Dan Seymour has expressed precisely the way we feel about radio. Admittedly, we are very nostalgic about radio’s past. But we are also just as excited about what it is today. So when somebody says that radio isn’t what it used to be, we think about that billion dollars, smile, and say: “The Shadow knows.”

Edward Petry & Company
BULLETIN

(SOCOH /SOH-KOH/ PALESTINE)--THE ARMIES OF ISRAEL REPORT A STUNNING VICTORY OVER THE PHILISTINES ON THE BATTLEFIELD AT SOCOTH. AN ISRAELI SHEPHERD BOY -- ARMED ONLY WITH A SLING--KILLED THE PHILISTINE GENERAL GOLIATH (GOL-LIGHT-LIMTH) IN SINGLE COMBAT. THE PHILISTINES FLED WHEN THEIR CHAMPION WAS KILLED.

FK1251PB/15

URGENT AUDIO ADVISORY

AUDIO IS NOW TRANSMITTING CUTS FROM SOCOTH. PLEASE MONITOR.

FK1252PB/15

MORE ISRAEL BULLETIN X X X KILLED.

THE SHEPHERD BOY WAS IDENTIFIED AS DAVID BAR-JESSE (JEHS'-EE) OF BETHLEHEM.

HE HAD GONE TO SOCOTH TO DELIVER FOOD TO HIS SOLDIER-BROTHERS. WITNESSES SAY THE BOY DAVID -- A BEardless TEEn-AGER -- FELLED THE PHILISTINE GENERAL BY STRIKING HIM IN THE FOREHEAD WITH A STONE FROM HIS SLING.

LATE REPORTS SAY THE PHILISTINE FORCES HAVE FLED AS FAR AS THE CITY OF GATH.

FK1254PB/15

MORE ISRAEL BULLETIN X X X GATH.

GENERAL GOLIATH -- A GIANT OF A MAN -- HAD KEPT THE ISRAELI ARMY AT BAY FOR DAYS BY CHALLENGING ANY SOLDIER TO MEET HIM IN MAN-TO-MAN COMBAT.

HE LAUGHED WHEN THE SHEPHERD BOY TOOK UP HIS CHALLENGE AND CAME FORWARD TO MEET HIM CARRYING ONLY A SLING... BUT DAVID FELLED THE HEAVILY ARMED PHILISTINE WITH THE FIRST STONE HE THREW WITH HIS SLING.

FK1256PB/15

AUDIO EDITORS

AUDIO WILL REPEAT THE FOLLOWING CUTS AT 1:10P CST WHICH HAVE BEEN FED ON A BULLETIN BASIS.

38. 1:43 V/A-SOCOH (BOB HUSEL W/SOUNDS OF COMBAT) SHEPHERD BOY ROUTS INVADERS.

39. 1:14 A-SOCOH (ISRAELI AND PHILISTINE SOLDIERS) SOUNDS OF COMBAT.

40. 1:09 A-SOCOH (DAVID BAR-JESSE, FOLLOWING HIS SLAYING OF GOLIATH) CREDITS THE LORD FOR VICTORY (X X X IS THE LORD'S -- CHEERING FADED)

FK1258PB/15

(SUB ISRAEL)

(SOCOH)--ISRAEL HAS WON A MAJOR VICTORY OVER THE INVADING PHILISTINE ARMY...

AND IT WAS DONE BY A BOY WITH A SLINGSHOT.

A YOUNG SHEPHERD NAMED DAVID KILLED THE PHILISTINE GENERAL GOLIATH -- A GIANT -- WITH A SINGLE SHOT FROM HIS SLING. HE THEN PICKED UP GOLIATH'S SWORD AND CUT OFF THE GIANT'S HEAD.

ACCORDING TO REPORTS FROM THE BATTLEFIELD AT SOCOTH, THE INVADERS THEN RETREATED IN DISORDER.

DAVID HAD GONE TO THE BATTLE AREA TO DELIVER FOOD TO HIS SOLDIER BROTHERS.

HE HEARD THAT GOLIATH HAD BEEN HOLDING THE ISRAELI FORCES AT BAY BY CHALLENGING ANYONE TO MEET HIM IN SINGLE COMBAT. NO ONE WOULD TAKE UP THE CHALLENGE... BUT DAVID DID... AND WALKED FORWARD WITH HIS SLING AND FIVE STONES.

GOLIATH LAUGHED AS THE BOY MOVED TOWARD HIM.

DAVID'S FIRST STONE HIT GOLIATH IN THE FOREHEAD... AND HE TOPPLED. THEN THE YOUNG SHEPHERD PICKED UP THE PHILISTINE'S SWORD AND CUT OFF THE GIANT'S HEAD.

THE BATTLE WAS OVER. ISRAEL HAS A NEW HERO... BUT ALL HE WOULD SAY TO NEWSPHENS --- "THE VICTORY IS THE LORD'S."

FK101PB/15

AUDIO EDITORS

ADD BILLBOARD FOR SPECIAL REPEAT TRANSMISSION OF SOCOTH CUTS. TRANSMISSION AT 1:10P CST

41. 1:18 A-SOCOH (JONATHAN BAR-JESSE, DAVID'S BROTHER) DESCRIBES DAVID'S REACTION TO GOLIATH'S CHALLENGE (X X X TEN FEET TALL).

42. 1:30 A-SOCOH (KING SAUL'S LIEUTENANT ABRAHAM) EYEWITNESS ACCOUNT OF DAVID-GOLIATH BATTLE (X X X OFF HIS HEAD.)

43. 1:17 A-SOCOH (UNIDENTIFIED ISRAELI SOLDIER) REPORTS ON PHILISTINE RETREAT (X X X AGAIN TOMORROW)

FK104PB/15

Anyone care to challenge this kind of reporting?

If you don’t want to fight, we suggest you join more than 6,500 subscribers around-the-world who count on UPI to cover the history-making events of today—and tomorrow.

Wayne Sargent, Vice President for Sales, will be happy to discuss the subject anytime.

At your desk.
At your convenience.

is at the scene
Serving the Greater Providence Area

greater audience reach, increased sales power

The new WTEV antenna reaches 1049 feet above sea level to achieve 100 Kw ERP. The result is greatly increased coverage. In addition to its new antenna system and new transmitter, WTEV is recognized for skillful programming of marketwide interest. The result for advertisers: a larger, growing audience with increasing loyalty and responsiveness.
One to customer

FCC is indicating interest in proposal that would prevent one TV station in market from hogging primary network affiliations. Proposal, advanced in form of resolution by Joint Industry-Government Committee for Full Development of All-Channel Broadcasting, was turned over last week to Commissioners Robert E. Lee, chairman of committee, and Kenneth A. Cox for further study. Proposal would permit station to hold three primary affiliations only if it were only outlet in market. If there were two stations, neither could hold more than two; if there were three or more outlets, none could hold more than one (BROADCASTING, Sept. 25, 1967).

Proposal is similar to others that have been advanced as means of providing independent stations (particularly UHF's) with network programming. Commission rulemaking dealing with that problem has been pending since June 1965 (BROADCASTING, June 7, 1965).

Biggest CPB budget

Reports are circulating in educational TV circles that President will seek only $4 million for Corp. for Public Broadcasting in supplemental budget request for 1968 fiscal year (ending June 30), but $20 million for CPB in official budget for fiscal 1969, tentatively scheduled for Jan. 29 submission to Congress. It also said that White House will seek no funds for ETV grants to states in supplemental, but will ask for $12.5 million in regular fiscal 1969 budget, and that $500,000 already affirmed but not appropriated for study by Health, Education and Welfare Department of Instructional television will be funded from unused money in National Defense Education Act.

When Public Broadcast Act was signed by President last year, it called for total of $20 million—$9 million for CPB, $10.5 million for grants to states for construction of stations, and $500,000 for study of ITV. But no appropriations have been voted.

Selection process

Word from sources close to White House is that President has all but buttoned up membership of board of Corp. for Public Broadcasting but is still undecided on chairman. Only two directors have so far been named (Dr. James Killian of Massachusetts Institute of Technology and Dr. Milton Eisenhower, retired president of Johns Hopkins). At least one veteran broadcaster, Saul Haas, former owner of KIRO-AM-FM-TV Seattle, is said to be under consideration for directorship.

Cable trouble

In case any board members have doubts that National Association of Broadcasters staff is crying “wolf” on possibility government may opt for wired television system, air should be cleared this week at Sarasota, Fla., board meeting. Staff will tell meeting held Jan. 9 in Washington with three top staffers on President Johnson's telecommunications task force: Alan Novak, Richard Posner and Lee Johnson. Five-man NAB delegation to luncheon meeting was led by President Vincent Wasilewski. NAB's feeling after meeting: Certain members of task force at this point can't understand why television can't be moved from spectrum occupancy and distributed by wire.

Senate Commerce Committee may not wait for final report from President's task force on telecommunications before calling members to Hill to explain what's in works. Task-force report is due in August, but it's speculated that it won't be ready until fall; meanwhile Senate panel is planning hearing before midyear to air preliminary results. Senate hearing could upstage most other Hill activity affecting broadcasters as it's conceded that bill is in task-force's court on most major communications matters.

Rescue mission

Understood to be near completion are negotiations whereby AVC Corp. (formerly American Viscose Corp.) will bolster financial position of ailing channel 6 wckx-TV Miami. Indications are that AVC will advance $500,000 to station in deal that may also include options to acquire substantial stock interest. AVC Corp, only last week took over five Overmyer UHF permits and wphl-TV Philadelphia (see page 37).

Candidate

Richard C. Block, vice president and general manager of Kaiser Broadcasting, country's most active participant in major market UHF, has decided to run for television board of National Association of Broadcasters. At first adeptant, Mr. Block has been persuaded by number of broadcasters to stand for one of three vacancies to be filled at NAB Chicago convention, March 31-April 3. Only other known candidates for three vacancies are Donald P. Campbell, WMDR-TV Baltimore, and A. Louis Read, WDSU-TV New Orleans.

Single sponsorship

Lincoln-Mercury Division of Ford Motor Co., Dearborn, Mich., will fully sponsor 1968 Winter Olympics coverage from Grenoble, France, on NBC Radio. Network has set its coverage plans: 65 five-minute programs over Feb. 3-18 period; has assigned team of three—Jim Simpson, Len Dillon and Jay Miller—to handle broadcasts. Kenyon & Eckhardt, New York, is Lincoln-Mercury's agency. TV coverage is on ABC.

N.Y.-D.C. shuttle

Still in forefront of those being considered for code director of National Association of Broadcasters, to replace Howard Bell who's to be president of American Advertising Federation, is Stockton Helfrich, manager, New York code office, although under what might become revised ground rules. With bulk of code review activity centered in New York, Mr. Helfrich may get assignment without necessity of moving to Washington headquarters.

Also reportedly under consideration by NAB President Vincent Wasilewski is transfer of research department, now headquartered in New York under Vice President Howard Mandel, to Washington headquarters which is largely where action is in that specialized field.

THE WEEK OF JANUARY 29th

BIG DOINGS.
This is the new Big Wilson. He has a huge staff at his disposal. They’re expert. Active. Noisy. They keep Big tuned in to New York. And that means more than just news, weather, time and traffic. From now on, what you say when you call up is really going to count—because Big’s staff will direct your ideas to the people who can put them in motion. So get ready. You’re about to become a Big talker.
6 to 9 AM, on
WNBC 660
NEW YORK

TELL ME WHY.
Dr. Joyce Brothers can. Not only because she’s professionally equipped—but because she cares. And people know it. That’s why they feel comfortable, and comforted, when they pose seemingly overwhelming problems—person to person. She makes you feel that the gentle will inherit the earth.
Just call Dr. Brothers.
9 to 10 AM, on
WNBC 660
NEW YORK

THE STERLING STANDARD IS BACK.
Now you can buy, sell or bargain with Sterling. Because the new Sterling’s show is a personal trade center for New Yorkers. A place where a phone call will enable you to sell that lawnmower, buy that car, exchange that apartment—or find a home for Rover’s puppies. The market will never be the same now that Sterling’s back. You can count on it.
10 to 11 AM, on
WNBC 660
NEW YORK

LEE SURRENDERS.
New York women wanted him all to themselves. Now they’ve got him.
And that’s not all they’ve got. The new Lee Leonard Show is three-dimensional. Which means the listener can talk with Lee, or his well known guests, directly. We figure that’s the best way for our kind of women to get the straight scoop on everything and everyone that peaks their interest. With that kind of strategy, no wonder Lee’s completely surrounded.
11 AM to 2 PM, on
WNBC 660
NEW YORK

DEAR HART.
Wished he was here, and now he is. And Jim Gearhart brings with him the lovable power to make women feel warm all over. How does he do it? With zany pranks that tickle the female funnybone, and lively chatter that says what women want to hear. And now Jim will have celebrity guests who talk directly with individual listeners. Forget about the housework, dear hearts—Jim’s here.
2 to 4 PM, on
WNBC 660
NEW YORK

MAZER-TOV.
At last, a late afternoon program that doesn’t talk at you, but with you. Bill Mazer figures a running mouth gets nowhere—that action speaks louder than words. So from now on, your views will not only be aired, but channeled to people in the position to act on them. We’ve never met a New Yorker yet who didn’t have something to say. Now Bill Mazer’s going to see that something gets done. Mazertov!
4 to 7 PM, on
WNBC 660
NEW YORK

HEAR ALL ABOUT IT.
Something extra—not just a news summary, but a full scale interpretation of New York news of the day.
WNBC Radio, with NBC News—the world’s largest broadcast news operation—knows the terrain and has the facilities to cover it. We also know you have a stake in it. That’s why you can now call WNBC directly to discuss any aspect of a major New York story.
That way, you’ll be in the news too.
7 to 7:45 PM, on
WNBC 660
NEW YORK

REBEL-ROUSER.
Once you get a taste of the salty air from 5 to 6 PM, when Long John Nebel interviews one lone guest—you’ll be awake and alert for his panel of itinerant thinkers from Midnight til 4 AM. And you can talk back on Long John’s new telephone show, from 5 to 6 AM. Ahh, sleep. Perchance to steam?
8 to 9 PM, Midnight to 6 AM, on
WNBC 660
NEW YORK

TALKING TURKEY.
The idea is to say what you really think—and Brad Crandall’s just the man to make you do it. He can turn the anticipated into the unexpected, the commonplace into the unusual—just by filtering out everything but the truth. So when you call Brad Crandall to air your views, brace yourself. He’ll joggle up every pretense you’ve got.
9 PM to 12 Midnight, on
WNBC 660
NEW YORK

...and on weekends, MONITOR / NEW YORK

BROADCASTING, January 22, 1968
WEEK IN BRIEF

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BROADCASTING, January 22, 1968
THE CROWN ADORNS A DIFFERENT YOUNG LADY, BUT ITS SELLING POWER REMAINS CONSTANT. THE MOST EFFECTIVE WAY TO INFLUENCE A FAMILY IS THROUGH ITS TEENAGERS. MISS TEENAGE AMERICA (and everything she represents) IS BELIEVABLE TO TEENAGERS AND THEIR PARENTS.

A MISS TEENAGE AMERICA FRANCHISE COULD BE YOUR KEY TO NEW BUSINESS, INCREASED BILLING, ENHANCED COMMUNITY IMAGE AND IMPROVED MARKET POSITION, AS IT WAS IN 56 MAJOR RADIO MARKETS DURING 1967.

ASK US... WE'LL TELL YOU HOW.

MISS TEENAGE AMERICA®
marketing to teens...and their families

GOP leaders ruffled by NET Vietnam film

Congressional GOP pressure was building last week to undercut National Educational Television's presentation today (Jan. 22) of film made in North Vietnam. Target of Republican leadership in Congress is "background and political character of British writer and cameraman Felix Greene," film's producer.

Republican leaders lined up behind complaint made earlier in week by former Representative Walter Judd, which picked up signatures of 27 Republicans and six Democrats on Capitol Hill.

Leadership's charge is that Mr. Greene "clearly is a propagandist for the Communist cause who seeks to portray the U.S. as the aggressor in the Vietnam war."

In response to Judd letter, NET President John F. White said NET had confidence that viewers "will reach their own responsible conclusions" after seeing whole program, which will also feature discussion of film and Vietnam issues by journalist David Schoenbrun, currently lecturer on Vietnam at Columbia University, and Robert Scalapino, Berkeley, Calif., professor and "articulate defender of the administration's foreign policy."

Mr. White noted that NET's two-hour program is to contain 49-minute version of Mr. Greene's film (shortened from 85 minutes in theater format), while discussion will take 70 minutes. "Film itself is as one-sided and controversial as Mr. Greene himself," he acknowledged. "We say so on our program."

Propose tightening up FM channel hopscotching

FCC proposes keeping closer rein on shifting of FM channels to communities where channels are not assigned. Commission Friday (Jan. 19) announced notice of proposed rulemaking that would transform so-called 25-mile rule into 15-mile rule for Class B or C channels and 10-mile rule for Class A Channels.

Commission also proposes barring reassignment to other communities of more than one channel assigned to city. Commission would also prohibit community from utilizing rule more than once to gain FM station.

Twenty-five rule (like 15-mile rule in television) permits applicant to seek FM channels in community up to 25 miles from locality where it is assigned in table of allocations.

Commission said proposed rules, which are considered sign of growing interest in FM, are designed to offset such inequities as removal of channels from larger communities where no interest has been shown in assignment, to much smaller communities, and removal of both channels assigned to larger community by smaller one.

Changes, commission said, would insure that FM stations involved would place serviceable signal over listed community where channel is assigned in table of allocations.

Comments are due Feb. 23, reply comments March 8.

Instant Maxwell to O&M

Nearly $5 million worth of business represented by General Foods' instant Maxwell House Coffee will move from Benton & Bowles to Ogilvy & Mather, both New York.

It was noted Friday (Jan. 19), however, that most likely Instant Coffee will add much less billing to O&M because agency will integrate advertising of Instant with Maxwell House regular. Maxwell House Instant is heavily in-

Ears have it

Are people radio listeners or television viewers during day? Answer, according to wcco Minneapolis is radio by big margin.

Citing "virtually identical data" of American Research Bureau for radio and TV in market, wcco claims from 6 a.m. to 6 p.m. it has average quarter-hour audience (12-years and over) of 145,-800 persons compared to 102,600 for all four commercial TV stations in Minneapolis-St. Paul combined.

Crest recommended again for channel 26 TV grant

FCC Hearing Examiner Chester F. Naumowicz (Jan. 19) recommended grant of channel 26 at Houston to Crest Broadcasting Co., owned by local Houston businessmen. Examiner's decision was his second finding in favor of Crest application.

Last July FCC's review board agreed with initial decision that denied competing application of KXYZ Television Inc. (KXYZ-AM-FM Houston). Board, however, remanded case for further hearing based on allegations made by losing applicant that one of Crest's stockholders, Bernard E. Calkins, could no longer acquire $250,000 bank loan to fulfill his subscription commitment to that company and that he made misrepresentations to commission (BROADCASTING, July 24, 1967).

Examiner again resolved all issues in favor of Crest, but conditioned grant because studio site Crest had proposed has since become unavailable. He gave company 30 days to make suitable arrangements for another site and to make appropriate amendment to its application.
W. Phillips, station manager of KING-AM-FM, joins company’s corporate division for special assignments. KING program director, Gerald Gwene, replaces Mr. Phillips as station manager.

Milton J. Sandling Jr., Paul L. John and Richard D. O’Connor, members of account service staff on Chevrolet at Campbell-Ewald Co., Detroit, named VP’s and given new assignments on that account. Mr. Sandling becomes manager, new car merchandising; Mr. O’Connor, account supervisor-administrative assistant and director of Chevrolet field service, and Mr. John, account supervisor-car and truck-broadcast and product exposure.

Fred Klein, executive VP in charge of client services, North Advertising, Chicago, joins Toni Co. division of Gillette Co. as VP of brand promotion and advertising, effective March 1. He succeeds Joseph T. Lewis who becomes consultant to Toni Co.

Walter Kingsley, VP, Wolper Productions Inc., New York, elected executive VP-sales. He will handle network sales in addition to heading up international division and supervising company’s syndication division. Mr. Kingsley’s background includes radio sales; TV syndication sales, and commercial real estate business (1961-1966), which he left to re-enter TV at Wolper, division of Metromedia.

Richard A. Harper, VP, syndicated sales for Seven Arts, appointed VP, television administration, Warner Brothers - Seven Arts. He will continue to serve as officer and director of REA Express/Seven Arts Transvision Inc. He joined Seven Arts in 1965 and earlier was general sales manager for Samuel Goldwyn Productions.


For other personnel changes of the week see FATES & FORTUNES

H & B has five other GF products in various stages of test marketing, and several product assignments from company’s Birds Eye and Post divisions, according to General Foods Corp., White Plains, N. Y.

Adviser said it has been testing combined copy for two Maxwell House coffee brands, procedure it believes is effective.

‘Duke’ Guider dies


After World War II service as Navy Captain, Mr. Guider took up residence in New Hampshire where he was one of group that in 1954 built channel 8 WMTV-TV atop Mount Washington. Station and its FM adjunct was sold to TV enter Kandee Jack Paar in 1964 for $3.65 million; Mr. Paar sold stations last year to Paul Harron and associates for $3,6 million. During post-war years, Mr. Guider also owned WMOU-AM-FM.

Mr. Brandt  Mr. Bullitt


Henry B. Owen, vice chairman of board of directors, King, resigns but will remain as consultant. Other changes: Payson Hall, VP of finance and planning, elected to board of directors, succeeding Mr. Owen.

John Blaine named treasurer. James

Berin and WJWO Conway, both New Hampshire; he sold both of them in 1957.

He is survived by wife, former Dorothy Hogan, son, Frank, of Littleton, and daughter, Mrs. Arthur Milam of Jacksonville, Fla., and 12 grandchildren.

Falstaff color drive

Falstaff Brewing Corp., St. Louis, disclosed Friday (Jan. 19) its 1968 campaign will include color commercials on about 300 TV stations in some 160 markets plus heavy radio spot drives. Agency: Foote, Cone & Belding, Chicago.

Mail order licenses

Small-market broadcasters, who have bemoaned difficulty of hiring technical personnel who have to take extensive trips to get third-class licenses have won victory at FCC. Commission, unanimously, has amended rules, effective March 15, to allow one-year provisional certificates for third class tickets to be secured by mail.

New rule says licenses will not be renewable after one year and that during that period applicants will have to take regular third-class test at scheduled exam sites.

Provisional licenses will be good only for operators at nondirectional AM’s with 10 kw or less or at FM’s with up to 25 kw.

CATV, lose, win

FCC has ordered Winona, Minn., CATV operator to afford nonduplication protection to KAUS-TV (formerly KMMN) Austin, Minn. Cease-and-desist order was announced Friday (Jan. 19), affirming finding of hearing examiner Nov. 2 that station was entitled to, but was not getting, nonduplication protection. KAUS-TV operates 100-w translator in Winona, which rebroadcasts KAUS-TV programs.

In another CATV decision also announced Friday, commission denied petition of KTAL-TV Texarkana, Tex., for order requiring CATV in Clarksville, Tex., to show cause why it shouldn’t be directed to stop violating nonduplication rule. KTAL-TV is not receiving protection because Clarksville CATV has invoked “automatic stay” by filing request for waiver of nonduplication requirement.
OFF-NETWORK SERIES
FROM WARNER BROS.-SEVEN ARTS

F TROOP
(65 HALF-HOURS)

77 SUNSET STRIP
(149 HOURS)

MISTER ROBERTS
(30 HALF-HOURS)

NO TIME FOR SERGEANTS
(34 HALF-HOURS)

ROOM FOR ONE MORE
(26 HALF-HOURS)

LAWMAN
(156 HALF-HOURS)

BOURBON STREET BEAT
(39 HOURS)

BRONCO
(68 HOURS)

THE DAKOTAS
(19 HOURS)

THE ROARING 20's
(45 HOURS)

MAVERICK
(124 HOURS)

SURFSIDE 6
(74 HOURS)

THE GALLANT MEN
(26 HOURS)

CHEYENNE
(107 HOURS)

HAWAIIAN EYE
(134 HOURS)

SUGARFOOT
(69 HOURS)

NOW AVAILABLE IN SELECTED MARKETS

WARNER BROS.-SEVEN ARTS

NEW YORK: 200 Park Avenue • 986-1717
CHICAGO: 550 West Jackson Blvd. • 372-8069
DALLAS: 508 Park Avenue • 747-9925
LOS ANGELES: 291 S. La Cienega Blvd., Beverly Hills • 657-1771
TORONTO, ONTARIO: 11 Adelaide St. West • 364-7193
DRAMATIZE
TV WEATHER

Show viewers impending weather—before it happens.

Orbiting weather satellites, such as ESSA II, are now transmitting pictures of daily weather conditions over your entire coverage area.

You can receive these pictures directly on Alden APT facsimile recording equipment—same type now in production for U.S.W.B., U.S.A.F., U.S.N., and others.

You will see . . . storms . . . hurricanes . . . and other weather conditions . . . before they happen. TRULY DRAMATIC!

Be the first TV station in your market to capture the weather audience with APT (Automatic Picture Transmission) pictures recorded on your own Alden Facsimile Recorder. Same equipment can receive standard U.S. Weather charts, or any other type of graphic information, such as TV script, or commercials sent via an Alden Facsimile Scanner over any existing communication link.

From systems at $10,019. Basic recorder only $2,517. Component units also available for use with existing electronics and antenna sale and lease plans. Write today for full details.


DATEBOOK

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

syndicates first or revised listing.

JANUARY

Jan. 21-23—Winter meeting of the Oklahoma Broadcasters Association, Oklahoma City, Oklahoma City.

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

Jan. 23—Executive committee meeting, National Cable Television Association, Washington.

Jan. 22-25—23rd annual convention of the National Religious Broadcasters. Speakers at workshops and plenary sessions will include George S. Smith, chief of Broadcast Bureau, FCC; Bosel H. Hyde, FCC chairman; Roy Danian, director, Television Information Office, New York, and Dr. E. R. Bertermann, NRB president. Mayflower hotel, Washington.

Jan. 23-26—Board of the National Association of Broadcasters, Sarasota, Florida.

Jan. 23-25—Twenty-third annual Radio-TV Institute co-sponsored by Georgia Association of Broadcasters and University of Georgia. Speakers include Walter Schwartz, president, ABC Radio Network; Hackes, ABC News; Peter Jennings, ABC News; Herman Finkelstein, general counsel, ASCAP; Senator Jennings (D-Minn.); Wally Brisco, vice president, National Cable Television Association, and Maurice Webster, vice president-development, CBS Radio. Center for Continuing Education, Athens.

Jan. 26—Forum sponsored by New York chapter of The National Academy of Television Arts and Sciences, examining "TV's Man-On-The-Airline" and featuring Arthur Miller, playwright; Alexander Cohen, producer; Cyril Ritchard, director; Edwin Newman, NBC; Leonard Harris, CBS. Belasco Theater, New York.


Jan. 25—Deadline for filing comments on FCC's proposed rulemaking that would permit standard broadcast stations operated by remote control to transmit some telemetry signals by intermittent subsonic tones.


Jan. 25-26—Broadcasters Promotion Association board meeting, Deauville hotel, Miami Beach.


Jan. 26—Special stockholders meeting, The Outlet Co., group broadcaster as well as multiple station owner, to vote on eliminating $3 million of preferred stock presently outstanding; 2,000 shares $100 par value, 5½% convertible preferred stock to be used in acquisition to Touraine Stores Inc., 176 Weybosset St., Providence.


FEBRUARY

Feb. 1—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, photography, editorial cartoon, magazine reporting, journalism research, radio and television, reporting and editing, and public service by newspapers, magazines, radio stations or networks and television stations or networks. Entry forms must 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. 1—Annual meeting of Minnesota AP Broadcasters Association. Hotel Radisson, Minneapolis.

Feb. 2-3—Winter meeting of New Mexico Broadcasters Association. Speakers include FCC Commissioner Robert E. Lee; Governor David S. Cargo; George Bartlett, NAB president for New Mexico; Gerhard Heald and Thomas Wall, Washington attorneys. Sheraton Western Skies motel, Santa Fe.

Feb. 6—Deadline for filing reply comments on FCC's proposed rulemaking that would permit standard broadcast stations operated by remote control to transmit some telemetry signals by intermittent subsonic tones.

Feb. 7—Tenth annual conference on advertising/government relations sponsored by
What KTTV, Los Angeles, says about Cohu’s new chroma detector...“The Cohu chroma detector enables us to run the highest quality monochrome film on a color chain, eliminating the need for duplicate equipment. This means color and monochrome film can be interspliced without concern.”

COLOR-FREE B/W TRANSMISSION AUTOMATICALLY

The 2610/2620 Series chroma detector detects the transition between color and monochrome information and automatically removes all discernible chrominance from the encoder output. Modular, solid-state, plug-in, this new accessory operates with the 9800 Series color video encoder. Available only from Cohu.

For more information, contact your nearest Cohu engineering representative, or call Bob Boulo direct at 714-277-6700 in San Diego.
OPEN MIKE®

Search for radio dramas

EDITOR: Can anybody help? One of my clients desperately wants to locate some of the great old-time radio programs for airing in Chicago—particularly Inner Sanctum, The Fat Man, Richard Diamond, Grand Central Station and others of that vintage, either mystery or comedy.

Does anyone know if they’re available, and if so, at what cost? Thanks for any help you can give us.—J. C. Haag Advertising, 1410 Shermer Avenue, Northbrook, Ill. 60062.

Correcting FCC records

EDITOR: On page 34 of your Dec. 25th issue’s lead story, there is what appears to me to be an error . . . Gainesville, Fla., with four stations, is shown as having enjoyed total broadcast income of $190,830. This figure exceeds that for all other nonmetro markets in Florida by a wide margin, and also for such metro markets as Orlando, Jacksonville and Tampa-St. Pete.—Ken F. Small, general manager, WRUF Gainesville, Fla.

(Mr. Small is correct; there was an error. The FCC, after checking, reports that the correct figure for Gainesville revenues should be $20,080; for income, $18,830. It appears that one station in Gainesville that was sold during the year reported $175,000 capital gains as revenue and income.)

Book Note


One of England’s most prolific men of letters, J. B. Priestley wrote these "oral essays" as Postscripts to the British Broadcasting Corp.’s Sunday-evening news during the desperate days of the Battle of Britain, the summer of 1940. To Mr. Priestley the broadcasts brought "astonishing popularity" (more embarrassing than pleasurable) that garnered millions more fans than his best books or plays. According to columnist--broadcast commentator Eric Severeid, in his introduction to this book, Mr. Priestley’s Postscripts, along with Winston Churchill’s speeches and Edward R. Murrow’s commentary, made broadcasting history. "The men, the instrument [radio], the moment were perfect," Severeid writes. "It has never been quite the same since, by radio or television. I doubt that television, no matter the circumstances, can match that performance by radio . . . because the pictures reduce all to literalness. What counts is the word."

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*Reg. U. S. Patent Office

Copyright 1968, Broadcasting Publications Inc.
Home-grown color commercials and radio sell Safeway successfully

For so many years all we ever heard about making good television film commercials was that you either went to Hollywood or New York or Chicago.

More recently, however, we've been told that if your production budget is modest you might still pull it off in a Peoria, Ill., or a Columbus, Ohio, especially in retail advertising.

Now would you believe Denver?

Well, the fact is that the game has been played effectively, efficiently and economically in Denver for quite a long time now. The advertiser coming on a winner in this TV film race is the Rocky Mountain Division of Safeway Stores Inc. We also produce and place radio for Safeway.

Because of the marriage of many related media skills through the years, particularly in the production of public relations, sales promotion and educational films, Henderson, Bucknum & Co. has learned how to turn out eight to 10 color-TV sound-on-film commercials a week for Safeway on a technical production schedule of only 48 hours and at a modest cost for the client. Although exact costs cannot be disclosed, many of the 20-second spots have been estimated to average under $200 per commercial. We do everything but the color processing and printing.

Covering the Area: The Safeway TV commercials have been turned out in color for about a year now. At the present time they are placed regularly on 15 stations in a four-state area—Colorado, Wyoming, South Dakota and Kansas. The considerable radio schedule presently runs on some 84 stations in the same marketing area.

In the usual practice for the TV commercials, the Safeway account team of the agency gathers the weekly price information on a Friday, prepares copy over the weekend and obtains client approval on Monday. They film on Tuesday, also recording the audio. The work print is edited on Wednesday. Air prints are made on Thursday and they are delivered to stations on Friday for broadcast early the following week.

The whole operation is made possible through the combination of careful planning, manpower and technical facilities such as our own agency kitchens where the food is prepared for filming, as well as our large film department. The agency's radio-TV creative director is Jack H. Thomas, one of the firm's 11 partners.

Mr. Thomas got his start on the Safeway account when he joined the agency in the early 1950's. His chief task was to sprint among four TV stations every night in the period between 7:10:30 p.m. and cook food dishes for Safeway's live commercials. After more than a year of this we began filming the spots.

Although most of the Safeway TV film commercials are 20's, some of them are minutes and we are tending to make more of the latter. We are also starting to make some using video tape but the food-display portions are still film inserts at the taping.

Since these color commercials must compete with the best of the network programing and advertising, obviously the quality must be kept high. But the important point we feel is that we have proven it can be done in a medium-sized market on a 48-hour production schedule at a cost that is feasible for the sponsor. We presently are turning out 500 such commercials a year for Safeway to back up our claim. The volume of radio commercials runs about double that number.

All Radio-TV: Safeway's agency-placed media budget goes 100% into the electronic media. The production budget is about 10% of the total budget. Safeway's market here covers all of Colorado and Wyoming, northern New Mexico, western Kansas and Nebraska and the Black Hills area.

The Safeway Division continues to be a major newspaper advertiser, the traditional medium for food stores, but this billing is placed direct. The division has its own print-media advertising department in Denver.

Henderson, Bucknum & Co. acquired the Safeway account in 1951. Until that time the sponsor had used virtually no broadcast media, but we changed that. We put the client significantly into radio almost from the start and into black-and-white television beginning in 1952. The shift to color commercials came in early 1967.

The agency was first organized on a modest scale in the early 1940's and initially concentrated on newspapers. One of the founders, Gilbert H. Bucknum, started the film department that over the years has turned out scores of films in the fields of public relations, education, science, religion, travel and sales. By 1946 we were well into radio too, and this experience, coupled with film, gave us the keys to television's door.

Other Accounts: Two other broadcast campaigns have also attracted much interest. One was for the Denver U. S. National Bank's new Supercheck and the other for Duffy's soft drinks. Robert C. Lochle, one of our partners, collaborated with Mr. Thomas in the creation of a stop-motion color commercial for Supercheck. It featured a flying paper plane that unfolded, fitted itself into a checkbook and then followed a model into a store.

Mr. Thomas composed a bouncy, youthful musical spot for Duffy's, the area's biggest independent bottler, using the theme of "I feel like a Duffy's." It was used in both TV and radio.

Once advertising was just a business. Now it has become an art. We even do live drama and here again the interplay of experiences helps improve our broadcast advertising. John McLagan, another partner, produced a musical play to help train the sales force for the local Yellow Pages.

I guess you could say we're in the show business as well as selling. The electronic media have demanded this kind of creative flexibility.
MAYBE YOUR REPTIES AREN'T SHORT ENOUGH

What happened to your station last year? Sure, it was a rough year. But the 12 stations repped by Metro TV Sales all showed increased spot sales. Makes you think, doesn't it: about our shorter list, the extra manpower per station we're able to deliver, the extra time we can give. Whatever! It works.
We formed this link in '66...

and had a great '67!

It was December, 1966 when the Communicana Television Stations appointed the Blair team. We hoped for a good '67. What happened was phenomenal! Is Blair really the number one “rep”? You can take our word for it!

The Communicana Group Includes:

WSJV-TV
South Bend-Elkhart 28 ABC

WKJG-TV
Fort Wayne 33 NBC

Also: WKJG-AM and FM, Ft. Wayne; WTRC-AM and FM, Elkhart
The Elkhart Truth (Newspaper)

JOHN F. DILLE, JR. IS PRESIDENT OF THE COMMUNICANA GROUP
New TV measurement shake-up?

Significant difference in ratings produced
by various research techniques will be reviewed
by ARF, President Sherwood Dodge tells ad group

The television audience measurement field may be in for another convulsion. Skepticism about the results produced by some of the measurement techniques currently in use seems likely to trigger the uproar—some say it could become an upheaval—in a project currently being developed at the Advertising Research Foundation.

The objective is a review—and probably an overhaul—of ARF’s 13-year-old “Recommended Standards” for TV audience measurement.

The outcome, according to some authorities, could have profound effects on existing TV audience measurement services.

Sherwood Dodge, ARF president, tipped the project in a speech in New York last week and gave further details in an interview.

Reviewing ARF activities in an address to the New York chapter of the International Advertising Association, he reported, among other things, that the foundation in the next two months will release comparisons that show significant differences in the program ratings produced by different research techniques.

Measurement Overhaul — He expressed the hope that this would lead to a methodology study to determine how best to measure TV audiences, and later he told Broadcasting that “a number of us feel that this is long overdue.”

He cited proliferation of TV sets and multiset homes, growth of UHF and advertiser need for audience demographics among developments that he said call for ARF to “rethink” positions taken in the recommended standards issued in 1954.

The showing of significant differences in results produced by different techniques would in the opinion of many experts, be enough to touch off a resounding storm, not only bringing an onslaught on television from its newspaper and magazine competitors but probably touching sensitive Washington nerves as well.

Ratings services and broadcasters alike have been especially considerate of Washington attitudes on broadcast research since the so-called “ratings scandal” erupted in Congress in 1963.

There appears to be some divergence of opinion among broadcast researchers as to the extent to which different measurement techniques produce similar or different results. But for the most part, however, there seems to be agreement that the results of the techniques most commonly used are not significantly different, that such differences as do exist are understandable and explainable and that in any event there is not much chance of making significant improvements within the economies of TV audience measurement.

Claim May Be Enough — Even if ARF could not prove statistically significant differences — and several broadcast measurement authorities contend that differences having statistical significance could not be shown — there was a fear that the mere claim of such discrepancies, especially under ARF auspices, would plunge television into controversy just as effectively as if the claim were true.

Mr. Dodge obviously recognized that he was getting into a controversial area. In his IAA speech he said that “our friends at the networks” undertake to explain differences, and he indicated that differences can be averaged out if the averaging is carried far enough: But he said the ARF comparisons, which he reported later will be done by half-hour periods and by program types, will show that real differences do occur.

He told Broadcasting later that ARF was more concerned with national than with local TV ratings, because national “is where we hurt the most,” but he pointed out that changes in methodology affecting network ratings might to some extent “rub off” on local methodology.

Mr. Dodge said ARF’s comparisons would show results produced by different research techniques without identifying the research firms involved. But it was learned that the systems are those used by A. C. Nielsen Co., American Research Bureau, Alfred Politz Media Studies Brand Rating Index and W. R. Simmons & Associates.

Nielsen Biggest — The only one of those currently offering week-in, week-out network TV audience reports on a syndicated basis is Nielsen. It uses Audiometers in a national sample of 1,200 homes to produce network ratings data, with audience-composition data based on diaries in a national sample of 2,200 homes (divided into four sub-samples of 550 homes each so that diary-keeping can be rotated among the sub-samples).

ARB has discontinued its network TV ratings except on a special order basis. For these it uses telephone interviews.

Politz currently offers no regular TV audience measurement service but in the past has offered one in connection with magazine audience studies. It was a Politz report, based on in-home interviewing, that was the prime evidence cited by the Bureau of Advertising of...
the American Newspaper Publishers Association in its contents that Nielsen measurements vastly overstate TV audiences (BROADCASTING, May 1, 1967, et seq.).

BRI furnishes data on program audiences once a year in conjunction with product-usage reports. Material is based on personal interviews in which persons are asked how many of the last four telecasts of a given program they have seen and their answers are weighted accordingly.

Simmons has been offering an annual report on TV viewing, based on diaries, in conjunction with magazine audience and product-usage data.

Mr. Dodge noted that the various techniques used in TV measurements do not at all purport to measure the same thing and that ARF's comparisons would necessarily therefore be confined "to the extent that they're comparable."

Computer Demands • The ARF president said the kind of inputs that computers need have changed substantially since ARF's publication of its recommended standards, whose full formal name is "Recommended Standards for Radio and Television Program Audience Size Measurements."

He cited UHF growth, proliferation of TV sets and need for more audience classification data as developments supporting the argument that ARF should "rethink its position in light of what's relevant today."

Apparently alluding to the 1954 report's recommendation that the unit of measurement should be the household rather than the individual, Mr. Dodge said that what the computers today need is not the number of "hot sets" but data on "individual viewing" throughout the household.

The term "hot sets" appeared to refer to Nielsen data based on meters that show whether a set is turned on or not. Mr. Dodge also described the 1954 report, a 70-page document, as having come out "four-square for electronic measurement," a description that some broadcast researchers thought was too strong although there also appeared to be considerable belief that the report's position on electronic measurement had contributed significantly to Nielsen's success in national ratings.

Asks for Review • The ARF president said he wanted to review the standards this year, ascertain the "magnitude of the problem" and then decide how to attack it. If a major methodology study is decided upon, he indicated, it will be expensive and special funding will be needed.

In that case, although Mr. Dodge did not say so, the networks and other broadcasters—who include some strong supporters of the present rating system and some strong critics of the standards-overnail theses—may be asked to contribute to the kitty, for broadcasters are members of the tripartite ARF along with agencies and advertisers. Research organizations are eligible to be—and many are—associate members.

Word of Mr. Dodge's speech caught broadcast researchers in varying degrees of surprise. Although he had indicated last spring that he thought an ARF methodology study would eventually come (BROADCASTING, May 1, 1967), most did not seem to realize his planning had progressed so far.

The Broadcast Rating Council, which presumably would be affected by and perhaps involved in any such methodology study, had no immediate comment. Nor did the networks have any formal reaction, although some of their representatives privately challenged both the need for such a study and the premise on which it was based.

Some authorities said they agreed with Mr. Dodge that television is moving toward "people numbers" rather than "household numbers" and speculated that this climate offers "a great opportunity for someone to come in with a people's measurement—if he can do it at realistic prices. But these sources did not think a basic methodology study was needed. One said: "We know what we want—people numbers. The problem is to get it at a reasonable cost."

Other Views • Other sources contended, sometimes bitterly, that the move was essentially a "promotion" for ARF to regain what they considered waning stature for the foundation, rather than a response to any real need for new standards.

The TV ratings services were more reserved in their reactions, suggesting that it can be valuable to review existing service in any field in the light of needs, trends and new developments, but also emphasizing that there is always the problem of costs and the question of how much users are willing to pay for more sophisticated service.

A spokesman for Nielsen said his company has "no problem" with the developments cited by Mr. Dodge as grounds for a review of present standards—UHF growth, proliferation of TV sets and need for demographics—but said he would grant some validity to the demographics argument "if Mr. Dodge is talking about the speed of delivery of the demographics."

Use of diaries for audience-composition data does delay delivery of the material somewhat, he said, but he added that he wondered whether anybody really needs the material faster than it is now provided.

Multisignal • He said Nielsen meters can read as many as four signals in a multi-set household—and wondered, too, that the company currently has in use gear that measures portable set viewing by radio signals.

UHF measurement, he contended, is also "no problem."

He said Nielsen audience-composition data is based on diaries used in conjunction with recordimeters that re-

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New high set by Saturday-night movie

The theory that at mid-season movies on television do not get the big ratings is not for "The Birds." The motion picture by that name was shown on NBC-TV as a Saturday night presentation on Jan. 6. Nielsen gave it a 38.9 rating, which the network quickly pointed out made "The Birds" the highest rated network movie ever broadcast.

Its average rating topped the 38.3 scored by "The Bridge on the River Kwai" on ABC-TV Sept. 25, 1966. ABC had estimated that 60 million viewers across the country had watched the three-hour Kwai telecast in whole or in part. NBC said last week it was "likely that" that 65 million-70 million viewers all or part of the two-and-a-half-hour "The Birds."

The feature film's rating, as reported in the fast Nielsen report covering the week ended Jan. 7, represented 21,780,000 homes tuned to the show in the average minute. "Birds" achieved an audience share of 59%. By comparison, the second highest rated network show was Bonanza on NBC with a 30.6.

In the averages for the 7:30-11 p.m. period that week, NBC led the competition. The ratings: NBC 21.5, CBS 20.9, ABC 18.4.

The movie resurgence during the period also included a 29.1 rating and fifth place for ABC's Wednesday movie, "Roustabout"; and a repeat showing of "Music Man" in two parts on CBS, Thursday and Friday nights, received 16.7 and 18.0 respectively.
Newspaper champion sees trouble in TV 30's

One of the most forceful critics of television advertising told an audience of newspaper executives last week that the developing trend toward 30-second TV commercials can be a mixed blessing for the newspaper advertising field.

The speaker, Dr. Leo Bogart, executive vice president and general manager of Bureau of Advertising of the American Newspaper Publishers Association, said the switch to 30's "will open a flood of new commercial positions which will be sold to middle-sized and smaller advertisers." This poses "a direct competitive threat," he acknowledged.

But Dr. Bogart reminded his audience at the annual convention of the International Newspaper Advertising Executives in New Orleans last Wednesday (Jan. 17) that the expected proliferation of 30's will make the "viewing skew even more unbalanced as the number of commercial positions expands."

"In short, the switch to 30's makes our argument for a media mix even more forceful than it has been," Dr. Bogart commented.

**Attacks Measurement**

He criticized once more the accuracy of television ratings. Dr. Bogart said that in recent weeks there have been published reports focusing on inconsistencies between audience levels produced by diary and meter methods.

He noted that the ANPA has offered seed money to the Association of National Advertisers for a study investigating broadcasting rating methodology. He commented:

"Like the pregnant lady who was asked why she didn't marry her boy friend, they [ANA] have told us they prefer not to get involved."

Dr. Bogart said there is an urgent need for a study looking into the changing nature of TV viewing habits and "the drastic imminent changes in TV advertising."

"If the size of the TV audience is measured dispassionately and well," he stated, "it will be good for newspapers, it will be good for advertisers, and it might even save television."

Dr. Bogart said the next large Bureau of Advertising project, which the newsprint information committee has agreed to sponsor, will seek to find out the medium that people turn to when they want to know about advertising or any other kind of useful information. He said the study is being undertaken because the television industry has been claiming that newspapers are ineffective because people spend less time reading them than they spend watching TV.

**Admit Sales Power**

"We have never questioned the great sales power of television," Dr. Bogart said. "We do question the notion that it is all-powerful."

He told the group that the Bureau of Advertising has every confidence in the continuing health of the newspaper business and is basing its future planning on an estimate that by 1975 newspaper advertising will be in the range of $8 billion.

Jack Kauffman, president of the Bureau of Advertising, told the INAE convention, that in 1967 estimated newspaper revenues totaled $4.96 billion. This compares with $4.895 billion in 1966.

Mr. Kauffman said newspapers had failed to reach expected goals in national advertising in 1967, but added that "we had a healthy gain of 4.1% in retail advertising."

He said that total newspaper advertising billing in 1968 should run 10% ahead of 1967.
American jets into TV sports

Airline, aiming at youth and professional travelers, puts $3 million on games

Do professional travelers and professional sports mix? Apparently they do for American Airlines, or at least that's the reading from the company's recent burst of sports-buying on television at a cost estimated at over $3 million. The airline has invested:

- About $600,000 for one-quarter sponsorship of New York Yankees baseball games on WPIX(TV) New York during the 1968 season with options covering the next three years (see below).
- Roughly $500,000 for the 1968 season of National Hockey League Game of the Week coverage on CBS(TV) including the Stanley Cup playoffs.
- Close to $150,000 for NBC-TV's Astro Jet Golf tournament on March 17 (4:30-5:30 p.m.).
- Nearly $2 million for National Football League games, which have ended this month, and The Cotton Bowl game.

American Airlines officials indicated last week there may be more sports TV activity, adding that the company now has various spot TV package buys "in and around" different sports or other programs. The 50 markets include the 35 to 45 U.S. cities that American services.

Flight Programs - In still another area, American since last December has begun using in-flight film shorts of NFL football games for all its transcontinental flights. The films, ordered from the NFL, have included regular-season games for one-week showings, the NFL championship game for two weeks, and recently the Super Bowl for two weeks.

Jerry Jordan, American's vice president of advertising, summed up the company's feeling for TV sports by saying the programs represent "an excellent vehicle" for the airline's target customers—the professional business man and the youth market.

To reach this audience American started out two years ago with sponsorship of NFL football on CBS-TV. In the past year, the company bought three minutes per NFL game every other week, using both of the network's package deals (mostly in plan A at $75,000 a commercial minute, and in plan B at $48,000 per minute). Its football buys have also included CBS's Cotton Bowl for four minutes, and participation in last year's NBC-TV American Football League championship game.

Airline First - Last week the airline announced its Yankee contract starting in 1968 and representing, American claims, "the first time that a major air-

It's profitable to move out of a cellar

The New York Yankees, who last summer climbed out of the cellar and into ninth place in baseball's American League, this season will advance radio-TV rights another $500,000 to an estimated $3.8 million.

Last year when Pabst Brewing Co. entered a two-year TV contract with the Yankees, the radio-TV rights were estimated at $3.3 million, or $200,000 less than the 1966 season. This reduction reportedly allowed Pabst a cutback in sponsor's price (BROADCASTING, Jan. 23, 1967).

At a news gathering last week in New York, the Yankees appeared in a stronger bargaining position with the announcement of American Airlines' one-quarter sponsorship of a 115-game schedule on WPIX(TV) New York—"the first time" for a major airline to sponsor local TV coverage of major league baseball (see above). Other TV sponsors are Pabst Brewing Co., Milwaukee, and General Cigar Co., New York, each signed for approximately one-quarter. A Yankee official estimated that local TV accounts for about $2.5 million of income.

The remaining broadcast monies come from a schedule of 190 games carried on radio by wnuw New York, of which one-quarter sponsorship has already been sold to G. Krueger Brewing, Cranston, R.I.; a 40-station radio network outside New York (General Cigar 1/4, Atlantic Richfield 5/12) and a five station TV network (Atlantic Richfield 3/4). Changes Planned - The Yankees also announced that sportscaster Joe Garagiola is resigning and will be replaced by Frank Messer under a new two-year contract. Mr. Messer formerly broadcast for the Baltimore baseball Orioles and with the Baltimore Colts of the National Football League.

Tom Miller, Yankee vice president for sales and broadcast affairs, said the Yankees will begin leasing two color tape machines at Yankee Stadium (used by CBS-TV for its pro football and soccer coverage) plus the use of $10,000 worth of supporting equipment for instant color replay effects.

The club, he said, will introduce a superimposed scoreboard onto the TV screen for scores, team standings, batters' counts and averages, etc. Another innovation will be directional mikes placed on the playing field to pick up game sounds.

The Yankees, Mr. Miller added, are half owners with CBS-TV of five General Electric color cameras, which are in use six months by the ball club, and throughout the year by CBS for football and soccer. CBS Inc. is 100% owner of the Yankees.

January 22, 1968
Atlanta Believes in Metropolitan Opera. And WSB-TV.

Opera is very much part of life in Atlanta. Opera Week has been a tradition in the city since 1910. One of the many which go to make Atlanta the cosmopolitan community that it is. In Atlanta WSB-TV is also a tradition. The station is always involved in the community, and the community believes in the station. Like the Metropolitan Opera, WSB-TV wins bravos in Atlanta.

Want to hit a high note in this market? WSB-TV/Ch. 2/Atlanta/NBC/Petry

WHITE COLUMNS ON PEACHTREE
line has purchased time on a local play-by-play telecast anywhere in the major leagues on full-season basis." According to F. J. Mullins, American's senior vice president of marketing, similar baseball contracts in other major cities may develop, depending on the success of this buy.

It was learned last week that American after two weeks of "testing" commercials on CBS-TV's NHL hockey Game of the Week schedule this month has entered a contract for three minutes per game every other week through March 31, and for participations in the Stanley Cup playoffs in April for five consecutive weeks.

In another sponsorship deal, American has arranged to have its fully sponsored Astro Jet Golf tournament, scheduled Feb. 14-18 in San Diego, Calif., telescast as a one-hour sports special on NBC-TV March 17. The airline may sell off one or two of the seven commercial minutes, or sponsor the entire show. Last year the Astro Jet was syndicated to TV stations by Triangle, with American committed to some participations.

American Airlines' agency is Doyle Dane Bernbach Inc., New York.

**Hartford agency to open video-taping facility**

Electronic Media Programs Inc., Hartford, Conn., a closed-circuit video-taping facility, is to begin operating later this month for sales and training purposes.

Formed as a subsidiary of the Charles Brunelle Co., Hartford public relations and advertising agency, the new studios will be located at 41 Lewis Street.

Charles Brunelle, agency president, reported that the facility will be divided into a grid-located main studio, a more intimate small studio for individual taping sessions, with control rooms facing into each studio, and a rear-screen projection room.

According to Mr. Brunelle, some of the uses for the center include "inexpensively working out every detail of TV commercials before they are broadcast, thus saving money and time"; of commercials before taping them with broadcast-compatible equipment"; offering an electronic clipping service; recording manufacturing processes, and pretesting commercials or speeches with simultaneous playback of viewer reaction.

Kodak buys spot TV for Kodel fabrics


List of the markets and stations was released last week by Warner Brothers Seven Arts, producer of the sports specials. The campaign, W7 said, centers on weekend afternoon telecasts of the series and is tied in with local store merchandising of Kodel fibre carpets and sportswear featuring the 23 professional sports figures who star in the programs. The series begins on varying weekend dates over a two-month period, starting Jan. 20-21. First telecasts were set for WEEV(TV) Cleveland and KSTP-TV Minneapolis-St. Paul.

A week later, the series starts on WBBM-TV Chicago, WTVN-TV Columbus, Ohio, KNXT(TV) Los Angeles and WCAU-TV Philadelphia. "Preview" for the series, W7 said, was Jan. 13 on three stations—WABC-TV New York, WWJ-TV Detroit and WAVE-TV Louisville. Twenty other major markets take the series starting next month, three additional markets in March and three markets at a date to be announced.

**TV to share Flying A's $1-million campaign**

The Getty Oil Co., New York, this week will embark upon a $1-million "something extra" campaign for its Flying A gasoline with sponsorship of various network-TV sports-package shows on five stations in three target cities: New York, Philadelphia and Boston.

Getty's emphasis on sports springs from its agency's (Smith/Greenland Co., New York) belief that "men do 75% of gasoline purchasing or brand specification," and sports TV programs "are the best place to find them." The agency has prepared three TV commercials that promise "something extra" for "the way people really drive." The campaign also includes signs, booklets, buttons and a record for disk-jockey use. The TV commercials will be on WABC-TV New York, W FILE-TV Philadelphia and in Boston on WBBZ-TV, WHDH-TV and WNAC-TV.

**Agency appointments . . .**

- Barker Bros., Los Angeles, (home furnishing stores), division of City Products Corp., has appointed Anderson-McConnell Advertising Agency Inc., Hollywood, to handle its advertising account. A budget of more than $250,000 has been allocated, concentrated primarily in radio and television. Barker Bros. has 23 locations in Southern California.

- Hansen Glove Corp., Milwaukee, has appointed the Zlowe Co., New York, for its line of women's cloth and knit gloves. Media plans and billing have not been settled.

- Hieckok Manufacturing Inc., manufacturers of men's accessories, has named Altman, Stoller, Chalk Advertising Inc., New York, as its new agency. Former agency was Powell, Schoenbrod & Hall, Chicago.

- Lydia E. Pinkham Medicine Co., Lynn, Mass., has named Bo Bernstein & Co. of Providence, R. I. to handle its advertising of new products. West, Weir & Bartel, New York, remains as the firm's agency for its vegetable compound and tablets.

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**BAR billing report for week ended Jan. 7**

**BAR network-TV dollar revenue estimate—week ended Jan. 7, 1968**

<table>
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<tr>
<th>Day parts</th>
<th>ABC</th>
<th>CBS</th>
<th>NBC</th>
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<th>Total dollars</th>
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<td></td>
<td></td>
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<td>Sign-on 10 a.m.</td>
<td>-</td>
<td>58.0</td>
<td>261.0</td>
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<td>319.0</td>
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LBJ goes to bat for consumers

PROPOSES LONG LIST OF LAWS TO PROTECT THEM FROM FRAUD

One facet of President Johnson's Great Society that is not being cut back or held at present levels notwithstanding the burdens of the Vietnam War, inflation and the balance-of-payment problem is consumer protectionism. The President devoted a section of his State of the Union message, delivered to a joint session of the 90th Congress and televised live by all three networks (see page 44), to moves he proposes to protect the American consumer from fraud and deception.

Among them were three that could have implications for advertisers and the advertising media: the appointment of a special counsel in the Department of Justice, reporting directly to the attorney general and working with the President's adviser on consumer affairs; giving "stronger powers" to the Federal Trade Commission to fight fraud and deception, and a proposal to restrict television viewers from "hazardous radiation" from television sets and other electronic equipment.

Agency and advertiser sources generally were agreed that the probable effects of Mr. Johnson's references to consumer protection cannot be gauged completely until details of his proposals are made public, presumably in a consumer message to Congress.

They did not seem to be especially concerned on the basis of what he said last Wednesday night, although they noted that his proposed extra authority for the FTC conceivably could involve details that might cause concern. On the other hand there was some feeling that advertising might be better off if the FTC got some authority or jurisdiction new here by other agencies, such as the Food and Drug Administration.

Observers both in Washington and in New York noted, however, that most of the President's suggestions on consumer protection were either already in the legislative processes, or had been discussed in preliminary fashion. The one real surprise, all agreed, was the proposal that a special consumer counsel be appointed in the Department of Justice.

Special Specialist • A spokesman for the Department of Justice said later in the week that the idea of a consumer counsel in the government's legal department was pretty well established, although, he indicated, planning was by no means complete. The consumer counsel, would, he said, coordinate consumer-protection activities in the Department of Justice (both the agency's criminal and civil divisions are involved in litigation that is, in many instances, for the benefit of the consumer); act as legal adviser to the President's adviser on consumer affairs (at present it's former TV personality Betty Furness); work with municipal and county district attorneys, and with state attorneys general on consumer activities; represent the U. S. in litigation involving consumer deceits (most probably as a friend of the court although in some instances he may initiate lawsuits), and testify before congressional committees on prospective legislation involving consumer matters.

The consumer counsel would have a small staff, the spokesman said, probably not more than two or three lawyers and secretaries. He would, it was stressed, probably be appointed as a special assistant to Attorney General Ramsey Clark, who is understood to be very favorable to the idea.

The consumer counsel, the spokesman noted, would not function especially as an industry gadfly, a la Ralph Nader, but this does not mean that he would not at times publicize bad practices that he felt were shortchanging consumers.

In some Washington quarters, it was thought the President's idea was for the consumer counsel to act as an "ombudsman," the individual who in some countries, notably in Scandinavia, is the liaison between citizens and government agencies. This report was downgraded by Justice Department sources, although a hearing on this concept was held only last week by a Senate committee (see page 38).

Some observers in the advertising field believe, however, that a Justice Department consumer specialist may be the very person to transmit into action proposals made by Donald F. Turner, antitrust chief, that more and better information on products be secured and disseminated to consumers.

A Capitol Hill source did not see lurking in the President's message any direct threat to present advertising practices, nor did he see any hidden strength for a "consumer fact bank." He noted, however, that Representative Benjamin S. Rosenthal (D-N. Y.) has proposed the establishment of a "tell-tale" plan of mandatory labeling of merchandise to provide consumers with relevant information from government standards and buying groups.

Also, he noted, Senator Philip A. Hart (D-Mich.) has called for the establishment of a "National Consumer Foundation" to serve as a clearinghouse for consumer information.

Power of Injunctions • The President's reference to giving the FTC more power was taken to refer to recommendations already made to Congress by FTC Chairman Paul Rand Dixon that the agency be given the right to apply to the courts for injunctions in all cases involving unfair methods of competition and unfair and deceptive acts and practices.

At the present time, the FTC is limited in the use of injunctive processes to foods, drugs and cosmetics. In other areas, the agency must act on what is acknowledged to be the long and laborious system of issuing cease-and-desist orders, hearings and oral arguments—all of which consume so much time that the challenged practice runs its course.

In commenting on what Congress has done in the consumer field, the President mentioned the Wholesome Meat Act, the Flammable Fabrics Act, the Product Safety Commission and the improvement of clinical laboratories. He called on Congress to pass the Truth in Lending Bill, Fire Safety and Pipeline Safety bills; all already passed by the Senate.

Other protective bills still pending are those dealing with credit insurance, electric power, mutual-fund reform, interstate land sales, welfare-and-pension-fund disclosure and medical-devices safety.

The President said he intended to propose new protection bills on the quality of fish and poultry, and water
Radio, TV catch retailers’ eye

270 store representatives listen to advice at Chicago conference

The growing interest of retail department stores in the broadcast media was evident in Chicago Jan. 13-14 at the 16th annual Retail Advertising Conference, which is devoted chiefly to the print media.

Two separate sessions devoted to radio-TV this year generated considerable comment among the more than 270 store advertising representatives there. Questions about the air media were reported abundant in the small workshop gatherings following the formal talks.

Kevin Sweeney, broadcast consultant, and Roger Kiley, sales manager, WUBE Cincinnati, related retailing trends in Cincinnati, related retailing trends in formal workshop gatherings following the 270 store radio previous years evident Chicago radiation shunt -regulator tube was emitting excess of automobile insurance.

Don't think of it as “teen” music, he added, reminding his audience that one-third of the girls “marry at 17.” Also, he noted, they make ideal customers “because they need everything and know nothing.”

Mr. Sweeney suggested five rules for effective use of radio by the retailer: (1) Use announcements, minutes preferred. (2) Advertise items. "Throw out of your office any radio salesman who talks institutional." (3) Combine two items per minute announcement, perhaps three. (4) Repeat, Repeat, Repeat. Repeat. (5) Develop a logo in sound running 10-12 seconds and if it's a jingle be sure to "rock it."

Describing his final advice as the most controversial, Mr. Sweeney said he feels advertising agencies and the 15% commission system are retailing's worst enemy in efforts to use radio effectively. He said the tremendous detail and paperwork involved in retail advertising makes it impossible for an agency to profitably work on such an account. The only answer, he feels, is a substantial fee system to make it worthwhile and keep the agency from cutting corners.

Better Commercials. Mr. Abrahams reviewed commercials recently aired by Tiedtke's of Toledo, Ohio, for carpeting and by Hoveland-Swanson of Lincoln, Neb., showing how they might be still further improved. A redo of the Hoveland-Swanson commercial was filmed in the living-color setting of the home of A. James Ebel, vice president-general manager of KOLN-TV Lincoln, he said.

Mr. Abrahams cited the rising tide of retail use of television this past year, highlighted especially by the enlarged TV budget of Sears, Roebuck & Co. placed through Ogilvy & Mather, New York.

Also appearing on the TV panel with Mr. Abrahams were Ben Doroff, Wana-makers, Philadelphia; Dorothy Klaus, Berner's, Peoria, Ill., and Don Lazar, Community Discount, Chicago. They related increased use of TV by their firms.

John W. Mills, vice president and sales promotion director, Rich's, Atlanta, was elected to the retail advertising hall of fame at the close of the RAC meeting. Rich's currently is spending more than 15% of its annual advertising budget in radio-TV.

Face to face in Washington

A plethora of government officials and advertising executives will be in center stage when the American Advertising Federation holds its 10th annual conference on government relations in Washington, Feb. 5-7.

The two-and-a-half day conference will also serve to introduce the AAF's new president, Howard Bell, to the membership and to formally dedicate the association's expanded Washington

Noncommercial Hope

Chrysler Corp. deleted all commercial time on the Bob Hope special on NBC-TV last week (Jan. 18, 8:30-10 p.m. EST) and the network, though it cut away for a few-second station break at 9 p.m., in effect did not permit sufficient time for stations to insert commercials during the show.

As a result, with the exception of the identification of Chrysler both at the outset and at the close of the show, there were no commercials. The special consisted of films of Bob Hope's Christmas visit to U. S. service men in Southeast Asia. The cost to Chrysler, which sponsored the show through Young & Rubicam, reportedly came to $1 million in production and time.
WFLI, Chattanooga; WBAM, Montgomery, WVOK, Birmingham now all have something in common besides being 50,000 watt stations.

The Edward Petry Company.
We are proud to announce that we represent these three stations nationally.
offices.

Among the high-ranking government officials on hand will be: Senator Warren G. Magnuson (D-Wash.), chairman of the Senate Commerce Committee; FCC Chairman Rosel H. Hyde, Federal Trade Commission Chairman Paul Rand Dixon; Repre- sentative Clarence G. Brown Jr. (R-Ohio), member of the House Com merce Committee; Charles Schulzke, di rector of the Bureau of the Budget; W. Averell Harriman, U.S. ambassador-at-large; Betty Furness, special assistant to the President on consumer affairs; Winton B. Rankin, deputy commis sioner, Food and Drug Administra tion.

Advertising spokesmen will include: Alfred J. Seaman, president of Sullivan, Stauffer, Colwell & Bayles, and chairman of the American Association of Advertising Agencies; Vincent T. Wasilewski, president, National Association of Broadcasters; Arthur C. Fatt, chairman, Grey Advertising; Fred Baker, president, Frederick E. Baker Co.; C. Joseph Stetler, president, Pharmaceutical Manufacturers Association; A. James McCollum, advertising and publicity manager, Pacific Gas & Electric Co. and George W. Koch, president, Grocery Manufacturers of America.

Presentation of the annual AAF award for improving advertising-government relation ships will be presented to Repre sentative Bob Wilson (R-Calif.)

Former D'Arcy men open Atlanta agency

Scofield, Braselton & Williams Inc., Atlanta-based advertising agency, has been formed by three experienced Georgia advertising men. All supervised and did the creative work for Morrison's Cafeterias with D'Arcy Advertising. Morrison's has transferred its account to the new agency.

Clay Scofield, president, was also a vice president of Liller, Neal, Battle & Lindsey in Atlanta, and has worked on such accounts as Colonial Stores, Trust Company of Georgia and Life of Georgia.

A. B. Braselton, executive vice pres ident, was account executive on Magic Chef ranges and Wachovia Bank & Trust Co. at D'Arcy.

Richard B. Williams, vice president and creative director, was with Atlanta Newspapers Inc. before entering advertis ing. He did creative work for Coca-Cola, Delta Air Lines, Royal-Crown Cola, Diet-Rite Cola, Nehi beverages and Magic Chef ranges while with D'Arcy.

SB&W is located at 33 Ponce de Leon Avenue, N.E., suite 303.

Walton picked as Midwest rep

Robert J. Walton has been named to serve as the Midwest representative in Chicago of Weed Radio and Television, station representatives. It was an-

THE MEDIA

NAB meets in the sun

Holding its spectrum space, setting TV time standards major tasks facing board

Spectrum attacks, television time standards and CATV will be high on the agenda this week as the National Association of Broadcasters board meets in Sarasota, Fla. (Jan. 22-26).

Much of the discussion in the television board meeting (Jan. 25) and the two joint board meetings (Jan. 23 and 26) is expected to center around the demands of land-mobile users for more spectrum space and the current study of the spectrum by President Johnson's telecommunications task force.

Concern over the future of on-air broadcasting was expressed two weeks ago when six trade associations, including NAB, met in Washington to lay groundwork for a unified industry drive to show the need to keep broadcasting in the spectrum and not relegating it to a wire-only service (BROADCASTING, Jan. 18). The NAB staff, which advocates a strong research program that must be concluded within six months if it is to be presented to the task force before that group's report is made, will offer its suggestions to the board and request funds for the project.

Also to be considered is a recommenda tion for a study showing the need for keeping spectrum control in the hands of an independent regulatory agency. This study is precipitated by concern that a governmental study now underway may recommend that spectrum control be placed in the executive branch of government.

Final Verdict • The revised TV time standards that will be up for adoption, modification or rejection by the television board are the final step in the drawn-out attempt to streamline the time standards for advertising.

At its Dec. 12-13, 1967, meeting, the TV code board came up with a recommendation for a maximum of four consecutive commercial announcements within a program interruption and a maximum of three consecutive commercial announcements in any station break (BROADCASTING, Dec. 18, 1967). The four-three plan was hammered out in the face of CBS-TV's implied threat to leave the code if the rules were too tight.

On the other hand several station groups, notably Westinghouse, Corinthian, Storer and Taft, had opted for a more restrictive consecutive-announcement policy. If the board adopts the code board's recommendation, the new interruption-announcement standards will go into effect in September and, in operation, should look much like the present standards.

If the TV board pushes for a more stringent approach on the number of consecutive commercials, the whole restructured code, including the interruption standard that was adopted at a special TV board meeting last October, could be dumped, with the present standards remaining in force.

The board's position will also determine whether Howard H. Bell, code authority director, leaves NAB on a high note or takes over his new post as president of the American Advertising Federation (BROADCASTING, Jan. 18) after a long, but losing battle. Mr. Bell has been attempting for almost two years to see the time standards restructured.

CATV Interest • CATV and the NAB's position toward it will also have a spot at the meetings. President Vincent Wasilewski will name a committee to meet with the National Cable Television Association and discuss the problem areas singled out in the four meetings of the Hatch-Stern ad hoc CATV copyright committee. Naming of NAB representatives, seemingly to pick up talks with NCTA where the two groups left off three years ago, was endorsed last month by NAB's executive committee.

Also expected to come up will be the third attempt by Roger W. Clipp, Tri angle Stations, Philadelphia to create a division within NAB to serve broadcast ers with CATV interests (CLOSED CIRCUIT, Jan. 18). Mr. Clipp's first attempt came at his first board meeting in June 1966. He missed the winter 1967 board meeting and tried again at the June 1967 session. He will present data showing that almost 800 broad-
nounced last week. Mr. Walton heads his own company, Walton Broadcasting Sales, Chicago, and will continue that activity as a separate function from his association of interest with Weed, it was indicated.

VPI bolsters staff in plans for opening

In anticipation of the opening of the new VPI Color Center in New York next month, George Tompkins, VPI president, announced last week a series of top management promotions and additions to the staff and the creation of a new communications-development arm.

Executive Vice President Shelly Satin, who has been in charge of all commercial operations with headquarters in New York, will direct the new group and will concentrate on video communications and electronic-media devices. A spokesman declined to elaborate on the areas in which the company will become active, citing competitive considerations.

Peck Prior, executive vice president and formerly head of West Coast operations, will move to New York and supervise all commercial operations. James Jacobs, who has been in charge of West Coast production, will continue in that assignment and has been elected a vice president of the company. Bob Milford, who has been director of radio-TV production for Doyle Dane Bernbach, Los Angeles, has joined VPI as executive producer on the West Coast, and Chuck Manno, formerly vice president in charge of production for Film Fair, New York, has been named general manager of New York operations for VPI.

Tape price cut draws business to Reeves

Approximately 25 new clients that have not used video tape for spot television have become active since late November 1967 when Reeves Sound Studios, New York, reduced prices for quantity orders on tape duplications.

A Reeves spokesman last week claimed the new price schedule makes quantity duplication prices "compatible to film." He said the lowest price on the new schedule is 30% under the previous low. On top of the reduction in duplicate prices of 22% to 48% implemented last Sept. 15, prices for duplicate tapes of one minute or less have been lowered by as much as 81%, he said.

Media charged with hiring bias

Negro and Puerto Rican employment discrimination alleged in N.Y. hearing

The communications industry, including radio and television, was charged last week by a federal commission studying discrimination against Negro and Puerto Rican white-collar workers with substantial under-employment of members of these ethnic groups in the New York area.

This charge was contained in a report on hiring practices in the communications field in New York during the third day of hearings at the federal court there by the Equal Employment Opportunity Commission. The report claimed low levels of minority white-collar employees in advertising, book, periodical and newspaper publishing, and radio and television broadcasting.

Charles B. Markham, director of research and reports for the commission, said that although employers in the communications field do not provide a major portion of white-collar jobs in New York City, they have "a place of awesome influence in the nation, and it is they who can most readily establish the intellectual climate for significant social changes. "It is not clear that the communications industry has accepted this responsibility," he stated.

Poor Social Mirror • The report indicated that because of "a near total absence" of minority groups from any but “stereotyped roles” in television programs and commercials and in periodical and newspaper advertising, the industry was giving Negroes and Puerto Ricans "a distorted view of themselves" and was providing Americans as a whole with “a false image of the society in which they live.”

According to the report, the radio-TV industry in New York was the leader in the communications field in employment of Negro office and clerical personnel, with 7.6% of such workers (though behind banking and insurance). In terms of Negro officials and managers, broadcasting, with 0.9%, trailed only book publishing (1.0%) in communications and insurance generally (1.9%). With respect to Negro professionals, radio-TV was in second place over-all with 1.9% employment rate, behind book publishing (2.4%).

In employment of Puerto Rican office and professional workers, the TV-radio industry has lagged, the report said. On the clerical level, TV-radio ranked ninth and last with 1.2%; seventh with respect to officials and managers (0.4%), and fifth in the professional classification (0.7%). The report indicated that one TV-radio network (unidentified), as of 1966, did not have a single Puerto Rican employed on the clerical, managerial or
The top-50 plan: a shoe that just won't drop

The fate of the FCC's so-called top-50 market proposal remains undecided following a commission discussion of the controversial item last week. The commission reportedly neither gave instructions to the staff for drafting an order disposing of the issue nor gave evidence of arriving at a consensus. The commissioners will have another go at the subject at their meeting Wednesday (Jan. 24).

The proposal—to limit new ownership of top-50 market television stations to three (no more than two of them VHF's)—was issued for industry comment by a vote of 4-to-3 in June 1965 (BROADCASTING, June 28, 1965) as a means of holding open major markets for the development of more, if smaller, broadcast entities.

Since then commission support for the concept appears to have waned. A policy designed to implement the proposal pending conclusion of the rulemaking was waived each of the six times waiver was requested.

The question as to how the matter will be disposed of remains in doubt, however. Last summer, the staff submitted an analysis of the comments filed in the proceeding without making any recommendations—other than to suggest that, if the commission is disposed toward adopting the proposed rule, it should hold an oral argument on it (CLOSED CIRCUIT, June 19, 1967).

One suggestion was before the commissioners last week—to require particularly strong showings in support of applications that would result in an entity acquiring more top-50 stations than would be allowed by the pending proposal. This had been talked of within the commission as a possible approach to the problem (BROADCASTING, Sept. 25, 1967).

The Lineup Now • Indications last week were that the proposed rule has the support of three commissioners—Robert T. Bailey and Kenneth A. Cox, who had voted for the rulemaking and interim policy, and Nicholas Johnson. Commissioner Johnson, who was not a member of the commission when the proposed notice was issued, thus would be filling the gap left by the resignation of former Chairman E. William Henry.

Commissioner Lee Loevinger, then, appears to hold the swing vote. He was in the majority on the rulemaking and interim policy, but he voted for every waiver of the top-50 policy that was requested and, in separate statements accompanying commission orders granting the waivers, has made clear he does not support the proposed rule, at least as presently drafted. The commissioners who voted against the rulemaking and adoption of the interim policy and who are expected to vote to abandon both are Chairman Rosel H. Hyde, Robert E. Lee and James J. Wadsworth.

The commission is believed to be anxious to resolve the issue as soon as possible since the frequently waived policy has become something of an embarrassment to the agency. Members of the House Commerce Committee, in criticizing the commission last month for approving the transfer of five top-50 television construction permits from D. H. Overmyer to AVC Corp., frequently referred to the action as bypassing "established" commission policy.

Professional level.

Statistics included in the report show that advertising agencies in New York employed Negroes and Puerto Ricans in white-collar jobs at a level below that of the broadcasting industry.

Commission officials questioned various executives from TV-radio networks, advertising agencies, newspapers, magazines and book-publishing companies with respect to their policies on the hiring of Negroes and Puerto Ricans.

Lack of Training • Richard L. Scherzer, director of personnel planning and development, Grey Advertising, said the agency has made progress hiring large numbers of minority-group members for clerical jobs but has made less progress in recruiting for professional and semiprofessional positions. He gave three reasons for slower progress in the upper levels of agency work: apparent lack of trained minority-group talent desirous of making a change; inability to find sufficient minority-group beginners all year long to fill vacancies, and the problem of entry salaries for those Negroes or Puerto Ricans who have established themselves in other areas and subsequently desire to switch to advertising.

John F. Devine, vice president, administration, J. Walter Thompson Co., told the commission that five years ago JWT began a special effort to attract minority-group job candidates. This project, he said, included participation in Richard Clarke Associates' job opportunity center; recruiting at predominant Negro colleges since 1964; advertising in a directory that is sent to more than 75,000 Negro graduates and undergraduates; payment of employment fees to minority-group employment agencies; writing to more than 100 employment agencies and 50 college placement bureaus indicating special interest in minority-group candidates; working closely with the National Urban League and assisting in establishing an organization called GAP, Group for Advertising Progress, which attempts to find advertising jobs for Negroes.

Mr. Devine said thatJWT’s New York office has 1,620 people, of whom about 80 are Negroes and almost 50 are Spanish-surnamed Americans. Approximately 30 of the combined group are in the professional area. He indicated the progress that has been made by saying that since July 1, 1963, Negro employment at Thompson in New York has jumped from 0.6% to slightly under 5%, and the Spanish-American proportion has risen to about 3%.

ABC’s Efforts • Marie McWilliams, director of personnel for ABC, detailed the steps the company has taken to widen employment opportunities and job advancement for nonwhite individuals. She said the company has a policy of nondiscrimination, lists itself as an "equal opportunity employer" in advertisements and with employment agencies, including those that specialize in the minority market; participates in the National Urban League’s broadcast-skills bank and works with various community organizations active in the nonwhite field.

Miss McWilliams said progress has been made in this area at ABC. From March 1966 to March 1967, she said, employment of Negroes and Puerto Ricans has risen by 13.5%. Minority group members now have jobs running the gamut from news commentator to carpenter, from disk jockey to scenic designer and video-recording engineer.

Attempts are made to upgrade these minority-group employees and she mentioned several examples, including that of Melba Tolliver, a secretary, who served as an on-the-air news reporter during two recent strikes at ABC. Miss Tolliver is now studying television reporting at New York University, with her tuition paid by ABC, and is also being given extensive on-the-air train-
William C. Fitts Jr., vice president-employe relations, CBS Inc., outlined the steps the company has undertaken to expand job opportunities for non-white individuals. These include liaison with Negro leaders and organizations; advertisements in Negro newspapers; placement of opportunities with employment agencies on a nondiscriminatory basis; job-training development, and internal promotion to increase the number of Negroes in higher-level jobs.

"We now have Negroes employed in executive positions, such as attorney, financial analyst, programer, supervisor, department director, department manager, administrator, program producer, professional engineer, plant foreman, plant manager, TV salesman, and program executive," Mr. Fitts reported.

He acknowledged that CBS had not made enough efforts to find Spanish-speaking employees.

Several of the broadcasting and advertising executives noted that they were making special efforts to recruit members of minority groups who either were qualified or had potential for development. But they indicated that progress was slow because the communications field is relatively small; positions above the clerical level often require specialized training that many minority group members lack, and qualified candidates from these ethnic groups often seek employment in other professions and businesses in which opportunities may be far-ranging and promise more rapid advancement.

**NAEB Activity** In a separate but related development in Washington, the executive committee of the National Association of Educational Broadcasters last week established two ad hoc committees to investigate employment and programming practices in educational broadcasting.

NAEB President William G. Harley said the association's new employment practices committee will concern itself with a study of the positions minority groups hold in educational broadcasting today, and that the committee will also study the initiation and development of training programs to open job opportunities to people in these groups in the immediate future.

A second committee was set up by NAEB to study what educational broadcasting can do to expand programming that has appeal and meaningfulness to persons living in urban ghettos.

Both committees will present their recommendations and conclusions to NAEB's membership at the association's annual convention in November. Mr. Harley said members of the newly created committees will be announced shortly.

Attending the two-day session of NAEB's executive committee last week were Mr. Harley and James Robertson (chairman), University of Wisconsin, Madison; Dr. George Bair of the South Carolina ETV Commission, Columbia; Lee Dreyfus, Stevens Point State College, Stevens Point, Wis.; Hugh Greene, director, Indiana Higher Education Telecommunications System; John Witherspoon, noncommercial KEBS-FM-TV San Diego; Jack McBride, noncommercial KXOS-TV Lincoln, Neb., and attorney E. William Henry, former FCC chairman.

**Peden seeks Senate seat**

Katherine Peden, president and owner of WVVZ Nicholasville, Ky., has announced plans to seek the Democratic nomination for the U.S. Senate. If nominated, Miss Peden would run for the seat now held by Senator Thruston B. Morton (R-Ky.). Senator Morton, a Commerce Committee member, will probably seek re-election. Miss Peden has served in the state government as commerce commissioner under

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**The WJEF Countrypolitan**

His job's in town, but his ear is tuned to country music.

Sure, a man listens to WJEF because he likes our very special brand of country and western music.

But he also listens because he relies on WJEF and CBS news—and to get sports coverage no competitor can touch.

We've had to come up with a new name for him: Countrypolitan.

Is he a farmer? Probably not. He may be a doctor, lawyer, merchant, chief. Typically, he works in one of the 50 Kent and Ottawa County plants employing over 400 people at real good salaries and wages.

And the car radio he listens to on the highway, and the one that keeps his wife company all day, can best remind him of the things he needs and wants.

Ask Avery-Knodel about WJEF—the country music station that comes across with sweet music for advertisers.
Census Bureau updates its TV-audience profile

The Census Bureau has published figures for June 1967 showing that 94.1% of all U. S. households had one or more television sets. Most households had only one set (69.1%), while 24.9% had two sets or more.

The latest data released by the Census Bureau was obtained at the request and expense of the FCC and the Advertising Research Foundation. The report ("Households with Television Sets in the United States: June 1967") includes the percentages for TV sets, UHF-equipped sets and color sets, tabulated by the age of the head of household; whether the head of household is white or nonwhite; age of the youngest household member; educational level and occupation of the head of household, and family income.

The report said the metropolitan areas with the highest percentages of color sets were Los Angeles-Long Beach (28.5% to 30.3%) and San Diego (28.1% to 33.7%). The highest percentage of UHF-equipped households were found in Milwaukee (73.4% to 78.0%) and Washington (53.9% to 57.5%). The Census Bureau also reported that about 1% of all TV households received UHF.

Norris seeks hearing on TV application

It isn't every broadcast applicant who asks the FCC for a hearing on his application. But the Rev. John M. Norris, owner of WGCC-AM-FM Red Lion, Pa., isn't like most applicants. And he has asked for a hearing on his application for channel 49 in Red Lion. Indications last week were that he might get his request—and the same.

Mr. Norris is frequently at odds with the commission, usually because of complaints his stations have not complied with the fairness doctrine. The stations carry the broadcasts of the Rev. Dr. Carl McIntire and a number of other conservatively oriented commentators. It was as a result of a fairness-doctrine complaint generated by a Billy James Hargis broadcast that Mr. Norris brought the suit. Now pending before the Supreme Court, to have the doctrine declared unconstitutional. (see page 48).

Mr. Norris asked for an "immediate" commission hearing, in a letter to Chairman Rosel H. Hyde last week, for the avowed purpose of jarring the commission into action on the TV application that he filed on Dec. 1, 1965. Noting that commission sources have assured his counsel that the court suit isn't the reason for the delay, he speculated that the reason might be "a hope that the matter will become academic by reason of demise (as you know I am 84)."

Other Matters • The television application isn't the only one Mr. Norris filed that is hanging fire. Pending action also are the renewal applications for the Red Lion AM and FM stations. Licenses for those operations expired Aug. 1, 1966. So is an application for a license to cover the construction permit for Mr. Norris's international short-wave station, WNB Red Lion, which has been operating for five years.

Commission officials say the license-renewal applications had been held up initially because of an alleged failure to comply with the commission's new rules on keeping logs. However, the principal concern now apparently involves the fairness doctrine.

Mr. Norris, in his applications for
programs on non-UHF sets because they were connected to CATV or master-antenna systems.


The Census Bureau reported that the percentages were based on interviews with a sample of about 50,000 households.

The television construction permit and for renewal of his AM and FM licenses, promised to comply with the doctrine. But there have since been a number of complaints that the stations have violated it, specifically its provisions dealing with personal attacks.

Commission officials last week, when informed of Mr. Norris's letter, said that the commission appears disposed to agree that a hearing is in order. However, there is a possibility that the commission would not stop with the television application. One source indicated the commission might decide to consider the AM and FM renewal applications in a hearing also, since the fairness-doctrine issue applies to both cases.

Constitutional Question • It wasn't clear, however, whether the application for a license to cover the construction permit for WNB would be included in a package proceeding, if one were held. Commission officials say action on the application is being held up because of an alleged failure to comply with promises made in the application.

But there has long been doubt within the commission that a rule involved in the case could withstand a court test of its constitutionality. It requires international broadcasters to provide service "which will reflect the culture of this country and which will promote international goodwill, understanding and cooperation." Dr. McIntire's broadcasts, which are carried on WNB, frequently attack the United Nations, the concept of one-world government, the State Department, and the World Council of Churches. Such broadcasts appear not to be in keeping with the rule. But attempts at enforcement, some officials feel, would raise a serious question as to whether the permittee's freedom of speech is being violated.

Mr. Norris waged a concerted campaign to get action on his pending applications before requesting the hearing on the television application. He has taken his grievance to Capitol Hill, both in letters to individual congressmen and senators, and in a mailing last April to every member of both houses (Broadcasting, April 24, 1967).

He even threatened to transport a busload or two of his Bible Presbyterian church congregation to Washington last Feb. 14 (Valentine's Day) for prayer meetings in front of each commissioner's door. Mr. Norris cancelled the expedition after receiving a letter from the commission that promised action on the applications "in the near future" (Broadcasting, Feb. 20, 1967).

He feels that letter constitutes a promise on which the commission reneged.

Besides his problems with the Red
Lion applications, Mr. Norris has an interest, through his son, John H., in the commission hearing now underway on the renewal applications for WXYZ-AM-FM Media, Pa. John H. Norris, who is general manager and 10% owner (20% with his wife) of the Red Lion AM and FM stations, is president of the Media stations' licensee corporation. An issue in the Media hearing is alleged fairness-doctrine violations.

**Caplan to head new CBS Learning Center**

The CBS Learning Center has been established as an educational research and development organization to explore new educational technology, systems and services, it was announced last week by A. C. Edwards, president, CBS/Holt Group.

Mr. Edwards also announced that Frank Caplan, formerly vice president and general manager of Creative Playthings Inc., another CBS subsidiary, has been appointed president of the CBS Learning Center. Named to succeed Mr. Caplan as vice president and general manager of Creative Playthings is John J. Cain, who has served most recently as a vice president and assistant to the president of the McCall Corp.

Mr. Edwards said that CBS Learning Center, which will make its headquarters in Princeton, N. J., will work closely with and act as an adviser to the units of the CBS/Holt Group, which was formed last summer as the core of CBS's educational services. The center also will explore potential educational resources within other divisions of CBS to find ways in which radio, television, records, films, tapes, printed materials, toys, and musical instruments can be utilized.

**A secondary change**

**KRTV**(TV) Great Falls, Mont., will become a secondary affiliate of CBS-TV effective Feb. 16, replacing KFBA-TV, which becomes an affiliate of ABC-TV. KRTV**(TV), whose primary affiliation is with NBC-TV, operates on channel 3.

**WARV back on air after fire**

WARV Warwick-East Greenwich, R.I., returned to the air Jan. 13 after losing 33 1/2 hours of broadcast time and about $20,000 due to a fire that completely destroyed the station's transmitter building and equipment. Louis J. Rocke, WARV's manager, praised RCA for its "prompt, efficient action in the installation and delivery of the necessary equipment."

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**Barrett, Coase agree to disagree on CPB**

**OPPONENTS STICK TO THEIR VIEWS ON FUNDING ETV**

A confrontation between two educators over the issue of "Educational TV: Who Should Pay?" proved less a debate than a retrenching of previously held positions—with the result that the more than 50 guests of the debate sponsor, the American Enterprise Institute for Public Policy Research in Washington—spent a pleasant, if less-than-fruitful evening over coffee and cookies.

Participants in the debate were Ronald H. Coase, professor of economics at the graduate school of business and the law school of the University of Chicago and author of several books on British radio and TV, and Dean Edward W. Barrett of the Columbia University graduate school of journalism and chairman of the editorial policy board of the Public Broadcast Laboratory.

Last Thursday night's confrontation between the two marked the close of a three-session seminar on the topic of funding educational television. At the two previous sessions Dr. Coase and Dean Barrett presented their individual position papers (BROADCASTING, Jan. 15, Jan. 8).

Dr. Coase had contended that the Public Broadcasting Act of 1967 was an "ill-conceived piece of legislation . . . [that] is a wholly objectionable poverty program for the well-to-do." Dr. Coase recommended pay television should be established so that consumers willing to pay the cost could obtain the programs they desire.

**Tax Supported** Dean Barrett termed this criticism of public television "abhorrent," citing that there is a sizeable audience of the "less well-to-do" who are interested in the type of "quality programming" that educational television would offer. Commercial television, he said, is not able to offer it because of the "intense competition for a small amount of broadcast time." Commercial stations must program for the widest-possible appeal, he indicated. He also said a pay-TV system would probably "not supply higher-level programming than that now available."

Dean Barrett recommended as a "most palatable" funding proposal a manufacturer's excise tax of from 2% to 5% on television sets. This proposal and others, he hoped, would be adopted so that a source of funds would be earmarked for educational television, and thus the problems and pressures of the annual appropriations process would be avoided.

Those were the major positions staked out and maintained throughout last week's debate. Both educators agreed that commercial broadcasting had evolved, in Dr. Coase's words, where "profits have risen from a level beyond the dreams of avarice to one necessary to maintain that standard of living to which broadcasters have become accustomed." And this, he said, is "the normal search for the position of maximum profits," an economic process that he noted he expected because people are guided "by their own self-interest."

**Enlightened Self-Interest** Dr. Coase described his position as a "classic economic solution—to attempt to devise institutions which will lead people who are pursuing their own interests to act in a way which is socially desirable." Dean Barrett had spoken in support of the Corp. for Public Broadcasting, a government subsidy. Dr. Coase claimed that the officials of the CPB ("not unlike you or me") would promote their own interests. "The chance that their actions will be in the public interest is about as great as that the actions of the National Association of Broadcasters will be in the public interest," he said.

Both educators cited the potential political dangers involved in a highly centralized organization. Dean Barrett claimed that a "decent, public-spirited, representative board" would provide the best safeguard against political misuse of educational television. However, Dr. Coase countered with an anecdote. Several years before World War II, he said, Winston Churchill wanted to speak on the British Broadcasting Corp. against the government's policy of appeasing Hitler. "He was never allowed to speak," Dr. Coase said, and "had the BBC been as influential as it would like to have been, Winston Churchill's position would have been completely undermined and he would have never been able to obtain political power or rally the country in 1940." The significance of that experience, he said, is that this "terrible act, which imperilled the country and the free world, was carried out by as decent, public-spirited and representative a board as one could wish. I don't know who recommended that Joan of Arc should be burnt, but it was probably a decent, public-spirited and representative board."

**Political Control** Responding to a question from the audience whether the CPB might not function with the apparent independence of the BBC, Dr. Coase said that, in his opinion, the BBC functions as a court jester. Though he said it is difficult to apply lessons
Give me 5 million gallons of paint and 21 million tires...

and 26 million gallons of anti-freeze. And I'll take 177 million pounds of lead.

Better add about 5 billion pounds of steel...

and, oh yes, give me 21 billion gallons of fuel.

There—that ought to hold me for a year!

Some customer, the trucking industry! It sure takes a lot of goods to keep those 15 million trucks rolling, and how long would the rest of our economy keep moving if trucks didn't?

American Trucking Industry
American Trucking Associations, Inc.
Washington, D. C. 20036

THE WHEELS THAT GO EVERYWHERE
from one country to another, he suggested that CPB may be allowed to function so long as it doesn't really strike home at points considered important by the President or Congress. Another questioner asked how government funds would be distributed to individual educational institutions for use as they desired (another proposal made by Dr. Coase). Dr. Coase replied that there is one thing about Washington—it never lacks existing agencies to distribute money.

And so the discussion progressed. Near the end of the two-hour session one member of the audience asked why the seminar was not held nine months earlier when the Public Broadcasting Act was still up for congressional consideration. "It seems that we're going over old ground," he said. Fifty bottoms shifted on hard chairs in assent.

On the cable TV legal firing line

The FCC hasn't had much luck with CATV in the U. S. Circuit Court of Appeals for the Ninth Circuit. The West Coast court has issued a stay against an FCC order denying the requests of three Montana CATV systems for waivers of the carriage and nonduplication rules. The CATV systems are Northwest Video, Kalistol, Mont.; Flathead Lake Cable Co., Polson, Mont., and Great Falls Community TV Cable Co., Great Falls, Mont. They had asked for waivers from the commission after TV stations in Missoula and Great Falls, both Montana, had asked them for program exclusivity. When the commission denied their petition, they appealed to the Ninth circuit appeals court, and asked for a stay of the commission's order.

The stay remains in effect until the case is decided on its merits. It was the same Ninth circuit court that had turned down the FCC in the San Diego CATV case, now in the U. S. Supreme Court. Also on the legal front, Buckeye Cablevision Inc., owner of a CATV system in Toledo, Ohio, has asked for court review of the FCC's action of last month designating for hearing Buckeye's request for expansion of the Toledo system. Buckeye is 55% owned by the Paul Block interests (Toledo Blade) and 45% by Cox Broadcasting.

And, filing a petition for review with the U. S. Supreme Court was multiple-CATV-owner International Cable TV Corp., Altadena, Calif., seeking to overturn a California State Supreme Court decision upholding a ruling by the state's public utilities commission that it lacked jurisdiction over pole attachment agreements between telephone companies and CATV operators. International charged that the telephone company was favoring its subsidiary, which also holds a CATV franchise for Altadena.

New wrinkle in FCC policy: patent laws

The FCC last week took a page from patent law to extend, and make more explicit, commission policy holding that broadcast licenses are issued in the general public interest, not primarily that of licensees. At issue was a complaint that WFLI Lookout Mountain, Tenn., was being used to give the licensee an economic advantage over a company that was promoting a rock-'n'-roll show in competition with two shows staged by WFLI.

But the ruling—that licensees using their facilities in such a manner are acting contrary to the principles that define their duties and obligations—would apply equally to, say, NBC rejected programing on advertising matter for the sake of promoting an outside business interest of its parent, RCA.

Commission sources say the ruling, adopted unanimously, is in line with established commission policy. But they say the application is new, since the kind of case involved had not come up before.

New, also, is a reliance on patent law as the basis for the commission's decision: "A patent cannot be used to gain a monopoly beyond that contained in its terms—and neither can a broadcast license, which is a limited, or quasi, monopoly."

The issue arose in the complaint of Jim Crockett Promotions Inc. that WFLI refused an offer to buy time to promote a rock-'n'-roll show in Chattanooga on July 21. Crockett said that the station's manager refused on the ground that the station was promoting similar shows in Chattanooga on July 1 and Aug. 17 and that it wouldn't be in the station's best interests to sell time to a competitor.

Crockett went on to assert that the licensee was using the station as an "economic weapon against business competition in another field" and thus was engaged in an unfair business practice.

WFLI conceded that it had rejected that offer to buy time—but denied that the rejection had anything to do with the fact it was engaged in a competitive activity. The station said its decision "reflects a judgment that it is not appropriate in an area the size of the Chattanooga area for a station to promote or advertise two such shows at the same time."

The commission, in a letter to WFLI that was made public, didn't attempt to resolve the question of the station's motivation. But it did take the opportunity to discourse on the restrictions that it says go with the limited monopoly that a license represents.

Limited Monopoly "The license to operate a broadcasting station is a limited, or quasi, monopoly granted by the government in the general public interest rather than for the primary benefit of the licensee," the commission said. It added: "In this respect, broadcasting licenses are similar to patents..."
1, 1966. At least a dozen respondents returned a copy of the public notice without the questions wondering what the whole inquiry was about. A number of other respondents received the questionnaire, but expressed confusion about whether or not they fall within the purview of the rules. The commission is still receiving replies.

Some of the questions the commission asked were about the existence of private agreements between CATV's and local stations (very few reported), difficulties in implementation of the rules (many) and proposals for modification of the rules (several).

Despite individual complaints and reports of individual problems between systems and stations (the commission had asked for these also), several conclusions may be drawn from the responses:

- According to complaining television stations, some CATV systems are willfully ignoring the carriage and nonduplication requirements.
- According to some CATV operators, compliance with these requirements have either resulted in a loss of dissatisfied subscribers or threatened to "put us out of business."
- Both CATV's and stations want some improvement in the rules—provided the changes don't affect vested interests.

No Carriage WNEP-TV Scranton-Wilkes-Barre, Pa., complained that about 20% of all TV homes in its service area are totally or partially lost to the station because of alleged "illegal CATV operation"—that is, no carriage or nonduplication protection to which it is entitled. (Similar experiences were also related by a number of other television stations.) WNEP cited that CATV's serving 13,500 homes don't carry the station though 97% of those cable systems are within its grade-A contour. After more than 100 pleadings filed by its station and others in the market requesting cease-and-desist orders against the CATV's, WNEP noted that little or no effective FCC action has occurred.

Many of the CATV operators blamed noncompliance on headend switching equipment that is often inadequate or not sophisticated enough or too expensive for their operations. The systems further claimed that there is frequently insufficient notice from television stations on schedule changes. And even if they were to comply with the rules, the operators (particularly the so-called mom-and-pop operations) claimed that they would soon go out of business. Varied responses cite a dramatic loss of subscribers, irate local newspaper editorialists on the loss of a more distant (and frequently more popular) station, and a city council turndown of a proposed CATV rate increase because of the system's "chopped up" nonduplication schedule.

While some cablemen see themselves caught in a perplexing bind between FCC rules and customer demands, some television stations view the dilemma as a bad job in public relations. A major complaint from stations claiming nonduplication is that the CATV, through slide announcements or ads in local newspapers, often allege that the station is at fault for the apparent inconvenience to subscribers. Further the stations note that once the CATV's comply with the rules, they often must monitor cable operations to make sure they receive the protection. The stations also note that the eight-day notice to CATV's on program changes as required by the rules is unrealistic. Often the stations claim they are not aware that far in advance of such changes.

New Load For TV's One remedy suggested by American Cablevision Inc., among others, would place the burden of protection on TV stations. American recommended that stations should have the necessary equipment to immediately discontinue protection in the event of an error in their scheduling or failure of their equipment resulting in inadequate signal transmission.

Another prime suggestion proposed the setup by the commission of "realistic" coverage areas for TV stations in the various grades of service. Often, the cablemen note, either station-contour maps don't substantiate program-exclusivity claims or the station wants protection where its signal is practically nonexistent. Other proposals include waiver of protection for events of indeterminate length; provide program exclusivity only on a simultaneous basis instead of same-day protection; no protection for a station that gives inadequate notice of program changes; primary network-program protection for a station affiliated with more than one net; "grandfather" carriage of TV stations on CATV's whenever a new TV station begins operations and is entitled to nonduplication, or give that cable system time, say five years, to add the necessary channel capacity to carry the new station.

Most television stations proposed that the commission require CATV's to send them a certified periodic report with detailed operating information, the number of stations carried and whether or not nonduplication is being afforded to qualifying stations. Other proposals include protection of feature films and syndicated programs (UHF-station suggestions), limit notification to the date and times that a station desires a CATV to afford it protection and a setup of minimum engineering standards for CATV's to insure against degrading those television signals carried.

Respondents to the questionnaire include multiple-CATV-owners Newchannels Corp., Jerrold Corp., National Trans-Video Inc., and among the broadcasters, ABC Inc.

Overmyer sale papers are signed

The Overmyer broadcasting saga spun out another chapter last week when D. H. Overmyer, the Ohio warehousing businessman who aspired to the ownership of seven TV stations and a TV network, signed over control of five construction permits for UHF stations to U. S. Communications Corp., a subsidiary of AVC Corp.

Consideration was $1 million for the permits (as out-of-pocket expenses) plus a loan of $3 million to Mr. Overmyer for his warehouse business. Mr. Overmyer retains ownership of WBOH-TV (ch. 24) Toledo, Ohio, which has been operating for almost two years, and 20% of the five CP's. At one time Mr. Overmyer was an applicant for channel 27 in Dallas, but he withdrew this application last fall.

The loan provisions in the transfer contract caused bitter disagreement within the FCC, which approved the transaction on a slim 4-to-3 vote last December. The approval was no sooner
announced than the commission was summoned to justify its action to Representative Harley O. Staggers and the investigative subcommittee of his House Commerce Committee. The congressional meeting heard Chairman Staggers suggest that the sale of permits be prohibited (Broadcasting, Dec. 18, 1967).

In a separate transaction, also approved by the FCC at the same time, U.S. Communications Corp. acquired WPHL-TV (ch. 17) Philadelphia. Owners of WPHL-TV, including William Banks (of What-AM-FM Philadelphia), Leonard B. Stevens and Aaron I. Kaiz, received a 30% interest in USCC. Messrs. Stevens and Kaiz also became vice presidents for operations and vice president for planning and administration in USCC respectively.

As part of the agreement, USCC holds an option to acquire at a future date the remaining 20% ownership of the five stations. Principal stockholders of AVC Corp. (the former American Viscose Corp. parent of USCC, are Antonie Lillienfeld, 8.69%; estate of Marguerite H. Wallach, 8.67%; Frank H. Reichel Jr., president, treasurer and director, 3.64%; and George H. Hills, chairman, 0.07%.

The permits transferred to the control of USCC at the closing, which took place Jan. 15, in Mr. Overmyer's New York office, are those for KEMQ-TV San Francisco, WCET-TV Pittsburgh, WSOC-TV Newport, Ky. (Cincinnati), WBMO-Tv Atlanta, and KJDO-TV Rosenberg, Tex. (Houston). Mr. Overmyer owned 100% of all except KEMQ-TV where Sherrill C. Corwin, West Coast theater owner, owned 20%. Mr. Overmyer, however, holds an option to purchase this 20% from Mr. Corwin.

In dissenting to the transfers, Commissioner Kenneth A. Cox, with Commissioners Robert T. Bartley and Nicholas Johnson joining, contended that Mr. Overmyer was making a profit from selling the permits, and that the commission's approval "further erodes" the agency's interim policy against concentration in the top-50 markets. The matter of selling permits, as well as the alleged profit being made by Mr. Overmyer, were also under fire by Mr. Staggers and members of his committee when the FCC appeared before the group on Dec. 15, 1967—four days after the FCC announced its approval.

The Overmyer Network came into existence in 1965, but faltered almost as soon as it began. It was revived with financial help in 1966 when a group of western businessmen bought 80% from Mr. Overmyer, but it operated on a shaky basis until last summer when it expired (Broadcasting, June 6, 1967).


Ombudsman concept hit in Senate hearing

Senators contemplating the establishment of an ombudsman, or people's advocate, to help individual citizens in their disputes with federal agencies were warned last week that such an office "might become a super agency that could be more of an obstruction to the administrative processes than a means of expediting them."

In his first formal appearance on Capitol Hill since being appointed chairman of the Administrative Conference, Jerre S. Williams commented on a limited plan for an ombudsman to oversee the activities of the Social Security Administration, the Veterans Administration, the Internal Revenue Service and the Bureau of Prisons. If successful, the idea could be extended to the regulatory agencies, including the FCC. The ombudsman would have access to records and the power of subpoena and would be authorized to investigate complaints, offer solutions and communicate his findings to congressional committees.

Mr. Williams cited evidence that the ombudsman concept may have its best application in smaller, simpler governmental units and also noted that other countries that have adopted ombudsman facilities "do not have as highly developed systems of judicial review of administrative action as we."

He also observed that the Administrative Conference, which is now being organized on a permanent basis but which has yet to be constituted and hold its first meeting, "may well develop into an effective agency for fulfilling some of the more important objectives envisioned in the ombudsman's role."

The Administrative Conference is charged with the improvement of administrative practices and procedures, with the active participation of the agencies involved.

Hearings on the limited ombudsman bill (S. 1195), seen as experimental in scope, were held last Tuesday (Jan. 16) by Senator Edward V. Long (D-Mo.), chairman of the Senate Subcommittee on Administrative Practice and Procedure.

Changing hands...

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

* KAYB Corpus Christi, Tex.: Sold by South Texas Broadcasting Inc. to Tom E. Turner and associates for $500,000. Mr. Turner also owns KVON Belton and KBUC San Antonio, both Texas. KAYS is on 1360 kc fulltime with 1 kw. Broker: Hamilton-Landis.

* KAHF and KAFI(FM) Auburn, Calif.:
EXCLUSIVE BROADCAST LISTINGS!

KANSAS—Daytimer—67 billing in excess of $104,000 located in growing market. Trade area retail sales $55 million. Lots of good station equipment in addition to 3 mobile units equipped with 2-way radios. Price $132,000—$38,000 down—balance good terms.

Contact George W. Moore in our Dallas office

CALIFORNIA—FM station in Metropolitan Major Market—the air since 1959—Class B facility with adequate equipment to start background music service. Monthly billings have been as high as $6,500. Priced for quick action—$70,000—$20,000 down—balance to be negotiated.

Contact Don C. Reeves in our San Francisco office

Hamilton-Landis
AND ASSOCIATES, INC.

Brokers of Radio, TV, CATV & Newspaper Properties
Appraisals and Financing

AMERICA'S MOST EXPERIENCED MEDIA BROKERS

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CHICAGO
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312/337-2754

DALLAS
1234 Fidelity Union Life Bldg.
75201
214/748-0345

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

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Sell by Donnelly C. Reeves to F. Robert Fenton and John McCabe for $315,000. Mr. Reeves has been granted CP for a new AM in Roseville, Calif., contingent on FCC approval of the sale of KRAI. Mr. Fenton is 60% owner of KPHV Modesto, Calif. Mr. McCabe is advertising director for Save Mart Stores, supermarket chain in Modesto. KRAI is daytime on 950 kc with 5 kw. KAFI (FM) operates on 101.1 mc with 3.2 kw. Broker: Hamilton-Landis.

- WZOK Jacksonville, Fla.: Sold by Carmen Macri and others to George W. Von Hoffman and associates for $350,000. Mr. Von Hoffman is local businessman. WZOK is daytime station on 1320 kc with 5 kw.

APPROVED - The following transfers of station interests were approved by the FCC last week (For other FCC activities see FOR THE RECORD, page 62). - KGA Spokane, Wash.: Sold by E. H. Weig and associates to Grady A. Sanders, William J. Liddie and Edward B. Brownstein for $300,000. Mr. Sanders is president of Shell Record Co., New Albany, Ind. Star Ads of Kentucky, Louisville, WHEL New Albany, Ind., and Colliers Publishing Inc., Louisville mail order house. Mr. Liddie is president of automobile agency and real-estate company. Mr. Brownstein is proprietor of Tel Ra Productions, advertising agency, Louisville. KGA is on 1510 kc with 50 kw fulltime.

- WTRW-AM-FM Two Rivers, Wis.: Sold by Kenneth A. Daum and associates to Jerry J. Collins and group for $200,000. Mr. Collins and his associates own WKE Waupon, Wis. WTRW is daytime on 1590 kc with 1 kw. WTRW-FM operates on 102.3 mc with 3 kw.

- WCCH Greenwich, Conn.: Sold by Mrs. Ann Lemmon to George C. Stevens for $154,575. Mr. Stevens is president of WCCH, and is broadcast consultant and investment manager. WCCH broadcasts fulltime on 1490 kc with 250 w.

WCCB-TV joins ABC-TV

ABC-TV last Tuesday (Jan. 16) announced that WCCB-TV (ch. 18) Charlotte, N. C., had signed as a primary affiliate, effective immediately. WCCB-TV is licensed to Mecklenburg TV Broadcasters Inc. and is owned by Cy N. Bahakel, who acquired it in November, 1964. Within the past four years, he has signed ABC-TV affiliation agreements for his four other TV stations: WKAB-TV Montgomery, Ala.; WABG-TV Greenwood-Greenville, Miss.; WBJJ-TV Jackson, Tenn.; and WOL0-TV Columbia, S. C. Among Mr. Bahakel's 10 AM and FM properties, four now use ABC Radio's new programing services: KXEL Waterloo, Iowa, on the Entertainment Network, and KXEL-FM, WWOD-FM Chattanooga, and WWOD-FM Lynchburg, Va., all on the American FM Network.

Task force to step up CATV waiver requests

The FCC is cracking the whip in an effort to get more production out of its CATV task force on the requests of CATV systems for waivers of the nonduplication rule.

This, in essence, is the commission's reply both to a lawyer complaining about an allegedly improper letter to a commissioner, and to a Montana congressman worried about CATV's impact on UHF stations in his state.

The cause of attorney Harry Plotkin's complaint was a letter that counsel for KPHI-TV (ch. 42) Austin, Tex., had written Commissioner Robert E. Lee suggesting that the commission give priority consideration to waiver requests that involve the nonduplication of UHF signals.

KPHI-TV is concerned about the backface the commission in CATV matters, both because Capital Cable Co. of Austin has requested a waiver of the nonduplication rule—and because existing systems need not comply with that rule so long as a waiver request is pending.

Mr. Plotkin, who represents Capital Cable Co., said the letter was "a most unorthodox document" since it is addressed to an individual commissioner "who will vote on the contested pleadings in the proceeding."

He asked the commission to "admonish" KPHI-TV that its letter "is an inappropriate vehicle for raising proposals" better considered in a rulemaking (BROADCASTING, Jan. 1). Capital Cable is owned by Texas Broadcasting Co., which in turn is owned by the wife and daughters of President Johnson. Their holdings have been placed in trust as long as Mr. Johnson is President.

Already Working On It - The commission, in a staff letter to Mr. Plotkin, said that, before the submission of the KPHI-TV letter, the commission "determined upon an across-the-board effort to cut down upon delay in markets below the top 100. Accordingly, in our view, no useful purpose would be served by further consideration of the merits of this matter, and no further action is believed appropriate ..." Commission sources said the "across-
Mutual's Culligan tours Vietnam

Matthew J. Culligan, Mutual's president, said in New York last week that he would make a "great appeal" to broadcast management colleagues in the U. S. for "continuity" in reporting on the Vietnam war.

Mr. Culligan said that in a three-week visit to Asia, including Thailand, Hong Kong, Japan and other centers and a visit and briefing sessions in Vietnam, he found news coverage of the war for the U.S. to be "uneven." He attributed the problem to the relatively brief tours of duty for most reporters—veteran reporters, he said, are reluctant to leave their families in the U.S. for extended tours; the young reporters seem to want to "make a reputation for themselves in a short time and then pull out of Vietnam."

These conditions, he said, are responsible in part for a serious "break in continuity" in news reporting there. Aside from the obvious correction of increasing the length of tour, Mr. Culligan suggested "better and more thorough briefing" by the news organizations of their correspondents newly assigned to cover the war.

Mr. Culligan said he favored the current course of the U.S. in Vietnam, predicted a settlement of the war "within six months after the inauguration of the next President of the U.S.," predicted also that if a "peacemaker, or dove, should be a candidate for the Presidency he'll be defeated" and in the broadcast area, said that color TV was "coming" to Thailand, transistor radio coverage was "extraordinary" in Saigon and that TV was moving in fast to Vietnam.

Mr. Culligan, who also visited the World War II outfit with which he served (First Infantry Division, near the demilitarized zone), started his tour Dec. 27 and returned to the U.S. Jan. 16.

Injunction delays
Winston-Salem CATV

A temporary injunction has been issued against the board of aldermen of Winston-Salem, N. C. (pop. 143,000) enjoining it from granting CATV franchises approved on a first reading Jan. 15 to WSJS-AM-FM-TV Winston-Salem and Crescent Cablevision Co., owned by a group of local businessmen. The injunction was sought by the Jefferson-Carolina Corp., Greensboro, N. C., a third applicant.

A hearing on whether to make the injunction permanent will be held Feb. 1.

Jefferson-Carolina Corp., owner of some 25 CATV systems throughout the Carolinas proposed a $5 monthly service charge and a $15 installation fee. WSJS proposed a maximum $5 monthly service charge and a maximum $25 installation fee. Crescent Cablevision Co. proposed a $3.95 monthly service charge and a $19.95 installation fee. Under terms of the ordinance, all applicants would pay the city $6,000 annually or 5% of the annual gross revenue, whichever is greater.

Hurleigh to publish new labor monthly

Robert Hurleigh, president of Mutual from 1959 to 1966 and a broadcast newsmen and executive since 1933, is switching to a new but related field as editor and publisher of a new monthly magazine, American Labor. The first issue will come out in April or May. It is designed for "the business executive of labor and the labor executive of business."

Other executives of the magazine, which will begin with a controlled circulation of 50,000, are Jay Victor, an advertising-promotion-public relations man associated with Mr. Hurleigh at MBS, who is executive vice president and executive editor; Richard S. Bean, formerly vice president in charge of media, Warwick & Legler, who is vice president in charge of advertising; Bernard Platt, a former trade-magazine publisher, who is vice president in charge of circulation; Ruth Harms, formerly executive secretary of the Women's Advertising Club of New York, who is business manager.

Media reports...

Gillingham's ABC's * Retired FCC information chief, George O. Gillingham, has written an ABC of government public relations, to be published this spring by Dorrance & Co. under the title Behind Washington's Paper Curtain. Mr. Gillingham was with the commission for 27 years.


BROADCASTING, January 22, 1968
They’re finding ways to make your better future happen —with the energy of progress.

Electricity is the energy of progress. And the people of the investor-owned electric light and power industry are on the job to make it great for you today, better tomorrow.

Nuclear electric power is one example. Right now the investor-owned electric light and power industry is moving ahead with more than 60 nuclear electric power projects. They range from experimental studies to big plants already generating electricity.

The aim is to go forward with you in this new electric age—to keep the energy of progress plentiful, dependable and low in price—to make the better electric future happen fast, for you, for everyone.

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, N.Y., N.Y. 10020.

Watch TOMORROW’S WORLD: FEEDING THE BILLIONS on NBC-TV, Friday evening, February 23.
ABC News cutbacks confirmed

Network to replace full-convention coverage with
90-minute summaries this summer in economy move

ABC last week revealed details of what may be the first in a series of stringent economy measures caused by the network's failure to merge with International Telephone and Telegraph Corp.

As expected, initial budget slashes were made in ABC News, which last week announced it was abandoning gavel-to-gavel coverage of this summer's political conventions in favor of 90-minute nightly summaries (Broadcasting, Jan. 8), and cancelling ABC Scope, a weekly news program.

The decision to forego total coverage of the conventions and to cancel Scope was apparently made last Tuesday (Jan. 16) in response to a directive from ABC President Leonard Goldenson that set a budgetary ceiling on news operations.

ABC sources said that ABC News' 1968 budget of about $40 million had been pruned to slightly less than $30 million. One source close to top management said the reduction was in the order of $15 million.

Cancellation of gavel-to-gavel convention coverage in favor of a 90-minute summary each evening was said to mean that ABC will save about $3 million of the $10 million originally budgeted for political coverage—primaries, conventions, the campaigns, election night—in 1968. (NBC says it has earmarked about $12.5 million for political coverage; CBS, which would not reveal a dollar figure, is known to have allocated about the same amount for 1968 political coverage.)

News Summaries • Instead of complete coverage of the conventions, ABC will carry a nightly 90-minute taped summary on each of the respective convention days. The programs will be presented from 9:30 to 11 P.M. EDT, but ABC will be prepared to cut "live" into regular programing if activities on the convention floors warrant this. Coverage of the Republican convention, scheduled for Aug. 5-8 in Miami Beach, Fla., and for the Democrats, slated Aug. 26-29 in Chicago, will be in color.

ABC will televise its regular programing schedule from 7:30-9 p.m., thus retaining the commercial revenue normally lost when entire evenings are devoted to the conventions. CBS and NBC said they plan to provide gavel-to-gavel coverage.

ABC's decision marks the first television departure from total convention coverage since the presidential-nominating conventions were first presented in 1952.

According to ABC News President Elmer Lower over the years the network has received "an increasing mail response from viewers and affiliated television stations questioning why all three networks had to carry simultaneous gavel-to-gavel coverage. It is our opinion that viewers have been requesting a choice and this year we decided to provide one."

Cancellation of Scope, a half-hour news show that has had clearance problems among ABC affiliates, will save the network about $28,000 per week, the program's production cost. The final show of the four-year-old series is scheduled for Jan. 28. All but 10 employees of the Scope unit—film editors and secretaries, for the most part—are being absorbed into other ABC activities.

Primaries Still In • Despite the substantial cutbacks in convention coverage and the cancellation of a weekly news program, ABC said it will cover four major presidential primaries: New Hampshire on March 14; Wisconsin, April 2; Nebraska, May 14, and Oregon, June 28. Coverage of the Massachusetts and California primaries may be added if the races warrant, the network said.

In the first of the two primaries, ABC will superimpose a running vote tabulation over regular programing, with a special half-hour summary at 10:30.
Super ratings for Super Bowl

CBS claims over 70-million viewers based on 43.0 rating from Arbitron

For professional football’s second Super Bowl classic on Jan. 14, Arbitron in its overnight national report gave CBS-TV a 43.0 rating, slightly higher than the combined 42.2 rating of last year’s two-network telecast by CBS and NBC of the first Super Bowl.

This is a 4-5 game, played by the National Football League’s Green Bay Packers and the American Football League’s Oakland Raiders in Miami, was carried exclusively by CBS at a price of $2.5 million. In January 1969, NBC pays the same for exclusivity, as will CBS again in 1970.

On the basis of the Arbitron rating, CBS officials last week projected that the 1968 Super Bowl audience totaled over 70-million viewers for all or part of the game. They estimated the 1968 game thus exceeded last year’s total audience of 65-million viewers and became, historically, “the largest audience for a single sports event ever on TV.”

National Nielsen ratings of the game will be released Feb. 5.

Arbitron’s tabulation was compiled during the game, which included 20 minutes of half-time activity (4;25-4:45 p.m.). It showed CBS’s share of the total TV audience at 76.0%. Last year’s Arbitron calculated the combined CBS-NBC share at 81%, which broke down into a 24.8 rating and 48% share for CBS and a 17.4 rating and 33% share for NBC.

CBS said the projection of 70-million-plus viewers includes an estimated total audience of 29,960,000 households.

According to the Nielsen ratings in 1967, after a retabulation, results showed CBS-NBC’s combined total-audience homes at 22,570,000. Nielsen compiled the following data: CBS with a 22.6 rating, 52% share and 12,410,000 homes, against NBC’s 18.5 rating, 48% share and 10,160,000 homes (BROADCASTING, Jan. 23, Feb. 13, 27, 1967).

New York Results • A Nielsen overnight report in New York showed the 1968 Super Bowl with a 36.1 rating and 60.2% share for CBS. This compared to NBC’s 28.6 rating and 47.6% share and ABC’s 5.8 rating and 9.7% share in New York. ABC and NBC did not program sports during the game.

For the game itself, CBS’s total coverage ran from 2:30-6:30 p.m., which included a half-hour pregame show, 10 minutes of pregame activity, the game from 3:10 to 5:50 p.m., and a 40-minute postgame report. The special telecast utilized four extra color cameras—more than the eight color units used in the NFL Championship game (Dec. 31). CBS also brought in four video-tape machines to facilitate replay of slow-motion and stop-action special effects. One color camera was mounted aboard a Goodyear blimp for aerial coverage.

Super Flaw • Despite cautious preparations for perfect coverage, CBS ran into some snags. Almost 80% of the viewing audience was without the video portion for a few minutes near the end of the first half and for three minutes in the half-time period. Portions of the country that did receive a picture included New York and the Northeast, Cleveland and Philadelphia. The network attributed the cause to a breakdown in AT&T lines.

It was during this time that CBS had scheduled a P. Lorillard Newport cigarette commercial. The network, however, made the time good by replaying the commercial again in the fourth quarter, thus giving Newport a double showing for at least 18% of the audience.

Season’s Ratings • CBS last week reported that its entire regular NFL season in 1967 averaged a 16.8 Nielsen national rating, or a 6% increase over 1966’s 15.9 average. Based on Nielsen’s estimate of 56-million households in 1967 and 54.9-million in 1966, this averages out to 9,408,000 homes in 1967 and 8,729,100 homes in 1966.

Comparible figures at NBC-TV for American Football League regular season games and at ABC-TV for National Collegiate Athletic Association regular season contests show both down an average 10% and 11% respectively. NBC’s 1967 average rating of 7.2 (4,-032,000 homes) compares to the 1966 average of 8.0 (4,392,000 homes). ABC last year averaged a 10.9 rating (6,104,-000 homes) compared to 1966’s 12.2 rating (6,697,800 homes).

CBS-TV signs Horowitz

Vladimir Horowitz last week said he’d perform his first recital on television on CBS-TV because he was satisfied with test results made at Carnegie Hall in New York on Jan. 2 and 3, noting “there will be no interruptions in the program.” CBS-TV said the piano virtuoso’s recital would be taped at the hall on Feb. 1 and the program presented as a one-hour special on a date to be selected. Mr. Horowitz said the program would permit him to respond in this manner to requests throughout the U. S. for personal appearances.

QM to make ABC movies

Quinn Martin’s QM Productions will turn out three two-hour feature films for presentation on ABC-TV during the 1968-69 season, according to a new agreement between the producer and network completed last week. The three movies will be in lieu of QM’s previous agreement with ABC-TV to provide the network with a new series for the coming season. It was said to be the result of the Hollywood-based production company’s desire to move into motion-picture production and the inability of QM and ABC-TV to reach complete agreement on casting of their projected series. In addition to the movie agreement, which also calls for QM to develop an hour series for 1969-70 for the network, ABC-TV has renewed the production company’s current The F.B.I. series for 26 episodes for next season, with renewal on its other series, The Invaders, still undecided.

BROADCASTING, January 22, 1968
LBJ's message gets top effort

Networks and NET give
State of the Union extensive coverage

There was network television coverage of President Johnson's State of the Union message Wednesday (Jan. 17) to suit a variety of tastes, from CBS-TV's on-the-rocks with a splash of Eric Severeid to NET's near-bloody marathon.

National Educational Television again interconnected its affiliates across the country for the most extensive coverage—cum-commentary, three-and-a-half hours of preliminary background, the address, full coverage of Republican rebuttal by Senators Jacob Javits (N.Y.) and James Pearson (Kan.) and Representatives Gerald Ford (Mich.) and Melvin Laird (Wis.), and nearly two hours of frequently acrimonious commentary by liberal and conservative experts in five cities.

CBS carried the address, which began at 9 p.m., and a few minutes of commentary by Eric Severeid before switching back to regular programming (The Jonathan Winters Show) at 10 p.m. CBS will present a one-hour Republican State of the Union on Tuesday, Jan. 23, 10-11 p.m. (Broadcasting, Jan. 15).

Both ABC and NBC pre-empted two full hours of regular programming for their coverage.

ABC picked up the speech at 9 o'clock and followed with commentary by anchorman Howard K. Smith, political correspondent Bill Lawrence, diplomatic correspondent John Scal and White House correspondent Frank Reynolds, broken for full coverage of the 20-minute Republican news conference. ABC's commentary was sustaining, and ended at 11 p.m.

Experts Everywhere • NBC followed the address with commentary by anchorman Frank McGee and correspondents Chet Huntley and David Brinkley, and interviews with experts in various fields. These included Mayors John V. Lindsay of New York, Jerome P. Cavanaugh of Detroit and Samuel Yorty of Los Angeles, who were interviewed in their home cities on urban-affairs aspects of the address. Roy Wilkins, executive director of the NAACP, Floyd B. McKissick, national director of CORE, and the Rev. Dr. Martin Luther King, president of the Southern Christian Leadership Conference, spoke on civil rights. Economist John Kenneth Galbraith was interviewed via satellite transmission in Geneva; he was joined by Barnard College professor of economics Raymond J. Saulnier, chairman of President Eisenhower's Council of Economic Advisers. Representatives John W. Byrnes (R-Wis.) and Hale Boggs (D-La.) commented on tax questions. NBC during the one-hour commentary carried a taped, two-minute, 40-second highlight of the Republican news conference.

NBC commentary was fully sponsored by the Gulf Oil Corp. under its "NBC News Instant Special" agreement. NET gave full coverage to the address and the Republican news conference, but opened at 8:30 with a half-hour summary of the preparation of the State of the Union message, including interviews with two presidential assistants and film clips of the President on his Texas ranch, and ran through to midnight with general commentary by historian Arthur Schlesinger Jr., and conservative William F. Buckley, commentary on foreign policy by former presidential news secretary Bill Moyers and former Ambassador to Japan Edwin O. Reischauer, commentary on urban affairs by Cleveland Mayor Carl B. Stokes and sociologist Daniel M. O'Connell, and on economic issues by professor Milton Friedman and Walter Heller, who has also served as a chairman of the Council of Economic Advisers.

Minority Views • Republican plans for a televised response to the presidential message were an off-again, on-again affair earlier in the week. Most at issue was the format, although there was some talk that party leaders might not appear formally at all—at least not for an immediate rebuttal.

Earlier in the week, Republican leadership did opt out of a post-presidential time slot offerd by CBS, at the same time accepting that network's offer for a full hour on Tuesday of the following week. At the time they indicated that the half hour that had been offered immediately after the President's appearance "did not fit with their plans as well as they had hoped." This led to speculation that there would be no Republican response on any network last Wednesday.

Meanwhile, party chieftains were fighting a backstage battle over a proposed reformation of the standard Republican rebuttal line-up. Earlier appearances featured Senate Minority Leader Everett Dirksen (Ill.) and House Minority Leader Ford. Other congressional Republicans were in the far background, if they appeared at all, and cloakroom griping was that too often all that could be seen and heard was Senator Dirksen.

At a Republican policy meeting last Tuesday it was decided to give younger rank-and-file members a place on the TV screen during the hour program on CBS this week. Senator Dirksen, it was reported, took the change in format "like a trooper." But later that day he went home to nurse "a touch of the flu," and he remained out of play during Wednesday's State of the Union message and the Republican reply on the three other networks.

There were doves in Mr. Hyde's kitchen

FCC Chairman Rosel H. Hyde and his legal assistant Robert Cahill were under fire for about an hour one morning last week from a group of some 20 women who felt their position against the Vietnam war is not being given proper coverage by networks and stations.

The women were members of the Jeanette Rankin Brigade, which marched, some 3,500 strong, in Washington in an anti-Vietnam war demonstration. Miss Rankin, 87 years old and the first woman to be elected to Congress (from Montana), was in the group in the chairman's office, on Tuesday (Jan. 10).

Chairman Hyde tried to get across the message that the ladies should take their complaints to their home town stations, and that the commission can't tell stations what to program. But he also recited the standard commission position—that licensees are required to program specifically to meet the needs of their communities and that they must demonstrate at renewal time that they have fulfilled that commitment.

He stressed, in addition, the importance the commission attaches to the fairness doctrine as a means of insuring that the public hears all sides of controversial issues. But the ladies apparently felt they personally were entitled to the time to make the antivar side argument.

And they left the chairman's office apparently, with the same feelings that they had on entering. Mr. Cahill commented later that the session had been "rough."
CATV presents its argument

Fortnightly files brief in Supreme Court test of copyright liability

A CATV system that carries a TV program from off the air to a TV viewer's receiving set is not engaged in a performance for profit and is not guilty of infringing a copyright, the Fortnightly Corp. told the U. S. Supreme Court last week.

In a brief filed with the court in the United Artists v. Fortnightly Corp. case, under review by the Supreme Court, Fortnightly contended that the decision by U. S. District Judge William Herlands that CATV through its technology is a performance for profit and therefore liable for copyright fees is erroneous. It also argued as error a second circuit appeals court decision upholding the Herlands' decision but dismissing the technical basis in favor of the theory that the "magnitude" of CATV's contribution makes it liable for royalty payments.

"This vague new theory . . . will greatly expand the limited monopoly granted in carefully circumscribed statutory language," Fortnightly said. "It will permit copyright owners to restrict, and impose an additional toll on, reception of public broadcasts by members of the public when those citizens decide to enlist the aid of a master antenna or CATV."

If the technological theory holds true, Fortnightly said, every communications common carrier and electronic communications service, as well as possibly every television set and antenna installation, might be considered a public performance.

And, Fortnightly added, the lower-court ruling conflicts with "a key element" of the FCC's regulatory scheme for CATV—the requirement that CATV systems carry on request the signals of TV stations within whose grade-B contours they are located.

Background - The UA-Fortnightly case involves two CATV systems formerly owned by the Fortnightly Corp., one in Clarksburg and the other in Fairmont, both West Virginia. United Artists charged that the Clarksburg and Fairmont cable systems were picking up and relaying to subscribers without payment of royaltiescopyrighted TV programs from stations in Pittsburgh, Wheeling, W. Va., and Steubenville, Ohio. These stations, Fortnightly claims, put a grade-B signal over both cable television communities.

Fortnightly also claimed that when TV stations receive copyright rights from licensees this carries an "implied" right for the viewer to receive the programs—whether off the air on his own antenna or through the aid of a cable system. Otherwise, Fortnightly said, the copyright owner is imposing a second royalty on the public.

"When a copyright owner exploits his work through broadcasting," the brief stated, "he subjects his rights to the legal and economic structure of the industry and must be held as a matter of law to have licensed the public for whom the broadcast was intended, including members of the public who choose to receive through the aid of CATV."

Referring to the appeals-court comment that it might perhaps accept the theory that CATV's do not infringe if it can be shown that viewers could have received the same programs off the air on "normal rooftop antennas," Fortnightly termed this vague and unworkable. It said: "The public has the right to use whatever kind of antenna it chooses. . . ." If any such guide is proper, Fortnightly commented, the FCC's grade-B contour as a measure of a station's normal coverage area should be used.

The Fortnightly brief was signed by Robert C. Barnard, R. Michael Duncan, Stephen F. Smith and E. Stratford Smith, all Washington lawyers. United Artists' brief is due in 30 days; argument before the Supreme Court is scheduled for mid-March.

Ever-vigilant FCC gets equal-time request

When President Johnson in his State of the Union message last Wednesday night asked, rhetorically, "Why, why then, this restlessness?" he had no way of knowing he had set in motion a train of events that would interrupt the sleep several hours later of an FCC staffer. But that's what happened.

A group of University of Michigan students listening to the speech in Ann Arbor decided they wanted to answer the question that the President had raised in commenting on the material gains he said were being made throughout the country.

So they sent telegrams to the FCC, the networks, several newspapers and wire services demanding time "to present our perspectives on the state of the union." They called themselves "representatives of the restless."

The wire to the commission arrived on its teletype at 3:10 a.m. Thursday—whereupon the watch officer ripped it off the machine, picked up the telephone and called William G. Secrest, the commission's specialist on fairness-doctrine and political-broadcast matters. And he kept the phone ringing until he got Mr. Secrest out of bed to read him the message.

Mr. Secrest said later the watch officer apparently misunderstood instructions to call him "in the evening" with such matters. "There's not much you can do about a complaint at 3 o'clock in the morning," he said.

Mr. Secrest said he would handle the complaint "in the normal course of business." He would inform the students as to what they are entitled under the fairness doctrine—and advise them that they needn't have contacted the FCC so fast, that they should deal with the networks first.

Writers direct their acid pens to TV

Three of television's most distinguished writers—Tad Mosel, Nat Hiken and Stirling Silliphant—raked the medium over the coals last week for short changing the American public with a "deplorable" lack of quality. They pictured television as an assembly line, Kafka-like, maelstrom system, ruled by committees beholden only to conglomerate organizations and where scripts are constantly being rewritten into a sameness and the opportunity for writers to contribute quality is steadily being diminished. They seemed agreed that the medium is on a treadmill to even more mediocrity. It was left only to another distinguished writer, Paul Monash, now executive producer for Peyton Place and Judd for the Defense, to offer, what he suggested were "practical and realistic" viewpoints.

The occasion was the first in what's to be a series of "fact-finding sessions" sponsored by the Craft Forum Committee of the radio-TV branch of the Writers Guild of America, West, in response to a membership vote that "the guild should concern itself with the quality of television."

Mr. Mosel, a writing star from the so-called "golden age" of television, deplored the loss of the individuality of the writer. He blamed spiraling economics for homogenizing the writer's efforts. "It's now difficult to tell from
week to week that television is written by different people," he said.

Economic Problems • Mr. Hiken, a top comedy writer since the heyday of Fred Allen on radio, also cited economics as the key reason why television is suffering from a lack of quality. He pointed out that it used to be that a half-hour comedy show with an over-all budget of $30,000 a week would allocate $10,000 for writers. Now, he claimed, a half-hour program budgeted at $80,000, spends $2,000 or $3,000 for scripts. "It's shocking that this is allowed to exist," he said.

Mr. Silliphant, creator and a major contributor to Naked City and Route 66, probably hit hardest at television. He complained that in television a writer is not really writing his own work but instead is given a format and told to do somebody else's work. He referred to television film studios "as highly organized assembly plants" and told about being asked at Universal TV to enliven a tender seaside love scene he had written by putting "a bear on the beach."

Mr. Monash, who as a writer was a frequent contributor to Studio One, declared from the start that "television is better than ever." He suggested that some TV writers forfeit the responsibility they have for improving the quality of television. "A great deal of the responsibility lies with you," he reminded his audience. At another point he asked: "Are you writing for television to express yourselves or to make money?"

Within the bounds of the medium, he indicated, it is possible for a writer to contribute meaningfully and with individuality. "It's a tough medium for a writer who wants to express himself," Mr. Monash conceded. "But you can do it if you work at it."

SDX requests delay on trial-press code

The New York chapter of Sigma Delta Chi, journalism society, last week called on the American Bar Association to defer action on its fair trial-free press code.

The Sigma Delta Chi appeal was made following what was billed as a "free press-trial debate" between Theodore Koop, CBS vice president in Washington, and David Shapiro, a Harvard law school professor and reporter to the ABA committee that drafted the controversy. The report proposes sharp restrictions on crime-news coverage (Broadcasting, Jan. 15).

The report—named for Committee Chairman Paul G. Reardon of the Supreme Judicial Court of Massachusetts—has touched off a conflict between the journalism fraternity and the ABA. Some of the press claims, as did Mr. Koop last week, that adoption of the report's provisions might threaten the public's right to know. The bar claims, as did Mr. Shapiro in his comments, that the provisions would protect fair-trial constitutional guarantees and would not impinge upon a free press.

The ABA recently published a final draft of its fair trial-free press recommendations and the draft will be considered by the 289-member ABA house of delegates at its mid-winter meeting in Chicago next month.

Sigma Delta Chi has asked the ABA to delay action on the report until a further study can be made. Mr. Koop, during comments on the Reardon report, referred to a study now being made by Dr. Fred Siebert, a former professor of journalism at Michigan State University. The study is being funded by the American Newspaper Publishers Association. The Reardon report is formally opposed by the ANPA, the National Association of Broadcasters, the American Society of Newspaper Editors, Associated Press Managing Editors, Radio Television News Directors Association, National Newspaper Association, and Sigma Delta Chi.

Mr. Shapiro said he would recommend that ABA delegates reject the Sigma Delta Chi request for delay.

Agents, casters find areas of agreement

The sometimes acrimonious relationship between television casting directors and talent agents was examined last week by the Hollywood chapter of the National Academy of Television Arts and Sciences and found not to be as much of a battleground as was generally supposed. Four casting directors and four agents took part in a roundtable panel discussion—a sort of confrontation-in-the-round—held in the Hollywood Palladium, while an audience of some 600 NATAS members and their guests watched. In a free-wheeling session, moderated by Larry Stewart, a casting director for 20th Century-Fox TV, they fired away at each other only to find themselves in frequent agreement when the smoke had cleared.

Among the conclusions drawn from the two-hour discussion:

• The high residual schedule tacked on to a new series doesn't ultimately keep that show from going into syndication. If a series is a success it'll wind up in syndication no matter what the burden of residuals.
• Television has been "the greatest spawning ground" for talent. It offers "tremendous opportunity" for young people.

The collective bargaining agreement involving the American Federation of Television and Radio Artists "is a difficult contract." Thus both casting directors and agents sometimes work around it and other union regulations because "if the stick doesn't bend it breaks."

Negro performers are not necessarily restricted by any "special criteria" from any role, but there is a certain amount of human conditioning working against them and some roles, by their inherent nature, suggest non-Negro performers.

Talent agents participating in the NATAS activity were Bob Shapiro, William Morris Agency; Wally Hiller, the Hiller Agency; Fred Specktor, Artists Agency Corp., and Mary Ellen White, the M.E.W. Co. Casting directors taking part were Bob Edmiston, NBC-TV; Bill Kenney, CBS-TV; Joe D'Agosta. Paramount TV Enterprises, and Dodie McLean, QB Productions.

Another station drops phone poll

On the eve of a first "national conference on television news public opinion polling," to be held this week in South Bend, Ind., proponents of automatic news-program public-opinion response polls using telephone-call tallying equipment werenulling another debate from the ranks of stations using the technique.

WVTY(TV) Charlotte, N. C., announced its termination of a six-week trial of vote-by-telephone audience participation after the station refrained from offering viewers a question one night (after the telephone company had asked that the lines be kept free during bad weather conditions) and recorded a total of 114 votes on a nonexistent question.

Several other stations have tried the device and later withdrew the service. Before WVTY(TV), the most recently reported was WCCO-TV Minneapolis-St. Paul, which announced that a private survey on the telephone-vote's accuracy led to the conclusion that the technique was "a disservice to the public" (Broadcasting, Jan. 1).

Paul Martin, national director of advertising and promotion for Triangle Stations, Philadelphia, and a scheduled panelist at the conference on news polling, to be held at the University of Notre Dame Thursday and Friday (Jan. 25 and 26), said last week that approximately 50 stations are now using the technique. Problems with equipment
have limited the number, he observed, and added that he did not see any ground-swell of stations dropping the service.

Triangle pioneered the telephone-response method, he noted, and has been active in helping other stations use the technique. The company has prepared a promotion kit for interested stations but has not syndicated the method, he said. He admits to "plenty of problems" with the system, such as "improperly phrased questions," but adds that the technique is still in its infancy and "will eventually be a valuable kind of procedure."

Unions gripe about runaway production

A delegation of TV and motion-picture film-production unions brought their grievances about runaway film production to Washington last week and made sufficient impression on two senators from the industry's headquarters state—California—that the senators said they would initiate another meeting with the producers to get the full story.

The union representatives lined up two days of meetings with the California congressional delegation. Senators Thomas H. Kuchel and George Murphy (both R-Calif.) met with Harlon Heston, president of the Screen Actors Guild; John Lehnes, Motion Picture Film Editors; John Dales, national executive secretary of SAG; Don Haggerty, representing laboratory technicians, and several other union and guild representatives on Thursday (Jan. 18).

A luncheon meeting was set for Friday with California House members.

NAB urges simplified program-log rules

The National Association of Broadcasters has asked the FCC to standardize its program-logging requirements for AM, FM and TV licensees that would, it claims, remove the "apparent inequities" now placed on radio.

In a petition to the commission the NAB asked for simplified logging requirements for radio stations that presently apply to TV stations in the following areas:

Commercial matter. NAB noted that TV stations log commercial continuity and announcements as commercial matter (CM) and show the total duration of CM in each hourly segment. Radio stations, however, must differentiate between commercial con-

of what would be considered CM. Under the TV rules, a station may log and announce the program as sponsored. Under the radio rules, a station may compute the time on the basis of the station's normal limits for commercially sponsored programs of comparable length.

The NAB noted that when the commission revised its TV-logging requirements in 1966 the rules were simplified to a point beyond the AM and FM rules, with the result "that differences now exist which cannot be traced to any expressed reasoning or to any characteristic of TV programing vis-a-vis radio programing."

Apparently the commission agrees, because similar proposals have been under consideration at the staff level for some time.

Taylor Hobson
V.F.L.* lenses now in stock

The TH Varotal series of lenses comes in several models, each with a number of variations: Color and B & W. Indoor or outdoor use. Servo or manual controls. And each basic optical model is convertible to various camera image formats so that changes in camera technology do not necessarily obsolete the lens. We can now offer these 10:1 lenses for immediate delivery. (Sorry, due to demand there is still a short wait for our 16:1 models.)

For more information, call Jim Tennyson at (914) 358-4450. Or write Albion, 260 N. Route 303, West Nyack, N.Y. 10994. Telex 137442

* VARIABLE FOCAL LENGTH
UCLA racks up the points for KMPC
GOLDEN WEST STATION FORMS NETWORK FOR GAMES

College basketball, once a throwaway program feature, likely as not the province of college radio stations, was set to come of age as a major broadcast presentation over last weekend. In what shaped up to have been the most titanic college-basketball confrontation of all time, the best team of the last two seasons, unbeaten University of California at Los Angeles, was scheduled to have played unbeaten University of Houston, ranked second in the nation, in the Houston Astrodome on Jan. 20 before more than 55,000 people, the largest crowd ever to see a basketball game in this country. The Saturday-night contest was to have been telecast live to nearly 150 stations from coast to coast and carried on a West Coast regional radio network of 16 stations, including Hawaii and Alaska.

For KMPC Los Angeles, the originating station for the West Coast radio network, the big game culminates a solid success the Golden West Broadcasters-owned station has been building with the once virtually ignored college sport for the last eight years. In 1960, when KMPC first got the rights to cover UCLA sports, basketball was of decidedly secondary consideration to football. The school's football broadcasts immediately were sold by KMPC to other stations, forming a regional network. But there was no outside interest in coverage of the basketball games.

Round-Ball Frenzy • Since that time UCLA basketball teams have won three national championships and the school has become the college-basketball capital of the country. Southern Californians have become so keyed to the school's triumphs that three years ago UCLA opened an on-campus, vast and modernistic home for its basketball team to serve that interest. The first 28 games played in the new Pauley Pavilion were viewed by more than 345,000 fans, an average of some 12,300 a game.

Over the years, KMPC has seen UCLA basketball broadcasts develop into every bit as much of an asset as its college football coverage. The station, currently in the second year of a three-year contract with UCLA, realizes an annual gross of about $170,000 for the college sports package, which includes both basketball and football. "Both sports are equal in value as far as I'm concerned," comments Stanley L. Spero, KMPC's vice president in charge of sales and a red-hot basketball fan.

Parity between the two sports was reached this year—the eighth consecutive year of UCLA broadcasts by KMPC—when for the first time the play-by-play descriptions of the basketball games were put on a regional network of 14 stations in Southern and Central California and Las Vegas (KGG Honolulu and KAVY Anchorage—the latter in turn relaying to Fairbanks and Juneau—were added only for the Houston contest). The football play-by-play, in comparison, was carried on a 16-station network last fall.

National Advertisers • The game descriptions in both football and basket-

Griswold argues against unifying fairness cases

The solicitor general of the U. S. doesn't think the U. S. Supreme Court should buy the proposal made by the Radio Television News Directors Association, CBS and NBC that their appeal in the Seventh Circuit Court of Appeals be consolidated with the Red Lion fairness case without waiting for a decision from the lower court (Broadcasting, Jan. 8). He doesn't think it's constitutional, and he cited one of the cornerstones of American jurisprudence, Marbury v. Madison, right out of the early history of the American Republic.

The Supreme Court, Solicitor General Edwin N. Griswold said, ordinarily exercises appellate jurisdiction "only by affirming, reversing or modifying the order or decision before it for review."
The petitioners can achieve their purpose, he added, by joining in the Red Lion case as a friend of the court and/or by getting permission to argue on this basis (Broadcasting, Jan. 15).
The Red Lion case, which is a challenge to the FCC's fairness policies by WOGB-AM-FM Red Lion, Pa., presents a "concrete," alleged violation; the RTNDA, CBS and NBC complaint, on the other hand he said, consists of "a sweeping and generalized attack on the commission's rules and a variety of contentions about the arguable scope of rules."

In fact, Mr. Griswold says in a footnote, he's somewhat doubtful that "so sweeping an attack on 'legislative' regulation of this sort is an appropriate occasion for judicial review in the absence of actual and concrete facts showing real and direct harm."

NES extends coverage to state primaries

News Election Service, the joint vote tabulator for the news divisions of ABC, CBS and NBC, Associated Press and United Press International, will increase its operations this year to cover state primaries with candidates of national interest.

Almost certain for NES coverage are primaries in New Hampshire (March 12) and later in Wisconsin, Nebraska and Oregon. "We will probably cover other states, but it will not be possible to know which until the candidate-filing deadlines have passed," J. Richard Eimers, NES executive director, said last week.

For both the primaries and the general election, NES will tabulate the returns for each state in a central computer system, successfully tested for 11 western states in the 1966 congressional and gubernatorial election (Broadcasting, Nov. 7, 1966).

NES's cost ($1.4 million in 1966) and operational responsibilities are divided equally among the five members, each of whom has a man on the NES board of managers.

Responsibility for organizing coverage of the state primaries that NES may report on is divided as follows: ABC News will cover Florida; CBS News Massachusetts and Indiana; NBC News Pennsylvania, Ohio, California and Illinois; AP will cover Oregon and New Jersey; UPI New Hampshire, Wisconsin, West Virginia and South Dakota.

Nicholson-Muir offers game-show formats

Nicholson-Muir Productions Inc., New York, is expanding its activities in TV-program development through the production of projected series in a rough-outline form at a fraction of the cost of conventional pilots.

Nicholson-Muir already has produced for the Taft Broadcasting 130 episodes of Matches and Matches, which have been telecast, plus demonstration programs of three series, Communique, Key Play and Skramble. Storer Broadcasting now has the demonstration programs and will decide soon when to schedule them. Matches and Matches
ball are sold by KMPC to the same advertisers for sponsorship on the full network. Sponsoring the play-by-play broadcasts on KMPC and the full network are Ford Dealers of Southern California, out of J. Walter Thompson, Los Angeles; Kent cigarettes, out of Grey Advertising Inc., New York; Western Airlines, out of BBDO, Los Angeles, and Richfield Oil Co., out of Hixson & Jorgensen, Los Angeles. All four co-sponsors share equally in the broadcast package. The Ford Dealers and Kent cigarettes both are in their sixth consecutive year of association with the UCLA sports broadcast. Western Airlines and Richfield are in their first year of sponsorship.

Each basketball game is preceded by a five-minute Bruin Warmup show and closes with a five-minute Bruin Report wrap up. Network stations carry these programs on a co-operative basis, selling them individually to sponsors. On KMPC, Canada Dry, out of J. M. Mathes Inc., New York, is in its eighth year as sponsor of the pre- and post-game shows.

KMPC and the network stations carry the entire UCLA basketball schedule of 26 games, plus the school's participa-

The team that has made UCLA basketball broadcasts on KMPC Los Angeles pay off: (l to r) engineer Wayne DuBois, color sportscaster Don Wells, play-by-play sportscaster Fred Hessler, statistician Frank Cangialosi.

KIXI, lone ASCAP holdout, loses appeal

A five-year campaign by some Washington state broadcasters to escape copyright payments to the American Society of Composers, Authors and Publishers on the ground that a state law prohibited such contracts, came to an end last week when the U. S. Supreme Court refused to review a lower-court decision in favor of an ASCAP suit against the stations.

The suit began in 1962 when ASCAP sued 15 Washington radio broadcasters for copyright infringement. All but three settled with ASCAP. The three claimed that ASCAP and its members violated both a federal and a state antitrust law. A federal district judge agreed with ASCAP that there was no antitrust violation and awarded judgments and attorneys' fees to ASCAP. Two stations then settled, and the third, KIXI Seattle appealed. Early last year, the U. S. Court of Appeals for the Ninth Circuit, affirmed the lower court ruling. KIXI asked the Supreme Court to review, but this was refused last week. Prior to issuing its order on Jan. 15, the Supreme Court asked the solicitor general of the U. S. to comment. He recommended that certiorari be denied in the appeals.
Burrud charges Smith with copying format

A Hollywood television production house last week slapped a suit against one of its star performers charging "unfair competition, appropriation of program format and wrongful inducement [by him] of a key producer to quit his job."

In the suit, filed in Los Angeles Superior Court by Bill Burrud Productions against host-narrator Jack Smith for $130,000, it is alleged that while still working on Burrud's The American West syndicated series, Mr. Smith developed plans for a similar syndicated series, Trails to Adventure, using the same basic format. The suit also contends that Don Flocker, producer of American West, was persuaded to quit Burrud Productions and work for Mr. Smith's newly formed Trails Productions. Burrud Productions claims that, pressured by Mr. Smith's "insistence," it invested a "substantial sum" to film the American West series instead of putting it on tape and that this investment now is "jeopardized" both domestically and internationally because Trails to Adventure supposedly is similar in format.

Lar rides again

Lar (America First) Daly of Chicago, the perennial splinter candidate who has made the most out of the Section 315, the equal-time law announced Thursday (Jan. 18) he is running for the Presidency again this year, and even though lack of money makes it hard to campaign he plans to run in several state primaries. These are New Hampshire, Illinois, Indiana, Wisconsin, Nebraska, Oregon and possibly Massachusetts. He told newsmen of his political aspirations during questioning about an Illinois state-sales-tax-suit against his American Stool & Chair Co. He said he intends to pay the back taxes but he's just a bit short right now.

Radio series sales...

Grand Ole Opry (WSM Inc.): KWAK Stuttgart, Ark.; KDJJ Hollbrook, Ariz.; WLDG Atlantic City; KWCL Oak Grove, La., and WCLO Cleveland, Miss.

30 Hours of Christmas (Triangle Publications Inc.): WBTW Williamson, W. Va., and WNNV White River Junction, Vt.

Dream World Series (Triangle Publications Inc.): WINA Charlottesville, Va., and WJEJ Hagerstown, Md.

World of Money (Signal Productions): KARM Fresno, Calif.; WNNY Erie, Pa., and WQNY York, Pa.

Point of Law (Signal Productions): WLAD Danbury, Conn.; WFHR Wisconsin Rapids, Wis.; WCHS Charleston, W. Va., and WPHM Port Huron, Mich.


Lessons in Learning (Northernwestern University): WIND Chicago and WCLO Janesville, Wis.

TV-syndication company formed by Spangler

The formation of Spangler Television Inc., New York, as a TV-program-distribution company was announced last week by Larry G. Spangler, president. He has resigned as general manager in New York of the program division of All-Canada Radio and Television Ltd., but will continue to syndicate that company's 195 color half-hours of Ed Allen Time in the U. S.

In addition, Spangler has obtained the rights to 39 half-hour color segments of Car and Track, produced by Time-Life Productions; 52 first-run half-hours of The Arthur Smith Show, a color series produced by Jefferson Productions, and 39 first-run color cartoons produced by Jean Image.

Headquarters for Spangler Television is at 10 Rockefeller Center, New York 10020. Telephone number is 212-582-5020.

Program notes...

New projects: Irwin Allen, creator and producer of Voyage to the Bottom of the Sea on ABC-TV and Lost in Space on CBS-TV, has started production on two additional series for next season. An hour series called Man from the 25th Century, produced in association with 20th Century-Fox Television, is being readied for CBS-TV. Another hour program, City Beneath the Sea, is being prepared for NBC-TV.

A third new Allen project, Land of the Giants, already has been sold to ABC-TV for a September start.

How to pick winners: Official Films Inc. is placing into syndication 260 five-minute episodes in color of The Art of Handicapping. Host for the series is Sam Resnick, who has been a racing announcer for the past 18 years. Jerry Hammer is the producer.

Watts talent: The New Voices of Watts, a one-hour documentary being produced by Stuart Schulberg for ABC-TV's NBC Experiment in Television series, will feature writers from the Watts area of Los Angeles. It is part of a 10-series program starting Feb. 18 (3-4 p.m. EST).

Italian package: Rizzoli Film, New York, has appointed Films Around The World, New York, as its representative for television rights sales in the U. S. Included in Rizzoli's package of 45 motion pictures are Fellini's "Juliet of the Spirits" and Antonioni's "Red Desert."

ABC has jurisdiction problem with Gypsy show

Does a production company have the right to use free talent on a television show if the talent is not required to perform as an actor or do its established act? May a union regulate conduct of members appearing in the jurisdiction of the union but in a manner not covered by the collective-bargaining agreement? These are the knotty issues a three-man arbitration panel in San Francisco is expected to decide within the next several weeks.

The proceedings arose out of a rule adopted by the San Francisco local of the American Federation of Television and Radio Artists prohibiting members to appear without pay on the Gypsy Rose Lee syndicated program produced by ABC. Instead, members were instructed to first be assured that they would be paid not less than AFTRA scale for their appearances on the show. ABC contends this is in violation of its agreement with AFTRA. The network sought an injunction in a San Francisco court against the union. The injunction was denied and arbitration was indicated as the method of settling the dispute.

March start for Cavette

ABC-TV's new 90-minute weekday variety series will start Monday, March 4 (10:30 a.m.-noon). The show, featuring Dick Cavett as host, will be taped on the day before its air date.
Storer's WSPD wins Pioneers' 'Mike'

WSPD Toledo, Ohio, the first station in what is now the Storer Broadcasting Co. group, has been named to receive the eighth annual Broadcast Pioneers "Mike" award. Glenn Marshall Jr. of WXIT(TV) Jacksonville, Fla., president of the pioneers, announced last week (CLOSED CIRCUIT, Jan. 8).

George B. Storer, chairman of Storer Broadcasting, will accept the award at a dinner at the Hotel Pierre in New York, Feb. 19. Proceeds of the annual award dinners go to the Broadcasters Foundation, philanthropic adjunct of the pioneers headed by Clair R. McColough of the Steinman stations.

The "Mike" award is presented each year to a pioneer station to honor consistently outstanding service to the public and to broadcasting.

WSPD commenced operations April 15, 1921, as WTAL. Mr. Storer bought it in 1927 after he discovered, during negotiations for a saturation radio campaign for his Fort Industry Oil Co., that the station was having financial difficulties. The call letters were changed to WSPD to represent "Speedene," the name under which Fort Industry operated gas stations in Toledo.

Mr. Storer was WSPD's first manager, devoting his evenings to the station while also running Fort Industry and serving as a vice president of American Metal Products Co. When the oil company was sold to Standard Oil in 1928, the company name was changed to Fort Industry Co. It was changed to Storer Broadcasting Co. in 1952.

Mr. Storer was succeeded as WSPD manager by the late J. Harold Ryan, who was closely associated with him in building the Storer firm and who also served as a president of the National Association of Broadcasters. The company now owns six television and seven radio stations.

Previous winners of the "Mike" award are WHO Des Moines, Iowa; WTIC Hartford, Conn.; KDKA Pittsburgh; WLW Cincinnati; WGN Chicago; WSB Atlanta, and WOR New York.

KPIX(TV) opens free press

What does a local television station do when the only two major newspapers in town are out on strike? Why it publishes its own newsletter, of course. This is what KPIX(TV) San Francisco has been doing ever since Jan. 8, three days after the San Francisco Examiner and the San Francisco Chronicle were shut down by a strike. Some 10,000 copies are distributed free in downtown San Francisco by members of the Mission Rebels, a sort of a social gang, hired by the station. The newsletter is designed to supplement the station's news programs, which have been greatly increased in number since the strike.

Drumbeats...

Charities reap...The William Randolph Hearst Foundation, through the Hearst Corp.'s WISN-AM-FM-TV Milwaukee, has donated $20,000 given to five Milwaukee-area charities. James T. Butler, vice president and general manager of WISN-TV, made the presentations to Goodwill Industries, Milwaukee Repertory Theater, St. Camillus Hospital, the Curative Workshop of Milwaukee and the United Performing Arts Fund.

Filmed fete...Each year WIS-TV Columbia, S. C., selects the South Carolinian of the Year and honors him with a 30-minute filmed documentary of his background and accomplishments. The film is shown to guests at an award luncheon by closed circuit television and is later shown to wis home viewers. The documentary is then made available to other television stations. This year's recipient, Ellis C. MacDougall, director of the South Carolina Department of Corrections, is being announced today (Jan. 22) by G. Robert Shafro, president of Cosmos Broadcasting Corp., licensee of WS-TV.

Vickery appointed...George Vickery Associates has been appointed by group broadcaster Storer Broadcasting Co., Miami Beach, as public relations counsel. Mr. Vickery, formerly with Wometco Enterprises Inc., Miami, and a broadcast promotion veteran for thirteen years, recently opened public relations offices at 1778 North Bayshore Drive, Miami.

Serendipity...FCC Commissioner Nicholas Johnson has been selected by the U. S. Junior Chamber of Congress as one of its ten outstanding young men of America for 1967.

Radio helps community...KSRV Ontario, Ore., collected $2,044.15 from its donating listeners for a special air compressor to supply air for tanks...
of divers searching for drowning victims. The station made it possible to install the device in the Ontario fire department headquarters so that air could be provided without cost to any volunteer who is assisting in search operations.

Pennies from heaven • WEEI Boston
in its Penny-A-Month campaign raised $20,000 and earned the thanks of His Eminence Richard Cardinal Cushing. The money, contributed by listeners, civic leaders and business organizations, will be given to various nonsectarian charities that Cardinal Cushing supports.

Professional opinion • Gale Sayers, the Chicago Bear's halfback, in conjunction with Gilbert Altschul Productions and the American Dental Association, appears in a new five-minute color film promoting dental hygiene. The ADA said that "No Time To Lose" is designed to reach children and adults of all social groups. Prints are available to TV stations through the ADA, 211 East Chicago Avenue, Chicago 60611.

Industry veteran honored • Edgar Bergen will be honored with the second annual Carbon Mike award of the Pacific Pioneer Broadcasters at the industry organization's installation and dinner dance at the Beverly Hilton hotel, Beverly Hills, Jan. 26. Last year the award went to radio-TV performer-producer Ralph Edwards. The award honors industry veterans who have contributed significantly to the development of broadcasting. The Pacific Pioneers, which now numbers nearly 800 members, also will install CBS-KNX Los Angeles executive Harfield Weedin as its new president.

‘Where There’s Hope’ film available to TV

A public-service color film, "Where There’s Hope," a shortened version of a one-hour salute to Bob Hope at the 61st annual convention of the Boys’ Clubs of America, is being made available to networks and stations on a first-refusal basis.

The film, previewed for newsmen last week in New York, runs 28 minutes 30 seconds and is available in 16mm prints from the public information department of the Boys Clubs, 771 First Avenue, New York 10017.

Highlights include a review of Mr. Hope's 30 years in show business; monologues and acceptance by Mr. Hope of the Herbert Hoover Memorial Award; appearances of Mike Douglas (master of ceremonies at the awards program) and Richard M. Nixon, BCA chairman.

William Allen White honor goes to Ethridge

Mark Ethridge, with the Louisville (Ky.) Courier-Journal and Times (WHAS-AM-FM-TV Louisville) for 27 years as general manager, publisher and board chairman, has been named to receive the William Allen White Foundation's 1968 national citation for journalistic merit. The 11th annual citation will be made at the University of Kansas Feb. 12 when Mr. Ethridge will deliver the annual William Allen White lecture.

Mr. Ethridge, who was president of the National Association of Broadcasters from March to July 1938, is now a professor of journalism at the University of North Carolina in Chapel Hill.

WETA-TV plans auction

After watching the success other ETVs have had with similar projects, WETA-TV, Washington's noncommercial outlet, is planning to hold a television auction with the station being both producer and beneficiary. The show will run 4 p.m.-midnight, April 30-May 4 and will be a live, color remote. Since it is in Washington, WETA-TV is taking advantage of the makeup of the city's residents and has already lined up several famed personalities to act as auctioneers: Art Buchwald, columnist; Senator Daniel B. Brewster (D-Md.); Otto Graham, Washington Redskins coach, and Perle Mesta, former ambassador to Luxembourg.

WNEW, NBC newsmen win TWA awards

Broadcast winners in Trans World Airlines' 30th Annual Writing and Picture Competition were NBC News producer George Vicas and Mike Stein, assistant news director for WNEW New York.

Mr. Vicas was cited for his color special, "The Aviation Revolution," shown on NBC-TV Nov. 7, 1966, and July 19, 1967. Mr. Stein's program, "No More Highways in the Sky," was broadcast April 30, 1967, as a Sunday News Closeup.

INTERNATIONAL

Latin American TV group formed

The formation of LATINO, the Latin American Television International Network Organization, was announced last week by ABC International, which is the representative of this group of 19 Worldvision stations in 14 countries.

Donald W. Coyle, president of ABC International, said LATINO is "now the largest advertising medium in Latin America and can be purchased through a central source." He said it is an outgrowth of Central American Television Network (CATVN), with affiliates in Central America and Panama.

The station that makes up LATINO are: Teleonce, Buenos Aires; Proiel, Santiago and Valparaiso, both Chile; Telbogata, Bogota, Colombia; TL-TVCR, San Jose, Costa Rica; HIN-TV, San Pedro, Dominican Republic; Telecuerda-4 Guayaquil, Ecuador Cuente, all Ecuador; TV-2 and TV-4, both San Salvador, El Salvador; TG-TV, Guatemala City, Guatemala; HRTG-TV Tegucigalpa, Honduras; Telecuraico, Curaçao and Telearuba, Aruba, both Netherlands Antilles; YNSA-TV Managua, Nicaragua; TV-2 Panama City, Panama; Tele-12 Montevideo, Uruguay and Radio Caracas TV, Caracas, Venezuela.

There are about 3 million TV sets in the LATINO nations. ABC International acts as sales and program buying representative for TV stations and networks throughout the world, including the CTV Network of Canada. ABC International's Worldvision network has associates in 26 nations throughout North and South America, the Middle East and Asia.

International film sales . . .

Tartan Series (Banner Films): Pacific Telecasters Inc., Sydney, N.S.W., Australia.

Walt Johnson Road Reports (Shob- lom Productions): Wair Winston-Salem, N. C.; WBWW Youngstown, Ohio; KDOC Durango, Colo.; WENF Hartford, Conn.; KEEN Wichita, Kan.; KPWS Ft. Smith, Ark.; KGMB Honolulu, KGMC Denver; WWHO Orlando, Fla., and WHKP Hendersonville, N. C.

FCC may complete CAR rules

Final action on rulemaking to establish new home for microwaves serving CATV is expected in near future

The FCC is expected to consider shortly, possibly this week, a proposed order concluding its three-and-a-half year-old CAR (Community Antenna Relay) rulemaking designed to find a new frequency home and establish new operating procedures for microwave station operators serving CATV systems.

The proposed new rules, which relate to the frequencies to be assigned to microwave licensees serving cable systems and to the technical standards to be required of CAR operators, are likely to draw the protests of CATV spokesmen.

The aim of the rulemaking, issued in July 1964 (BROADCASTING, Aug. 3, 1964) is to relieve the congestion in the 6,000 mc band, reserved primarily for land-line telephone and telegraph services, and to remove CATV-serving microwave systems from the business radio frequencies, in the 12,200-12,700 mc band.

Achievement of these goals, the commission said, would provide for a more efficient use of the spectrum and for the orderly growth of the CATV industry. But commission sources expect CATV spokesmen to complain the new rules will make life more difficult and expensive for microwave licensees serving CATV systems.

Second Step Now - The commission in October 1965 spun off and adopted two aspects of the CAR proceeding. It established the 12,700-13,200 mc band as the new home for CAR, or noncommon-carrier microwave operators serving CATV systems. It also prescribed conditions that applicants for the 6,000 mc frequencies must meet to qualify as common carriers—at least 50% of their customers must be unrelated to them and will use at least 50% of the service (BROADCASTING, Oct. 18, 1965).

The proposed rules now ready for discussion will, reportedly, reduce further the chance of microwave operators serving CATV systems to use the 6,000 mc band, which because of the lower cost and greater reliability of equipment involved is considered desirable by common carriers.

The rulemaking would have permitted CATV-serving common carriers with long-haul needs—routes of more than 600 miles—to operate in the 6,000 mc band; licensees providing shorter hauls would have been accommodated with frequencies in the 10,700-11,700 mc band (BROADCASTING, Aug. 3, 1964). The commission cited the need of landline telephone and telegraph companies for the 6,000 mc frequencies.

But the staff is now proposing rules that would require carriers serving CATV systems near major cities to operate in the 10,700-11,700 mc band, regardless of the distance of the system. The proposed rules will, in general, permit carriers to use the 6,000 mc band in less heavily populated areas, although they provide exceptions in certain cases to meet the needs of telephone companies and of possible communications-satellite services.

Permanent Allocation - The rules will make permanent the 250 mc band, from 12,700 mc to 12,950 mc, that was allocated to CAR service on an interim basis in October 1965. Some CATV sources had clung to the hope that the commission would turn over the entire 500 mc band, from 12,700 to 13,200 mc.

However, the commission, in its notice of proposed rulemaking, had expressed uneasiness about turning over the entire band, which provides some frequencies for television auxiliary service. And the 250 mc of spectrum, the commission staff is said to feel, will enable CATV-serving carriers to provide 10 channels of service, with each channel 25 mc wide.

CATV spokesmen, however, have argued that in multichannel systems, 250 mc will provide only five channels of service. Their view is that channels in such systems cannot be used "back-to-back," that is, in a continuous line, without interference resulting. They say that different sets of channels must be used alternately at each repeater station.

CAR operators will probably be unhappy also about a rule permitting remote control operation; it requires transmitters to be shut down when not transmitting signals as a means of eliminating what the staff says would be an inefficient use of spectrum space.

CATV-industry spokesmen in their comments during the proceeding complained that equipment is not available that can automatically resume operations at the precise tuning point at which it was turned off. However, microwave operators in other services must contend with similar rules.

One proposed rule that some broadcasters may find a hindrance would prohibit CAR licensees and broadcasters from interconnecting their microwave facilities. Some broadcasters now obtain network programming from CATV-serving microwave operators. However, the commission staff notes that the proposal to permit such interconnection received no support in the comments.

Technical topics...

From Visual - Lightweight small cameras of low-power consumption as well as multtube color cameras are among broadcast equipment that use a new series of one-inch electrostatically focused EEV vidicon tubes, according to their supplier, Visual Electronics Corp., New York. The firm noted the series has applicability in transistorized film and in live broadcast color cameras.

Taft order - Taft Broadcasting Co., Cincinnati, has ordered 10 high-band color TV tape systems (TR-70s) from RCA Broadcast and Communications Products Division. The gear will augment eight TR-70s now in use at the group's six TV stations.

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'New look' for RCA

Style changes are planned to modernize image of all corporate activities

RCA has initiated a new look that includes the first radical change in 46 years in the design of its trademark. The "new RCA" is being introduced to the public in a corporate advertising campaign that was to start on TV yesterday (Jan. 21).

The "complete and systematic change in style" as described by Robert W. Sarnoff, RCA's president and chief executive officer, at a news conference in New York last week, takes in a program that modernizes every facet of the corporation's appearance from trademark to office design. It will be applied worldwide, affecting products, services and advertising and in terminology that describes the corporation's varied activities.

RCA said the change was effected to reflect the corporation's growth and diversification. Sales of the corporation last year exceeded the $3-billion mark for the first time (BROADCASTING, Jan. 1). In the 1920's RCA's line of products ranged from crystal receiving sets to electrical switches and apparatus. More than 80% of its 12,000 products being marketed today were not in existence a decade ago.

Solid Unit • The RCA monogram showing the symbolic lightning flash has been in use, with only minor modification of design, since 1922 (see separate box). The new trademark employs the three letters alone in a bold contemporary design to form a distinctive single unit.

Mr. Sarnoff noted that RCA was now "intimately involved with every principal aspect of [information] technology, from broadcasting and publishing to computers and educational systems. The corporate-wide new look corresponds to this change, and it will be used to unify the identification of all RCA products, services, installations and communications."

Among examples cited by Mr. Sarnoff of terminology being simplified or altered in reference to company activities is the Broadcast and Communications Products Division. This particular unit becomes the Commercial Electronic Systems Division Mr. Sarnoff pointed out that the division also produces scientific and instructional equipment in addition to broadcast products.

Another such change, to indicate the nature of RCA's international communications subsidiary operation, is a new RCA Global Communications, replacing the former identification of RCA Communications Inc. The new identification will be used in all advertising and promotion programs.

RCA's "new look" is being effected almost simultaneously in all areas—in printed material, from letterheads and product brochures to stock certificates and RCA Communications message blanks, in product identifications (including trademark and specific-brand designations on RCA products and the design of their packages), in advertising, in signs and even in the emblems on trucks and company work clothes.

Not Until 1969 • In some areas, it'll take lead-time for changes to become effective—probably not until the introduction of the 1969 line of home-entertainment products, for example.

Mr. Sarnoff said the new identification would be used in RCA sponsorship over the past weekend of the AFL All-Star game on NBC-TV and continue this week in selected newspapers and in major national magazines.

At his news conference, Mr. Sarnoff said that in view of "an old saying" in broadcasting of "never change a hit," he had been asked why RCA was changing. He said: "Corporations change a great deal like people" and in this context seek assurances that their images are "good," and "they want to be understood when they communicate."

Mr. Sarnoff, who was credited with originating the changes when he took office as president of the corporation two years ago, attributed his involvement to an interest in "art and graphics" and said this personal "bent" was solely responsible for his order of a review upon assumption of the presidency.

He said that in its review, RCA had difficulty in formulating an image or "corporate philosophy" because it had become "complex in character" as a result of growth, diversification and business. "When we started in 1919,"

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Corporate symbol retires after 46 years

The introduction of a new trademark by RCA is the first important change in 46 years in the presentation of the three letters representing the Radio Corp. of America.

The monogram with the symbolic lightning flash underlining the letters in a circle has been in use since Aug. 15, 1922. The lightning flash was employed to mark the importance of electricity in early radio. It was registered with the U. S. Patent Office on May 1, 1923, but was in use in consumer advertising in the fall of 1922, promoting the Aerola Grand radio receiver. Those ads, according to RCA, priced the radio set with a stand at $350 and featured an endorsement by Senator Guglielmo Marconi, described as "father of radio."

The earliest RCA trademark used was the three letters separated by periods—R. C. A. Later the punctuation was omitted and the monogram developed. For a brief time in 1921 only the two letters, R and C, were used when advocates argued the public could remember two letters easier than three. David Sarnoff (RCA board chairman), at that time general manager of RCA, sided with sponsors of the three-letter monogram.

RCA absorbed the Victor Talking Machine Co. in 1929, acquiring other trademarks such as "Victor," "Victrola," "Red Seal" and "His Master's Voice," all of which will continue to be maintained through use on certain product categories, though the new RCA trademark will "predominate" on all company products.
Peering into a crystal ball

Dr. Simon Ramo, one of the most noted people in electronics, did some "rational scouting out into the future" of communications last week and bewildered a West Coast audience of Broadcasting business laymen with visions of a brilliant new world. Addressing a luncheon meeting of the Hollywood Radio and Television Society in Beverly Hills, Calif. Dr. Ramo pictured the future as a jigsaw puzzle and described three of the technological pieces that now are on the verge of breaking out and becoming feasible.

"Space technology," he began, "has advanced to the point where it is now possible to put into space electronic equipment of great reliability, long life and with the capability of keeping itself supplied with power directly from the sun." The second near-ready technological piece, according to Dr. Ramo, is microminiaturization of electronic circuitry, which would allow for the assembly of lightweight, compact packages containing a tremendous amount of sophisticated electronics. But the key piece in future communications, he went on to explain, is quantum electronics: "the ability to produce radiation with such precise control of the frequency and bandwidth that it is possible to pack thousands more channels than we are now able to do side by side for use in communications."

Dr. Ramo, who is vice chairman of the board of TRW Inc., Redondo Beach, Calif., a highly diversified manufacturer of spacecraft, automotive parts, jet-engine components, electronics and defense systems, indicated that the three parts of the jigsaw puzzle of the future—laser and maser technology stemming from the quantum electronics field, electronic microminiaturization and satellite communications systems—"will offer us an exciting opportunity to expand our communications potential by a vast order."

Among the communications developments Dr. Ramo sees possible in the future ("give or take a few decades"):

- Three-dimensional color television through holography.
- Thousands of educational programs, pre-taped and available in the high-frequency microwave spectrum (above ordinary TV and FM broadcasting so that interference will be avoided).
- The electronic handling of many of the legal operations of our society, with signatures affixed via an electronic pen on a special scope and with one central authority given the right and necessary devices to produce the master copy.
- "Instant democracy," with people...
voting on issues or candidates from their homes over two-way communication devices.

- A national information system that could offer new products to viewers and take orders instantaneously over the two-way communications system in the home.

Dr. Ramo stressed that all of this vision appears to be technically possible. He cautioned, though, that it is not necessarily what will happen.

**CATV-phone cooperation sought by Ford**

Frederick W. Ford, president of the National Cable Television Association, Washington, has issued a call for cooperation between the CATV and telephone industries. First move, he said in a letter to NCTA members is for representatives of both industries to sit down and talk things over. "Together we must get down to the brass tacks of providing more and better communications services to the public," he said.

Meanwhile, the CATV industry's battle to persuade the FCC to require telephone companies to apply for certificates of necessity when they move into the CATV lease-back business moves into a new phase next month, following proceedings before an FCC hearing examiner (Broadcasting, Jan. 16 et seq.). Oral argument in the case has been scheduled for Feb. 19 before the commission panel.

**FINANCIAL REPORTS**

**Merger epidemic breaks out at G&W**

A mention last week on Wall Street of merger and Paramount Pictures' parent Gulf & Western Industries Inc. was bound to bring up the question of "with which company?"

As of last Thursday (Jan. 18), G&W was setting a path that only knowledgeable corporate footwork could follow. About a week before, stockholders had approved the merger of three companies as G&W subsidiaries—E. W. Bliss Co., Consolidated Cigar Corp. and Universal American Corp. (Broadcasting, Jan. 15). Officials said G&W would thus raise its annual sales rate to about $1.1 billion.

Early last week, Gulf & Western proposed a merger with Armour & Co., Chicago, major meat packer, producer of soap and detergents, industrial chemicals, fertilizer and drugs. If consummated, that agreement (reached Jan. 16) would be responsible for an operation with annual sales above $3.4 billion. The merger would be accomplished through an exchange of stock worth some $375 million.

A day later, Gulf & Western had agreed to purchase about 23% of the outstanding common stock of Brown Co., a paper and forest products company, in exchange for Gulf & Western convertible debentures and stock purchase warrants valued over $15.5 million.

G&W is already entrenched in the entertainment field. It owns Paramount Pictures Corp., International Telemeter and Desilu Productions Inc., and has a 51% interest in Famous Players Canadian Corp.

In addition to tending to its new merger plan financing, G&W stated last week that it proposed to raise $50 million abroad principally for the overseas operations of Paramount Pictures. G&W has gone on record as expecting the government to provide a measure of relief for film producers from proposed rules to limit international investments by U.S. companies overseas.

**ABC turns bullish**

Wall Street rumors that ABC was on the verge of merger with one of a number of corporations—at least four were mentioned—apparently served to bolster the value of the network's common stock last week.

ABC common opened at 61 on the day following ITT's rejection of the merger proposal (Broadcasting, Jan. 8), and after a couple of weeks of unspired performance, the stock's value appeared to be holding steady around 61. Last Tuesday, however, ABC jumped 4% points, closing at 66%, making it one of the big gainers on the New York Stock Exchange that day. On Wednesday, ABC closed at 67, but Thursday fell back to 65½.

The gains were made on the strength of rumors, Wall Street sources said, that had ABC merging with either Liton Industries, widely diversified manufacturing firm; Ling-Temco-Vought, a Texas-based aircraft and electronics firm; Sears, Roebuck, or Monogram Industries, diversified California manufacturer of sanitation equipment and electronics.

**Wometco increases dividend payments**

Wometco Enterprises Inc., Miami-based diversified entertainment company and group broadcaster, declared a regular quarterly dividend on Wometco's recently split shares of 12 cents on class-A common and 4½ cents on class-B common. This represents, it was reported, an increase of about 16% from the 15½ cents quarterly dividend paid before the three-for-two stock split. Dividends are payable March 15 to stockholders of record March 1.

The company also announced that on the basis of unaudited figures, revenues rose for the year ended Dec. 30, 1967, compared with the same period in 1966.

For the year ended Dec. 30:  
*1967*  
Earned per share 57c  
Total revenues 57,500,000  
Net Income 4,300,000  
*Adjusted for the three-for-two stock split in January.*

**Reeves expects improved earnings**

Higher revenues and earnings for 1967 are expected by Reeves Broadcasting Corp., New York, according to J. Drayton Hastie, president of the firm. Reeves has not reported its earnings for the year; but its nine-month revenues in 1967 were up 11% and income up 4% over 1966's comparable period (Broadcasting, Nov. 20, 1967).

Speaking before the Atlanta Society of Financial Analysts on Jan. 10, Mr. Hastie said his company's cash flow continues to increase. From mid-1960 to the end of 1967, corporate assets have grown from about $5 million to more than $20 million. Net operating revenues in 1966 were $8.9 million and net income was $699,000. Earnings per share in 1967 should be about the same because of additional shares now outstanding, Mr. Hastie said.

Reeves Broadcasting, a diversified company, has been expanding in both broadcasting and in CATV. It started with a single TV station in 1960, but now owns two stations—WISH-TV Charleston, S. C. and WHTN-TV Huntington-Charleston, W. Va.—and has four radio outlets—WITH-AM-FM Balti-
Revenue up, net drops in Filmways’ quarter

Filmways Inc., New York, had an approximate 20% rise in revenues but a more than 30% decline in net income for the three-month period ended Nov. 30, 1967. Per-share earnings were down over 20%. The company (primarily in TV and motion pictures) said its acquisitions of three firms (Acme Film Laboratories last February, Sigma last September and Cinex in October) had been reflected on a pooling-interests basis retroactively in the net income for the period covered.

For the three months ended Nov. 30:

<table>
<thead>
<tr>
<th></th>
<th>1967</th>
<th>1968</th>
</tr>
</thead>
<tbody>
<tr>
<td>Earnings per share</td>
<td>$8.41</td>
<td>$8.64</td>
</tr>
<tr>
<td>Revenues</td>
<td>11,049,164</td>
<td>9,171,375</td>
</tr>
<tr>
<td>Net income</td>
<td>366,211</td>
<td>366,712</td>
</tr>
<tr>
<td>Shares outstanding*</td>
<td>894,652</td>
<td>879,704</td>
</tr>
</tbody>
</table>

*The acquisitions of these companies, in February, September and October, 1967 have been reflected retroactively in the above consolidated statements of income on a pooling-of-interests basis. Further, shares outstanding at Nov. 30, 1968 have been restated to include shares issued in connection with these acquisitions, and to give effect to a 2% stock dividend paid in May, 1967.

W7 seeks acquisitions in entertainment field

There has been a temporary slowdown in the sale of television programs in the network and syndication fields but considerable improvement is expected in the immediate future, Eliot Hyman, board chairman of Warner Brothers-Seven Arts, told the company’s annual meeting of stockholders in Toronto last Tuesday (Jan. 16).

Mr. Hyman’s observation was contained in a statement read to the meeting by David Lubart, vice president and secretary, who said company business had kept Mr. Hyman in New York. Mr. Hyman added that the future “hold every promise of Warner Brothers-Seven Arts being a most important company in every phase of the entertainment field” and he said the company was interested in “fortuitous acquisitions” in the entertainment area.

The shareholders voted to decrease the number of directors from 17 to 15 and elected the following to the board: Charles Allen Jr., Alfred Bloomingdale, Armand Deutsch, Samuel H. Haims, Alex L. Hillman, Allan J. Hirschfeld, Eliot Hyman, M. Kenneth Hyman, Benjamin Kalmenson, Jerome A. Newman, Maxwell M. Rabb, Denniston L. Slater, Edgar B. Stern Jr., Anthony R. Tyone and Jack L. Warner. Mr. Stern is president and principal owner of Royal Street Corp. broadcast group (world-am-fm-tv New Orleans and 51% of wala-tv Mobile, Ala.).

New merger may add to Time’s stations

Time Inc., New York, active along the path of acquisitions last week, may find itself increasing its radio-station holdings.

Time has an agreement in principle for the acquisition of Little, Brown & Co., Boston book publisher—a purchase that would involve Time issuing 170,000 shares of common (valued at nearly $17 million) for all of the Boston company’s stock.

At the same time, Time Inc., a diverse communications firm with its biggest interests in publishing (magazines and books) and paper manufacturing, was reported to have approached management of the Newark (N.J.) News, seeking purchase of the daily newspaper. A subsidiary, Newark Broadcasting Corp., is licensee of WHNJ-AM-FM Newark.

Officials at the newspaper said talks had not developed into formal negotiations.

Time’s station holdings (Time-Life Broadcast Stations) are KLZ-AM-FM-TV Denver; WOOD-AM-FM-TV Grand Rapids, Mich.; KOGO-AM-FM-TV San Diego; KERO-TV Bakersfield, Calif., and WFBM-AM-FM-TV Indianapolis.

Disney reports first-quarter gains

Walt Disney Productions, Burbank, Calif., which earlier this year had revealed that gross had gone up but that net income for the fiscal year ended Sept. 30, 1967 had taken a nosedive (BROADCASTING, Jan. 15), last week announced that both net and gross were up for the quarter ended Dec. 30, 1967.

For the quarter ended Dec. 30:

<table>
<thead>
<tr>
<th></th>
<th>1967</th>
<th>1968</th>
</tr>
</thead>
<tbody>
<tr>
<td>Earnings per share</td>
<td>$0.52</td>
<td>$0.50*</td>
</tr>
<tr>
<td>Gross revenues</td>
<td>24,280,000</td>
<td>26,520,000</td>
</tr>
<tr>
<td>Net income</td>
<td>2,181,000</td>
<td>2,092,000</td>
</tr>
</tbody>
</table>

*Adjusted for stock split and stock dividends.

**NEW ISSUE**

$40,000,000

Walt Disney Productions

4½% Convertible Subordinated Debentures due January 15, 1993

Convertible Into Common Stock at $45 per Share

Price 100%

(Plus accrued interest from January 15, 1968)

Copies of the Prospectus may be obtained in any State in which this announcement is circulated from any of the underwriters, including the undersigned, as may lawfully offer these securities in such States.

Kidder, Peabody & Co. ( Incorporated)  Lehman Brothers
Blyth & Co., Inc. The First Boston Corporation Drexel Harriman Ripley (Incorporated)
Eastman Dillon, Union Securities & Co. Glove Forgan, Wm. R. Staats Inc.
Loeb, Rhoades & Co. Paine, Webber, Jackson & Curtis Salomon Brothers & Hartter
White, Weld & Co. Dean Witter & Co.

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Sterling registers for $2.5 million in bonds

Sterling Communications Inc., New York, has filed a registration with the Securities and Exchange Commission for the sale of $2.5 million of 7 1/4% collateral trust bonds, due in 1980, plus warrants with the right to purchase 500,000 shares of common stock.

The securities will be offered in units, each consisting of $1,000 of bonds and warrants with the right to purchase 200 common shares, at $1,000 per unit.

The company estimates that it will receive $2.3 million from the sale after federal taxes. They propose to apply $2.2 million to their subsidiary Sterling Information Services Ltd., New York CATV operator, for additional loans and investments, or to collateralization of guarantees or indemnities relating to obligations; approximately $100,000, will be used to market the Alphamatic Character Generator, an electronic device developed and manufactured by RCA for the continuous transmission of news, financial information and other information by CATV, television stations and closed-circuit TV systems; and if there are remaining funds they will be used as working capital and for other corporate purposes, including CATV.

CATV-subsidiary Sterling Information Services Inc., through its subsidiaries, owns a system in Nassau county (Town of Babylon) and has applications for franchises in White Plains, Yonkers and New Rochelle, all New York.

Five Bleak Years * For the last five fiscal years as of March 31, 1967, Sterling Information Services has operated at a loss, and as of March 31, 1967, its aggregate loss was $1,186,127. For the seven months ended Oct. 31, 1967, the loss was $176,211, as compared with a loss of $103,223 for the seven months ended Oct. 31, 1966.

Sterling Communications is engaged in the distribution of sponsored motion pictures to television stations, adult organizations, schools and theaters and in the creation, operation and programming of closed-circuit TV installations.

In the fiscal year ended March 31, 1967, Sterling Communications showed a profit of $58,283 after taxes, as contrasted with losses of $4,304 and $18,058, respectively, for the fiscal years ended March 1965 and 1966. In seven months ended Oct. 31, 1967, the company showed a profit of $35,757 after taxes, as contrasted with a profit of $9,884 for seven months ended Oct. 31, 1966. At present the company has 720,000 shares outstanding. Charles F. Dolan is president.

DDB's billing up 16.4%, profits rise 4.3%

Billings at Doyle Dane Bernbach, New York advertising agency, rose 16.4% and established a record high for the fiscal year ended Oct. 31, 1967, it was announced last week.

The agency stated that its annual report to stockholders is in preparation.

FATES & FORTUNES


Arthur Schwartz, director of advertising for Bulova Watch Co., New York, elected VP and director of advertising and sales promotion.

Robert O. Daubenspeck, VP and associate media director, Foote, Cone & Belding, Chicago, named manager of media department. Richard E. Maslotti named associate media director for broadcast, and director of network relations there. William H. Bambrick, management supervisor for FCB&B, New York, named to newly created position of special assistant to general manager of New York office.

Norman L. Muse, creative director at Leo Burnett Co., Chicago, named VP. Gene Kelkely and Hal Weinstein, both VP's at agency, named creative directors.

Madeline Paley and Steve Lehner, copy group supervisors, North Advertising, Chicago, named VP's.

Joseph P. Costantino, former sales promotion manager for KTVU(TV) Oakland-San Francisco, and VP of Broadcast Promotion Association, named corporate director of advertising and promotion, Avo Broadcasting Corp., Cincinnati, succeeding John C. Burpee, who resigns.

David Abbott, national sales manager and general sales manager for WWHO-TV Boston, named sales manager for WLWT(TV) Cincinnati. Charles A. McFadden, sales manager for WLWT (TV) Indianapolis, appointed general sales manager of WLWD(TV) Dayton, Ohio. WLWT, WLWI and WLWD are Avo Broadcasting stations.


William La Cava, former VP and associate creative director, Foote, Cone & Belding, New York, joins Telematic Inc., commercial producers, that city, as executive VP and creative director.

George Pettett named VP and southwestern manager for The Hollingbery Co., Dallas.

J. Dolan Walsh and Harvey E. Diekroeger, media supervisors at D'Arcy Advertising, St. Louis, named associate media directors. William R. Holmes, VP and associate media director, assumes functions of media research director from Sol Israel, named assistant to director of marketing services. Gerald P. Branson and Timothy G. Finney named senior media buyers.

Stuart P. Erwin Jr., director of ad-

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BROADCASTING, January 22, 1968
MGM's first quarter sets earnings record

Metro-Goldwyn-Mayer Inc., New York, reported last week that it had established record earnings for the first quarter of fiscal 1968, ended Nov. 23, 1967, according to Robert H. O'Brien, president.

Stockholders were paid a quarterly dividend of 30 cents a share.

According to Mr. O'Brien, earnings are equivalent to 83 cents per share on the 5,756,351 shares outstanding since the two 5% stock dividends declared in the past 12 months and the issuance of 162,037 shares for the purchase of 2,007 acres of land in Conejo Valley, Calif.

For the 12 weeks ended Nov. 23, 1967:

<table>
<thead>
<tr>
<th></th>
<th>1967</th>
<th>1966</th>
</tr>
</thead>
<tbody>
<tr>
<td>Earned per share</td>
<td>$0.30</td>
<td>$0.27</td>
</tr>
<tr>
<td>Billings</td>
<td>228,025,024</td>
<td>195,833,476</td>
</tr>
<tr>
<td>Net profit</td>
<td>4,944,720</td>
<td>4,944,594</td>
</tr>
</tbody>
</table>

Softness in spot TV drops Taft's earnings

Taft Broadcasting Co., Cincinnati, reported a slight increase in net revenues, but a decline in net earnings for the nine-month period ended Dec. 31, 1967.

Commenting on the report, Lawrence H. Rogers II, president, said: "The decline was attributable chiefly to a continued softness in TV national spot sales. Despite increased costs in color-TV operations, broadcasting operating expenses were up less than 1% over the same period last year.

Consolidated net revenues for the fiscal quarter ended Dec. 31, 1967, were reported at $8,599,581, up from $8,306,079 in the same quarter of 1966. Consolidated earnings for the quarter were $1,800,078, compared with $2,062,359 last year. Earnings per share were 54 cents compared with 61 cents based on 3,363,182 shares outstanding on Dec. 31, 1967.

In addition to TV and radio stations in Cincinnati; Columbus, Ohio; Birmingham, Ala.; Kansas City, Mo.; and Buffalo, N. Y., and a TV in Scranton/ Wilkes-Barre, Pa., Taft owns Hanna-Barbera Productions Inc., Hollywood producer of animated films.

For the nine months ended Dec. 31:

<table>
<thead>
<tr>
<th></th>
<th>1967</th>
<th>1966</th>
</tr>
</thead>
<tbody>
<tr>
<td>Earned per share</td>
<td>$1.46</td>
<td>$1.62</td>
</tr>
<tr>
<td>Consolidated net revenues</td>
<td>25,051,680</td>
<td>22,644,804</td>
</tr>
</tbody>
</table>

*Profit before federal and state income taxes and extraordinary credit from the sale of WKYT-TV Lexington, Ky., was $9,562,352 compared with $10,681,704 in 1966. After extraordinary credit from the sale of the station, earnings per share were $1.83 this year, an increase of 10.6% over last year.

David B. Marsh, account executive for Naegle Outdoor Advertising, joins WTEM-TV Bay City - Saginaw - Flint, Mich., as account executive.

Barkley Bull appointed account executive at Spade and Archer Inc., New York.

Robert H. Devlin Jr., management resources trainee with CBS Radio, New York, named account executive.

Donald S. Newbury, account executive for KGBS Los Angeles, appointed to similar position at KRAM-FM Los Angeles.

Mike McCarthy, creative group head for Kenyon & Eckhardt, Chicago, joins Reach, McClint & Co. there as copywriter.

Michael T. Dorsey, account executive with WDCA-TV Washington, and Irv Lichtenstein, program director for WWDC Washington, join sales staff at WTOP, that city.

MEDIA

Mr. Thomas

Eugene S. Thomas, executive VP and general manager of KETV-TV Omaha, Neb.-Council Bluffs, Iowa, and first chairman of television board of directors of National Association of Broadcasters, retires Jan. 31 after 43 years in broadcasting. No successor has been named. Mr. Thomas plans to enter writing and consulting fields and will continue as member of board of directors for KETV. Kenneth H. James, VP and station manager, is head of station operations.

Richard K. Burton, manager of WWFT-TV Roanoke, Va., named general manager.

W. Howard Jernigan, general sales manager for WCH-TV Newport News, Va., named assistant general manager.

Hartwell Conklin, news director for WDBO-TV Orlando, Fla., appointed station manager of WGNP-TV High Point-Winston-Salem, N. C.

Bryce Cooke, with WDAF Kansas City, Mo., appointed station manager of WDAF-FM, that city.

F. Patrick Shannon, sales manager for WLWT-TV Cincinnati, named assistant general manager of WLWI(TV) Indianapolis. Both are Avco Broadcasting stations.

J. Taber Bolden Jr., former staff administrative, training design, RCA, Camden, N. J., appointed administrator for training and personnel, NBC, New York.


PROGRAMING

Victor Blau, general manager of Warner Bros.-Seven Arts music division of W7 Inc., Burbank, Calif., elected VP of parent firm.

Marian Searchinger, with United Artists Corp., New York, joins General Artists Corp., that city, as VP of equity and literary divisions.

Morton Schwartz, president of Recording Studios Inc., New York, resigns with no future plans announced.

Alfred Markim, executive VP, succeeds him.

Jerry Golden, account executive with Videotape Center, New York, appointed sales executive with Reeves Sound Studios, that city.

Stanley J. Selson, coordinator of corporate planning for NBC, joins Screen Gems as associate director of research, New York.

Martin Dooling, sales account executive for CBS-TV Hollywood, named program executive.

Robert Anderson, free-lance TV and movie production manager, named production supervisor for Wolper Productions, Los Angeles.

Jack Jacobson, production manager, and Don Knautz, assistant program manager, both with WGN-TV Chicago, appointed program manager and manager of operations, respectively.

Dean McCarthy, program director, WXYZ-TV Detroit, named director of programming, WKBW-TV Chicago. He succeeds Lee Schulman, who resigned to join KNBC(TV) Los Angeles.

Bob Osborne, formerly program director of WIT, St. Louis, named program and operations director of WBE, there.

Michael Steele appointed program manager of WNBF Binghamton, N. Y.

Jack James, acting production manager for WREC-TV Rockford, Ill., named production manager.

Clem Candelaria, operation manager for KTVF(TV) Fort Worth - Dallas, named production manager.

John Steinwand, program director for WSPD-TV Toledo, Ohio, appointed operations manager.

NEWS

Mr. Fitzgerald

William Fitzgerald, head of national overnight broadcast news for AP New York bureau, appointed day news supervisor in broadcast news department, succeeding James Wessel, named to newly created post of director of special projects in broadcast department. Stephen Dermady, assistant overnight editor, succeeds Mr. Fitzgerald. Robert D. Haworth, with AP in Dallas and Kansas City, Mo., for 10 years, named Kansas City broadcast news editor.


Lou Cioffi, ABC News Tokyo bureau chief, named national correspondent for ABC News.


Frank Georg, news and program director for KNX Los Angeles, named executive editor for all-news format being introduced by KFWB Los Angeles in March.

David Choate, news assignment editor for WCKT(TV) Miami, appointed assistant news director. Mike McDonal, with WANE-TV Fort Wayne, Ind., joins WCKT as writer-producer. Max Wolf, with WOON-TV Grand Rapids,
25 names on NAB radio board ballot

Twenty-five broadcasters have been nominated for two-year terms to fill 12 seats on National Association of Broadcasters radio board.

District 1: E. H. Peete, WWO Columbus, O. (incumbent); Walter Eisenberg, WABC New York, and James C. Kennedy, WABC New York.


District 4: J. H. Goodwin, WAPI Birmingham, Ala. (incumbent); Charles A. Brown, WBAL Baltimore, and John D. Tidball, WABC New York.

District 5: J. Frank Hollen, WJTV Jackson, Miss. (incumbent); Bill H. Selig, WABC New York, and John L. Prather, WABC New York.


DEATHS

Philip Galt Sewell, 54, general manager of WRCs Ahoskie, N. C., died Jan. 9 at Roanoke-Chowan hospital, Ahoskie, after long illness. Mr. Sewell was station's first manager, assuming posi-

tion in 1947. He is survived by wife, Dorothy, and daughter.

Joel S. Daniels Jr., advertising and sales promotion manager for Northeast Airlines Inc., died of heart attack Jan. 15. Mr. Daniels, who joined Northeast in 1958, had over 20 years of airline advertising experience. He is survived by his wife, Jane, and son.

Charles F. McCarthy, 63, newscaster for WVOX-AM-FM, New Rochelle, N. Y., and for years with NBC and ABC, died Jan. 13 at New Rochelle hospital after suffering stroke at his home there. Mr. McCarthy broke into radio on old WJW, New York, WVOX Miami and K&L St. Louis before becoming one of first personality newscasters at WMGM New York (now WNEW). With the advent of television, he ended 10 years with NBC Radio by joining NBC-TV as play-by-play sportscaster, and then as announcer for NBC's Music Hall of the Air and Music of the New World. Assignments at WOR New York and news directorship at WPAT Paterson, N. J., preceded WJW wox post. He is survived by wife, Diana, son and daugh-

ter.

Warren R. Coleman, 57, who played "Kingfish" in original Amos 'n Andy radio series, died Jan. 13 at his home in Los Angeles. Mr. Coleman was radio, stage and film actor for some 30 years and produced, di-
rected and wrote for stage and motion pictures.

Dr. Robert Reynolds Jones Sr., 84, evangelist and founder of Bob Jones University, Greenville, S. C., licensee of WMMU-AM-FM Greenville, died Jan. 16 in Greenville. He is survived by his wife, Mary, and son.

FOR THE RECORD

STATION AUTHORIZATIONS, APPLICATIONS

As compiled by Broadcasting, Jan. 11, through Jan. 17 and based on filings, authorizations and other actions of the FCC.

Abbreviations: Ann.-announced, ant.-antennas, aur.-aural, CATV=community anten-
tenna television, CR=critical hours, CR-construction permit, D.-day, DA-directional-
auxiliary. ERP-effective radiated power. kHz-kilocycles. kW-kilowatts. LS-local sun-
et, mo-megacycles, mod.-modification. N.-north. P..PSA-presumably service authority. SCA-subsidiary communications authorization, SH-specified hours. SSA-special serv-
ice authorization, STA-special temporary authorization. transmitter, UHF-ultra high frequency. U-unlimited hours. VPE-verypowerful. vi.-visual. w-

atts.-watts.-*educational.

New TV stations

FINAL ACTIONS

Oneonta, N. Y.-Susquehanna Broadcast-
ing Inc. Broadcast Bureau granted UHF ch. 15 (479-462 mc): ERP 10.1 kw vis., 2.14 kw aur. Ant. height above average terrain 486 ft.; ant. height above ground 417.9 ft. P. O. address: 206 Main Street, Oneonta 13820. Estimated construction cost $386,000; first-year operating cost $487,200; revenue $250,000. Geographic coordinates 42° 25′ 14″ north lat.; 75° 40′ 34″ west long. Type trans. RCA TPU-9A. Type ant. RCA TPU-6C. Legal
counsel Cohen & Berfield; consulting engi-
neer Robert A. Davidoff; Washington Principal: Albert E. Farone, president and William J. Calsam, vice president and treasurer (each 50%). Mr. Farone is vice presi-
torney and is president, treasurer and 100% stockholder in real estate holding company. Mr. Calsam has no other present business interests indicated. Action Jan. 10.

Commission has denied motion for stay pending judicial review of its grant of TV ch. 13 to Flower City Television Corp. of Rochester, N. Y., but if petitioners file re-
quest for stay of decision with United States Court of Appeals for District of Columbia on or before Jan. 19, 1968, com-
mision stated it will stay proceeding until judicial determination has been made on that request (Docs. 14394-5, 14402-3, 14464-4). Action Jan. 10.

OTHER ACTIONS

Review board in Aurora, Ill., TV broad-
casting, docs. 17669-70, granted peti-
tion for extension of time filed Jan. 11, by Allir Broadcasting is an extended to Jan. 23 time within which to file responsive pleadings to opposition to petition to en-

Review board in Medford, Ore., TV broad-
casting, docs. 17688, 81 and 82, granted petition to enlarge issues filed on Oct. 10, 1967, by Southern Oregon Broadcast-

Review board in Medford, Ore., TV broad-
casting, docs. 17688-82, granted to extent indicated, and denied in all other


FORMER ACTION

Chief Hearing Examiner James D. Cun-
ingham, Jr., on Jan. 9 in Utica, N. Y., (Stock Craft Broadcasting Co., P. H. Inc. and Roy H. Park Broadcasting Inc.) TV ch. 20 pro-
designated Examiner Thomas H. Donahue, Jr., to conduct a prehearing conference for Feb. 7 and hearing for March 19 (Docs. 17682-4). And in Seattle (King's Garden Inc.) TV proceeding, granted motion by King's Gar-

And in Elizira, N. Y. (WPNY Inc and Channel 9 Syracuse Corp.) TV ch. 26 pro-
designated Examiner H. Gifford Genan to serve as presiding officer; sched-
uled prehearing conference for Feb. 20 and hearing for March 28 (Docs. 17699-7).

Hearing Examiner Jay A. Kyle on Jan. 12 in Gainesville, Fla. (Minshall Broadcast-
ing Inc and University City Television Cable Inc.) TV proceeding. Ordered re-
sumption of evidentiary hearing for Jan. 29 (Docs. 17690-10). And in Boston (Patriot State Television Inc. and Boston Heritage Broadcasting Inc.) TV proceeding, granted request by Boston Heritage and scheduled Jan. 16 for exchange of exhibits and re-
scheduled Jan. 29 for hearing for Jan. 30 (Docs. 17740-3).

Hearing Examiner Forrest L. McClun-
gen on Jan. 8 in Jacksonville, Fla. (Florida-

Georgia Television Inc. Community First Corp, New Horizons Telecasting Inc. and Florida Gateway Television Inc.) TV proceed-
ing, granted petition by Florida Gate-
way for leave to amend its financial pro-
posal to substitute loan commitment letter from Florida National Bank of Jackson-
ville and related documents (Docs. 15744, 1575-4). By separate action, granted peti-
tion by Community First Corp. for leave to correct an inadvertent transcription error in its application where amounts shown under program and production costs and under technical and engineering costs were transposed, and dismissed with consid-
eration petition for leave to file reply.

Hearing Examiner Chester F. Naumow-
itz Jr. on Jan. 16 in Sacramento, Calif. (Grayson Television Inc. and Hercules Broadcasting Co.) TV proceeding, granted motion by Hercules and extended dates for exchange of exhibits and notification of witnesses to Jan. 31 and Feb. 9, respectively (Docs. 17778-9).

CALL LETTER APPLICATION

Rovon Television Inc, Macon, Ga. Re-

EDWIN TORNBERG
& COMPANY, INC.

Negotiators For The Purchase And Sale Of
Radio And TV Stations • CATV
Appraisers • Financial Advisors

New York—60 East 42nd St., New York 17, N. Y. • MU 7-4242
West Coast—1357 Jewell Ave., Pacific Grove, Calif. • FR 5-3164
Washington—711 14th St., N.W., Washington, D. C. • DI 7-8531

BROADCASTING, January 22, 1968

62
**New AM stations**

**APPLICATIONS**


Lakoduk, president. Appli-


Linthaven, Tenn.—Sound Inc. of Living-

ton, Tenn. Seeks 1110 kc. 15 kw-D. P. O. address: 307 West Main Street, Liv-

ingston, 38501. Estimated construction cost: $35,888.11; first-year operating cost: $32,120; revenue $36,000. Principal: Larry Lakoduk, president. Ap-

**CALL LETTER APPLICATIONS**

WJTV-TV 44 and WJTV-NTS, Co., Atlanta. Requests WJQKI-TV.

KJIT-AM McAlister TV Enterprises Inc., Lubbock, Tex. Requests KJSL-AM.

**Actions on motions**

Chief Hearing Examiner James D. Cun-

ningham on Jan. 18 in Springfield, Mo., granted request for extension of time filed Jan. 3, by Archway Broadcasting Corp. and extended to Jan. 19, time within which to file responsive pleadings to motion to enlarge Justice Bureau. Broadcasting Inc. on Dec. 18, 1967, Board member Nelson ab-


**Directing action**

Commission has denied proposal by Missouri Mutual Broadcasting Inc. for rule-


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KJIT-AM McAlister TV Enterprises Inc., Lubbock, Tex. Requests KJSL-AM.

**New AM stations**

**APPLICATIONS**

Kenosha, Wis.—Reliable Broadcasting Corp., Milwaukee, requests KSLN-FM to change trans. from 88 to 105.5 and make changes in system. Conditions. Action Jan. 16.

**CALL LETTER APPLICATIONS**

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**New AM stations**

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**Directing action**

Commission has denied proposal by Missouri Mutual Broadcasting Inc. for rule-

CALL LETTER ACTIONS

- **KLOS**, Zia Tele-Communications, Albuquerque, N.M. (Granted KZIA).
- **WCYY**, W.C. Lyons & Son, Inc., Knoxville, Tennessee (Granted WJBJ).

DESIGNATED FOR HEARING

- Renewal applications for WCFV, Radio Inc., licensee of WCFV Clifton Forge, Va., and Impact Radio Inc., licensee of WPXI Roanoke, Va., have been designated for consolidated hearing by commission action of Jan. 4, Action Jan. 16.

New FM stations

**APPLICATIONS**

Oxnard, Calif. — A Playas Broadcasters, Inc., seeks 89.3 mc, ch. 202, 3 kw. Ant. height above average terrain 290 ft. P. O. address: 915 Roderick Avenue, Oxnard 93036. Estimated construction cost $6,000; first-year operating cost $4,000; revenue $15,000. Principals: Frank J. Oliveres (45%) and Mr. Cullen (55%). Mr. Oliveres is owner of radio and television retail and service store. Messrs. Cullen owns consulting radio engineering concern and he is an electronic engineer. Applicant is a corporation.

Lake City, Fla. — Deep South Radioways Inc. seeks 94.3 mc, ch. 232, 3 kw. Ant. height above average terrain 260 ft. P. O. address: Hiway 441 South Lake City 32055. Estimated construction cost $20,000; first-year operating cost $2,500; revenue $12,000. Principals: Joe L. Dukett, president; W. Woodall, Jr., vice-president-treasurer; and Miles H. Ferguson, vice-secretary-treasurer. Mr. Dukett is 33% owner of WDSR Lake City and 50% owner of rental properties. Mr. Ferguson is 98.1% owner of WRDL West Point, Ga. and 25% partner and supervisor of WHJO Opelika, Ala. Mr. Woodall is 50% owner and president of WWDW Dawson, Ga., 25% owner and vice-president of WGRA Cairo, Ga., 25% owner and vice-president of WFRM Ft. Valley, Ga., 25% owner and president of WGBW Greenwood, S. C., and 25% partner in WBBK Blakely, Ga., Ann. Jan. 16.


BROADCASTING, January 22, 1968
A page from the document contains text regarding broadcasting and television, specifically mentioning actions, proposals, and assignments for various broadcasting stations. The text discusses various actions such as hearings, grants, and rulemakings for different entities like FCC, Broadcasting Bureau, and other broadcasting companies.

For example, one section mentions a hearing examiner's decision regarding a broadcasting permit. Another section discusses the proposal for a new broadcast station's channel assignment. The text also includes details about the broadcasting license and its terms and conditions.

The document is a snapshot of the regulatory and operational aspects of broadcasting, highlighting the processes involved in the granting and revocation of licenses, the assignment of frequencies, and the compliance with regulatory standards.

The document is a resource for anyone interested in broadcasting, providing insights into the regulatory framework and the decisions made by the FCC regarding broadcasting permits and assignments.

The text is clear and organized, making it easy to understand the various actions and proposals mentioned in the document.
hearing for March 28 (Docs. 17911-2). On Jan. 16 in Waco, Tex. (Centerex Radio Co. of Texas (CFM)), KTVX (FM) Broadcasting Co. and Morty H. FM FM proceeding, designated Examiner Basil P. Cooper to serve as presiding examiner and held preliminary conference for Feb. 14 and hearings for March 28.

**RULING**

**CALL LETTER APPLICATIONS**

1. WJDN-FM, Philadelphia, Pa., requests call letter WDNL.

**NEW LICENSES, ALL STATIONS**

3. Broadcast Bureau granted license for WJHCL (FM) Binghamton, N.Y., on condition of assignment of call letters WJHCL and WJHCM, transmitting at 89.1, 89.3, 89.5, 89.7 and 89.9 MHz, respectively. Action Jan. 15.

**CATV**

1. Commission has received a petition for reconsideration of its order granting approval of applicants to serve as Cable TV System Operators

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**Translations**

**K20BZ Hayfork, Calif.**—Broadcast Bureau granted license covering changes in VHF TV translator, K20BZ-FM.

**K0JCC Cortez, Colo.**—Broadcast Bureau granted CP for VHF TV translator to change primary station to KGDM-TX, ch. 13, Albuquerque, N. M., change trans. locat., to KI20BZ-FM, Monroe, La., change call letters to KGDM-FM; change trans. llc. B. Crawford, K0JCC (FM) Daniel, La., and Crawford Porter, Carpenter, as requested. Action Jan. 16.

**KI1EU Otis, Colo.**—Broadcast Bureau granted license for new VHF TV translator, KI1EU-FM, Action Jan. 10.

**KWHL Mountain View, Mo.**—Broadcast Bureau granted license, KWHL-FM, to replace expiring CP for VHF TV translator, a change in permitted operating area to Fullerton, Mo., from Bluefield, W. Va., as requested. Action Jan. 10.

**KCMO-TV, Inc., Missoula, Mont.**—Broadcast Bureau granted CP for new VHF TV translator to serve East Missoula, Mont., and reestablish service area of operation, on ch. 11, by rebroadcasting transmissions of KMETV, Missoula, Mont., Action Jan. 5.

**KMSO-TV, Inc., Missoula, Mont.**—Broadcast Bureau granted CP for new VHF TV translator to serve Monongahela County and Allegheny county, Pa., and reestablish service area of operation on ch. 78, by rebroadcasting programs of WQBO, Cleveland, Ohio, Action Jan. 5.

**W64AW Amsterdam, N.Y.**—Broadcast Bureau granted mod. of CP to include Rockton, Fort Johnson and South Amsterdam, N.Y., areas and change trans. on ch. 59 to WPBF, Pleasantville, N.Y., Action Jan. 11.

**K2IIJ Fairfield, Calif.**—Broadcast Bureau granted license covering changes in VHF TV translator, also changes in permitted operating area to Fullerton, Mo., from Bluefield, W. Va., as requested. Action Jan. 12.

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**OTHER ACTIONS**

1. Commission has disposed pending application by Southwestern Bell Telephone Co. for limited waiver of Section 74.1007, to permit rebroadcasting of station WSBK-FM, through Microwave Radio Service, on ch. 59, of Fort Smith, Ark., to serve points in Texas and Arkansas, Action Jan. 16.

2. Commission has denied an application by WQDD, Miami, for authority to serve as Cable System Operator, as requested.

3. Commission has denied an application by WQCV, Cleveland, Ohio, for authority to serve as Cable System Operator, as requested.

4. Commission has issued a decision authorizing application by Willow Bay Broadcasting Co. for authority to serve as Cable System Operator, as requested.

5. Commission has issued a decision authorizing application by Willow Bay Broadcasting Co. for authority to serve as Cable System Operator, as requested.

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**Ownership changes**

1. **KJOG TV**—Seeks assignment of CP from Jack O. Gross to W.A. Gross, for $12,000.00. Probable date of sale is in December, 1968. Your reply fact shall be filed in the Commission, 515 S. Capitol St., S. W., Washington, D.C. 20551.

2. **KXNO-WT**—Seeks assignment of license from KXNO, Inc., for $3,000,000. Probable date of sale is in December, 1968. Your reply fact shall be filed in the Commission, 515 S. Capitol St., S. W., Washington, D.C. 20551.

3. **KXNO-WT**—Seeks assignment of license from KXNO, Inc., for $3,000,000. Probable date of sale is in December, 1968. Your reply fact shall be filed in the Commission, 515 S. Capitol St., S. W., Washington, D.C. 20551.

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**Applications**

1. **KJOQ TV**—Seeks assignment of license from Brown & Brown, Inc. for $50,000. Probable date of sale is in December, 1968. Your reply fact shall be filed in the Commission, 515 S. Capitol St., S. W., Washington, D.C. 20551.

2. **KJOQ TV**—Seeks assignment of license from Brown & Brown, Inc. for $50,000. Probable date of sale is in December, 1968. Your reply fact shall be filed in the Commission, 515 S. Capitol St., S. W., Washington, D.C. 20551.

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**Executed**

1. Commission has executed an order granting authority to serve as Cable System Operator, as requested.

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**Commission has issued a decision authorizing application by Willow Bay Broadcasting Co. for authority to serve as Cable System Operator, as requested.**
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<thead>
<tr>
<th>Name</th>
<th>Occupation</th>
<th>Address/Contact Details</th>
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<tbody>
<tr>
<td>JANSKY &amp; BAILEY</td>
<td>Consulting Engineers</td>
<td>1812 K St., N.W., Washington, D.C. 20006, Phone 202-6400, Member AFCOE</td>
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<td>Broadcast Engineering, Phone Kansas P.O. Box 1302, 1145 GEO.</td>
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<td>Edward F. Lorentz, Chief Engr. PRUDENTIAL BLDG. DI 7-1310 WASHINGTON, D.C. 20005</td>
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<td>Phone: (202) 202-4742, Communications-Electronics Consulting</td>
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<td>Charleston, West Virginia, Phone: 216-526-4386, Member AFCOE</td>
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<td>JANSKY &amp; BAILEY, Phone: 216-526-4386, Member AFCOE</td>
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<td>KEAR &amp; KENNEDY, Phone: 622-4744, Member AFCOE</td>
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<td>JAMES C. McNARY, Consulting Engineer National Prud Bldg., Wash, D.C. 20006, Phone 7-1205</td>
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<td>Commercial Radio Engineering, Phone District 7-1205, Member AFCOE</td>
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<td>A. D. Ring &amp; Associates, 42 Years' Experience in Radio Engineering, Phone 312-447-2401</td>
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<td>Consulting Engineers, INWOOD POST OFFICE DALLAS 9, TEXAS ME ROOM 1-8360, Member AFCOE</td>
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<td>KEAN, SKLUM &amp; STEPHENS, Consulting Radio Engineers, Phone 216-526-4386, Member AFCOE</td>
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<td>E. HAROLD MUNN, Jr., Broadcast Engineering Consultant, Phone 517-270-6733</td>
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<td>PETE JOHNSON &amp; Associates, Consulting am-fm-tv Engineers, Phone 304-925-6281</td>
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<td>JULES COHEN &amp; ASSOCIATES, Suite 716, Associations Bldg., Phone 509-957-9707, Member AFCOE</td>
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<td></td>
<td>COMMERCIAL RADIO MONITORING CO., Precision Frequency Measurements AM-FM-TV 103 S. Market St., Lee's Summit, Mo. Phone 303-223-9775</td>
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<td>CAMBRIDGE CRYSTALS PRECISION FREQUENCY MEASURING SERVICE SPECIALISTS FOR AM-FM-TV 445 Concord Ave., Cambridge, Mass. Phone TROWBROOK 6-2210</td>
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<tr>
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<td>SPOT YOUR FIRM'S NAME HERE To Be Seen by 100,000* Readers — among them, the decision-making station owners and managers, chief engineers and technicians — applicants for am, fm, tv and facsimile facilities. *ARR Continuing Readership Study</td>
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Help Wanted—Sales

Local Sales Manager. East. $300 week plus commission. Can top $25,000 first year. Must have outstanding documentable record of building successful local sales department in addition to personal sales. Send complete resume, current picture and references first letter. Box A-68, BROADCASTING.


Energetic young salesman, with record, that we believe has management within a very few weeks in a single station market. Call 817-601-7013, Mr. Brown.

Help Wanted—Sales

Sales—(Cont’d)

Salesman wanted: Personable, self-starter who likes people, can become involved in community. Pleasant answering voice helpful for brief board shifts, heavy selling. Air mail resume to: KSFW, Box 258, Sitka, Alaska, 99835.

Expanding sales staff. Experience, young aggressive salesman who loves radio and enjoys work. Excellent opportunity for the right man. Send photo and complete resume to: M. Parker, WDAX, Columbus, Georgia 31902.

Wanted immediately sales oriented man over to work into a position or announcer wanting to make the move to sales. Salary—draw and commision, plus car allowance. Must be of a preferably single person. Contact Don French, WFFI, area code 502-745-8652. No collect calls.

Real opportunity for young man with experience. Sales—television. Manager, WLUU, Loves Park, Rockford, Ill. Resume, salary, references, recent photo. Box A-194, BROADCASTING.

Midwest, large market, modern country music station needs experienced PD who knows the format, has worked in the format. If ready to move up send detailed pictures, tape now. Box A-217, BROADCASTING.

General sales manager—major market, must have proven track record in both local and national sales. Big station with big revenue. Must be one of the right guys. Box A-284, BROADCASTING.

Sales manager—heavy personal sales plus phone work. Major market station. Evansville, Indiana area fulltimer. Grid floor career opportunity. Person must be independent. Salary confidential. Box A-272, BROADCASTING.

Radio salesman with proven experience of creative selling on the way up into TV sales management. Desirable to have background of broad selling ability to direct salesmen, and business ability. Opportunity immediately. Box A-141, BROADCASTING.

Ankeny, Iowa. Full number of radio stations. Have creative ideas that you can sell and get a sales force to sell? Qualify as an overall all star talent team tough competition? Want to work hard for a piece of the action? Personality and selling percentage. Send resume and references immediately. Box A-191, BROAD-CASTING.

In radio but not in sales? We have a spot open for you. Generous guarantee plus commission. Actively projected account list. Salesman looking for faster growing account list. This could be it. Vacation, hospitalization, insurance, cashier leave, other fringe. Box A-241, BROADCASTING.

Announcer—(Cont’d)

Announcer-Salesman 1st preferably suburban N.Y.C. Salary plus commission. Box A-201, BROADCASTING.

Experienced announcer capable of producing and ready for sales or sales training. Fulltime, nonmetropolitan. Box A-63, BROADCASTING.

BRIGHT, lively, excited MOR morning personal- ity for expanding market in northeast. Salary depending on ability. 3 to 5 years experience. Send resume to Box A-106, BROADCASTING.

$120 for experienced MOR dj. $150.00 if you already have, and can take a physical. Virginia medium market, Box A-116, BROADCASTING.

Announce drive. Top 40. East coast. Tape, resume, references, latest picture with first letter. Box A-177, BROADCASTING.

Wanted, announcer with long phone for northeastern North Dakota station. Wonderful opportunity for right man to become top salesman. Salary open. Box A-191, BROADCASTING.

Large market, established, Ohio modern country music station has an opportunity for well versed personality. Send tape, picture, and details into Corn Cobs. Box A-194, BROADCASTING.

Swinging soul, major Ohio market needs experienced up-tilight dj. Brown eyes or Blue. Unusual opportunity. Send tape, details & picture immediately. Box A-185, BROADCASTING.

Immediate opening for top quality morning man, small market, near New York City. Salary open. Box A-201, BROADCASTING.

Northern Ohio AM station, suburban to large market. Requires Morning drive announcer. Modern MOR format. Good sales producer. Send resume and tape immediately. Box A-38, BROADCASTING.

Wanted: Female announcer for morning team on top-rated northeast station. Box A-251, BROADCASTING.

Wanted: Wide-awake morning man for medium market. Salary open. Box A-258, BROADCASTING.

Announcer wanted for VOR radio and TV station. Radio—shift and daily TV program. Opportunity for good radio man to break into TV. Send complete resume, tape & picture to Box A-274, BROADCASTING.

Announcers with first ticket. MOR or top 40. Top 40 cast grow. Good pay and Tape. Box A-277, BROADCASTING.

KBUD, Austin, Texas seeking experienced, mature staff announcer for adult program- ming.

Dependable announcer wanted for long established Radio-TV station, Nite shift is now open. Chance for some TV if you qualify. Retirement benefits, group insurance. Send audition tape, complete resume and picture to me, letter to: Will Shuler, XBFC Radio-TV, Cheyenne, Wyoming.

Arizona’s highest rated stereo station is expanding-again. We need a cultured, mature voice backed up by at least 5 years major market experience. Sales and work- ing conditions well above average. This is a permanent position. Send tape, photo and resume with first letter to: Bill Shuler, KRFM 328 North Third Ave., Phoenix 85023.
Announcer—Cont'd

Announcer wanted, small station with MOR format. Local orientation, good equipt. want self-starter who enjoys being creative. Airmail resume to: KSEX, Box 258, Sheridan, Wyo.

Immediate opening! Bright, happy, adult, professional top 40 man for "The Big Blue Room," largest market. Blush tape, resume and photo to: KUDY, Box 2883, Topeka, Kans.


Soul station in ideal market wants 2 R&B DJs with new style delivery. All new equip. opportunity for ownership. Liberal salary and fee schedule among best in non-unionized. Send tape, resume, photo. WAFV, Indianapolis, Ind. 46201.


Wanted—Experienced announcer for 5,000 watt station. Must have good characters. Connections: Bert Pettigrew, WBUU Opera, Lexington, N. C. 27592.

Permanent position for professional mid-morning announcer. Day, advancement potential growing North Carolina. Send tape resume to WCEC Rocky Mount, N. C.

Announcer: Small market MOR station on eastern shore of Maryland needs good announcer. Must be willing to work part time pay and fringe benefits. Send tape and resume to: KXO, Box 273, Pocomoke City, Maryland or call Curt Schwartz, 537-0151 for an interview.

WFIX, Huntsville, Alabama has opening for mature, experienced announcer for adult format program. Excellent pay and benefits. Send resume to WCEC Rocky Mount, N. C.

Announcer—Cont’d

New station—complete staff. WFFM, Elwood, Mass. 30 minute, down-to-earth, no junk format, 1,000 watts to successful, stable kiblaw day-time directional plus FM in low cities. Offices, living, recreation, educational area. All modern gear in new building. No junk, no night work, $5000 per week, excellent orientation, good salary. Permanent. Announcer about paid required but welcome. Box A-198, BROADCASTING.


Help Wanted

Technical—Cont’d

Chief engineer—you are sick of junk equipment and would like to work with major market experience and would like to work in New York, a major radio market, with major market experience. Box A-159, BROADCASTING.

Ground floor opportunity, Florida coastal needs a chief-engineer light touch, professional. Operations and engineering in permanent position with stable, young corporation. Excellent fringe benefits. Send resume and photo. Box A-213, BROADCASTING.

Chief-engineer—fulltime AM/FM stereo: must know transmitter and studio operation, purchasing procedures and organizational ability; salary open; excellent living conditions; major market Texas. Send resume immediately to Box A-215, BROADCASTING.


First class (immediately) 5000 watts—$475 base salary. WACE, Wilcox, N. C.

Immediate opening for experienced radio engineer with 1st phone for 5kw directional. Full fringe benefits. Must have good experience and salary and benefits. Equipment in excellent condition and previously maintained by our long time engineer. Permanent position. Send resume to Al Donohue, WAVE, Box 618, Providence, R.I. 02910.

Immediate opening for chief engineer for WAVA all news AM-FM non-directional with engineers. WAVE is a very progressive station located in the heart of beautiful coastal Virginia. Call or write John Burgrun, WAVA, 1901 Fort Myer Dr., Arlington, Va. 22209.

Interesting opening for 1st phone. New modern facilities. No announcements. Call or send resume for temporary position to WRIG, Box 2303, Atlanta, Georgia, 30327.

Engineer, fulltime, 1st class license. Transmitter and studio operation and maintenance. 404-456-1971.

Experienced Chief for stable 5 kw directional AM and automated FM stereo. Will consider part-time engineer. Chief ready to move up. Present Chief leaving February 1st. Interested in position will have chance to familiarize yourself with operation. James Rivers, WJAZ, 12012 N. Main St., Nashville, Tennessee 37203

Chief engineer needed for directional AM-Daytimer. Must have maintenance experience and some audio engineering experience. Excellent benefits. WYFE, Rockford, Illinois 61104.

Experienced Chief Engineer for Merrill Broadcasting, WOBM, Burlington, Vermont. 993-3939. Former Chief Engineer for Watertown Broadcasting. Must have engineering experience in FM. Send resume and references to: John D. Benfield, P.O. Box 471, Watertown, N. Y. 13601.

Chief Engineer for WAIV, 111 Park Avenue, Suite 610, New York City. 439-159.

Announcer—Cont’d


Announcer—Cont’d

Although we are not necessarily associated with the previous owner, we have the ability to keep it selling if we want. Excellent pay. Tell us what you are looking for. Send resume, tape, salary requirements. David Cafel.


Announcer—Cont’d


Management—(Cont'd)

Cost-sales oriented management. Experienced small medium competitive markets. Midwest, public relations, and sales. Box A-123, BROADCASTING.

Production-operator top ten looking for advancement. knob studio, remote, and sales. Box A-225, BROADCASTING.

Station manager, trouble shooter major group operation and extensive FM background. Wills & T.V. Experience at network level, major group operation, and 7 years broadcasting. Family. Looking for stable career situation with larger operator. Reply to Box A-269, BROADCASTING.

Sales

Have cash, can invest, sales pro seeks last stop. Box A-187, BROADCASTING.

Sales manager—18 years all phases of radio. Stable family man. Can train staff and sell. Write Box A-263, BROADCASTING.

You profit increase? I sell ideas, not time! Radio-Yellow Pages experience. Journalist graduate. $1,000 can invest into small medium market. $900 plus healthy commission. Box A-215, BROADCASTING.

Announcers

Negro announcer, Personality format oriented, with 7 years experience. Ten year man. Major markets only. Box A-48, BROADCASTING.

Radio/TV announcer, performer and producer. Top Rocky Mountain market and national TV show experience. Married, non-drinker, with children. Excellent references, Tape available. Box A-39, BROADCASTING.

Carolinas but will relocate. 1st phone, experience, married, late twenties. Seeking advancement. All inquiries answered. Box A-88, BROADCASTING.

Negro, DJ, 10 years experience, major market. Box A-90, BROADCASTING.

Negro, DJ, 10 years experience. Top Rocky Mountain market and national TV show experience. Married, non-drinker, with children. Excellent references, Tape available. Box A-187, BROADCASTING.

Negro announcer, very strong sales. Box A-193, BROADCASTING.

Announcer would like to relocate in New England or Gulf states. Will move for greater opportunity. Box A-313, BROADCASTING.

Announcer would like to relocate in New England or Gulf states. Will move for greater opportunity. Box A-313, BROADCASTING.

NYC broadcast school grad, 3rd endorsed, college, mature voice, staff, news. Mort-DJ. Single. Los Angeles, California. Box A-141, BROADCASTING.

Brite, young personality. Four years experience, including production, copywriting, combo operation. Third endorsed. Currently PD-announcer—needs a chance with some cash. Tired of big market shadows, would like top market opportunity. Box A-128, BROADCASTING.

All natural personality, mature, honors, college graduate, 8 years experience. Box A-113, BROADCASTING.


Announcer—experienced, personalized, with metro broadcast experience. Seeks air shift and production with lively, active format. Box A-160, BROADCASTING.

Announcer—experienced, personalized with metro broadcast experience. Seeks air shift and production with lively, active format. Box A-160, BROADCASTING.


DJ good on news, experienced in all phases of radio, first phone, major market experience. Box A-113, BROADCASTING.

Third phone, endorses, broadcast school graduate, college, draft exempt. Positions in production major N.Y. station, seeks first position. Box A-231, BROADCASTING. West Coast.

Negro announcer, All-around ability, Tight board, personable, seeks first position. Top southern station. Third phone. Salary. Box A-118, BROADCASTING.

Young looking DJ/announcer with 1st phone. Will relocate for move from major market. Experienced market of 100,000. Prefer west coast. Box A-189, BROADCASTING or call 312-654-0052.

DJ-announcer, swinging sound. 3rd endorsed, school trained, looking for a home, not a prima donna, top board, personal. Box A-158, BROADCASTING.

Multi-talented aggressive young top-40 DJ with 3 years mini-salary experience. New market. Box A-196, BROADCASTING.

Johnny Carson and Red Skelton don’t do radio anymore! If you need a radio comedian, experienced, top phone, experience and first phone, too. Stable family man. Box A-609, BROADCASTING.


Attention West Coast: Do you need a 1st phone DJ? Experienced. Will relocate in major markets, including Chicago. Currently have top billing as a salesman? Box A-212, BROADCASTING.

1st phone announcer, salesman wants to relocate with active chain. Five years major market experience. Minimum $1,500. Box A-219, BROADCASTING.

Mature staff announcer, 8 years experience seeking permanent relocation. Prefer Pacific Northwest. Box A-218, BROADCASTING.

DJ, tight board, sold news, commercials, N.Y.C. trained, college education, third phone. Box A-218, BROADCASTING.

Looking for DJ position and announcer. 1st phone DJ-announcer, 4 years experience. Box A-319, BROADCASTING.

Negro lady DJ-announcer—Experienced news, sales, excellent board operation—3rd endorsement. Box A-128, BROADCASTING.

DJ, newscaster. Dependable, versatile, authoritative. Tight board, some college, endorsed. Box A-222, BROADCASTING.


Cachification—act of laughing loudly, which is precisely what Dan Cash in Steve Na- tion's offer your major market audience. Creativeness, ability, experience, ambition, responsibility. 1st phone, desire to please audience, and fun-money. Bread—but interested in larger loaf. Write for consideration.

If you aren’t afraid of humor, personality, and creativity, I’d like to hear from you. They’re looking for something better than the usual bread, but interested in a larger loaf. Write for consideration.

Negro broadcast school graduate. 3rd endorsed, draft exempt anywhere. Box A-131, BROADCASTING.

Negro announcer, 1st phone, play-by-play, heavy talk, radio personality, very experienced. Box A-223, BROADCASTING.

Radio-TV announcer. 22 years experience. MOR—first phone, play-by-play, heavy talk. Prefer AM station in West Coast permanent location. Box A-244, BROADCASTING.
Situations Wanted—Announcers

Continued

College graduate, honors, 8 years experience, MOR personality, reliable. Box A-245, BROADCASTING.

Female announcer (3rd endorsed) recently trained in N.Y.C. college grad—commercial, news, copy interviews. Seeking first opportunity in Florida. Box A-247, BROADCASTING.

1st phone eastern announcer, five years experience, NBC, RCA, broadcast market. Willing to relocate. Box A-250, BROADCASTING.

Mature announcer, authoritative nature, 7 years experience, major market. Willing to relocate. Want announcer-dj PD or ND slot major market. Consider reliable. Box A-255, BROADCASTING.

How about two for almost the price of one! We've created a funny two-man di show for medium, major markets, MOR, top 40. Experienced, responsible. Let's talk. Box A-256, BROADCASTING.


Experienced personable top 40 announcer (good work ethic). Football/track fan, salary $115 per week. Write Box A-258, BROADCASTING.

Broadcast school graduate, bright, happy sound. Reads well, personable, willing to learn. Box A-259, BROADCASTING.


Attentive Ohio or Florida—Top 40 Jock, 21, dependable, experience; draft exempt, third phone. Box A-266, BROADCASTING.

First phone—announcer—Some sales, Age: forty, No tapes. Four years experience. Box A-267, BROADCASTING.

Rock, middle of road country and western authoritative announcer, 3rd class phone, draft free. Box A-275, BROADCASTING.

18 years experience, all formats. Third, Brown's graduate, single. Available immediately. Phone (400) 323-3556.


Highly versatile, solid, mature announcer/newswriter/dj, presently with major network. Ready to relocate for permanent move to all-around broadcasting and/or programing position. Typical references: Mr. Sherwin Shreier, Detroit. Michigan. Consider my application.


Top 40, MOR, broadcast honor graduate, strong production, news, free, radio and TV experience, relocate western states. Box C-710 Walnut, Ukiah, California...402-7654.

Announcer—1st phone. 3 years experience. Age 25. Box C-522, Phone Area code 912, 242-5228, Valdosta, Ga.

Soul & R&B, top 40 dj—Needs start—authoritative, news, copy, commercial, dependable. Clarene Collins, Box 5827, Chicago, Ill.


Negro beginner taught by New York professional, JD, 345 Cypress Ave, Apt. 36, Bronx, N.Y.

Will graduate from Career Academy Feb. 56. News, copy, interviews, Milwaukee area. Donald H. Hoy, 248 East Limeium Avenue, Milwaukee, Wisconsin 53211. 2D 2-3641, Age 25, Might be interested in other locations.

Announcers—(Cont’d)

Mature personality. 11 years, all formats, same major market. Top references. Lee Coffee, 1100 West St. Louis, Missouri 63111. Phone 314-962-9167.

Technical

Engineer. 25 years studio and transmitter experience including directionals. Past 17 years with same. 3rd year experience position upper-midwest or deep south. Box C-185, BROADCASTING.

Engineer, announcer, helicopter pilot. Young, veteran. Available now. Six years broadcasting experience plus flight training. Will relocate but all locations considered. Box A-224, BROADCASTING.

Top first—$1250 yearly at large midwest AM & FM experience. Willing to relocate for operation of remote AM & FM xmt's and automation. Box A-229, BROADCASTING.

Engineer experienced ADA and FM transmitter-studio construction. Willing to learn TV. Desire position metropolitan N.Y.C. Near age 40.

First operator... Engineer, years of experience, operation and maintenance. Free end of Joliet. Chicago or cen- tral east coast or Puerto Rico. Reply E. B. Boylan, 4321, Wilmington, Delaware.

First phone, interested in maintenance. Ronald Mangi, P. O. Box 228, Goldberg, Bridge, N.Y.

NEWS

News director material—presently all-news operation. Let's talk. Box A-101, BROADCASTING.

Top first—broadcaster in No. 1 market would like permanent position with ag- gressive, quality TV or radio station in smaller community. Ten years experience. Also experienced in announcing, produc- tion, sales, account servicing, tape, reference and resumes. Box A-184, BROADCASTING.

24 year old family newswoman wants larger operation, 3½ years experience—all facets. Hard, willing worker. Prefer east-north- east $50/wk minimum. Box A-214, BROADCASTING.

Vietnam veteran; Navy officer; graduate—University of Southern California (Broadcast Journalism), Navy OCS. Now employed at $7000, but not broadcast journalism. Outstanding, has a voice, ca- pable of assuming responsibility. Desire position in broadcasting news which may lead to department head. Am more interested in permanent, immediate salary, any location. For detailed resume and tape contact: Edward Simard, 378 N. Milton Dr., San Gabriel, Calif. 91776. All letters answered.

Experienced news commentator and politi- cal analyst available for Washington, D. C. area. Radio only. Box 7350, Baltimore, Maryland 21227.

My daddy is always there to answer my questions—If you are looking for a newsmaker—28—with years of radio-TV experience to keep you information informed—call my daddy 1-462-457-4513 or write T. Zim- mars, 2027 Read, Omaha, Nebraska.

Production—Programing, Others

Need PD or top staffer? Ten years experience. Family man. Dependable First phone. $10 minimum. Box A-173, BROADCASTING.

Program director, proficient in all phases, double in programing, production, air shift, engineering, publicity. Sensitivity to owners. Small to medium markets about something worthwhile. Box A-202, BROADCASTING.

PD or announcer for past 5 years with top chain experience. Previously employed in one of top 5 markets in country on number one rocker. Previously 8 years experience all phases radio and TV. Now desire change any large market. Top 40, Top 50, 5 years married, have A-1 record with no hang-ups. Salary open. Let’s talk. On request, tape, picture and resume. Reply Box A-294, BROADCASTING.

Production—Programing, Others

Continued

Ten years experience-radio and TV. All phases. Top sports. College graduate, Mar- ried, family. Box A-223, BROADCASTING.

Available. Farm director 10 years experi- ence, also news director experience. Box A-223, BROADCASTING.

Presently earning $11,500 in small market radio. 6 years experience as PD, last three years as PD. Good listener. Manage all the ins and outs of flat rate. Available 40 or more with sales on the side. Also work, personal and financial references available.


Musakman wants to associate with franchi- zee who knows Muza. Prefer top 20 market. Box A-278, BROADCASTING.

Major market pro. Program director at MOR station last 6 years. Best references. Box E-723, Baton Rouge, Louisiana 70811. Phone 903-592-9167.


Sports and news announcer . . presently employed, looking for major station, where ambition is welcomed. Work at least six months. Experiences: MOR, Announcing, Copywriting, Scriptwriting, on-camera appearing, Sportscaster, minor market, various cities, news, football and basketball head man, etc. Write Box A-219, BROADCASTING.

9 years, P.D. experience. 3rd ender, large station. Flexible, experienced, commodity, responsible, interested in growing station. Prefer home station to move, but not broadcast. Relocate, versatile. Box A-252, BROADCASTING.

Town, grad. Eagerly seeking opportunity. Box A-257, BROADCASTING.

TELEVISION—Help Wanted

Sales

Now—Salesmanager for VHF-TV for upper small network market. Opportunity for go- setter that can push sales up. Your opportu- nity. Box A-145, BROADCASTING.

Radio-TV announcer. Radio: MOR and good production plus news announcing TV: on-camera, and on-camera commercial work. Beautiful midwest community under 50,000. Radio experience essential. Complete resume to Box A-49, BROAD- CASTING. All material will be returned. Also broadcast major market. Prefer full color market. Missed Szilagyi sized Midwesten market, looking for talented, resourceful TV sportscaster. Rate, benefits, salary requirements to Box A-49, BROADCASTING.

Technical

Chief engineer. TV-radio combination in medium midwest market wants a chief who is a strong leader and good organizer. Good technician who will establish good mainten- ance program. Experience in directional radio, color TV and construction needed. Box VHF network affiliate. Send resume and snapshot in confidence to Box M-310, BROADCASTING.

Assistant chief with heavy studio experi- ence for Rocky Mountain ETV operation. Salary open. Send full resume to Box A-83, BROADCASTING.

Wisconsin. Radio-Television operation has opening for engineer. First. No ex- perience required. Good salary and fringe benefits. Send telephone number and recent work experiences to Box A-106, BROADCASTING.

Position open for engineer with FCC first for TV and radio studio operation. All experience. Will train in new man. Latest Transmitter equipment—good salary and fringe benefits. Send resume and phone number. Box A-101, BROADCASTING.

First class engineer for TV studio operation in medium Northwest, newly married, new man. Latest transmitter equipment—good salary and fringe benefits. Send resume, photo and phone number. Box A-102, BROADCASTING.

BROADCASTING, January 22, 1968
TELEVISION—Help Wanted

Technical—(cont'd)

Asst. Engineer—Transmitter, with transmitter and studio experience. Good people will be considered. Apply in writing to Box A-241, BROADCASTING.

Technical—(cont'd)

Assistant-Chief engineer, with experience in studio operation. Good people wanted. Well organized station. Apply Box A-242, BROADCASTING.

Technical—(cont'd)

Assistant-Manager, with experience in programming production, and complete facilities a plus. Apply in writing. Box A-243, BROADCASTING.

Technical—(cont'd)

Assistant-Manager, with experience in program and production. Must have complete facilities and a plus. Apply in writing. Box A-244, BROADCASTING.

Technical—(cont'd)

Experience a must. Applicants must have experience in studio operation. Apply Box A-245, BROADCASTING.

News—(cont'd)

News director for midwest radio and TV in community of 100,000. These regional stations have excellent newsmen. Excellent opportunity for creative applicants with journalism degree and newspaper or broadcast experience send copy and resume to Box A-246, BROADCASTING.

Anchor man. Write, edit, broadcast late-night news and weather. Send VTR, photo and resume to Box A-247, BROADCASTING.

Anchor man. Write, edit, broadcast late-night news and weather. Send VTR, photo and resume to Box A-247, BROADCASTING.

Anchor man. Write, edit, broadcast late-night news and weather. Send VTR, photo and resume to Box A-247, BROADCASTING.

Anchor man. Write, edit, broadcast late-night news and weather. Send VTR, photo and resume to Box A-247, BROADCASTING.

Anchor man. Write, edit, broadcast late-night news and weather. Send VTR, photo and resume to Box A-247, BROADCASTING.

Production—Programming, Others

Sports director needed. This professional must have strong looks, voice and sports knowledge. Salary open for this full time midwest position. Box A-94, BROADCASTING.

Producer-director, two-three yrs. exp. to join non-commercial, community supported Florida station expansion in local live, remote, in-school programming. Send resume, salary requirements if possible. Box A-252, BROADCASTING.

Northwest's top television station needs motion picture cameraman-editer, experienced in producing documentaries and films for television. Must have knowledge and experience in sound and production. Great opportunity in expanding film division. Salary open. Send full resume to Mr. M. Hury, General Manager, 3413 University Ave., St. Paul, Minnesota 55114.

Production—Programming, Others

Sports director needed. This professional must have strong looks, voice and sports knowledge. Salary open for this full time midwest position. Box A-94, BROADCASTING.

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INSTRUCTIONS

FCC License and Electronics Degree courses and correspondence also, resident classes in Washington, D.C. Free catalog. Desk 8-B, 1505 N. Western, Hollywood, California 90028. 

Elkins is the nation's largest and most respected in First Class FCC licensing. Complete correspondence. Fully approved for Veteran's Training. Accredited by the National Association of Trade and Technical Schools, 2603 Inwood Road, Dallas, Texas 75235.

The nationally known six-weeks Elkins Training for an FCC first class license. Conveniently two other special training and laboratory instruction. Fully approved for Veterans Training. Elkins Radio License School of Minneapolis, 411 East Lake Street, Minneapolis, Minnesota 55409.

The Masters, Elkins Radio License School of Atlanta, offers the highest and most complete instruction of all First Class license schools. Fully approved for Veteran's Training. Elkins Radio License School of Atlanta, 1139 Spring Street, Atlanta, Georgia 30308.

R.E.I.

Be sure to write, BROADCASTING INSTITUTE, Box 6701, Newbury Park, California for radio announcing careers.


First phone in six to twelve weeks through tape recorded lessons. Take your first week personal instruction in Washington, Detroit, Pittsburgh, or Minneapolis, Denver, Seattle, Memphis or Los Angeles. Sixteen year training. FCC license license training experience. Proven results. For references and reservations write Bob Johnson Radio License Instruction, 1060 D, Duncan, Manhattan Beach, Calif., 90266.

Individualized Instruction. First phone 4-6 weeks. Guaranteed. Write or call Bob Johnson, Radio License Instruction, Box 22471, St. Louis 63125.

F.C.C. First phone quickly and easily via new concept in correspondence training. Eastern Technical College, Midwestern Broadcasting Service, P. O. Box 7522, Milwaukee, Wisconsin 53223.


RADIO SALES MANAGER

Our Station—5000 Watts—Full Time—CBS Radio affiliate—located in city of approximately 70,000 people—only ABC AM Station in City.—We are looking for a top Sales Manager—you may be employed now by a larger station—you may be looking for a GOOD BREAK...we do NOT WANT an amateur. We will pay top wages. BUT you MUST BE ABLE to INCREASE our Sales. You won't be here long if you are not capable of doing this job.

We are now doing in excess of $300,000.00 per year. We are capable of doing $400,000.00 yearly. Are you interested? Personal interview is necessary at your expense. Complete data developed by yourself and along with references in first letter...

Age somewhere between 30 and 40 years...Your duties—Complete charge of Sales and Public Relations...You answer to the General Manager only. Position open NOW. (No Drinking Salesman Address your letters to:

Box 248, Broadcasting.

SALES MANAGER WANTED

Are you tired of low pay and bad weather? Come to sunny Sarasota, Florida for your First Class Radio Telephone License in only (4) weeks. Total tuition $350.00. Job placement free. Rooms & apartments $10-15 per week. Classes begin Feb. 5, Mar. 11, April 15. Call 955-6622 or write today—R.E.I., Inc., 1336 Main Street, Sarasota, Florida.


BROADCASTING, January 22, 1968

SALES

Help Wanted

RADIO SALESMAN

Bright, aggressive salesman who knows how to develop low sales. If you are looking for big money selling a top rated station, call Jerry Jackson, Nationwide Broadcast. 312-357-5318.

OPPORTUNITY

for the SALESMAN who'd like to be SALES MANAGER

Top rated Philadelphia FM has unusual opportunity for a young man with proven record of success selling local retailers and agencies. The right man will have a CAREER, not just a job, with professional in best FM market in U. S. and no limit to potential income. If you can sell, organize, train—if you want to be a big ear with a big ear, call Abe Voron, 215-CH 8-4900.
BROADCAST SALES ENGINEER

Exclusive territory for sale of rapidly expanding line of broadcast equipment requires highly motivated, sales-minded individual with strong technical knowledge of broadcast equipment. Sell top line of electronics equipment primarily to AM, FM, and TV stations. Leading company with history of high profit and rapid growth.

Salary plus commission—with full fringe benefits and travel expenses paid. An equal opportunity employer. Send resume to

Box A-124, Broadcasting.

IS RECRUITING YOUR PROBLEM?

50% of the TV and Radio stations tell us: "Recruiting is our most pressing problem."

Here at Nationwide, under the direction of Ronald E. Curtis, former broadcasting executive, some of the country's most important search assignments are successfully completed for personnel in management, sales, programming, and engineering.

LET US HELP
PHONE TODAY 312/337-5318

Nationwide Broadcast Personnel Consultants
645 NORTH MICHIGAN AVENUE • CHICAGO, ILLINOIS

RADIO—Help Wanted

Sales—(Cont'd)

TWO TOP-NOTCH SALESMEN

We are looking for two top-notch, experienced salesmen to permanently join our well established company. Travel is extensive. We prefer men currently calling on radio station management, or who have proven sales experience in syndicated radio program sales. Our product line of syndicated radio features has been very well accepted throughout the United States and Canada. Our salary, expense and commission plan will give you an excellent income and growth potential. Also, a stock participation plan is offered. Please send complete resume detailing qualifications and experience. All inquiries will be held in confidence.

Box A-207, Broadcasting.

Announcers

EXCELLENT OPPORTUNITY FOR PROFESSIONAL TV ANNOUNCER READY TO MOVE UP

Nashville's oldest television station is expanding and looking for a young announcer (25-35). Position requires on-air work in news, weather and sports, along with staff booth work. Applicant must possess experience in all phases of on-air television broadcasting. For the right man this is a chance to grow with an outstanding major market in the Central South.

WSM-TV
Nashville Market
Send VTR and resume to AL VOECKS, Box 100, Nashville, Tennessee 37202

TOP 40
Good Voice Time & Temperature Personality. Medium market jocks considered. $15,000 per year.
Call Jerry Jackson, Nationwide Broadcast 312-337-7075.

NEWS

RADIO CONTEMPORARY NEWS/SPORTS
MAJOR MARKET-WEST COAST

Box A-293, Broadcasting.

Production-Programming, Others

BROADCASTER
To work in New York City. Minimum experience two years. Diversified work—早晚 great potential. Resume and telephone in first letter.

Box A-149, Broadcasting.

RADIO—Help Wanted

January 22, 1968
COMPASS WEST PRODUCTIONS, INC.

Preseats M O R - 6 8

A QUALITY RADIO JINGLE PACKAGE
- DESIGNED—for MOR and Modern Formats
- PRICED—for small and medium market stations

PACKAGE CONTAINS 26 ITEMS—ID's, Intros & Special features

Send for free sample tape today
P.O. BOX 1125, Little River Station, Miami, Fla. 33138

RADIO

Situations Wanted
Announcers

NOW AVAILABLE
Creative Radio Personality
whose bag is lots of humor
whose commercials are warm
whose rating story is great
who's worked in rock & MOR
Write today...
Box A-197, Broadcasting.

Dale Ulmer
Host of controversially known talk show and highly rated drive-time record show on WHO. Des Moines, seeks positions in more important market. Exceptionally well qualified to handle either format. First phone too!
Call 515-592-1588

Production—Programing, Others

—Radio-Television play by play
—Sports director & play-by-play
—Radio program director
—Contact phone in shows
—Write and produce copy that sells
—Television, movies and sports
Check the needs at your station.
Ten years experience, college,
mixed six years, draft exempted.
Box A-179, Broadcasting.

TELEVISION—Help Wanted
Announcers

TELEVISION—Help Wanted

ANNOUNCERS—Full Time

Years experience in radio/TV as sports
director & play-by-play. Few men can
match my broad knowledge and wide
scope of information on my nightly radio
all-talk telephone sports hour & have air
checks to prove it. Will only do sports
& must earn minimum $15,000 first year.
Box A-227, Broadcasting.

INSTRUCTIONS

Obtain
YOUR FCC 1ST CLASS LICENSE
IN 6 WEEKS
at the
DON MARTIN SCHOOL
OF RADIO & TV
(America's Foremost School of
Broadcasting) est. 1937

- Individualized Instruction
- Most Comprehensive Methods
- Utilization of Visual Aids
- Highly qualified Instructors
- One Low cost until completion
- Inexpensive accommodations nearby

Next Class Scheduled to Start
February 26
Register Now—Classes Limited
for additional information call or write:
DON MARTIN SCHOOL
OF RADIO & TELEVISION
ARTS & SCIENCES
1653 N. Cherokee
Hollywood, Calif. 90028

Employment Service

BROADCAST PERSONNEL AGENCY
Sherrie Barish, Director

WANTED TO BUY—CATV

WANT TO BUY
CATV by individual. Partly developed.
May consider franchise. Small to medium
size. Prefer southwest area.
Box A-181, Broadcasting.

FOR SALE—Stations

FOR SALE
Local station in 65,000 population two
station market in Puerto Rico. Adjacent
to major federal installation. $500,000
terms. Address replies to
Box A-45, Broadcasting.

WHY BUY AN FM?
Build your own!
Dozens of open fers. Many states.
Operate for only $1,000 mo., with revenue
potential of $4,500 mo. a
You show FCC $20,000. We do all the
work for reasonable fee.
TN-1, Suite 202, 1616 Victory Blvd.,
Glendale, Calif. 91201.
213-246-4874

BUSINESS OPPORTUNITY

O P P O R T U N I T Y
BROADCAST SCHOOL
MANAGER

Investors seeking qualified individual to
start Broadcast School. Should have ex-
perience and ability to make small in-
vestment. All replies in confidence.
Box M-252, Broadcasting.

SUCCESSFUL BUSINESS OPPORTUNITY

"BREAK LOOSE"
Keep the Dollars You Sell
National Marketing Corporation
looking to affiliate with individ-
ual to implement marketing pro-
gram for local and our national
accounts to the student market in
your area.
Box A-271, Broadcasting.

BROADCASTING, January 22, 1968
is owner of appliance and furniture store. Mr. Culver is attorney, KFMQ (FM) Lincoln, Neb.—Seeks assignment of license from Br. L. Ager to Frederic A. Gottschalk for $30,000. In cash and cancellation of $18,299.26 debt now owed by Mr. Agnew. Principal: Mr. Gottschalk is securities and has option to maintain 50% stock ownership in station (negative control interest). Jan. 4.

KNTF Bayard, N. M.—Seeks assignment of license from George L. McFarland to KNTF. Agriculture and livestock auction, stock transfer. Jan. 15.

KOPT Clovis, Cal.—Seeks assignment of license from Radio Twelve—Forty Inc. to Koyal Broadcasting Co., Ltd., for $35,000. Principals: R. Wyle Sterling, president (75%) and William L. Pope, vice president and general manager (25%). Mr. Sterling is president of KDOM Window, Mmrs. Mr. Pope is radio manager of KGAC, the KPCO Pocatentes, Ark. and KDOM Window, respectively, and is also associated with WBPJ Woodbury, WNK Union City and WNGS Murfreesboro, all Tennessee. Jan. 16.

**ACTION**

WSFM (FM) Birmingham, Ala.—Broadcast Bureau granted assignment of license from Melonas Broadcasting Co. to estate of Percy B. Crawford, Ruth Crawford Porter, executor, and Kimiron Inc. d/b/a WDJC Radio Co., for $5,000 for physical assets plus $32,500 for operating franchise, for five year consultant fee. Action Jan. 16.

KRAL Radio Co. Inc.—Broadcast Bureau granted assignment of license from Willard Sheagerson, owner of WACO Communications Inc. Mr. Sheagerson also owns KIKO Miami, and KHOT Phoenix. Principals: Charles Wiedenman, president and Bruce Norman, secretary-treasurer (each 50%). Mr. Wiedenman is an insurance company owner by his family. Mr. Norman is former general manager of KJAM Madison, S. D. Consideration $80,000. Action Jan. 10.

WGCJ Greenwich, Conn.—Broadcast Bureau granted transfer of control from Mrs. Ann Lemm, executrix of estate of Walter S. Lemmon to George C. Stevens for $155,000. Mr. Stevens is president and director of WGCJ. Mr. Lemm is a consultant investment manager. Action Jan. 12.

KTFY Twin Falls, Idaho—Broadcast Bureau granted assignment of license from Radio Broadcasting Corp. to KTFY Broadcasters Inc. for $250,000. Action Jan. 10.

FOR SALE—Stations

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<th>single fulltime</th>
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<td>M.W.</td>
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**COMMUNITY ANTENNA ACTIVITIES**

The following are activities in community antenna television reported to Broadcasting Jan. 17. Reports include application for permission to install and operate CATV's, grants of CATV franchise and sales of existing installations.

*Indicates franchise has been granted.

Arecia, Calif.—Humboldt Bay Video Corp. has applied for a franchise. Installation and monthly fee would be $19.75 and $5.50, respectively.

Boca Raton, Conn.—City of Boca Raton has granted a franchise. Installation and monthly fee would be $19.75 and $5.50, respectively.

Bullock, Idaho—Broadcast Bureau granted assignment of license from Radio Broadcasting Corp. to KTFY Broadcasters Inc. for $250,000. Action Jan. 10.

**KTRK** Rolia, Mo.—Broadcast Bureau granted assignment of license from Luther C. Stiles' Driscoll Broadcasting Co. to Phelps County Broadcasting Inc. for $257,000. Action Jan. 10.

**KTVN** Bend, Ore.—Commission has received three-year hold requirement of Sec. 1.597 of its rules and granted transfer of control of C & U Communications Corp. to Continental Telephone Co. of Oregon. Principals: Mr. and Mrs. J. B. Castle, senior vice president; Mr. and Mrs. G. F. DeRuyter, senior vice president; Mr. W. J. Liddie, president; Mr. W. J. Liddie, Jr., president; Mr. W. L. Kane, vice president; Mr. W. L. Kane, Jr., vice president; Mr. W. L. Kane, Jr., president; Mr. W. L. Kane, Jr., vice president of Continental Telephone. Action Jan. 15.

**KPOK** San Antonio, Tex.—Broadcast Bureau granted transfer of control of licensee corporation from Missions Broadcasting Co. to Jack Roth. No consideration involved. Action Jan. 10.

**KSHN** Sherman, Texas.—Broadcast Bureau granted assignment of CP from Charles L. Cain to Texas Airwaves Inc. for $35,000. Principals: Mr. and Mrs. C. L. Cain, president (10%) and Mr. Brown is attorney. Action Jan. 12.

**KWAQ** Oklahoma City, Okla.—Broadcast Bureau granted transfer of control from Robert L. Smith and Arthur R. Mackelvie (each 33 1/3%) before, 50% after. Action Jan. 12.

**KGA** Spokane, Wash.—Broadcast Bureau granted assignment of license from William J. Liddie to KING Inc., for $110,000. Principals: Mr. and Mrs. W. J. Liddie (30%) d/b/a Liddle Broadcasting Corp. for $300,000. Principals: Mr. and Mrs. Liddie are president and president of Star Ads of Kentucky, owners of WACO TV. Action Jan. 12.

**KZUN** Portland, Me.—Broadcast Bureau granted transfer of control from Richard B. Ahern and Richard J. Novak to Chas. L. Bills Inc., for $30,000. Principals: 75% shares of common stock in Mr. Ahern, 25% in Mr. Novak, vice president, and secretary, remaining 37% shares. These two individuals own 100% of issued and outstanding stock of Northwest. Warren Burke is president and 30% stockholder. Mr. Burke is vice president of WACO and Mr. Burke and president and owns 30%. Mr. Burke is vice president and has five stock buyers and booking company, and theater promotion is majority stockholder and president of whole-sale cosmetics. constituants. The Beaux-Factors Inc. and Bahr's of Fargo Inc. Consideration $10,000. Action Jan. 12.

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TELEVISION is generally regarded as an intruder in Hollywood. It always has been. The chances are it always will be.

The prevailing attitude towards television is either one of utter contempt or hostility. In some Hollywood union halls there's a decided mixture of both, and a sometimes openly expressed feeling that things would have been much simpler if TV had not arrived.

These conditions notably do not prevail at the Screen Actors Guild. The people there hardly toss bouquets at the television networks and the advertising industry, who are, after all, among their primary bargaining adversaries. But neither do they throw knives. Instead, they consistently seem to examine the facts objectively even if their conclusions turn out to be expectedly self-serving. They would appear to argue reasonably and more with quiet wisdom than vituperation. Visits to the guild's smart-looking building on Sunset Boulevard tend to reaffirm that it's a sane place in an often insane business.

Just as a fine motion picture reflects its director, the Screen Actors Guild reflects John Leighton Dales, its top staff executive for almost 25 years. Maybe it's the pipe he smokes or the way his horn-rimmed glasses blend with his Dean Jagger looks, but Jack Dales, like everyone's one-time school principal, seems to be in sure and solid authority.

Sweetening the Pot ◆ There's no big secret why the Screen Actors Guild views television with respect. Jack Dales doesn't go in for sophistry. He makes it clear: "Television is not our enemy. We're living on it."

And the living apparently has been prosperous for some ever since television came around, particularly last year. Indeed, in the area of contract negotiations at least, 1967 was the best year in the guild's history.

Mr. Dales said exactly that when he addressed SAG's annual meeting last November. Referring to the new television contract completed in the summer, he noted that it "produced the best results of any guild negotiation in memory."

Citing the extension of residual payments from six runs to 10 runs as one of the key gains, he quipped in typically gentle style: "Lord knows what this is going to do to our residual department."

This department already is distributing from 7,000 to 8,000 residual checks a month. During one month alone last year there's more than $1.5 million in money that was distributed by SAG to its members. In all, the guild's more than 17,000 members earned in all fields—TV entertainment, TV commercials, theatrical film, industrial and educational film—a total of some $110 million. About $40 million each was earned from TV programs and commercials, which means that less than $25 million came from theatrical films.

There's the big rub for John Dales and SAG. In 1945 film actors earned roughly $45 million from movies. Now, more than 20 years later, with production budgets consistently in the multimillion-dollar range, actors are earning only half as much from what used to be their primary field.

Mr. Dales, along with other film-union officials, is convinced that foreign runaway movie production is keeping his members from working as often as they feel they should. He points to the 40 movies currently in production and says 30 are being filmed abroad, with only 10 shooting in Hollywood, two of these in animation. He recognizes that filming on location is in keeping with the growth pattern of the business, yet is girding for an effort this year in finding some formula for making motion-picture production in this country more attractive.

Television has generated great revenues for actors ("The TV residual is the biggest deal we've got going"), he agrees, but explains that a TV series—especially a half-hour one—tends to keep the money in tight circulation. A relatively few actors get rich off television, he contends, while many actors scratch for employment. Those who find jobs usually wind up in the TV-commercial field, where they are only nominally working at their craft.

Another of Mr. Dales's current concerns is the widespread and continuing use of movies on television. The idea of movies being produced specifically for television doesn't unduly disturb him. They are produced under SAG's strong television contract, with actors getting residuals for reruns and paid theatrical fees if the films are distributed abroad or domestically. But theatrical movies that play television are brutally destructive of actors, he feels. They kill off the jobs that would certainly come with new TV product. They put performers in competition with themselves and the return the actor gets when his movie plays on television is comparatively negligible.

New Threat ◆ Mr. Dales also is keeping a wary eye on the ABC and CBS move into feature-film production. He's apprehensive that, if left uncontrolled, the networks will drive the independent motion-picture producers out of business. Mr. Dales would prefer to do his collective bargaining with as many competitors for SAG's talent as possible.

And collective bargaining is what he has been doing for some 30 years, or just about half of his life. A native Californian, he started out as a lawyer in private practice after graduating from law school at Stanford University. He went to SAG as resident attorney in 1937 when the guild was only four years old and concerned exclusively with the motion-picture business. Within five years he was appointed national executive secretary and was at the helm when the guild steered headlong into television, battled for jurisdictional rights and key performing payments, and then roared into an elite position in the film entertainment business.

When others talk about Jack Dales they do so with unmistakable respect. "The guild is what it is largely because of the 30 years Jack Dales has spent serving it, and the member who has benefited from the guild's advancement of the acting profession owes a debt to Jack Dales," Charlton Heston, current president of SAG, told the membership at their last annual meeting. As one of the more prominent beneficiaries of what Mr. Dales has accomplished, Mr. Heston's evaluation shouldn't be questioned.

WEEK'S PROFILE

John Leighton Dales—national executive secretary, Screen Actors Guild, Los Angeles; b. Santa Monica, Calif., Feb. 24, 1907; A.B., Stanford University, Palo Alto, Calif., 1929; LLB, Stanford University 1932; private law practice, Ivan G. McDaniel Associates, 1932-37; appointed resident attorney for Screen Actors Guild, 1937; named assistant executive secretary of SAG, 1939; appointed national executive secretary of guild, 1943; m. Betty Clubb of Toronto May 29, 1936; children—Loring, 29, a doctor, Randolph, 26, Episcopalian priest; active layman in All Saints Episcopal Church, Beverly Hills, serving as vestryman, among other capacities; hobbies—music, theater.
EDITORIALS

Countersigns

A READER would have to be forgiven if, in going through
last week's BROADCASTING, he came across two or three
reports that made sense individually but when taken to-
gether seemed to defy understanding.

On page 21 we reported that spot television sales in 1967
were not up to expectations. On page 23 we reported that
network TV sales in 1967 weren't up to expectations either.
And on page 62 we reported that TV viewing in 1967
moved up—significantly—to the highest level in history.

All of these reports were based on competent information,
and none of them was surprising by itself. But it just doesn't
make a lot of sense that sales would decelerate so mar-
kedly when viewing was so markedly rising.

A lot of advertisers who were over-cautious in 1967 may
now be realizing what they missed, and those who did not
curtail their TV spending can bask in their own astuteness.
For both, the trends invite greater use of TV in 1968.

Changing cast

NOT since the 90th Congress was organized a year ago has
it been quite clear who was running what on broadcast
matters in the House Commerce Committee.

For a time it appeared that Torbert H. Macdonald (D-
Mass.), as chairman of the Communications Subcommittee,
would be the principal figure in the broadcast field. Mr.
Macdonald presided over extensive hearings on pay tele-
vision (after the FCC had announced its intention to approve
subscription broadcasting under rigid controls). But Harley
O. Staggers (D-W. Va.), chairman of the parent committee,
took command when it came to a committee vote on a
resolution requesting (and probably effectuating) a year's
moratorium on FCC action.

Not much has been heard of Torbert Macdonald since
then. The scene of broadcast interest has shifted to the
Subcommittee on Investigations, which, like its parent Com-
merce Committee, is under the chairmanship of Mr. Stag-
gers. It was that subcommittee and Mr. Staggers who on 24-
hours notice called a hearing on the closing day of the
first session of this Congress to second-guess the FCC's ap-
proval that week of the transfer of five UHF construction
permits from Daniel Overmyer to a new entry in broadcast
ownership.

It is also the Investigations Subcommittee that is plan-
nning hearings, in the novel form of panel sessions, on
political broadcasting, the fairness doctrine and related
subjects next month. Evidence suggests that this will be the
subcommittee of most importance to broadcasters this year.

It is not without significance that the chief counsel of the
Investigations Subcommittee is Robert Lishman whose atti-
dudes toward broadcasting must have been to some extent
affected by his experience as counsel of the old Legislative
Oversight Subcommittee. That was the subcommittee that
revealed the rigging of television quiz shows and the ac-
quision of some television-station grants through political
influence.

There is a difference, however, between the committee
chairmen to whom Mr. Lishman reported in his earlier
tour on the Hill and is reporting now. Oren Harris, now a
federal judge in his native Arkansas, was firmly in control
of the House Commerce Committee and its subcommittee on
oversight and also was knowledgeable and experienced in
broadcast matters. Harley O. Staggers, according to all ex-
ternal signs, has done relatively little homework in broad-
casting since it fell within his domain two years ago. Mr.
Staggers's interests are directed more emphatically toward
the commerce of his West Virginia district, mining and rail-
routes, to name two examples.

In such circumstances it is only natural that Mr. Staggers
would rely heavily upon his staff specialists when it comes
to broadcasting affairs and that he may also listen to those
colleagues on his committee who have taken personal in-
terests in broadcast regulation. Some of those colleagues have
displayed little sympathy for commercial broadcasting.

The still unanswered question is: Who's in charge?

Big news

NEWS is big in broadcasting and it's getting bigger.

That's because the public wants it. It's no longer a
trade secret that the majority of the body politic regards
both radio and television as primary information sources.

The broadcast news trend is evident in many ways:
• longer programing, both by stations and networks; more
depth and investigative reporting; more editorializing; more
specialized news services; more all-news-format radio sta-
tions and infinitely more newsmen (there are 555 accredited
 correspondents admitted to the congressional radio-TV gal-
laries for the new session of Congress, compared to 416
five years ago and a mere 237 10 years ago).

The TV networks now are going "long form" on news.
CBS News announced several months ago that in September
it would begin a prime-time bi-weekly series titled 60 Min-
utes. Two weeks ago, as if to trump CBS, NBC News an-
nounced a plan for a two-hour news program monthly,
titled First Tuesday, to begin a year from now.

But there's one basic ingredient missing. Free press and
free speech mean freedom from undue government inter-
ference. Section 315, which was meant only to guarantee
equal time to qualified candidates for public office, has been
escalated into fairness-doctrine extremes that make a mock-
ery of the freedom and independence of news media and
even of product advertising.

Until Section 315 and all of the fairness appendages are
removed from the statutes and the regulations, the journalis-
tic concept is a mirage. The public trust accorded broadcast
journalism is the muscle that can bring repeal of these anti-
constitutional strictures against news freedom.
This is KSTP-TV News in Action!

Ryan reports from burned-out Syrian tank (Russian T-34) at Israeli-Syrian border.

Tom Aaker (left) and Bob Ryan (right) interview Mayor of Jerusalem, Teddy Kollek.

Top-rated KSTP-TV news commentator Bob Ryan has recently returned from his sixteenth news flight abroad, covering events from the major news centers of the world.

Accompanied by Special Assignment Correspondent Tom Aaker and TV News Photographer Brad Jacobs, this trip took Ryan to Greece, Israel, Egypt and Cyprus. As he did last year from Viet Nam, Ryan delivered color films, tapes and direct reports from these vital news areas for presentation on KSTP-TV news shows.

It is this type of news coverage that has made KSTP-TV the leading news station in the Twin Cities and one of the outstanding broadcast news operations in the nation for the past twenty years. And that's why thousands of viewers have learned to depend on KSTP-TV to bring them the news first – fast – factual – and in color.

Represented Nationally by Edward Petry & Company

COLOR TELEVISION
MINNEAPOLIS - ST. PAUL
HUBBARD BROADCASTING INC.
For the Best Color from Your RCA TK-42 and TK-43 Cameras
USE THE RCA-4536 IMAGE ORTHICON

The RCA-4536 Image Orthicon in the luminance channel of your TK-42 and TK-43 color cameras is the perfect companion tube for the RCA-4493, -4494 and -4495 Vidicons...designed specifically for RCA cameras and carefully quality-tested in the actual camera components.

The RCA-4536 gives a signal-to-noise-ratio 25% greater than the previous standard, 4492 Image Orthicon. The electronically-conducting glass target assures non-stick and anti-burn operation over a long operating life.

Improved over the 4492, the RCA-4536 Image Orthicon assures the best color...the best in-studio service. Ask your RCA Broadcast Tube Representative for full details about the RCA 4½” Image Orthicon that's "tailored" for your TK-42 and TK-43 cameras.

Available from your RCA Broadcast Tube Distributor

RCA ELECTRONIC COMPONENTS AND DEVICES

The Most Trusted Name in Electronics