


Courtney C. Brown, dean of Columbia graduate school of business and on board of directors of Union Pacific Broadcasters' repair, modification, and overhaul needs are strictly behind the scenes. And RCA Service Company experts keep on providing service to keep all your broadcast equipment operating at peak performance. Take advantage of RCA's experience in AM, FM & TV servicing—on a contract or per-call basis.

Dial either of these offices for full information about fast, dependable RCA service:
Chicago (312) WE 9-6117
Philadelphia (215) HO 7-3300

If you prefer, write:
RCA Service Company
A Division of
Radio Corporation of America
Bldg. OH-225, Camden, N. J. 08101
NAEB officers elected in Denver

James Robertson (c), director of educational communications, University of Wisconsin, Madison, elected chairman of National Association of Educational Broadcasters at annual meeting in Denver last week (see page 23), succeeding E. G. Burrows, with noncommercial WUOM (FM) in Ann Arbor, Mich. Dr. George Bair (l), director of education, South Carolina ETV Commission, elected NAEB vice chairman. William G. Harley (r) was re-elected president; James A. Fellows, secretary, and Ernest Hough was re-elected treasurer.

Railroad, Associated Dry Goods Corp., Borden Co., among others, elected to CBS Inc. board of directors. Mr. Brown fills vacancy on board created by resignation several months ago of Arthur Hull Hayes as CBS Radio division president (Broadcasting, May 29).

Robert Morrison, system manager of Great Falls Cable TV, Teleprompter Corp.'s CATV system in Great Falls, Mont., named system manager for state of Oregon for Teleprompter at Eugene, Ore.

William Kepper, Midwest broadcaster, joins Chapman Associates, Atlanta-based media brokerage firm. Mr. Kepper, at one time had ownership interest in WABC Charleston, Ill.

PROGRAMING

Helen A. Krupka, creative services director at Cal Dunn Studios, Chicago, named VP of BETTER Productions Inc., that city.

Pat Shanahan, executive producer at WBBM Boston, appointed program director.

John Borders, program director at KLIF Dallas, joins KMOV Pittsburgh as program director.

Dave Jacobs, program director with WLOS-AM-FM Asheville, N. C., joins WWNO, that city, as program director.


José Ignacio Lanza, director of Spanish programs for WNYU-TV Linden-Newark, N. J., named director of programing.

Mike Paapale, with WZUM Carnegie, Pa., joins WHON Centerville, Ind., as program director.


Robert Adams, producer-director at WRC-TV Washington, appointed manager, production. Ray Williams, producer-director at noncommercial WETA-TV Washington, joins WRC-TV there as producer-director.

Phil Krin, TV program supervisor for Ted Bates & Co., Los Angeles, named manager of West Coast office of Modern Tele Service Inc.

Joan Kaplan, associate producer for KHJ-TV Los Angeles, named associate producer for Wolper Productions, Hollywood.

Louis J. Maltese, sales manager, Murlyn Recording, New York, named sales manager, Manhattan Sound Studios, that city, upon acquisition of Murlyn by Manhattan Sound Studios.

Bernard G. Eisenman, for eight years advertising manager of El Producto Cigar Co., New York, joins Elektra Film Productions, that city, as producer.

Tom Dunn, with WABQ Albuquerque, N. M., appointed operations manager.

Robert Salmaggi, motion picture reviewer and entertainer columnist, previously with former World Journal Tribune in New York, joins Westinghouse Broadcasting Co., that city, as film critic for WBC's stations.

John K. Chapel, commentator for KRLD Oakland, Calif., joins KPAT Berkeley, Calif., in same capacity.

NEWS


Bryce Miller, editor on New York cables desk of UPI, appointed night managing editor of UPI newswires. Mikel K. Miller, with UPI, Baton Rouge, and John P. Magers Jr. of Topeka, Kan., office, named managers of their respective bureaus.

Jim Kincaid, news correspondent and reporter for KMOX-TV St. Louis, appointed news correspondent for WCBS-TV New York. Both are CBS-owned stations.

Don Brewer, newsman at KCJO and KMBC, both Kansas City, Mo., appointed director of news and public affairs of KSAC Manhattan, Kan.

Bob Shea, KOKO St. Louis, elected chairman of Missouri AP Radio-TV Association.

Melvin G. Barker, VP of Field Communications Corp. and director of public affairs WFIL-AM Chicago, retires at end of year. He began his career in 1927 as advertising salesman for Chicago Daily News.

Edward M. Sacks, newsman with KFSD Joplin, Mo., and president of El Loco Ltd., radio program management consultants, named news director of WRAM Monmouth, Ill.

Max McDowell, news secretary to Kansas Governor George Docking, resigns to become assistant news director of KTBS-TV Topeka, Kan.

Arlo Grafton, KMIV-TV Omaha, elected president of Nebraska Press Photographers Association.

Michael O'Neill, news editor with WCFL Chicago, joins news staff of WMCA New York.

James Bormann, WCCO Minneapolis, re-appointed chairman of freedom of...
We get channels you can't get anywhere else.


Pleasantville, N. Y., named regional sales manager for all states east of Mississippi River.


INTERNATIONAL

Leonard E. Vis, formerly account supervisor in various international offices of Young & Rubicam, New York, appointed account director of Foote, Cone & Belding office in Amsterdam, Holland.

Nino Falanga appointed head of European operations for Colodzin Productions Inc., New York.

ALLIED FIELDS

Gerald Lukeman, VP and director of client services for Audience Studies Inc., Los Angeles, named VP in charge of national sales. He will be in charge of ASI's New York and Chicago offices. Robert Parcher, senior account executive for ASI, New York, named VP, sales development. Roger Seltzer, director of administration, West Coast, for ASI, Los Angeles, becomes VP, administration, West Coast.

Dwight Cosner, assistant VP and group account supervisor for Ted Bates & Co., New York, joins American Research Bureau there as account executive. Stan Silverman, formerly with Scherwin Research Corp. and Cunningham & Walsh, both New York, join ARB, that city, as research analyst. Bill Harvey, special assistant to VP in New York, moves to ARB home office in Beltsville, Md., as coordinator of planning.

Larry Rupert, designer of special effects for Las Vegas Desert Inn, named general manager for Ponderosa Ranchhouse Caravan, portable reproduction of permanent Bonanza set to be shown at state fairs by NBC-TV network productions.

DEATHS


John Bradford, 54, announcer at WPIX-FM New York, died Nov. 6 of heart attack. He was former program director of WINS New York where he pioneered in good music programing. He is survived by his wife, Elizabeth, two sons and daughter.

Del Mott, 47, network announcer for Canadian Broadcasting Corp., Toronto, died of apparent heart attack Nov. 3.
FOR THE RECORD

STATION AUTHORIZATIONS, APPLICATIONS

As compiled by Broadcasting, Nov. 2 through Nov. 8, and based on filings, authorizations and other actions of the FCC.

Abstractions: Ann. announced; ant. - antenna; aur. -aural; Comm. - community; con- tengy - television; CH.- critical hours; CP- - construction permit; D - directional; O. - P. - temporary authorization. trans. - night; SCA- - subsidiary communications authorization; SH. - specified hours; SAA - special service authorization. STA. - temporary authorization. trans. - transmitter. UHF - ultra high frequency. U. - unlimited hours. VHF - very high frequency. vis. - visual; w. watts. - educational.

New TV stations

APPLICATION


FINAL ACTIONS

Saratoga, Fla. - Sarasota-Bradenton Florida Television Co. seeks temporary authorization (following initial decision of Aug. 29) VHF ch. 43 (600-602 mc); ERP 410 kw vis. 24 Memphians. Ant. height above average terrain 105.5 ft.; ant. height above ground 106 ft. P. O. address: Box 940, Sarasota. Estimated construction cost $130,000; revenue $150,000. Studio and trans. locations both SE of Sarasota. Geographic coordinates 27° 10' 15" north lat.; 82° 28' 30" west long. Type: trans. GE GT-5A. Type ant. GE TT-35A. Consulting engr. W. J. Kessler, Gainesville, Fla.; legal counsel Dally and Joyce, Washington. Principal: Robert R. Nelson (51%). William P. Croom Jr., Dwight C. Schenck, Wilbur E. Schenck, Theodore A. Zalies (each 12.5%). Mr. Nelson is majority stockholder of WBRD-AM-FM Bradenton. Mr. Croom is Sarasota mortgage broker, real estate and construction investor. Mr. Schenck are automobile salesmen and Mr. Zalies is director of advertising and sales for Food Fair Stores Inc., Miami. Action Nov. 3.

Topeka, Kan. - Topeka Television Inc. FCC granted temporary authorization (following initial decision of Aug. 18) VHF ch. 43 (734-740 mc); ERP 620 kw vis. 82 kw aur. Ant. height above average terrain 1,029 ft.; ant. height above ground 1,065 ft. P. O. address: c/o Paul C. Aiken, 412 New Haven Blvd, Topeka 66603. Estimated construction cost $561,000; first year operating cost $960,000. Studio and trans. located in Topeka, near Willard, both Kansas. Ant. height above average terrain 59" 45' 24" west long. Legal counsel Seymour M. Chase; consulting engineer Freeman Cohen & Associates, both Washington. Principals: Star Broadcasting Co. (38%). Paul C. Aiken, Frank E. Hurtd, Charles R. Bennett, Anderson Chandler, J. A. Dickerson, Dr. A. A. Fink, Louis Potter, Leslie V. Thompson (each 1%). Star Broadcasting Co. is a wholly owned subsidiary of Topeka Broadcasting Co. Inc. (86.5%) and Peter H. Starr (33.5%). It is licensee of KOWH, BISD Sioux Falls, S. D.; KUDL Fairway, Kan., and KCJG (FM) Kansas City. Mr. Aiken is lawyer; Mrs. V. Thompson is director of Cleveland Broadcasting Co., which is licensee of WERE-AM-FM Cleveland, WJEZ-AM-FM Sandusky, Ohio, KFAC-AM-FM Los Angeles. Mr. Hurtd is vice president and general manager of WERE-AM-FM. Mr. Starr has no other broadcast interests. Action Nov. 3.

Tulsa, Okla. - Victor Muscat. FCC granted (following initial decision of Sept. 8) VHF ch. 29 (566-568 mc); ERP 2099 kw vis. 419 kw aur. Ant. height above average terrain 476 ft.; ant. height above ground 515.5 ft. P. O. address: Box 1000, Tulsa, Green- wich, Conn. 06833. Estimated construction cost $925,000; revenue $400,000; revenue $330,000. Geographic coordinates 36° 09' 02" north lat.; 95° 59' 25" west long. Type: trans. RCA TUF-4MK. Legal counsel Fly, Shuebрук, Blumenfeld, Stimmell, Moffet & Kowalski, both Washington. Principal: Mr. Muscat has diversified interests in aluminum tubes, real estate, holding company, life insurance, screw manufactures, investment manufactur- ing and telecommunications. Mr. Muscat also owns KIXS-TV Lake Charles and KMBF-TV Sulphur, la.; KMYO-AM-TL Little Rock, Ark., applicant for KXLF-TV Little Rock, Ark.; KTVU (TV) New Haven, Conn. (ch. 59). Action Nov. 3.

OTHER ACTION

Review board in Medford, Ore., television broadcast proceedings, Docs. 17060-2, 17061. Petition filed (Oct. 7); Nov. 17 time to respond to petition to end mediation. As noted in action, the Petitioner made accusations of abuse of power, which should be postponed until such time as all existing assignments in area have been sold. (By memorandum opinion and order.) Action Nov. 8.

RULEMAKING ACTIONS


APPLICATION


APPLICATION


WORLDWIDE NETWORKS

Call Letter Applications

Iowa Broadcast Co., Des Moines, Iowa, Requests KIOWTV. Concentric Telemedia Inc., Cumberland, Md. Requests WTBQ-TV. BCU-TV, Battle Creek, Mich. Requests WWWU-TV.

Call Letter Applications


Call Letter Applications


Call Letter Applications


APPLICATION

KCSD-TV Kansas City, Mo.—Broadcast Bureau granted mod. of CP to change ERP to 21 kw, 376 ft., with directional antenna, for KCMO. Nov. 6.

KCOY-TV Sweetwater, Tex.—Broadcast Bureau granted mod. of CP to change ERP to 10 kw, 1,400 ft., with directional antenna. Nov. 5.

KCSF-TV Phoenix, Ariz.—Broadcast Bureau granted mod. of CP to make changes in program schedule, including 7 a.m. to 11 p.m. and 1 a.m. to 6 a.m., every day except Wed. and Thurs. Nov. 3.

New AM stations

Ketchikan, Alaska—Stikta Broadcasting Inc. granted CP to operate a 30 kw, 1,100 ft., with directional antenna, for KXCT. late Nov.


Kinet, Tenn.—Regas Collins d/b/a Dale Hollow Broadcasting Co. granted mod. of CP to operate a 6 kw, 710 ft., with directional antenna, for WTKK. Nov. 5.

Kmart, Wash., William P. Kojis tr/a Near-North Broadcasting Co. granted CP to operate a 5 kw, 1,100 ft., with directional antenna, for WRMJ. change frequency to 1300 kc. Nov. 6.

OTHER ACTIONS

Fort Pierce, Fla. (Indian River Television Inc.) waiver request and application for mod. of CP granted on condition that licensee use 1,000 sq. ft., for directional antenna. Permission to transmit was granted. Commission has delegated to Hearing Examiner authority to grant requests for mod. of CP. Nov. 5.


BROADCASTING, November 13, 1967
KIGF Iowa Falls, Iowa—Broadcast Bureau granted CP to increase power to 5 kw., and install new antenna and studio location to South Fox Hall, Kansas City, Mo., on Dec. 26, 1957. Action Nov. 28.

KPNW Portland, Ore.—Broadcast Bureau granted license covering change in ant- and studio location, change in class, and increase in power to 5 kw., at Multnomah, Ore., on Dec. 26, 1957. Action Oct. 31.


KSEI San Antonio, Texas—Broadcast Bureau granted CP to increase power to 5 kw., at San Antonio, Texas, on Nov. 30, 1957. Action Oct. 28.

KXKE Sweetwater, Tex.—Broadcast Bureau proposed to exchange sites, for auxiliary purposes, with KWCL, at Ector, Tex., on Dec. 26, 1957. Action Oct. 31.

KWHO Honolulu, Hawaii—Broadcast Bureau granted CP in exchange for station KAL, to increase power to 5 kw., at Honolulu, Hawaii, and install new antenna and studio location to 3141 Kuhio Highway, Honolulu, on Dec. 26, 1957. Action Oct. 31.


KZLR Kansas City, Mo.—Broadcast Bureau granted license covering increase in daytime power and installation of new trans. on Nov. 28, 1957. Action Oct. 31.


KBFL Fort Smith, Ark.—Broadcast Bureau granted CP to increase power to 5 kw., change location to 2410 South 26th St., on Dec. 26, 1957. Action Oct. 31.

KBAX Austin, Texas—Broadcast Bureau granted license covering change in ant- and studio location, increase power to 5 kw., at Austin, Texas, on Dec. 26, 1957. Action Oct. 31.

KBDE Donaldsonville, La.—Broadcast Bureau granted license covering exchange in ant- and studio location, increase power to 5 kw., at Donaldsonville, La., on Dec. 26, 1957. Action Oct. 31.


KZOK Oklahoma City, Okla.—Broadcast Bureau granted license covering change in ant- and studio location, increase power to 5 kw., at Oklahoma City, Okla., on Dec. 26, 1957. Action Oct. 31.

KXAS Dallas, Texas—Broadcast Bureau granted license covering change in ant- and studio location, increase power to 5 kw., at Dallas, Texas, on Dec. 26, 1957. Action Oct. 31.


KWHB Mobile, Ala.—Broadcast Bureau granted license covering change in ant- and studio location, increase power to 5 kw., at Mobile, Ala., on Dec. 26, 1957. Action Oct. 31.


KTXL Tyler, Tex.—Broadcast Bureau granted license covering exchange in ant- and studio location, increase power to 5 kw., at Tyler, Tex., on Dec. 26, 1957. Action Oct. 31.

KHEF Hemet, Calif.—Broadcast Bureau granted license covering exchange in ant- and studio location, increase power to 5 kw., at Hemet, Calif., on Dec. 26, 1957. Action Oct. 31.

KZOC San Diego, Calif.—Broadcast Bureau granted license covering exchange in ant- and studio location, increase power to 5 kw., at San Diego, Calif., on Dec. 26, 1957. Action Oct. 31.

PRESUNRISE OPERATIONS

List A-1 as of Oct. 31, Class III stations of cochannel or class II stations which afford

9:00-9:30 nighttime protection to 0.5 MV/M

9:00-9:30 nighttime protection for all cochannel I-B stations and operation with (power stated

List I-B stations and operation with (power stated

List I-B stations and operation with (power stated

List I-B stations and operation with (power stated

List I-B stations and operation with (power stated

List A supplied to Canada in commission's

KGRD Las Cruces, N. Mex. (correction


KGKX New Han, Kan. (correction; delete, see 950 kw/c), 500. WAFW Ft. Atkinson, Wis., (correction; delete) 250.

KJRG New ton, Kan. (correction; delete, see 950 kw/c), 500. WAGG Franklin, Tenn., (addition) 250.

KWXD Alton, Ill. (correction in location) 500.

KXCV Winfield, Kans. (correction in call letters) 500. WWCR Crawford, Mo. (correction in call letters) 481.

KXGW Topeka, Ariz. (correction; delete, see 1330 kw/c), 500.

KXSD Madison, Wis. (correction in location) 500.

KXWV Logan, Iowa. (correction in call letters) 500.

KXVZ Elko, Nev. (correction in call letters) 500.

KXWU Wadsworth, Ohio. (correction in call letters) 500.

KXZT Marble, Ariz. (correction in call letters) 500.

KXZT Yuma, Ariz. (correction in call letters) 500.

KXZZ San Juan, P. R. (correction in call letters) 500.

KXZT Mc Allen, Tex. (correction in call letters) 500.

KXZT Laredo, Tex. (correction in call letters) 500.

KXZT Mission, Mont. (correction in call letters) 500.

KXZT Peoria, Ill. (correction in call letters) 500.

KXZT Salt Lake City, 500.

KXZT Denver, Colo. (correction in call letters) 500.

KXZT Los Angeles, Cal. (correction in call letters) 500.

KXZT Coral Gables, Fl. (correction in call letters) 500.

KXZT New York, N. Y. (correction in call letters) 500.

KXZT Windham, Me. (correction in call letters) 500.

KXZT Greenbelt, Md. (correction in call letters) 500.

KXZT Cambridge, Mass. (correction in call letters) 500.

KXZT Woonsocket, R.I. (correction in call letters) 500.

KXZT Mexico, D.F. (correction in call letters) 500.

KXZT San Antonio, Tex. (correction in call letters) 500.

KXZT New Haven, Conn. (correction in call letters) 500.

KXZT Longview, Tex. (correction in call letters) 500.

KXZT Odessa, Tex. (correction in call letters) 500.

KXZT Flagstaff, Ariz. (correction in call letters) 500.

KXZT Catholics, N. C. (correction in call letters) 500.

KXZT New Orleans, La. (correction in call letters) 500.

KXZT Memphis, Tenn. (correction in call letters) 500.

KXZT Fresno, Calif. (correction in call letters) 500.

KXZT Ely, Nev. (correction in call letters) 500.

KXZT Churches, N. C. (correction in call letters) 500.

KXZT Racine, Wis. (correction in call letters) 500.

KXZT Aberdeen, S. D. (correction in call letters) 500.

KXZT Blountstown, Fla. (correction in call letters) 500.

KXZT Alton, Ill. (correction in call letters) 500.

KXZT Elko, Nev. (correction in call letters) 500.

KXZT Salt Lake City, 500.

KXZT New York, N. Y. (correction in call letters) 500.

KXZT Washington, D. C. (correction in call letters) 500.

KXZT New Lon, Wash. (correction in call letters) 500.

KXZT San Juan, P. R. (correction in call letters) 500.

KXZT San Juan, P. R. (correction in call letters) 500.

KXZT Santa Fe, N. M. (correction in call letters) 500.

KXZT Cleveland, Ohio. (correction in call letters) 500.

KXZT New York, N. Y. (correction in call letters) 500.

KXZT Salt Lake City, 500.

KXZT New York, N. Y. (correction in call letters) 500.

KXZT Washington, D. C. (correction in call letters) 500.

KXZT Cleveland, Ohio. (correction in call letters) 500.

KXZT New York, N. Y. (correction in call letters) 500.

KXZT Washington, D. C. (correction in call letters) 500.

KXZT Cleveland, Ohio. (correction in call letters) 500.
general manager. Applicant is licensee of KWWN-FM, Fort Wayne, Ind., on Oct. 24, to own
and operate KBBM-FM, Fort Wayne, Ind. (A 93.9 FM station). Applicant states that KBBM-FM will serve as a community service on the fringe of its listening area. Applicant further states that it will be used to provide cultural and educational programming and that it will aim at serving the needs of those who do not have access to educational radio service from WIPN, Fort Wayne.

SECTION 7

Effective Date

November 13, 1967

FCC

BROADCASTING

November 13, 1967

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BROADCASTING

November 13, 1967

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BROADCASTING
SUMMARY OF BROADCASTING
Compiled by BROADCASTING, Nov. 9

ON AIR

<table>
<thead>
<tr>
<th>Linc.</th>
<th>CP's Authorized</th>
<th>CP's on air</th>
<th>CP's not on air</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Commercial AM</td>
<td>4,145</td>
<td>9</td>
<td>3</td>
<td>4,249</td>
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<tr>
<td>Commercial FM</td>
<td>1,712</td>
<td>41</td>
<td>21</td>
<td>2,044</td>
</tr>
<tr>
<td>Commercial TV-VHF</td>
<td>453</td>
<td>19</td>
<td>15</td>
<td>517</td>
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<tr>
<td>Commercial TV-UHF</td>
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<td>25</td>
<td>13</td>
<td>153</td>
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<td>Educational TV-UHF</td>
<td>51</td>
<td>19</td>
<td>1</td>
<td>70</td>
</tr>
</tbody>
</table>

In addition, two AM's operate with Special Temporary Authorization.
In addition, three VHF's operate with STA's, and two licensed UHF's are not on the air.

*Broadcast Bureau granted license covering change in VHF television translator.
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*Broadcast Bureau granted license covering change in VHF television translator.
*Broadcast Bureau granted license covering change in VHF television translator.

STATION BOXSCORE
Compiled by FCC, Oct. 31, 1967

<table>
<thead>
<tr>
<th>COM/LAM</th>
<th>COM/TV</th>
<th>COM/LFM</th>
<th>EDU FM</th>
<th>EDU TV</th>
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<tbody>
<tr>
<td>WEDM(FM) Greenboro, N. C.</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>-</td>
</tr>
<tr>
<td>WBIR(FM) Knoxville, Tenn.</td>
<td>4,145</td>
<td>-</td>
<td>-</td>
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</tr>
<tr>
<td>WBNS(FM) Columbus, Ohio</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>-</td>
</tr>
<tr>
<td>WITM(FM) Toledo, Ohio</td>
<td>3,4</td>
<td>-</td>
<td>-</td>
<td>-</td>
</tr>
<tr>
<td>WYBC(FM) York, Pa.</td>
<td>225</td>
<td>-</td>
<td>-</td>
<td>-</td>
</tr>
</tbody>
</table>

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ACTION

- Broadcast Bureau granted license covering change in VHF television translator.
- Broadcast Bureau granted license covering change in VHF television translator.
- Broadcast Bureau granted license covering change in VHF television translator.
- Broadcast Bureau granted license covering change in VHF television translator.
- Broadcast Bureau granted license covering change in VHF television translator.

APPLICANTS

H. C. Oster tag Cable Television Co. - Requests distant signals from WDCA-TV Washington, D.C. (880) and from KXTV-FM Portland, Ore. (920), filed by Wellsburg TV Inc. (Docket 17654-4).

CATV

Applications for CATV licenses to cover cable television service in Manhattan, KS; KCMO, Mo.; and Buxton, Me. were filed.

WQAQ West Haven, Conn. - Broadcast Bureau granted mod. of translator to make changes in antenna system. Action Nov. 8.

KOSD Ashland and Otter Creek, Mont. - Broadcast Bureau granted license covering changes in VHF television translator. Action Oct. 31.

K11XW Box Elder, Mon. - Broadcast Bureau granted license covering changes in VHF television translator. Action Oct. 31.


K11XR Elkhart and Slocum, Tex. - Broadcast Bureau granted license covering new UHF television translator. Action Nov. 2.

W9AK West Haven, Conn. - Broadcast Bureau granted mod. of translator to make changes in antenna system. Action Nov. 8.

KOSD Ashland and Otter Creek, Mont. - Broadcast Bureau granted license covering changes in VHF television translator. Action Oct. 31.

K11XW Box Elder, Mon. - Broadcast Bureau granted license covering changes in VHF television translator. Action Oct. 31.


K11XR Elkhart and Slocum, Tex. - Broadcast Bureau granted license covering new UHF television translator. Action Nov. 2.
BROADCASTING, November 13, 1967

FLINT. WKZO-TV (CBS) station is franchised National Cable Action station. Broadcasting, Kalamazoo, commenced operation of its CATV system in Winona, Minn., with Commissioner Loevinger concurring.

McKee, Co., Wadsworth and Johnson, with Commissioner Loevinger abstaining from voting. Action Nov. 3.

BROADCASTING, November 13, 1967

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CLASSIFIED ADVERTISING

**DEADLINE:** Monday preceding Publication Date **DISPLAY ads $25.00 per inch—STATIONS FOR SALE, WANTED TO BUY STATIONS, EMPLOYMENT AGENCIES, AND BUSINESS OPPORTUNITY advertising require display space. 5" or over billed at run-of-book rate. Agency commission only on display space.

**All other classifications 35¢ per word—$4.00 minimum.**

**Charge for blind column ads.** **Address replies: c/o BROADCASTING, 1735 DeSales St., N.W., Washington, D.C. 20036**

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### RADIO

#### Help Wanted Management
Manager—Sales ability, small radio market, New York State. Good salary. Box K-286, BROADCASTING.

Eastcoast daytime radio station needs an aggressive Station-Salesmanager combination. Unlimited opportunities. Leading to top salary. Reply. Box L-91, BROADCASTING.

Excellent opportunity for commercial manager—West Coast daily in top market. Excellent sales ability. Unlimited opportunities. Reply. Box L-112, BROADCASTING.

If you are ready for management and know sales firsthand, we could use a man like you. Salary plus profit sharing and opportunities. Reply Box L-112, BROADCASTING.

### Announcers

Help Wanted—Good swimming announcer wanted for C. station. A. station. Send voice tape, resume and picture to Box K-285, BROADCASTING.

Announcer for good small market Pennsylvania station. Happy, but no screeners. Third phone necessary. Tape and resume to Box L-18, BROADCASTING.

Top radio, FM station in growing city. Good salary, excellent conditions. Reply Box L-44, BROADCASTING.

Major Midwest group making more purchases. A. station. Two new phone lines and two new women have arrived. Group offers great opportunity. Good salary, excellent conditions with top pro people. Digging for it is important. DJ, first phones desired, but not necessary. If you are ready for the right move to the right group, send your resume and tape to Box L-79, BROADCASTING.

Two experienced announcers. Straight board shift or combination announcer-newsman. Reply Box K-76, BROADCASTING.

Restating station in suburban New York metro market. Need 1 combo man with first phone. No maintenance. Reply to Box L-106, BROADCASTING.

Major market contemporary radio station is looking for an experienced all night man. We are in a top market and our ratings are number one in the ratings. We are looking for someone to do the all night trick, midnight to 6:00 a.m. and wants to make a career of it. Top tape, resume references and references to Box L-99, BROADCASTING.

New Jersey metropolitan area station needs experienced announcer-newsman. Good pay for person seeking permanent position. Reply to Box L-100, BROADCASTING.

Announcer with sales experience or sales-minded for MOR station-nonmetropolitan. Must be familiar with production. No tapes or written complete confidential letter. Box L-110, BROADCASTING.

New, gently swinging-MOR, independent FM stereo now staffing in Pacific N. W. major market. Seeking gently swinging self-starter. We are a sales manager. Job demands ability to independently create, operate and control all phases of sales. Send resume, salary requirements to Box L-115, BROADCASTING.

We need top drawer salesman. We can offer top list in our tightly formatted middle-of-the-road AM-FM properties. Prefer man 25-35 years of age. Excellent salary. Reply to Ed Unger of Emile Winn. KERN Broadcasting. Phone 86-1111, New York City.

Immediate opening for mature, aggressive salesman in small market with solid experience in creative approach. Five figures, unlimited growth opportunities. Reply. Contact Francis Martin, WSWM, P. O. Box 236, East Lansing, Michigan. (517) 337-1212.

### Classically Oriented


KLIR radio in Jefferson City, Missouri is looking for a station announcer with production background and experience. Good pay, fringe benefits and five day week. Send resume, references and tape to Pro- gram Director, KLIR, 1301 Westwood, Jefferson City, Missouri.


Immediate opening for experienced mature professional announcer-WQFX-FM.preferred. Call WABJ, Adrian, Michigan, 313-268-1725.


Moring personality wanted for station in growing city of 37,000. Contemporary format, no hard rock. Excellent pay, working conditions, fringe benefits. Become a keystone of a professional air staff. Personal interview necessary after you hear your tape. Mail resume to WFIN, Findlay, Ohio 45840.

Announcer with third endorsement for MOR station. Must be good program man... experienced only. Contact WCGN, Georgetown, S. C.

Step up to 5000 watt contemporary music operation near Myrtle Beach, South Carolina. Pentaton morning show, salary and benefits. Reply Box 174, BROADCASTING.

Expanding staff—Opportunity for experienced announcer. Send resume and tape only. Wm. Potter, WNLC, P. O. Box 1031, Danville, Vermont.

Top personality with production ability, and ability to sell sponsor's products. This is a "rock" C&W station. Good starting salary. Absolutely nothin. Send tape and resume to manager, WNOW, York, Pennsylvania. 17640.

Experienced announcer/salesman for small market. Thirty hours weekly suntime plus sales, salary, car allowance, and commission. Also available November 20th. Abraham J. Jones, WODI, Brookneal, Virginia.

Announcer who wants to do news on MOR network affiliate. Salary open. Send resume, telephone number and tape to WORK, Madison, Indiana 47260.

Immediate opening for announcer with 1st class license for mid-day shift on Southwestern Michigan's biggest station. Fringe benefits, profit sharing, pay complete with stipulations. Call Irv Laing, P. D. QWTE, 313-241-5550.


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BROADCASTING, November 13, 1967
Announcers—(Cont’d)

Program Analysis, Inc.—Expert critique of your tapes by professionals at major market stations. $30.00. Equipment and advice free. Box 3052, Oakland, California.

Experienced announcers wanted for North Carolina. Top money and first-class daytime operation. Must be of high integrity and excellent in community affairs. Prefer men with sales experience. Salary $900.00 per week. Send resume to James B. Childress, Box 1044, Sylva, N. C. 28779.

Technical

Four broadcast technicians needed, strong on maintenance, four years experience, midwest top 20 market stations, union shop, equal opportunity employer. X-14, BROADCASTING.

Chief engineer, Maintenance AM-FM small station. Salary starting $120.00 per week, within one year to $150.00. Tell us your capabilities. Send complete resume to Box K-327, BROADCASTING.

Engineer-announcer (1st class license). Good exclusive station, small city, Kansas. Box L-49, BROADCASTING.

Engineer for full-time AM with automated FM. Short board shift. Excellent equipment. Midwest area. Room and tape to Box L-79, BROADCASTING.

Wanted: Chief engineer for medium market AM-FM station. No experience. No announcing. Market leader. $135.00/week. Box L-113, BROADCASTING.

Massachusetts AM station has opening for chief announcing. Full charge of technical operations. Contact Anne W. Southwick, WALE Fall River, Mass. 817-744-3035.

Need or want a new home for your first class ticket? Want some FM stereo directional antenna experience? Want to live in a friendly, fast growing community in central Indiana with the best schools for your children? Are you willing to work and learn? Want to start at $100 a week working with the WIOU Happy People? No experience necessary. 3 years experience Yancey, Chief Engineer Radio Station WJOU, Kokomo, Indiana, AC RADIO.

Immediate opening for a Radio Studio Engineer. Applicants should be experienced in maintenance and operation of studio equipment. FCC license required. Opportunity to enroll in University courses. Starting salary dependent on education and experience. Liberal fringe. Send resumes to Personnel Officer, The University of Michigan, 1206 Administration Building, Ann Arbor, Michigan. An Equal Opportunity Employer.

Wanted. Top notch electronic maintenance engineer for professional studio and recording studios. If you take pride in maintaining your equipment to factory specs or better, and can use a drill press, chassis bunchs, and soldering iron to turn out professional quality composite equipment, we would like to talk with you. Must have at least 5 years experience. Chief Engineer, Recorded Publications Labs, Camden, N. J. 08100. Phone (609) 660-3000.

Immediate opening for engineer with first class license to work at television transmitting site. Call Glenn Bohlen, 319-234-4401, Waterloo, Iowa.

NEWS

We are looking for two exceptional radio newsmen. These two men would have to do everything well. Very well. Each would have to have at least six years of good heavy pure news experience. They must be able to use tape effectively, have good writing ability, have covered all kinds of news, have experience with news men who can put their own honest stamp on the tape they deliver. Experience for a large radio news organization. We would work very hard but would be paid well. Minimum of $300 per week. Send background and audition tape including tape of your own work. Box K-273, BROADCASTING.

Announcers—(Cont’d)

Sportscaster. 5 years experience. Some TV, College graduate. First phone. Box L-59, BROADCASTING.

Fast paced major market jock seeks relocation. First phone—Major market. Please answer now! Box L-58, BROADCASTING.

Young, easy broadcaster school grad with 3rd or 4th class desired. Midlands. Prefer Top 60. Box L-60, BROADCASTING.

(Knot man) eight yrs, exp. 1st phone, production, news, etc. R&B specialist, top 40. Your man. Box L-73, BROADCASTING.

Dynamic, young Negro, female announcer, Needs top market experience. Good personality. Strong interviews and news. 3rd class considered. Seeks some position in the field. Box L-78, BROADCASTING.

Third phone DJ, tight board, solid news. Commercial. Box L-79, BROADCASTING.

Mature announcer DJ, with a bright, happy, warm middle of the road sound. Authoritative newscaster. Married, not a prima Donna, will handle sales, Box L-81, BROADCASTING.

Are you searching for a stable dedicated to personal involvement in a major market, career, production know-how and a chance to be your own boss? Box L-84, BROADCASTING.

1st phone announcer salesman married, currently in major mid west market, 6 years experience. Would like to operate with some growth in the future only, will relocate. Salary plus sales commission. Permanent loans. Box L-85, BROADCASTING.

Beginner, trained by top professionals, board experience. Want small station exposure. Box L-86, BROADCASTING.

Sincere, warm announcer. Family man. Want to settle. Box L-87, BROADCASTING.

Prefer ability to experience? One year in radio. Two years college radio and TV. Rates over 21. Prefer an old, fast growing city. Top $40 and benefits. Prefer evening to morning hours. Box L-88, BROADCASTING.

Announcer—with experience in news, copy and sports. Married, third class ticket. Box L-89, BROADCASTING.

Announcer—Experienced, able, dependable, 25, married, college education, draft exempt, FCC third class license. Some TV. Prefer music station or TV. Box L-97, BROADCASTING.

Soul teen jock, 3rd endorsed, college training. Beginner, relocate. Box L-98, BROADCASTING.

Beginner, country & western preferred, Third endorsed, Broadcasting school graduate. Box L-99, BROADCASTING.

Attention Sarasota, Florida area: Unprecedented circumstances force relocation of major network announcer, thoroughly versed in all phases of production. Affable morning man, dynamic drive time and believable nights. Top 40 or MOR. Fifteen years experience, backed by most respected references in the business. Age 34. Play by play that sounds memorized, all sports. If it's broadcasting or related, I've excelled in it. Heavy sales back up, Endorsements, know how, (first phone), Production oriented, Salary negotiable. Can you communicate? Personal interview in your area Thanksgiving week. Box L-101, BROADCASTING.

Strictly Top 40, less than one year experience. Want to lease "endorsed" production. 3rd, 24, veteran, broadcast school grad. Box L-102, BROADCASTING.

Young, MOR, medium market announcer, has been in music business 20 yrs. Excellent personality, solid sales background. Seeking climate change, any climate. Box L-103, BROADCASTING.

Experienced DJ. News, dependable, Third or Top 40. Big market. Box L-107, BROADCASTING.

4 Years experience—3 years with APN. MOR announcer seeks position in Florida East Coast. Box L-110, BROADCASTING.
Announcers—(Cont'd)

Announcer, DJ, Bright swinging sound. Experience with major networks. No C/W announcer, 17 years in C/W. Past radio sales, programming production experience. Reference, Location—Sunny, climate only. Box L-117, BROADCASTING.

C/W announcer, 17 years in C/W. Past radio sales, programming production experience. Reference, Location—Sunny, climate only. Box L-118, BROADCASTING.

Responsible DJ, very limited experience. Broadcast school, 3rd endorsed, married. Contact Robert L., 1532 Douglas St., Rockford, Ill.—Phone 815-267-1484.

Announcer, play-by-play, basketball. West Coast sportscaster, college and/or college. Will staff or free lance. Available immediately. 213-244-4691.


First ticket DJ homestock for good old S.W. Ohio. Wishes to relocate there only. Prefer Top 40, not just a record spinner liked by teens as well as young adults. Best of references from any former employer. Present employer understands and am available. Single, age 22, veteran, salary open. Contact Mike, 307 Pearl, Grinnell, Iowa, or phone 612-461-1941.


First phone, experienced board operator engineer. Will relocate. Available immediately. Box K-266, BROADCASTING.

Chief engineer, TV/Radio combination in medium to west mid-market. Wants a chief who is a strong leader and good organizer. We want a good technician who can establish a good maintenance program. Experience in directional radio, color television and communications. Full salary and benefits. Send complete resume and letter of application to Box K-266, BROADCASTING.

First phone engineer for television station. No location-Northern lower Michigan. Will pay expenses. Box L-189, BROADCASTING.

Immediate opening for TV transmitter engineer with fast growing concern in southern Texas. Write Box L-69, BROADCASTING.

We are looking for a studio supervisor for multiple job opening. Excellent working conditions, plus attractive company benefits. Contact KGHV-TV, Weslaco, Texas.

First phone—experienced or inexperienced—immediate opening for transmitter operator. Progressive growing Educational TV—good staff. If you can make a good transmitter ex- cellent pay with fringe benefits. Weekends off. Contact Mike, 427 W. Washington University, Topeka, Kansas 66604.


Western Michigan—Immediate openings for television studio engineers. Excellent fringe benefits; good pay; NBC affiliate; full color facilities. Send resume or write: Mr. Charles F. Robison, Chief Engineer, WOOD-TV, Grand Rapids, Michigan 49548-4125.


Television studio engineers wanted for expanding color and mono-chrome campus facilities. Should be experienced in operation and maintenance. Starting salary dependent on experience. Send resumes to Personnel Office, University of Michigan, 1020 Administration Building, Ann Arbor, Michigan. An equal opportunity employer.

Palm Springs, California. Chief Engineer wanted. Excellent salary and benefits. Must have experience and ability to construct and operate new UHF studio. Salary open. Send complete resume to 2352 Calle Paraiso, Palm Springs, California 92262.

News—(cont'd)

Top regional station needs Broadcast Manager/News Editor to take complete charge of five man department. Must be able to write, edit and determine proper content of outgoing news, bring greater depth in our coverage. Send tape and resume to Box K-298, BROADCASTING.

Newswoman, journalism school or some experience required. Will do TV & Radio reporting and newscasts. We offer you the opportunity to learn in a great market. Must be able to work on own, but will be part of a small staff. Have your own equipment. Send resume and tape to Box K-269, BROADCASTING.

Production—Programming, Others

Production supervisor. Immediate openings for experienced man to take full charge of production department in busy network eastern market. Must be able to work with various crews for good commercial results. Full knowledge of equipment, remote technique, and over-all station operations or advertising. Send resume to Box K-129, BROADCASTING.

Art Director for ETV station. Will work in all facets of on-air TV art and familiar with graphic and camera work. Send resumé and samples of work. Box K-265, BROADCASTING.

B-Ten University needs experienced TV professionals. Immediate openings—No teaching! VTR editor, Producer/Editor, Director. Excellent pay, outstanding benefits. Send complete information—salary requirements to Box L-12, BROADCASTING.

Major market VHF independent about to go on air with locally produced programming seeks Producer and Director. Must have proven experience in television and remote production. Must be able to work with all types and have ability to follow through on assignments. Should have work experience of all technical facilities including Special Effects. Electronic Editing Color. Preference would be helpful if you are young, with energy, and above all, can work with people. Box L-111, BROADCASTING.

Promotion writer. Immediate openings for imaginative young college graduates with some prior experience, especially of the following activities—on-air promotion, publicity, sales promotion and promotion packages. We are only seeking candidates with proven ability who have the potential to eventually progress into a promotion manager's job. Send a complete confidential resume to Jack Donahue, Promotion Manager, WLW-D, 4555 Avco Drive, Dayton, Ohio 45409. An Equal Opportunity Employer.

Producers/Editors. Several promotions in management level jobs have created openings at WLW-T, Cincinnati, forProducers/Editors with ability in live sports and news programming. We are especially interested in graduates who are on their way to the top of their field. We can offer an excellent salary or permanent return to Mr. Warren Baker, Production Manager, WLW-D, 4555 Avco Drive. An Equal Opportunity Employer.

Director—Switcher for group owned CBS affiliate. Opportunity for young newcomer interested in advancement. Send resume and salary requirements to John Wheat, Program Director, WTVT Cadillac, Michigan 49601.

Documentary Writer. Producer needed for Avco Broadcasting Corporation's Special Projects department. Will work on down-home, double-system color sound motion picture annually. The applicant should have the ability to turn out finished shooting scripts for approval in advance of production. He must also be a capable film producer, able to work with a small crew and facilities, etc. Leave you script and begin! This is a position limited to one. Have your own sources, drive trucks, put on make-up, set lights, run audio, edit film, tell the story in most effective way. Many other positions vary from industrial films to TV news documentary. The station must be able to sample scripts and finished films with the network on the credits. Submit with a list of your productions to: Mr. Gene M. Galin, Director, Special Projects, Avco Broadcasting, Chelmsford, Ohio 45620. An Equal Opportunity Employer.

Broadcasting, November 13, 1967
TELEVISION

Situations Wanted—Sales

Young energetic print salesman with top potential, desires position as spot TV salesman in Conn. or N. Y. Box L-98, BROADCASTING.

NEWS

Major market midwest newcomer looking for progressive department in station or large market. Diversified background with wire service, affiliate and network news departments. Will relocate. Newscaster-reporter or news director position. Box L-121, BROADCASTING.

State capital bureau chief seeks advancement. Experienced all phases of Television sales, College, Box L-129, BROADCASTING.

Production—Programming, Others

Older beginner (but so gifted) has been producing Educational A/V. Want to write, announce, (news) sell. 1596 Waughkan Lake, Forest Lake, Illinois 60446.

FOR SALE—Equipment

We need used, 250, 500, 1 kw & 10 kw AM transmitters. No Junk Guarantee Radio Supply, 350 474 350, 474 474. Andrew Equipment Co., Sierra Western, 4 94 94 3 94 3 94.

Wanted immediately used heavy duty self-supporting tower, 250-300. Set price or we will bid! Urgent! Box R-46, BROADCASTING.

Wanted, used radar equipment to be used in TV weather forecasting. C-band equipment preferred. Box L-66, BROADCASTING.

Wanted 2½ to 5 kW AM transmitter, used, for a rural community education station. Please write and quote price and condition of equipment to Father Doug Young, Maryknoll Fathers, P.O. Box 145, Davao City, Philippines.

1,000 and 25 fireworks transmitter in good condition. Needed immediately. Call collect 750-8586 or write Box 987, Leadville, Colorado. No junk please!

Wanted FM transmitter antenna, monitor or control console or complete FM set-up. Any condition considered. Send reply to Dimensional Development Corp., 2900 Hampshirr Road, Cleveland Hts. 15, Ohio.

FOR SALE—Equipment

Television radio transmitters, monitors, tube testers, antennas, audio, Electrofind, 440 Columbus Ave., N.Y.C.

Co-axial switch-2½; Andrews #6050, 50 ohm 4 pole pressedup, motorized. Two second stage transformers 300-500 ohm. Sierra Western, Box 4068, Oakland, Cal. 94623, Phone 415-362-3557.

Andrew 4 bay FM antenna, power divider etc. turned to 94 MEC. Excellent shape. Immediate deal. FOR S. F. $3,000.00 (41s- 474-9647) or Box L-199, BROADCASTING.

Equipment—Top brands, buy, sell, trade. Special offers. Audiotvox, Box 9078-55, Miami, Florida 33152.

Anmex recorders, excel. cond. 1 each 250-P, 350-B, 600 600, and 2 SAB recorder 1, Presto 6N and 1 Presto 8 disc recorder, plus mikes, racks, jack strips etc. Best Offer, Northwestern, Inc. 611 S. W. Hooker St., Portland, Oregon 97201.

Conservative format station converting to stereo, large tape library for sale. Appro. 1600 hrs 7 rels 7½ ips.—$3,000. KFGM, 346 State St., Los Altos, Calif.

Custom stereo audio console built to our specifications 5 years ago. Box 1866, Los Altos, Calif., 94022.

FOR SALE—Equipment

Continued

Seven two hour reels of two inch video tape, used. No. 165. (We changed numbers). Best offer. Also—complete lighted sign set-up, with blower, etc. Originally $270.00. Also rear screen projector. W.I.M. 7-218-4524.

4 bay G.E. FM antenna and about 250 feet of 1½ rigid transmission line. Call or write Nick Bonoz, WOZK, Godfrey Road, Alton, Ill. Phone 618-468-2339.


FTR 3 KW FM transmitter. General Electric BM-1-A FM monitor. Approximately 270 feet of 1½ rigid coax line. Andrew 4-bay FM antenna with brackets. Above items in operating condition on 80.5 MHz when received from service this year. Also, Westinghouse FM-10, 10KW FM power amplifier in factory packing. Never used. Will operate in conjunction with the above FTR as driver. All available immediately. Prefer inquiries for entire package. Call or write Ed. W. Goka, 1010 Peachtree Center, 230 Peachtree St., NE, Atlanta 30306.

2-RCA color camera chains. TK-40A's in working order and ready to go! Here is your chance to buy two in their best years. Inv. 900.00. Call or write Box 18151, Tampa, Florida 33609.

Andrew 3-way Multi-V antenna, 150.7 but will operate at any frequency 1,500. 15 ¾-foot sections Andrew r/t 314 coax, Stealth in-900.00. Also 1000.00. Note condition of stub. Bendix Stag Gin. and SGB 25, like new $75. Directional couple for above. Model 44239, handles 26 kw, like new $140. Combination Receiver Model 2620, 2½, 1½, 5-foot condition $175. Ken Freeman, C.E.W.B.B.S., Box 1422, Augusta, Ga. 30902. 803-284-5441.

Self-supporting towers 250' $4,000.00 each—Guzed 250' 1500.00, ground wire 1½ lb. Bill Angle, 915-755-3060, Greenville, N.C. Box 85.

Anmex VTB's, Two (2), model 1000 C and 1000, each with carton assembly $10,000.00 or $18,500 for the pair. Call Suburban Sound, Inc. 201-665-8571.

MISCELLANEOUS

30,000 Professional Comedy Lines! Topical laugh service featuring deejay commentaries and intros. Write: Comedy Books, Atlantic Beach, N. Y.


Custom designed station sales aids. Market station images. Playing cards, promotional material, all types of graphics to enhance station image. Individually created for broadcasters by the leader in the field. Noyes, Moran & Co., Inc. 490, Downers Grove, Ill. 60551 (312) 966-3553.


Also jockeys use many talented, powerful, compact letters, tape-recorded at 7½ ips in reply to lined or unlined, punctuated, paragraphed. Numbers included. Order today, Mail $5 cash or money order only, to Media Market, P.O. Box 1183, Indianapolis, Ind. 46206.

INSTRUCTIONS

FCC License Preparation and/or Electronics Associate Degree includes correspondence courses: resident classes. Schools located in Hollywood, Calif., and Washington, D. C. For information, write Granton School of Electronics, Desk 7-B, 1500 N. Western Ave., Hollywood, Calif. 90027.

Eliks is the nation's largest and most re-pected name in First Class FCC Measuring. Complete course in six weeks. Fully approved for Veterans Training. Write Eliks Institute, 2001 Inwood Road, Dallas, Texas 75225.

The nationally known six-weeks Eliks First Class License School is conveniently located on the loop in Chicago. Fully GI approved. Eliks Radio License School of Minneapolis, 415 East Lake Street, Minneapolis, Minnesota 55408.


Announcing, programing, production, news- comment, sports, comic, operation, disk jockeying and all phases of Radio and Television Advertising. All under the guidance of fully qualified professional teachers. The nation's newest, finest and most complete facilities including our own, commercial broadcast station—KTRK. Fully approved for veterans training. Eliks Radio License School of Minneapolis, 2603 Inwood Road, Dallas, Texas 75235.

Be prepared. First Class FCC License in six weeks. Top quality theory and laboratory instruction. Fully approved for Veterans Training School of Chicago, 14 East Jackson Street, School of New Orleans, 333 St. Charles Avenue, New Orleans, Louisiana 70130.

Since 1946. Original course for FCC first-class radio and telephone operators license in six weeks. Approved for veterans. Low-cost dormitory facilities at school. •Reservations required. Enrolling now for January 16, April 10. For information, references and reserva- tions, write: William E. Elkins, Radio Operati- onal Engineering School, 6078 Warner Avenue, Huntington Park, Calif. 90257. (Formerly of Burbank, California).

Are you tired of low pay and bad weather? Come to sunny Sarasota and train for your First Class Radio Telephone License in only (1) year. Total tuition paid by government. Rooms & apartments $10-$15 per week. Classes begin Jan. 21. Phone or write today—R.E.I., Inc., 1336 Main Street, Sarasota, Florida.

R.E.I. in the center of the U.S. can train you for the First Class Radio Telephone License in only (3) weeks. Total tuition $350.00. Job placement free. Rooms & apartments $10-$15 per week. Classes begin Jan. 2, Feb. 5, Mar. 11. Call WZ-1-5444 or write 5125 Gilham Road, Kansas City, Missouri.

Be sure to write BROADCASTING INSTITUTE, Box 6671, New Orleans, for radio-announcing careers.

Earnings up to $300 weekly, let class F.C.C. graduates working at major networks in New York City and state. N.Y.'s first class specializing in training for the F.C.C. technician and D.J.'s—newscaster's production personnel. An- nouncing Training School, 43 E. 43rd St., New York 1709, Veteran approved, licensed: by N.Y. State. Phone OX-5-3841.

See our display ad under Instructions. Don Martin School of Radio & Arts Sciences, 1900 No. Cherokee, Hollywood, Calif. 90028, HO-3-2821.
INSTRUCTIONS—(Cont'd)

First phone in six to twelve weeks through tape recorded lectures at home plus one week personal instruction in Washington, Memphis, Seattle, Hollywood, or Minneapolis. Fifteen years FCC license teaching experience. Proven results. 85% passing. Bob Johnson Radio License Instruction, 10010 Duncan Place, Manhattan Beach, Calif. 90266.

F.C.C. First phone quickly and easily via new concept in correspondence training. Easy terms. Mid-America Broadcasting Service, P.O. Box 7252, Milwaukee, Wisconsin 53222.


RADIO—Help Wanted

SALESMAN

Terrific opportunity with station in Southeast for aggressive, young salesman with college degree.

Call Jerry Jackson, 312-337-5318, Nationwide Broadcast Personnel Consultants. No Fee.

Announcers—(Cont'd)

MAJOR MARKET CONTEMPORARY

Radio Station is looking for an experienced all night man. We are in one of the top ten markets and number one in the ratings. We are looking for someone who wants to commit the all night shift. Noon to 6:00 a.m. and wants to make a career of it. Rush a tape, resume and reference to:

Box L-114, Broadcasting.

RCA

Has immediate and continuing requirements both stateside and overseas for radio and television broadcast engineers. Please direct all resumes to:

Mr. T. J. Ogdin
RCA Service Company
Bldg. 201-2
Cherry Hill, N. J.

An Equal Opportunity Employer

The Most Trusted Name in Electronics

If you really can find top people consistently, We will top your present salary to join our team!

Nationwide Broadcast Personnel Consultants
call 312-337-5318
or write

645 N. Michigan Ave. Chicago, Ill. 60611

BROADCASTING, November 13, 1967
NEWS

INVESTIGATIVE REPORTER

For top midwestern television market. Applicant must be self-motivated, thorough and a man of integrity. Must be a "digger" with the ability to uncover irregularities in politics, law enforcement and government. Investigative background and broadcasting journalism preferred, but will consider any top flight newspaper reporter/investigator. We are looking for a background man to prepare reports for our on-air people. Top salary. Send resume to Box L-104, Broadcasting An Equal Opportunity Employer

BUSINESS OPPORTUNITY

For Sale
Production Company
TV commercials, industrial films, radio commercials and program records. A well established, profitable facility. Yearly sales $229,500. Sells at $150,000.
Box K-264, Broadcasting.

INSTRUCTIONS

WE HAVE

10 years experience training Broadcast Personnel in F.C.C. License preparation, Radio Announcing & Production, TV Announcing & Production, Station Sales & Management.

DON MARTIN
SCHOOL OF RADIO & TV
1553 No. Cherokee
Hollywood, Calif.
PH 2-3281

Employment Service

527 Madison Ave., New York, N.Y. 10022

BROADCAST PERSONNEL AGENCY
Shirley Reith, Director

WANTED TO BUY—Stations

AM & FM PROFITABLE
Cash up to 1 million. Top 50 markets only. Florida or California preferred.
Box K-295, Broadcasting.

WILL BUY AM or FM STATION
Private party prefers small East Coastal or Southeastern.
Box L-126, Broadcasting

(Continued from page 83)

Seeks transfer of control from Puqua National Inc. to Gray Communications Systems Inc. for $2,550,000, plus $400,000 for real estate in Monroe (BROADCASTING, Oct. 2). Gray is principally owned by James H. Gray. Group owns WALB-TV Albany, Ga.; WGN-TV Chicago City Fla., as well as Albany (Ga.) Herald and CATV systems in Daily, Ann. Nov. 2.

KGMR Jacksonville Ark.—Seeks assignment of license from Jacksonville Broadcasting Co. to Radio Jacksonville Inc. for $45,000.

Principals: John J. Shields, president; Warner, D. Smith, vice-president; and Don J. Davis, secretary-treasurer (each 25%).

Mr. Davis is railroad executive and 40% owner of KLUV. Mr. Towell is announcer at KLUV.


KGUD-AM-FM Santa Barbara Calif.—Seeks assignment of license from Metro- politan Theatres Corp. to KGUD Inc. for $185,000. Principal: Richard W. (Dick) Clark (100%), as Dee Cee Productions Inc., Los Angeles. Mr. Clark is radio and television performer operating mainly through corporate entities. He is president and director of KPRO Riverside, Calif. and consultant to WRUN-AM-FM-UTs, N. Y. Ann. Nov. 2.

KYMY-FM Denver—Seeks transfer of control from Craig R. Bowers, Rebecca L. Bowers, Ben W. James, Ira S. Fix and Stan and Morris H. Summan, to Double- day Broadcasting Co. (60%) plus John Doubleday, chairman of board. Doubleday is principally owned by John Doubleday and CO. KROD-AM-EL Paso, KITA-AM-TV San Antonio (Terrell Harris) 100%. Mr. Harris requests waiver of Sec. 1.979 of rules. Ann. Nov. 2.

KKEP Estes Park, Colo.—Seeks assignment of license from Centennial Radio Corp. to Sanibel Investment Inc. for $20,000. Principals: Dr. David Lee Crosson, president, Dr. Eugene B. Ley, vice-president, Dr. Roy Lewis Moore, secretary and Dr. Richard McKerrick, treasurer (each 20%). Mr. Crosson is surgeon. Dr. Roy McKerrick is chest sur- geon. Dr. John Kirttger is general surgeon. Ann. Nov. 2.

WUHF-TV Hartford, Conn.—WBAU-TV Buffalo, N. Y., and WNTL, Norfolk Va.—Seeks assignment of CFS from Albert C. Hartigan and associates to Broad- casting Corp. In which Mr. Hartigan and group will hold 50% interest (40% for $150,000 for 50% ownership by Thomas M. Evans plus option to purchase for $200,000 (BROADCASTING, Nov. 9). Ann. Nov. 2.

WWBB Monticello, Ill.—Seeks assignment of CP from William S. Dodson (Radio Monticello) to Jefferson Broadcasting Co. for $8,500 with option to purchase Mr. Dod- son's 75% interest for $4,000 in one year after closing date. Principal: Millard V. Oakley, president, Mr. Oakley and attorney for bank for owner of radio and TV, and is appointed to hold all of WBB in Crawfis, Tenn., Ann. Nov. 8.

WGRI Griffin, Ga.—Seeks assignment of license from Mid-West Georgia Broadcasting Corp. to WGGI Radio Inc. Clyde V. Farnan, president, Ann. Nov. 2.

KTPI Twin Falls, Idaho—Seeks assignment of license from Radio Broadcasting Co. to KTFI Broadcasters Inc. for $275,000. Principal: Dale G. Moore, president (60%), and KGVO Broadcasters Inc. (39.997%). Mr. Moore has ownership in and has license of WFHelena and KGVOM-AM-TV and KMSO-TX, both, Missoula, all Montana's, and Western Broadcasting Co., radio and television administration, Ann. Nov. 1.


KREE(BF) Pennsauken, N.J.—Seeks assignment of license from Monroee Broadcasters Inc. to Twin City Broadcasters Inc., for approximately $100,000. Principals: Mr. and Mrs. Sullivan (each 25% before, 50% after). Mr. and Mrs. Sullivan (each 25% before, none after). Ann. Nov. 2.

WOB-FM Hymans, Maine—Seeks transfer of control from Mrs. and Mrs. Frederick M. Curtis to Mrs. and Mrs. Edward J. Anderson (each 25%). Principals: Mr. and Mrs. Sullivan (each 25% before, none after). Mr. and Mrs. Curtis (each 25% before, none after). Ann. Nov. 2.

WOB-FM and WOIA(FM) Saline, Mich.—Seeks transfer of control from Herbert W. Lester to Felty Broadcasting Co. (Ronald E. Felty, president. Thomas J. Boodell Jr. secretary and James A. Petersen, vice president (each 25%); L. Henry Curtiss, treasurer, and Thedford J. Anderson (each 25%). Mr. Felty is pastor and is president of WYFT Hartsdale, N. Y., is president of insurance brokerage. Mr. An- derson is vice president of insurance broker- age. Mr. Boodell is attorney in law firm which is national representative of insurance com- pany. Consideration $100,000. Ann. Nov. 2.

KRFM(FM) Minneapolis — Seeks assignment of license from Hennipan Broadcasting Co. to Hennipan Broadcasting Associates Inc. for $250,000. Principal: Mrs. R. S. Miller, president (65%) and Patricia Tedesco, vice-
COMMUNITY ANTENNA ACTIVITIES

The following are activities in community antenna television reported to Broadcasting, through Nov. 8. Requests are for permission to install and operate CATV's, grants of CATV franchises and sales of existing installations.

*Indicates franchise has been granted.

Oceanside, Calif.--Public Service Television Inc., San Diego and Coast Cable Television Inc., have been granted a franchise by County authorities to install and operate CATV's, grants of CATV franchises and sales of existing installations.

Oceanside, Calif.--Public Service Television Inc., San Diego and Coast Cable Television Inc., have been granted a franchise by County authorities to install and operate CATV's, grants of CATV franchises and sales of existing installations.

President (15%), Mr. Tedesco is 75% owner of KXGN-AM, KTCR-AM and KAYS, owner of KTGN Minneapolis, both Minnesota: 85% owner of WIXX Oakland Park, Fla.; 100% owner of WQHS, owner of WFLM (FM) Fort Lauderdale, Fla. Mr. Tedesco is president, sole owner of WIXX without exception of WCCM. Applicant: Donald Gilday, president of KTCR Minneapolis also licensed to Hennepin, Ann. Nov. 6.

WCMC, City, Minn.--Seeks transfer of control from Robert P. Schiller to Gerald H. Robbins. Mr. Robbins is general manager of KTCR Minneapolis. Consideration $70,000. Ann. Nov. 2.

WKB, Holly Springs, Miss.--Seeks involuntary assignment of license from William H. Wallace, director and president of KWB. Consideration $100,000.Principal: Richard W. Wiener, secretary-treasurer and 25% owner of Frobenius TV Developing Corp., of KWB. Consideration $7,000. Ann. Nov. 4.


WPFR-FM, Manassas, Va.--Seeks assignment of license from Prince William Broadcasting Corp., to Radio Fairfax-Prince Williams, owner of WPFR-FM. Mr. Harpel, vice president (40%), James L. Draper Jr., vice president (16%) and Mr. Draper is independent real estate broker, and direct stockholder in orange groves in Florida. Ann. Nov. 2.

WPPR-WP, Fort Worth, Tex.--Seeks transfer of control from Dallin Broadcasting Co., to Giddal Broadcasting Co. for $50,000. Principals: Mr. Dallin, president and controlling shareholder of WEIF. Mr. Smoot is director of WEIF. Mr. Mottschelin is manager of WEIF. Mr. Weismann is sales manager and general manager of WEIF. Ann. Nov. 2.

WKQ, WOKI-FM, Greensburg, Pa.--Seeks transfer of control of 31% interest from Thomas E. Devlin to Donald S. Motzleben (10%) and David Weismann (39%), who will manage and control principal. Principals: Mr. Motzschelin is manager of KYE. Mr. Weismann is sales manager and general manager of KOQ. Ann. Nov. 2.

WQFB, Monessen, Pa.--Seeks assignment of license from KOSA to Lamed Broadcasting Co. for $4,955. Principals: Mr. H. S. Martin is managing partner of Lamed. Consideration $16,666.70 in cash. Ann. Nov. 3.

WQFB, Monessen, Pa.--Seeks assignment of license from KOSA to Lamed Broadcasting Co. for $4,955. Principals: Mr. H. S. Martin is managing partner of Lamed. Consideration $16,666.70 in cash. Ann. Nov. 3.

A dedicated pro blocks hard for spot

CASTING, Oct. 2, making 130 of 150 planned calls on agencies to date, short, medium and long-range research efforts —we have to know more about our product. The more we know, the better equipped we are to sell in competition with other media.

"The networks have become more effective salesmen in recent years by emphasizing the economy of buying, an increasingly potent argument as more and more agencies go public. But national spot is a very flexible medium. Agencies buy it in spite of the difficulties, because it moves merchandise," he says.

He balances his obvious interest in TVB's spot promotion with the statement that, "Actually, of course, we all know that the health of the networks and the health of the stations are interdependent." And he adds: "TVB has to serve a lot of different masters."

But his excitement is naturally reserved for TVB's role in developing spot business. "All these projects will probably add between $15 and $20 million to the total spot kitty," he estimates with sincere pleasure.

"I am convinced that TVB has the quality of staff necessary, given the sales and research tools and the time, to move TV billings off what seem to be their plateaus to higher levels. Of course, no single chairman's year can be that effective by itself. Just, I feel the next chairman's timing will be better than mine," he smiles. It was the closest thing to a boast he had to make.

His modesty and earnest involvement are even more in evidence when he discussed Capital Cities' business. He evaluates very realistically what the group's sales efforts have been able to make out of the industry slide.

"Local spot is up for all our outlets, basically because of the clear, forceful presentation of proven success stories. Proper training for salesmen is also very important. All our salesmen have gone through the TVB sales seminars, and we operate our own school as well."

"Realistically, though, national spot business for our five outlets is mixed: two up, two down, and one just flat."

Then, catching himself, he said; "Don't forget radio. Our radio outlets make a significant contribution to our corporate profit picture."

The topic that really turns Joe Dougherty's conversation on, however, is the dual nature of the broadcasting business. As he says of Capital Cities:

"The profit effort and the public-service effort go hand in hand. It's not just a matter of defending your license. Real public service also serves the very practical purpose of building your audience."

He cites Capital Cities' impressive list of specials, from "Extreme Right and Left," through its exclusive coverage of the Eichmann trial, to a documentary on the Sistine Chapel ceiling and one on the American Indian that will be a total group effort. But his sincerity when he discusses his personal involvement, as vice president-general manager of WPRO-TV Providence, in informing and helping people being relocated for an urban renewal project is most striking.

"The experience broadened my thinking, brought me into contact with all elements of the community. Urban renewal," he says, "is one of those really tough problems. I probably got more out of that than I was able to give."
Clearance problem

Suppose a commercial network had spent $225,000 in newspaper and national magazine full pages and in radio spots to promote a national audience for a news document. Suppose a fourth of the network's affiliates decided not to carry the program because they felt it was too controversial, or for any other reason.

What would the TV critics, infuriated members of Congress, sundry intellectuals, and possibly two or more members of the FCC have said about this? Write your own answer from experience.

Now apply these precise facts to the inaugural broadcast of the Ford Foundation-subsidized Public Broadcast Laboratory over a network of noncommercial stations last week. Only 90 of some 119 interconnected stations carried the two-and-a-half hour program on the racial crisis. Although, as we report elsewhere in this issue, there was criticism of both program content and production, we haven't heard anyone number one about the failure of about 25% of the network's stations to carry the premiere.

No offense

Anyone who favors intellectual and cultural development in this country must agree with the aspirations expressed last week by President Johnson as he signed the Public Broadcasting Act of 1967.

Surely all citizens of good will must hope, with Mr. Johnson, that the new Corp. for Public Broadcasting will generate "good music, exciting plays, reports on the whole fascinating range of human activity."

Similarly they must wish that the President will be proved right in his prediction that the subsidized broadcasting system "will be carefully guarded from government or party control" and will be "free and independent."

But to hope for these eventualities does not mean that they will come to pass. The odds at this moment do not favor the attainment of any of the President's objectives.

This bleak outlook has nothing to do with the probable quality of the CPB directorate or staff. We have no doubt that Mr. Johnson will appoint, and the Senate will confirm, a body of high-minded and wise directors. The President's first nominations, of Dr. James Killian Jr., chairman of the corporation, Massachusetts Institute of Technology, and Dr. Milton Eisenhower, retired president of Johns Hopkins University, spoke well of his intentions to pick the best men he can find.

The question is whether the corporation, after it is formed, can work out an operational and funding plan that will be accepted by Congress and at the same time will divorce the enterprise from congressional control. If the corporation can perform that miracle, we will be ready to believe in its capability of going on to the great things that the President has in mind.

The biggest problem that is left unresolved in the Public Broadcasting Act of 1967 is how the system will be subsidized in 1968 and in the years beyond. It was possible to avoid that problem in the legislation establishing the skeleton of a noncommercial system. The problem must be met head-on a year from now.

The best that the Corp. for Public Broadcasting may hope for, it seems to us, is the creation of a special, federally collected fund that would be automatically replenished without specific act of Congress. The Carnegie Commission, whose reports formed the basis for the legislation now in being, proposed that such a fund be created from an excise tax on the sales of television receivers, yielding eventually some $100 million a year. So far no better suggestion has come to light.

The excise tax would impose upon the public the responsibility of supporting the "public" system. If the public wants a system, as the President and a majority of Congress say it does, to operate outside the conventional commercial structure, it seems to us that the public ought to bear its cost.

Is it realistic to believe that the Congress would pass an act imposing a new tax on a public that is already complaining about high taxes, and creating a permanent allocation that would not be subject to its periodic review? It is more realistic to assume that the Congress will proceed with piecemeal appropriations, offering a little more subsidy to CPB each year as long as CPB succeeds in winning more friends than it loses on Capitol Hill.

If that turns out to be the case, the President can forget about seeing much excitement on the subsidized system. The CPB that excites one congressman to praise will excite another to criticize. In protection of its next appropriation a CPB that was subject to annual dispensation would be obliged to offend no one.

Wrong call for help

As we have been saying on this page for years, the FCC's fairness doctrine is an insidious mechanism that is inexorably destroying the broadcaster's independence of action. The longer that a federal regulation of such pervasiveness remains in application, the more subservient the broadcaster becomes. In the long run, everybody will seek shelter in the federal formula.

An illustration of this process was afforded two weeks ago when the president of the Television Bureau of Advertising officially asked the chairman of the FCC to invoke the fairness doctrine in response to the presentation of "anticommercials" by the Public Broadcasting Laboratory. As reported in Broadcasting, Nov. 6, Norman E. (Pete) Cash, the TVB president, said that the fairness doctrine entitled advertisers and their agencies to time to reply to the PBL messages attacking the credibility of advertising.

When an organization of commercial broadcasters seeks to use the fairness doctrine as a sanctuary in a dispute with a noncommercial broadcast, it implies an acceptance of a federal restraint that all broadcasters ought to be resisting. If Mr. Cash must write the FCC, and there is really little demand for that in his job, it ought to be to oppose government incursions into editorial judgment.

"I hope they don't cancel the Custer series. I'm looking forward to that final episode!"

Drawn for Broadcasting by Sid Hix

Broadcasting, November 13, 1967
She's pretty cool for a gal whose roast has been ready since the 11th hole.

That's because she's sure her oven's keeping her roast warm and tender. Not dry and overcooked.

Most cook-and-keep-warm ovens aren't news. But hers is. It uses a new kind of system, ours, that converts heat to electricity for precise control.

At the end of a pre-set cooking period, her oven's temperature drops to 170°F. and stays there. There are no wide swings in temperature.

Our gal golfer probably couldn't care less why her roast stayed just the way she wanted it.

Or why her husband can set our new General Controls-brand home thermostat precisely, even in the dark.

Or why our precision controls and instruments are used in the hydraulic and fuel systems of the jet that flew her son to London on vacation.

Or why our controls and instruments are used in an exact refining process for a high-octane gasoline that her daughter uses in her sports car.

Since our Controls and Instruments Division does care, she doesn't have to. Ever.

International Telephone and Telegraph Corporation, New York, N.Y.
The typical resident of Eastern Iowa leaves for work between 7:00 and 8:00 A.M. He eats his evening meal between 5:00 and 7:00 P.M. (Some 38% view TV while eating.) He goes to bed between 10:00 and 11:00 P.M. About 16% retire earlier. One in three retires later. On weekends, 40% report retiring after midnight. Of those interviewed*, 93% report owning an automobile. Forty percent of car owners own two or more; 60% of autos owned in Eastern Iowa are 1960 or later models. Ninety percent of car owners have at least one car with a radio. FM radios are owned by about 40% of Eastern Iowa residents. Good reception is listed as a primary reason for listening to WMT-FM, which is rated as the most popular FM station in the area.

Sixty-one percent report viewing TV movies at least once a week. Comedies, westerns, and musicals are the most preferred movie fare. (WMT-TV is chosen as showing the best TV movies.)

Over 90% of adults in Eastern Iowa report watching TV news. Nine out of ten of these watch at least once daily. Three-fourths of all TV news viewers report watching the 10:00 to 10:30 P.M. newscast. (Regardless of newscast hour, WMT-TV leads in audience shares.) Following the 10:00 P.M. news, just under 47% of the residents of Eastern Iowa continue to watch TV. The WMT weathercast is overwhelmingly selected on the basis of its professional excellence.

Almost two out of three adults within the region choose WMT-TV as their favorite overall TV station.

* by Frank N. Magid Associates, Cedar Rapids, Iowa, in a July, 1967 survey of "Attitudes and Opinions Toward Television in Eastern Iowa," prepared for WMT. Population of study consisted of all adults (20 and above) residing within the 13-county Eastern Iowa area. Selection of respondents (600) followed stratified random sampling technique; stratification of sample was based upon county of residence, sex, and age. Check quotas were established on basis of U.S. Census figures, corrected for population changes through 1965. Data quoted or derived from audience surveys are estimates subject to sampling or other errors.