Broadcasters dig in against spectrum grabbers. p19
What network TV’s biggest clients spent in ’67. p22
LBJ’s budget: good for FCC but bad for ETV. p34
Supreme Court may not rule on fairness until ’69. p50

THIS KID JUST PRODUCED A GREAT COMMERCIAL WITH THE CRC MONEY MAKER AND NEW WORLD PRODUCTION LIBRARIES.

While these two professional production libraries are most valuable in the hands of “old pros”, either one can make a Production Man out of that local boy who has gone ape over music. Everything your sales staff needs to produce selling radio spots is at your fingertips. Call or write CRC, Box 19726, or World Broadcasting System, Box 19246, Dallas, Texas. Phone (214) 748-8004.

CRC
NEW IN THE AFTERNOON

4 o'clock MOVIE

Truth or Consequences
5:30-6:00

NEWS at 6
with a NEW news team

KTRK-TV/HOUSTON
CAPITAL CITIES BROADCASTING CORPORATION
WTEV

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.
Three-way stretch

There's speculation that with expanding use of 30-second commercials, and with TV code's commercial revisions finally set (including elimination of references to station-break lengths), networks are apt to feel mounting pressures from affiliates for longer breaks. Reasoning is that although code allows three commercials in station breaks, stations cannot get three into 42 seconds—now basic length of breaks in prime time—if one of them is 30.

Network sources say some affiliates "always" want longer breaks, just as they want higher compensation rates, but that there's been no rise in pressures lately. They also note that ABC-TV affiliates recently scuttled proposal to lengthen some breaks by shortening others (Broadcasting, Dec. 11, 1967, et seq). Even so, speculation persists that sooner or later there'll be move for longer breaks.

Lady's day?

Some people in official circles still believe Nancy Hanschman Dickerson, NBC newswoman, is in line for next FCC vacancy. Reports spread last week that Mrs. Dickerson might be asked to fill vacancy next June when Commissioner Lee Loevinger's term expires after five-year tenure. Judge Loevinger has said publicly he isn't candidate for new seven-year term and plans to re-enter private practice. (He has strong support from his Minnesota delegation for appointment to federal judgeship, but nothing has happened.)

Mrs. Dickerson, who served with CBS News prior to joining NBC in 1963, is well known in Washington social circles as well as journalistic. She's "Nancy" to President Johnson and family.

Coup de grace

Further and perhaps conclusive proof that FCC's proposed top-50 multiple-ownership rule is dead and merely awaiting decent burial—possibly this week—is now at hand. Commissioner Lee Loevinger, believed to be swing vote, has indicated to colleagues he has turned against proposal, which would bar acquisition of TV station if it would result in buyer's owning more than three outlets (no more than two of them VHF's) in 50 biggest markets. Chairman Rosel Hyde and Commissioners Robert E. Lee and James J. Wadsworth opposed rulemaking in first place, presumably still oppose it.

Top-50 proposal was designed to encourage diversification of ownership in major-market TV. But Commissioner Loevinger is said to feel it would have opposite effect—would protect present groups against development of new competition. He's also said to believe that under present rules (permitting ownership of seven TV's, no more than five of them V's) there's no evidence of concentration of control in big markets. Number of stations and of multiple owners has been rising since 1954.

Going up

Network radio, where rate increases have been rare in recent years, is getting one soon. NBC Radio will introduce major increases in some periods (drive time, for example) and minor ones in others. It'll be first increase in rates at NBC Radio in more than three years.

Spot watcher

Block Drug Co., estimated $20-million TV advertiser (heavily in network), and Aurora Plastics, $2 million in spot, have signed as first clients of International Digisonics Corp., electronic commercial monitoring service. IDC, formed by Jordan Ross of Talent and Residuals, Chicago, and Sangamo Electric, thus take lead from Broadcast Advertiser Reports and Agency - Media - Performer - Sponsor competitors in budding proof-of-performance monitoring business (Broadcasting, Sept. 11, 1967).

IDC's strategy is to sell advertisers and agencies first, then start selling media—which in long run are expected to foot most of monitoring bill. IDC says it will be monitoring all New York stations by April 1, top-25 markets by July 1, all markets in contiguous 48 states by next Jan. 1.

Wire programs

With strong belief in future of CATV as program-origination source, Robert Weisberg, VP in charge of special projects for Trans-Lux Television Corp., has resigned to establish company to provide community antenna systems with syndication product. Mr. Weisberg has been with Trans-Lux for more than seven years, established its TAC service of public-service TV programming and headed its in-flight airlines' program services.

So who's counting?

Leading station reps are reported up in arms over request from Ted Bates & Co., spot-TV pool agency for Colgate-Palmolive, citing additional paper work and extra cost. Traditionally, when initiating new spot-TV campaign for Colgate products, Bates's media department applied certain rating adjustment factors (season of year and day part in which spot is to run) to rating information supplied by reps on spots already run in each market. Now, Bates has notified reps it will supply them with formula to cover various adjustment factors and has requested them to perform necessary calculations. Many reps said they would resist request, though Colgate, with some $30 million in spot TV, is blockbuster advertiser.

Bates has different view. It said it has used adjustment formulas for years and claimed reps often asked how it arrived at adjusted rating figures. To take "mystery" out of its approach, Bates said, it has offered to make its formulas available to reps so they may make more advantageous use of their availabilities. Bates said reps are under no obligation to use formulas.

Andy Hardy dusted off

Spinoff trend from longer-form programming in television may be series of two-hour features made specifically for medium. Idea would be to make six two-hour pictures each season about specific character such as Alexander Mundy, role Robert Wagner plays in ABC-TV's It Takes a Thief. These presentations would be scheduled in network's regular movie slots at various times throughout the season or even could be rotated with similar movie series. Such trend, if it develops in TV, would parallel what happened in motion pictures with Andy Hardy, Philip Marlowe, and Pa Kettle, Thin Man, etc. Idea is under study at Universal TV, Hollywood.
We've got the "get" set… the 18 to 34 group of get-set, get-up-and-go, get-ahead young marrieds. Put your sales message where the young moderns get it.

**CHARGE!**

**WIBBAGE**

WIBG • **Super-CHARGED** RADIO 99 in PHILADELPHIA

**ASTORER STATION** • Represented Nationally by Major Market Radio

*Data used is subject to the limitations on accuracy inherent in the method of survey and should be considered estimates.*

WEEK IN BRIEF

Battle lines are drawn as NAB, AMST lead radio and television in hard-line decision not to give up even a single channel in face of land-mobile and other service demands. See . . .

SPECTRUM FIGHT . . . 19

FCC Commissioner Kenneth A. Cox, in Wisconsin speech, urges broadcasters, land mobile to make concessions in developing controversy over spectrum space, sees little chance of all-wire system in future. See . . .

COX SEES . . . 20

Broadcast Advertisers Reports show Procter & Gamble in kingpin position on 1967 network television advertisers list with 11.3% increase in expenditure for total $112.5 million, covering 35 different brands. See . . .

WHO SPENT WHAT . . . 22

Television Bureau of Advertising reports that 14 rep firms have agreed to use TVB’s Systems of Spot program (standardized confirmation/contract forms). Next step, they say, is to get stations to use SOS. See . . .

SOS ACCEPTED . . . 25

FCC budget gets boost in the arm from increased CATV activity and spectrum research. Those reasons cited as President Johnson proposes 2.1-million increase in commission spending to total $21 million. See . . .

MORE FCC MONEY . . . 34

Glum educational broadcasters make no secret of their disappointment with LBJ’s financial plans for educational broadcasting. CPB set for $4 million in 1968, $5 million less than when LBJ signed ETV act last year. See . . .

EDUCATORS UPSET . . . 34

Another knot in AT&T rates for TV-program transmission: FCC hearing examiner says that AT&T charges to part-time users are discriminatory; examiner’s decision favors position taken by Sports Network Inc. See . . .

ANOTHER AT&T WRINKLE . . . 37

AT&T says it will delay proposed new rates up to a year if FCC makes such a request; commission moves to drastically revamp procedures in the current AT&T rate hearing to expedite matters. See . . .

GRACE PERIOD ON RATES . . . 39

Yearend report for NBC network shows highest net sales (over $500 million) in NBC’s 41-year history; sales represent 21% of total reported by parent company, RCA. NBC News is biggest program supplier for NBC-TV. See . . .

41-YEAR HIGH . . . 42

U.S. Supreme Court decides to hold off oral argument in Red Lion fairness case until appellate court rules on appeals brought against FCC’s fairness doctrine in Chicago. See . . .

FAIRNESS CARRY OVER . . . 50

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Broadcasting

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Listen to this!
KOOL-CBS Radio, Phoenix, has appointed Blair Radio!

What’s new in Phoenix is a 25-year tradition. The nation’s leading broadcast representatives, John Blair & Company, have served the area’s leading radio station for a quarter-century. Effective February 1, KOOL-CBS Radio will be represented nationally by Blair Radio. When success is a tradition, it’s progressive to be traditional.
No favoritism shown in 4 fairness cases

FCC, in display of even-handedness Friday (Feb. 2), directed WHN New York to make time available to leftist DuBois Clubs, and told KUHT Houston ETV to present reponse of rightist John Birch Society to attack on Society that station had aired.

Decisions were among four involving fairness doctrine that FCC issued Friday. In others, it held that all but one of 19 California TV stations that were subject of complaint from Democratic leaders had complied with doctrine, and it denied Dr. Billy James Hargis’s request that WMDN Midland, Mich., be fined for violating personal-attack rules.

DuBois Clubs had complained after WHN refused request for time to respond to Feb. 25, 1967, editorial describing group as “Marxist” or “Red,” “founded at a special meeting in California dominated and controlled by American communists.” Commission said this constitutes personal attack and that under fairness doctrine DuBois Clubs is entitled to opportunity to respond. DuBois Clubs asserts editorial is untrue.

But it also said that, although licensee has “wide discretion” in determining format of response it cannot insist on roundtable or panel discussion since this might impose “considerable burden” on person attacked.

Complaint concerning California stations was filed by Democratic State Central Committee last summer, after 19 TV stations, formed into network for purpose by California Broadcasters Association, featured Republican Governor Ronald Reagan in discussion of state issues. Democrats said stations had refused request for opportunity to offer rebuttal.

Commissioner Robert E. Lee, lone dissenter, said fairness doctrine “ends at international border” and he would not turn microphone over to those who would advocate violent overthrow of government.

Birch Society complaint was in connection with Star Spangled Extremists, produced by Anti-Defamation League of B’Nai B’rith, and presented twice by KUHT. FCC agreed references to Birch Society—such as it often engages in “physical abuse and violence”—constituted personal attack.

Station had offered to present Society’s spokesman on program with moderator and opposing participant. Society had asked for time to present its local coordinator and film of Robert Welch, Society’s president.

FCC said station had exercised reasonable judgment in rejecting Society’s proposed program as not being responsive to Star Spangled Extremists.

Commission, however, said eight stations involved offered time and 10 others showed they had offered opposing views on other programs. Commission said showing of KBAK-TV Bakersfield indicated it had not complied with fairness doctrine, and it directed station to take steps to “bring about a balanced presentation of the issues.”

Dr. Hargis’s request that commission fine WMDN was rejected on ground station had offered time for response to what Dr. Hargis said was attack on him. He said he had not been notified in advance of attack and been offered time for reply.

Commission noted station had offered time for reply but that no request was ever received.

Metromedia to appeal adverse court ruling

Motions for reversal and/or new trial will be filed in Philadelphia federal court today (Feb. 5) by attorneys for Metromedia Inc., following jury award of $750,000 to Philadelphia magazine distributor who had been called “smut peddler” over MM’s wip there.

George Rosenbloom, distributor for group of nudist magazines, claimed defamation and loss of friends and business, when appellation was applied to him following his 1963 arrest, with other magazine distributors, in police crackdown on obscene material. He was acquitted last year.

Award is considered one of largest in recent years in broadcasting libel actions.

Iowa ad tax beaten in court

District judge in Iowa has ruled state’s 3% use tax on advertising is unconstitutional. In decision handed down Friday (Feb. 2), he issued permanent injunction against state attempts to collect tax.

Scott County District Judge Nathan Grant handed down 30-page decision supporting suit filed against tax by WOC-AM-FM-TV Davenport, WMT-AM-TV Cedar Rapids, two newspapers and area ad agencies and advertisers (Broadcasting, Oct. 2, 1967). State revenue department is expected to appeal decision to Iowa Supreme Court.

Bloede new B&B boss; looks for upturn

Benton & Bowles announced Friday (Feb. 2) election of new president, and management said it was hopeful of upturn this year in new accounts and in domestic billing.

Vicor G. Bloede, 48, at one time creative head and since 1963 executive vice president and general manager, is new president and chief executive officer. He succeeds William H. Hesse, 54, who has resigned. Mr. Hesse, B&B president for past seven years, has agreed to consult with agency and take on “several specific and important missions” for agency, but which were not identified by L. T. (Ted) Steele, board chairman, who announced changeover in command.

Messrs. Steele and Bloede reviewed billings status at news conference Friday, noting that worldwide billings moved up from $177.5 million in 1966 to $192.2 million in 1967, with overseas billing specifically responsible for increase. Domestic billing in fact was down from $156 million to about $144.7 million, overseas up from $21.4 million.

Harper all the way out

Marion Harper Jr. resigned Friday (Feb. 2) as director, officer, and employee of Interpublic Group of Co.’s Inc.

Robert E. Healy, who succeeded Mr. Harper last November as president and chief executive officer at Interpublic, has assumed duties as board chairman.

Mr. Harper’s resignation follows a chain of events which began late last year (Broadcasting, Nov. 27, 1967) when it became publicly known that Interpublic complex of agencies and marketing activities was in financial trouble (see page 61).
McCarthy goes to court on equal-time request

Senator Eugene J. McCarthy (D-Minn.), only avowed candidate for Democratic nomination for presidency turned to federal court Friday (Feb. 2), filing appeal against FCC's Jan. 24 ruling that he is not entitled to equal time to answer President Johnson.

Senator, through his attorneys, asked for immediate ruling on summary basis to permit him to use requested time on networks before March 12 New Hampshire primary.

Anti-Vietnam war candidate claimed he is entitled to respond to President's Dec. 19, 1967, "Conversation" program carried by all three TV networks under Section 315 of Communications Act.

FCC said since President has not publicly announced his candidacy, he's not legally qualified candidate, therefore Section 315 doesn't apply (Broadcasting, Jan. 29).

Pleading, filed by senator's attorneys, termed this reasoning "patently erroneous." It claims President is "acting like a candidate" and is actively engaged personally or through intermediaries in Democratic primaries in New Hampshire, Wisconsin, Massachusetts and California.

In interesting approach, Senator McCarthy challenges "public announcement concept" as permitting President to obtain broadcast time to advance candidacy while denying his opponents equal opportunity.

Senator also contends Section 315 applies only to person making request for equal time "not whether the person who obtained the initial time is a candidate."

President's one-hour interview with three TV-network correspondents last December was termed by senator as "gift" valued at as much as $500,000.

WEEK'S HEADLINER

Horace S. Fitzpatrick, first VP of Shenandoah Life Stations Inc. (WSLS-AM, FM-TV Roanoke, Va.) named executive VP. Mr. Fitzpatrick joined WSLS in October 1940, became VP and manager of television in January 1960 and first VP in January 1967. He also has been president and board member of Virginia Association of Broadcasters.

For other personnel changes of the week see FATES & FORTUNES

MGM, Cameo-Parkway to buy out Chappell

Metro-Goldwyn-Mayer executives have approved acquisition, in cooperation with Cameo-Parkway Records Inc., of Chappell & Co., one of world's largest music publishers.

Under plan, Cameo could reportedly pay about $60 million for both domestic and overseas operations of Chappell. Cameo would then sell Chappell & Co. Ltd., London, to MGM, and would retain Chappell & Co., New York.

Announcement of agreement followed disclosure that merger discussions between MGM and Teleprompter had been broken off (see page 61).

DDB's gross, net are up

Doyle Dane Bernbach Inc., New York agency, has reported profits up 4.3% and billings up 16.8% for fiscal year ended Oct. 31, 1967. DDB recorded billings of $228,025,024 with net income of $4,842,730 in its annual report made public Friday (Feb. 2). Earnings per share for 1967 were $2.30

1967 1966
Gross billings $228,025,024 $185,823,476
Net income 4,842,730 4,644,504
Income per share 2.30 2.27

Rawson, Ray, Levy on agenda

FCC staff panel with chiefs of three Broadcast Bureau divisions will be one highlight of National Association of Broadcasters' annual state presidents conference in Washington, Feb. 27-28.

Taking part in first-morning session will be Robert Rawson, renewals and transfers; William Ray, complaints and compliance, and Martin Levy, broadcast facilities.

NGC going into publishing

National General Corp., Los Angeles, once major CATV operator and now producer of Torzan series among others, is set to acquire Grosset & Dunlap Inc., New York, book publisher. According to terms of agreement made in principle by two firms, National General would buy Grosset & Dunlap for $49.2 million cash, paying $41 per share for publisher's 1.2 million outstanding shares. NGC's board must still ratify proposal.

MAGNUSON SHARPENS ADVERTISING BLADE

On eve of American Advertising Federation's annual Washington conference on government relations, Commerce Committee Chairman Warren Magnuson (D-Wash.)—who will be keynote speaker for conference's Tuesday (Feb. 6) consumer session—told Senate that his committee is "deeply disturbed about role of advertising, especially television advertising" for cigarettes.

In major Senate address on consumer issues delivered Friday (Feb. 2), Senator Magnuson said particular focus was on youth appeals by tobacco firms; added that hearings are planned "early in session" on series of tough anti-cigarette bills before committee.

One of pending measures would require stronger warning than that now on packs and require its use in advertising, including broadcast. Another would empower FCC to regulate broadcast cigarette commercials.

On X-ray front (see page 58) Senator Magnuson said he expected committee to act on legislation empowering Secretary of Health, Education and Welfare to set and enforce radiation standards. Bills is both House, awash in wave of color-TV-set X-ray publicity, have no opposition.

5-YEAR FREQUENCY REVIEWS

Major step in frequency management—review of government-assigned frequencies every five years unless subject to review more frequently—was announced Friday (Feb. 2) by James D. O'Connell, director of telecommunications management in executive office of President.

Move—long sought by radio spectrum analysts—was developed by Interdepartmental Radio Advisory Committee (IRAC), and came after virtually all government assignments were computerized by OTM.

BROADCASTING, February 5, 1968
WHERE ARE YOUR REP TIES TAKING YOU?

Last year was a tough year, to be sure. But 12 important stations in important markets all showed increased spot sales. And all 12 of these stations are repped by the same firm: Metro TV Sales.

Maybe it's the greater manhours we can offer: 84 trained specialists, 20 researchers, 3 sales development people. Whatever! It works.

METRO TV SALES

A DIVISION OF METROMEDIA INC.. NEW YORK, CHICAGO, SAN FRANCISCO, LOS ANGELES, ST. LOUIS, PHILADELPHIA, DETROIT, ATLANTA.

WNEW TV NEW YORK / KTTV LOS ANGELES / WFLD TV CHICAGO / WPHL TV PHILADELPHIA / WTTG WASHINGTON, D.C. / KPLR TV ST. LOUIS 

WTTV INDIANAPOLIS - BLOOMINGTON / WCIX TV MIAMI / KMBC TV KANSAS CITY / WVUE NEW ORLEANS / KCPX TV SALT LAKE CITY / WPTA FORT WAYNE.

BROADCASTING, February 5, 1968
DATEBOOK

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

Indicates first or revised listing.

FEBRUARY


Feb. 5-17-1980 Montecarlo International Television Festival. Gold Nymph Prizes are to be awarded to (1) a program deemed to contribute the most to the ideal of international friendship, (2) the writer of the best documentary, (3) the best director, (4) the best children's program, (5) the best original scenario for television, or the best script for television, and (6) the best actor or actress. Montecarlo, Monaco.

Feb. 6—Annual meeting, Walt Disney Producers, to elect directors and consider other business. Burbank, Calif.


Feb. 7-9—Fifth annual convention of the National Association of Television Program Executives. Royal Orleans hotel, New Orleans.

Feb. 9—Final mailing of television academy awards entry cards to all television producers and National Academy of Television Arts and Sciences members.

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

Feb. 11-12—First full meeting of 116-member National Citizens' Committee for Public Television. New Orleans.


Feb. 12-15—Anpec Corp. video tape training aids in cooperation with University of West Florida, Pensacola. Registration information: Chris Rager, Department of Instructional Media, University of West Florida, Pensacola, Fla. 32504, (904) 476-0500.

Feb. 13—Annual stockholders meeting, A. C. Nielsen Co., to elect 11 directors and transact other business. 2101 Howard St. Chicago.

Feb. 13-14—Winter meeting of National Association of Broadcasters radio code board. Ivanhoe hotel, Miami Beach.


Feb. 20—Annual stockholders meeting, National General Enterprises, Inc., elect directors, vote on increasing authorized shares of common stock from 7.5 million to 15 million, and transact other business. Fox Wilshire Theatre, Beverly Hills, Calif.


Feb. 20—State convention, Louisiana Association of Cable TV Operators. Monteleone hotel, New Orleans.


Feb. 22—Deadline for applications for CBS Foundation Inc. 1968-69 news fellowships at Columbia University. Applicants must qualify in one of following categories: news and public affairs staff, employees of CBS News, CBS-owned radio stations, CBS-owned television stations, U.S. stations affiliated with, but not owned by CBS Radio, or U.S. stations affiliated with, but not owned by CBS Television; regular members of staff of non-commercial radio and television stations and television stations that are engaged for a substantial portion of their time in news and public affairs programs; teachers of courses in the techniques of radio and television news and public affairs at colleges and universities, or conceived, written, or directed but need not be student written or conceived. File entries with: Jeff Greenlaw, production awards chairman, Emerson College, 150 Beacon St., Boston.

Feb. 22—Annual Alabama AP Broadcasters Association seminar and awards banquet, downtown Birmingham.


Feb. 20-25—Annual West Coast meeting of Association of Broadcasters. Del Monte Lodge, Pebble Beach, Calif.


Feb. 23—Georgia AP Broadcasters Association annual awards banquet and news clinic. Regency Hyatt House, Atlanta.

Feb. 24-26—Spring meeting, Southern Association of Broadcasters, Callaway Gardens, Atlanta.

Mar. 27-29—Annual meeting of affiliates of NBC-TV, Chicago.


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

APRIL

April 1—Deadline for entries in American Bar Association annual Gavel awards competition which includes radio-TV Address. Committee on Gavel awards, 1135 East 60th St., Chicago 60637.

April 1-8th annual Washington convention on government relations sponsored by The American University. Shoreham hotel, Washington. For further information write Robert W. Miller, director, business-government relations program, school of business administration, The American University, Monrovia 1, Md. (or conceived, written, or directed but need not be student written or conceived. File entries with: Jeff Greenlaw, production awards chairman, Emerson College, 150 Beacon St., Boston.

April 2—Annual membership meeting of Association of Maximum Service Telecasters and Radio Station Presidents. Hyatt House, Hollywood, Calif.

April 3-7—Third semi-annual conference of members of the Intermarket Association of Advertising Agencies. El Matador hotel, Palm Springs, Calif.

April 6—Awards presentation in the fourth

12 BROADCASTING, February 9, 1968
Mobile TV Systems: TV coverage capability in a class by itself. Goes anywhere, sees everything. Whether it's two cameras or twelve, CBS Laboratories will design and produce vans for your particular needs.

Cameras for special television needs. The sophisticated Minicam III multi-purpose wireless camera may be used at waist-level, eye-level, or periscope viewing positions.

Image Enhancers for color or monochrome TV cameras. Provides both vertical and horizontal aperture equalization — plus "crispening" Made only by CBS Laboratories.

Audimax/Volumax: Provides automatic, hands-off audio level and modulation control — without distortion. Available in AM, FM, and FM stereo.

TOMORROW'S ELECTRONICS TODAY

The greatest television program in the world is no better than the equipment that produces it. And there's no better equipment made than the equipment that bears the label, "CBS Laboratories". Whether it's precise automatic audio controls, television display systems, video distribution and control equipment, or highly versatile mobile TV systems, these Professional Products will give your programming the sound and picture quality it deserves.

And with greater profit. Reason? Not because the equipment is the least expensive. It's not. But because it's the best. That means a one-time investment in quality — and that's the kind that pays off.

It's good business to buy the best answers to equipment problems. So if you are looking for a solution to a problem — or even if you don't think there is a solution — write or call us collect (203) 327-2000. We're on your side.

PROFESSIONAL PRODUCTS

CBS LABORATORIES

Stamford, Connecticut. A Division of Columbia Broadcasting System, Inc.
We get channels you can’t get anywhere else.

TELEVISION

Two views on Hawks's Memo

EDITOR: I must take issue with Marshall Hawks's Monday Memo on Sunday-morning programing [BROADCASTING, Jan. 15].

In the first place, with the proliferation of radio stations in most markets, you are not driving the audience away to present locally originated religious programing. You may drive the uninterested to another radio station, if radio is their Sunday-morning media choice.

Secondly, no matter how minute the tune-in, these programs serve a real purpose to the elderly, the shut-in and the lonely, if for no other reason that they provide a kind of local and spiritual companionship.

Aside from the personal application of public interest in a small group of needy citizens, I can't possibly believe that Mr. Hawks really meant that advertising is supposed to stop after the client has made the sale.—Roy Bacus, general manager, WBAP-AM-FM-TV Fort Worth-Dallas.

EDITOR: Three cheers and a hearty "amen" for Marshall Hawks's Monday Memo [BROADCASTING, Jan. 15] on Sunday-morning radio. This program is often one of the few disaster areas preserved as a public service.

More power to broadcasting personnel willing to enforce quality control in this area. There might be fewer hours of "religious" broadcasting but the listener could count on being accorded intelligent respect. That, in itself, would be a public service and just might pay dividends on the balance sheet.

In this case, I'm a "Hawks."—Gerald D. Brown, associate secretary for radio-television, Iowa Council of Churches, Des Moines, Iowa.

D-F-S's reorganization

EDITOR: We were pleased to see that the Dec. 25, 1967, issue of BROADCASTING carried an article about [Dancer-Fitzgerald-Sample's] formation of a new television art direction and production department.

However, we felt that the article may unintentionally have misled your readers when it reported that our reorganization announcement gave indication of "substantially retrenching its [D-F-S] commercial-production operations on the West Coast . . . will cease its radio and television commercial-production services in Los Angeles . . . and instead will produce commercials out of San Francisco . . . ."

Actually, we will continue to produce commercials out of both West Coast facilities—Los Angeles and San Francisco—as we have always done, so there's really no retrenching, as you put it, of our front lines or movement of our Los Angeles creative people to San Francisco. . . .—Maxwell Arnold Jr., vice president and creative director West, Dancer-Fitzgerald-Sample, San Francisco.

Instant political action

EDITOR: Just a note to thank you for the nice box on our political-action spots in the Jan. 8 issue. We had several inquiries right away [by Jan. 12] as a result of the story.—Joseph M. Gambatese, manager, news department, Chamber of Commerce of the U. S., Washington.

Kind words from a pro

EDITOR: I deemed it a distinct honor to have made even a tiny contribution to your outstanding publication [Monday Memo, Nov. 13, 1967]. Let us hope that some time in the future there will be another such opportunity.—Loomis C. Irish, vice president, director of news and public affairs, BBDO, New York.

Quick response to story

EDITOR: You'll be happy to know the piece you did on our "Where There's Hope" film in the Jan. 22 issue of Broadcasting is already bringing responses.

We've had requests from several western stations and know that there will be more. . . .—Rita Marie Flynn, assistant, public information, Boys' Clubs of America, New York.

Xerox special's title

EDITOR: In the listing of ABC specials in the Jan. 8 issue of BROADCASTING, the Xerox Special Event tentatively scheduled for May 1 was inadvertently described as "The Army-McCarthy Hearings—Point of Order." I wish that you would make it clear that . . . the program is not the motion picture "Point of Order" and that "Point of Order" will not be used in our title. . . .—William W. Firman, vice president of sales for news and specials, ABC, New York.
Farm broadcasters put their dollars where their faith is

Farm broadcasters are a vast but virtually untapped pool of sales-communication talent. Hundreds of highly knowledgeable farm broadcasters offer unusual opportunity for anyone wishing to reach the farm and rural markets. And they are also astute at selling the urban audience.

Among broadcasters, the radio and television farm director is a rare breed. Many of them open the station in the morning. Their hours are long—they are often on the air from 5 a.m. to 7 a.m.; but that is only a start. They work until noon on their midday programs, then prepare the next day's shows. Evenings they are touring the countryside, attending farm meetings, judging livestock shows, making presentations and visiting farmers. Saturday and Sunday are no exception.

Farm broadcasters are both highly qualified and personally dedicated to the farm-broadcast business. This personal dedication makes them unusually valuable assets to any agricultural firm or company wanting to reach the farm and rural audience.

If you have a train load of fertilizer to sell, several tons of antibiotic-fortified feed or insecticides to stop plagues of voracious insects, you can count on farm broadcasters.

Many of the best agricultural firms have used farm radio and television. Many more should. Too often advertisers stick with printed word (you know, the four-color ad you can show your wife to get her approval). But farm broadcasters give you much more.

Quick Reactions • When insects strike a crop, these broadcasters are on the air the next morning discussing the problem, suggesting ways to stop the disaster and selling the products you advertise. This is flexibility and immediacy. Only radio and television can do this. And only these broadcasters have the knowledge, the local contacts and the audience loyalty that gives you strong believability that lends to effective, immediate sales.

Antibiotics are important to keep livestock healthy and producing at peak efficiency. Farm broadcasters know local farming conditions. When weather changes or disease problems affect their area farms, these men can tell an advertiser's story forcefully and quickly.

In radio, we think too often in terms of flight campaigns. We should seriously consider annual contracts. Companies like American Cyanamid, International Harvester and Geigy do business this way. Their faith in farm broadcasters is well justified.

**Big Bonus** • In addition to getting the time you buy, local broadcasters learn more about your products, become your voices in their area, run contests, judge livestock and crop events, speak at farm meetings and become a powerful year-around salesman for you.

American Cyanamid sells an effective antibiotic, Aureomycin, available in crumbles form. During a contest that offered a free farmers' kit, the response was amazing. Farmers wrote in by the thousands to their local broadcasters enclosing labels from their 50-pound bags—WKY Oklahoma City pulled over 1,000 requests; KYO Tulsa, Okla., doubled that.

In Maryland a farm station promoted a soybean seminar for Eastern Shore markets. This small station attracted several thousand farmers into personal participation in the day-long meetings. There are farm stations with departments of four to five men. There are some with one. WMT Cedar Rapids, Iowa, has one of the largest staffs in the nation. They have obtained personal interviews, testimonials and high-believability commercials that sell the products that farmers need. A dollar spent on this type of station is enhanced by individual commercials, personal appearances and endorsements of products that work. Involvement by farm reporters is the key factor in making farm broadcasting work magnificently. One rule should be firm—never use a canned commercial.

Farmers today feed themselves and 40 other people. Average farm investment exceeds $150,000. Most farmers are big businessmen, and farm broadcasters know this. They are communicators with businessmen and are catalysts between farm-product manufacturers and their markets.

Farm broadcasters keep you informed on weather, crops, competitive situations and data. More than ever they are interpreting agriculture to the suburban and urban communities.

Farm broadcasters are geared to immediate reaction. Take this example of one radio farm director who keeps in touch with the agency. If it snows heavily and cattle are under stress, he'll call the local Cyanamid representative and the agency to check on copy aimed directly at solving the local problems.

Farm-radio's flexibility allows effective adaptation. For example a where-and-when campaign can be used. Insects ravaging crops in a multistate region sometimes don't arrive in a particular area when predicted. Radio farm directors know their areas. Smart advertisers have used stand-by schedules. If the weather is wrong or insects aren't hatching, they can hold off the schedule. A quick telephone call when the pests arrive triggers the schedule so commercials are selling insecticides at a time and place when the need is there.

**New Products** • When American Cyanamid introduced low-volume Malathion, it was a revolutionary approach to pest control. Eight undiluted ounces of the product could do what the old amount in water did.

Radio farm directors helped close the believability gap. They arranged demonstrations to prove that this dramatic new approach really worked. Their listeners had faith in them, which helped build sales fast.

By any yard stick, farm broadcasters are a vast potential. You won't find farm shows high in the ratings. After all, ratings systems seldom get beyond city limits. But if you are looking for loyal audiences, farm broadcasters have them year around in the rich agricultural areas of the country.
Alfred Hitchcock's "The Birds". 47,700,000 people watched it, on NBC-TV's January 6th "Saturday Night at the Movies." That's a Nielsen rating of 38.9 and 3 million more viewers than the former record holder.

Fantastic action. From the Universal 123 list of motion pictures (92 in color). Ratings like nothing else in the history of TV.

For a smashing topper, here comes Universal 50. Fifty all-color, all-current features. Nothing to match it. Not even U-123.

And look what it's done! mca tv

*NIELSEN TELEVISION INDEX NATIONAL RATING REPORTS. NOTE: RATING AND AUDIENCE INFORMATION ARE ESTIMATES ONLY, SUBJECT TO THE LIMITATIONS OF SOURCE MATERIALS AND METHODS.
EQUATION FOR TIMEBUYERS

ONE BUY = DOMINANCE

X

WKRG-TV

MOBILE

ALABAMA

*PICK A SURVEY---ANY SURVEY

Represented by H-R Television, Inc.
or call
C. P. PERSONS, Jr., General Manager
Broadcasters fight for spectrum

NAB, AMST lead radio and television in hard-line decision not to give up even a single channel in face of land-mobile and other service demands

A battle that major broadcaster groups regard as one of the most significant that they have been called on to fight is now shaping up in Washington. At issue, they feel, is nothing less than the entire spectrum space allocated to television. The first engagement in the fight is now underway— with land-mobile users, who are applying pressure in their effort to obtain for their use a portion of the spectrum allocated to television.

As in all Washington battles, this one is being fought on both sides by platoons of lawyers and lobbyists, supported in this case by engineers and economists. It is already being waged in the halls of Congress and the FCC, and before it is over it could conceivably engage the attention of the President himself.

The broadcasters' immediate target is the report of the government-industry Advisory Committee on Land Mobile Radio Services, which concluded that, even if all possible steps were taken to improve the efficiency of land-mobile services, additional spectrum space would be needed to meet land-mobile's soaring needs (Broadcasting, Dec. 4, 1967). The report did not specify where the space was to be obtained, but the implication was clear—the UHF share of the spectrum.

Broadcasters groups, including such major ones as the National Association of Broadcasters and the Association of Maximum Service Telecasters, professed to see in it an argument in favor of moving all of television onto cable, and reallocating the vacated space to land-mobile and other services that cannot be served by wire. FCC Commissioner Kenneth A. Cox, who was chairman of ACLMRS, last week said this represents a misreading of the report (see page 20).

Last month, the National Association of Broadcasters and the Committee for All Channel Broadcasting, a UHF-oriented government-industry group, denounced the report. And last week it was the turn of AMST and the All-Channel Television Society, primarily a trade association of UHF members.

**Question Analysis**

All questioned the committee's statistical analysis supporting the claim that additional spectrum space is not presently available for land mobile, and criticized as inadequate the committee's efforts to find ways of improving the efficiency of the use land-mobile services make of their share of the spectrum.

The reaction represents a hardening of the broadcast industry's attitude toward land mobile. Last year, Dwight W. Martin, WDSU-AM-FM-TV New Orleans, then chairman of NAB's Future of Broadcasting Committee, said on a panel at the NAB convention in Chicago, that broadcasters "will be required to reappraise our requirements and the use which we are making of those portions of the spectrum allocated to us." He said that broadcasters should adopt a "sensible" approach and be willing to "give where we will not be hurt."

Lester W. Lindow, executive director of AMST, in a speech to the members of that organization at the same convention, appeared to strike a similar note. He said that, in view of the pressures land-mobile forces were then generating, "we will have to consider alternatives" to unyielding opposition, "particularly if new technical developments emerge which can ease this situation."

But the kind of rolling defense these remarks appeared to advocate has been dropped in favor of an "unyielding" one. The symbol of this decision was the action of the NAB TV board two weeks ago to return to the staff for further study an engineering report showing that broadcasting could give up the three top UHF channels to land mobile (Broadcasting, Jan. 29).

**Task Force Threat**

The broad-
BROADCASTERS FIGHT FOR SPECTRUM continued

cast-industry groups' reaction must be viewed against the background not only of the ACLMRS report but of a number of other developments some broadcasters regard as ominous. One was a meeting NAB officials had with members of the staff of the task force President Johnson appointed last fall to make an exhaustive study of how to improve management of the spectrum; the NAB representatives came away with the feeling that the task-force group favors an all-wire TV system.

Another was the think-tank type conference on spectrum usage that was sponsored at Airlie House, in Virginia, last September by the Brookings Institution and the Resources for the Future. A number of the participants favored the shift of television to wire and the transfer of the vacated space to services that cannot use wire.

NAB President Vincent T. Wasielowski will relate this history of growing concern on the part of NAB, in his speech Friday (Feb. 9), at the International Radio and Television Society meeting in New York. It will be the first forum he has used to reach the general public, as apart from broadcasting groups, on this issue.

Broadcast-industry groups began mobilizing for what they consider to be the defense of their share of the spectrum last month, when representatives of six associations—AMST, NAB, ACTS, Television Bureau of Advertising, National Association of Educational Broadcasters and Television Information Office—met in Washington and agreed to form a united front against any effort to move television onto cable (BROADCASTING, Jan. 15).

Strong Opposition — Broadcast-industry groups are opposed by some of the most powerful groups in American business—the National Association of Manufacturers, General Motors, General Electric, AT&T and trade groups.

These companies and groups are establishing a Land-Mobile Communications Council, which will inform members of developments in land-mobile radio and provide a forum for consultation. Most of the member groups were members of the ACLMRS. Their influence on Capitol Hill is reflected in the interest congressional committees are giving the spectrum-shortage matter.

Another land-mobile group—the Allocations Research Council, has been studying the feasibility of using UHF spectrum space for land mobile. Computer programs have been completed, and a final report is expected to be ready for submission to the commission this spring.

The NAB has already earmarked $100,000 for research to buttress the case for permitting TV to retain its share of the spectrum. AMST's executive committee will meet Feb. 15 in Washington, presumably to discuss the size of the contribution it will make to the joint effort. Two weeks ago, NAB's executive committee directed its staff to begin research on the spectrum-space squeeze. (Almost all new ETV stations will be using UHF space and half of the 150 stations now operating are U's. The projected public broadcasting system would encompass 380 stations.)

Board and executive committee members of each of the groups participating in the ad hoc intrastudy committee are scheduled to meet in Washington on Feb. 16. They are expected to discuss the financial burden each member group is willing to carry. They will probably also parcel out specific research projects—NAB, for instance, is expected to focus on the economic im-

——

Cox sees little chance of all-wire TV

URGES BROADCASTERS AND LAND-MOBILE SERVICES TO MAKE CONCESSIONS

FCC Commissioner Kenneth A. Cox has urged a spirit of compromise—a willingness to make concessions—on both sides in the developing controversy over possible reallocation of spectrum space now allocated to television.

The commissioner, in a speech to the Wisconsin Broadcasters Association in Milwaukee last week, indicated disappointment at what he regards as broadcasters' overreaction to the report of the government-industry Advisory Committee on Land Mobile Radio Services—he was chairman of the committee—and to suggestions that a limited amount of spectrum space now reserved for television be reallocated to land mobile. He feels land mobile services need some additional space.

He also made clear that he neither favors a wholesale shift of television to an all-wire system nor thinks one is likely to occur, at least in the foreseeable future. However, he also advised broadcasters to take "seriously" proposals for such a shift as a means of freeing frequency space for the use of land mobile and other services that cannot be served by wire.

'Middle Ground' — "What is needed is some middle ground," he said, "and I think we're more likely to find it if the parties concerned don't dig into entrenched positions and refuse to concede a point."

The commissioner rejected broadcasters' contention that the ACLMRS committee, at least by implication, had proposed shifting all of television onto a wired system to make the space available for land mobile and other services.

He acknowledged that a working group had made comparisons between land-mobile and television use which, understandably, favor land-mobile radio and that the report—which was approved by the executive committee—referred to the cost of shifting television to cable. "But I don't think it is accurate to say that the ACLMRS has recommended to the commission that it reallocate the entire television spectrum to the mobile users," he said. "They are too realistic to be that sort of thing."

He said the committee had not ignored instructions to concentrate on ways of improving the efficiency of land-mobile-users' use of the spectrum now allocated to them and to refrain from considering the reallocation to themselves of channels now reserved for others. Broadcasters who think otherwise have misread the report, he said.

More Space Needed — The commissioner noted that the committee had concluded that, even if all of its recommendations were adopted, the need for additional spectrum would remain. "Quite obviously," he said, "the UHF allocation is their most logical target, both because it adjoins bands in which they now operate and because, for reasons we all understand, it is not very heavily occupied."

But he said that the committee made no such recommendation and that if such a suggestion is pursued, it will be the subject of a rulemaking, to give everyone an opportunity to comment.

The commissioner was disappointed to learn that the National Association of Broadcasters board two weeks ago

20 (LEAD STORY) BROADCASTING, February 5, 1988
applications of requiring a switch to an all-wired TV system.

The research will be developed primarily in an effort to make the broadcasters' case before the task force. But it could also prove useful in presentations before the commission and Congress.

**FCC Position**  
Some indication of the commission's attitude toward meeting land mobile's expressed needs with television channels may emerge from a special meeting today (Feb. 5) on a report of a staff committee on land-mobile frequency relief. The committee since May has been considering the implications of three possible approaches to the problem—transferring the lower four to seven UHF channels (14 through 20) to land mobile, providing for a sharing by television and land mobile of channels 14-50 on a geographic basis, and transferring the top 14 UHF channels (70 through 83) to land mobile.

The committee has made no recommendations as to which approach should be taken. However, several bureau chiefs are expected to present their views today. One, James Barr, of the Safety and Special Radio Services Bureau, is known to favor transferring the seven low UHF channels—the solutions most favored by land-mobile users, whose share of the spectrum ends where the UHF band begins, at 470 mc. But Broadcast Bureau Chief George Smith has in the past expressed opposition to any reallocation of broadcast frequencies.

Chairman Rosel H. Hyde has stated publicly that he favors a sharing of UHF channels in communities where they are unassigned (Broadcasting, Dec. 11, 1967).

Ralph J. Renton, who headed the staff committee and who retired as chief engineer on Jan. 26, will be making his last appearance before the commission today. He agreed to stay past his retirement as "an unofficial consultant" to Chairman Hyde until today's meeting. He is expected to make his own recommendations as to the best course to pursue.

Sources said the commission may want additional research before formulating a notice of proposed rulemaking to implement any approach. However, it seemed likely that the commission would be in a position today to drop as unfeasible one or another of the possible selections.

**Hill In Action**  
Meanwhile, congressional interest in allocations matters is heating up. The House Small Business Subcommittee on Regulatory Agencies, one of several congressional units that have expressed an interest in land-mobile radio's spectrum-shortage problems, announced plans for a series of panel discussions on spectrum-allocation matters (see page 19). Later in the session, the Senate Commerce Committee plans to invite the President's task force to present its preliminary findings, if any are ready by summer.

But members of Congress as well as broadcasters feel that the initiative on spectrum-management problems rests with the President, through the task force as well as the Bureau of the Budget. The latter has been directed to make recommendations as to whether the present administration of telecommunications (the FCC is in charge of the nongovernment side of the spectrum and the Office of Telecommunications Management, the government side) should be revamped.

Accordingly, the broadcaster-group assaults on the ACLMRS report are written with the White House reaction in mind.

**Saving Space**  
AMST, in its comments on the report last week, said that the committee had rejected a number of plans for improving frequency-

had shelved staff plans which involved "some concession that the land-mobile services do need more spectrum, although they were offering frequencies the land-mobile people do not regard as satisfactory [the top three UHF channels (Broadcasting, Jan. 29)]. I think this is overreacting a bit." He said he is satisfied that the mobile services "need more spectrum, at least in certain areas."

Commissioner Cox feels that the likelihood of a wholesale shift of television to cable is remote both because the FCC considers such a proposal undesirable and because Congress would oppose a development which would seem to involve a charge to the public for programing; he noted that Congress was "disturbed" even about the "carefully circumscribed over-the-air pay-television service" a committee of commissioners, of which he was a member, had proposed.

But in suggesting that broadcasters take such proposals "seriously," he noted that the idea appeals to some authorities, particularly economists, who see it as a means of reserving the spectrum space for services that cannot do without it. What concerns him about the argument—apart from the fact that he feels it overlooks some "complications"—is that it reflects an "attitude which is a compound of a critical view of broadcasting . . . and of an exaggerated opinion of the advantages of cable technology."

**Exaggerated Value**  
Commissioner Cox believes those who cite wide variety of services that would be available through, say, a 20-channel system incorrectly assume that such a capacity can be "realistically implemented in a way they will provide us with a significantly better programing service." He indicated doubt that the talent to feed such a system with diversity of quality programing could be found.

He also said that although a nationwide wired system, tied together with satellites, would facilitate the emergence of additional networks, there is a serious question as to whether sufficient advertiser support could be found to keep the system a free one—apart from the cost of subscribing to the cable system.

The commissioner's principal concern is with the impact a nationwide wired system in which networks would not need affiliates would have on local stations. Stations forced to obtain all of their own programing and then to compete with networks would find the going grim, he suggested.

He noted that although he has frequently been critical of stations' local programming—or lack of same—he believes "strongly in a diversely owned, locally based broadcast system—both to insure diversity of viewpoints and to provide the base for a service emphasizing local news, local weather, local religion, local issues, local charitable organizations and local program tastes."

**BROADCASTING,** February 5, 1968
management techniques, especially plans involving the establishment of priorities to restrict the use of the spectrum to users “offering the most important values to society.” AMST feels it is not relevant to treat the needs of public-safety services at the same level as the needs of route services, such as beer deliveries.

AMST also said that the commission leaves the day-to-day administration of the land-mobile services to the users because of budget limitations, with the result that conditions are frequently chaotic. It said that “the best solution to the land-mobile ‘crisis’ might be increased commission regulation.” (A commission official denied Coordinating committees of users make the accuracy of the AMST premise, “but we are not bound by them,” he said.)

And the association questioned the committee’s assertion that there are not enough unused channels in metropolitan areas to make interservice sharing (among land-mobile groups) worthwhile. It said that an analysis of the PCC monitoring report on the land-mobile channels in the New York City area shows that the additional channels to be derived from increased sharing would be 20% to 25% of all the channels available. The committee’s figure is 3.6%.

ACTS struck at the committee’s assertions that savings and benefits result from the use of land-mobile radio. ACTS said there is no data indicating that the increased profitability and greater efficiency of commercial enterprises is passed on to the public in the form of lower costs. The question arises, ACTS said, “whether factors of private convenience warrant the gross and wholesale disruption of radio allocations implicitly desired in the Land Mobile Report.”

Thus, it appeared last week that broadcasters, expressing concern about loss of all spectrum space, were determined to defend every last megacycle of space

The battle was on.

**BROADCAST ADVERTISING**

**Who spent what in network TV**

BAR reports kingpin P&G’s $112.5 million in ‘67 exceeded combined spending of Bristol-Myers and GF

Procter & Gamble again led the list of network television advertisers in 1967, increasing its network spending 11.3% to a total of $112,560,333 in support of 35 different brands, according to figures released last Wednesday (Jan. 31) by Broadcast Advertisers Reports.

BAR said Crest regular and Crest mint toothpastes got the biggest share (9.4%) of the P&G budget with outlays totaling $10,611,600. BAR also reported that seven individual products spent more than $10 million in network TV during the year: Anacin tablets $14,485,700; Alka-Seltzer $12,706,100; Bayer aspirin (regular) $10,865,100; Winston filter cigarettes (king size) $10,755,700; Salem menthol cigarettes (king) $10,680,600; Benson & Hedges 100’s cigarettes $10,375,500, and Pall Mall Gold 100’s cigarettes $10,218,300.

These figures were released along with BAR’s estimates of the top-100 parent-company spenders in network TV in 1967 and of network-TV spending by product categories. The figures represent estimated net expenditures for time and talent.

**BAR's estimated expenditures of network advertisers by product classification**

<table>
<thead>
<tr>
<th>Product Classification</th>
<th>1966</th>
<th>1967</th>
<th>% change</th>
</tr>
</thead>
<tbody>
<tr>
<td>Agriculture &amp; farming</td>
<td>$503.6</td>
<td>$274.9</td>
<td>-45.4</td>
</tr>
<tr>
<td>Apparel, footwear &amp; accessories</td>
<td>26,839.9</td>
<td>26,168.8</td>
<td>-2.5</td>
</tr>
<tr>
<td>Automotive, automotive accessories &amp; equipment</td>
<td>105,658</td>
<td>104,154</td>
<td>+8.3</td>
</tr>
<tr>
<td>Beer, wine</td>
<td>20,007.4</td>
<td>20,131.4</td>
<td>+0.6</td>
</tr>
<tr>
<td>Building, materials equipment &amp; fixtures</td>
<td>11,213.3</td>
<td>12,948.7</td>
<td>+15.5</td>
</tr>
<tr>
<td>Confectionery &amp; soft drinks</td>
<td>36,520.0</td>
<td>41,126.0</td>
<td>+12.6</td>
</tr>
<tr>
<td>Consumer services</td>
<td>14,622.9</td>
<td>14,027.2</td>
<td>-4.1</td>
</tr>
<tr>
<td>Drugs &amp; remedies</td>
<td>168,120.8</td>
<td>172,402.2</td>
<td>+2.5</td>
</tr>
<tr>
<td>Entertainment &amp; amusement</td>
<td>2,477.7</td>
<td>3,624.2</td>
<td>+46.3</td>
</tr>
<tr>
<td>Food &amp; food products</td>
<td>237,455.8</td>
<td>266,252.8</td>
<td>+12.1</td>
</tr>
<tr>
<td>Freight, industrial &amp; agricultural development</td>
<td>414.6</td>
<td>741.4</td>
<td>+78.1</td>
</tr>
<tr>
<td>Gasoline, lubricants &amp; other fuels</td>
<td>19,128.8</td>
<td>22,410.4</td>
<td>+17.2</td>
</tr>
<tr>
<td>Horticulture</td>
<td>2,407.0</td>
<td>2,636.2</td>
<td>+9.5</td>
</tr>
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<td>Household equipment &amp; supplies</td>
<td>49,433.8</td>
<td>48,151.3</td>
<td>-2.6</td>
</tr>
<tr>
<td>Household furnishings</td>
<td>8,307.9</td>
<td>7,953.3</td>
<td>-4.7</td>
</tr>
<tr>
<td>Industrial materials</td>
<td>14,321.1</td>
<td>12,282.6</td>
<td>-15.0</td>
</tr>
<tr>
<td>Insurance</td>
<td>20,347.2</td>
<td>22,787.5</td>
<td>+12.0</td>
</tr>
<tr>
<td>Jewelry, optical goods &amp; cameras</td>
<td>28,759.6</td>
<td>33,576.6</td>
<td>+16.7</td>
</tr>
<tr>
<td>Office equipment, stationery &amp; writing supplies</td>
<td>12,295.8</td>
<td>13,789.4</td>
<td>+12.1</td>
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<td>Pets &amp; pet supplies</td>
<td>21,101.4</td>
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<td>Political</td>
<td>45.9</td>
<td>-</td>
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<tr>
<td>Publishing &amp; media</td>
<td>2,118.5</td>
<td>3,545.5</td>
<td>+67.3</td>
</tr>
<tr>
<td>Radio, TV sets, phonograph, musical instruments, accessories</td>
<td>22,274.2</td>
<td>18,548.2</td>
<td>-16.7</td>
</tr>
<tr>
<td>Retail &amp; direct-mail</td>
<td>152.8</td>
<td>27.9</td>
<td>-81.7</td>
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<tr>
<td>Smoking materials</td>
<td>161,355.7</td>
<td>181,643.0</td>
<td>+12.6</td>
</tr>
<tr>
<td>Soaps, cleansers &amp; polishes</td>
<td>131,504.4</td>
<td>133,517.4</td>
<td>+1.5</td>
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<tr>
<td>Sporting goods &amp; toys</td>
<td>22,552.7</td>
<td>18,933.0</td>
<td>-15.5</td>
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<tr>
<td>Tobacco &amp; toilet goods</td>
<td>261,649.9</td>
<td>253,659.6</td>
<td>-3.1</td>
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<tr>
<td>Travel, hotels &amp; resorts</td>
<td>8,419.3</td>
<td>14,730.1</td>
<td>+74.9</td>
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<tr>
<td>Miscellaneous</td>
<td>473.8</td>
<td>3,632.0</td>
<td>+665.6</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td>$1,411,292.6</td>
<td>$1,493,114.1</td>
<td>+5.8</td>
</tr>
</tbody>
</table>

**BAR's estimated expenditures of network advertisers by product classification (Net time and talent in thousands of dollars)**

**Earnings of the top-100 parent companies during 1967 compared with the calendar year 1966.**
Last week your commercial was seen 500,000 times by Pittsburghers*.

But . . . you failed to reach 320,000 other Pittsburgh viewers like Ben Burdulis. And 64,000 Pittsburgh viewers like Jim Sloan don't remember it!

You just can't afford a buy that delivers limited reach and frequency!

TO HELP YOU SELECT SPOT PURCHASES THAT WILL PROVIDE THE WIDE'S AND MOST EFFECTIVE REACH OF THE PITTSBURG TELEVISION AUDIENCE, WIC-TV HAS OBTAINED COMPLETE INFORMATION ON 250 DIFFERENT SPOT POSITIONS.

THIS COMPUTERIZED INFORMATION INCLUDES DETAILED DATA ON TOTAL REACH, UNDUPLEXED HOMES AND FREQUENCY OF REACH FOR ANY COMBINATION OF SPOTS DESIRED. WE CALL IT "INSTANT CUME" ANALYSIS AND IT'S AVAILABLE FOR YOUR USE NOW.

FOR SOME EYE-OPENING FACTS ON EFFECTIVELY REACHING PITTSBURGHERS, CONTACT WIIC-TV'S GENERAL SALES MANAGER, LEN SWANSON OR YOUR BLAIR TELEVISION MAN.

*An example extracted from Instant Cume analysis. Any figures quoted or derived from audience surveys are estimates subject to sampling and other errors. The original reports can be reviewed for details on methodology.
### Commercials in production...

Listings include new commercials being eligible for national or large regional television and radio campaigns. Appearing in sequence are names of advertisers, product, number, length and type of commercials, production manager, agency, with its account executive and producer.

**Delta Films International Inc., 357 Ponce de Leon Avenue, San Juan, P. R.**


- Helter Corp., 1606 North Highland Avenue, Hollywood 80028.

**From TVB: how TV networks in '67 billed 6.3% above '66**

Television Bureau of Advertising reports a surge of timebuying in TV sports events, noting particularly December weekend daytime gains in network billings of 45.1% in 1967 over December 1966. Football in particular was cited as responsible for the rise. The role of sports on network TV was highlighted in a summary of 1967 network TV billings that totaled nearly $1 billion, or a 6.3% gain over 1966 (Broadcasting, Jan. 29).

<table>
<thead>
<tr>
<th>From TVB: how TV networks in '67 billed 6.3% above '66</th>
<th>1967</th>
<th>1966</th>
<th>ABC</th>
<th>CBS</th>
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<th>TOTAL</th>
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<td>37,069.9</td>
<td>35,872.7</td>
<td>40,206.4</td>
<td>43,275.4</td>
<td>42,072.1</td>
<td>164,619.5</td>
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<td>40,206.4</td>
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**Source:** LNA-1967, LNA/BAR-1966
SOS accepted by most reps

TVB reports that 14 rep firms have agreed to standardized forms

Officials of the Television Bureau of Advertising reported last week that the first phase of their Systems Of Spot program to simplify spot-TV buying is now airborne, with station-representation firms handling perhaps two-thirds of all national-spot-TV business pledged to use SOS's standardized confirmation/contract form.

TVB is now moving into the task of getting phase two off the ground. This involves introduction of a standardized invoice form at stations throughout the country.

All but one of TVB's 14-station-rep members have agreed to switch to the standard confirmation/contract when their current supplies of individualized forms are exhausted and some are already switching to it, according to Albin B. Nelson, TVB director of special projects, who is in charge of the SOS program.

He said the lone holdout has indicated its delay is temporary, attributable to formalities unrelated to the merits of the new form, and that, in addition, station reps who are not TVB members are beginning to show interest in switching over.

One nonmember has already agreed to do so, bringing the total reps thus far to 14 firms, Mr. Nelson said. Not included are the self-representation firms of the network-owned stations, but Mr. Nelson said they agree on the need for standardization and hope to work toward it.

Order To Diversity = The standardized forms will replace a variety now used by different reps, leading to faster processing and in time curtailing duplication of efforts among agencies, reps and stations and providing greater controls on accuracy in both scheduling and bookkeeping, according to TVB authorities.

Adoption of uniform station-invoice forms will carry the simplification process further, with the result that "the transmission of spot-transaction data will be speeded up dramatically," Mr. Nelson said.

In the meantime, he told agencies in a recent letter, introduction of the confirmation/contract form "will have little effect on your present procedures" but "will serve to standardize the presentation of information (thus easing handling at all locations); will eventually be of considerable help to accounting people at agencies, at stations and at the representatives, and will help develop disciplines in the handling of data on these documents that will make the inevitable changeover to the computer easier."

A centralized computer operation is the ultimate goal of SOS, developed by Arthur Young & Co. for TVB. Eventually the plan envisions a wired network linking agencies, reps and stations with a central computer into which orders would be fed and which would then make all the necessary calculations and automatically feed the information back to the agencies, reps and stations involved in the orders (BROADCASTING, Sept. 25, 1967, et seq).

Big Step = While Mr. Nelson and his TVB associates feel that a computerized system is inevitable at some point, and that it will substantially reduce the costs of spot buying and selling at all levels, they stress that the essential first step is to get standard forms in use, with manual entries and calculations and with distribution by conventional means.

In line with the one-step-at-a-time approach, the new standard confirmation/contract form comes in two versions. The only difference between them is that one (shown above) provides space for monthly and quarterly cost breakdowns of the schedule ordered. Mr. Nelson said this is the one envisioned for ultimate use by all reps and that some would use it from the start, but that others are not yet equipped to compute such breakouts immediately and therefore, until they are able to do so, will use the alternate form.

Looking to introduction of the new standard-invoice form, Mr. Nelson said several reps had indicated they would encourage their stations to adopt it and that "there are already heartening indications of acceptance" by stations. The standard invoice, he said, "represents even greater potential for straightening out our industry's bookkeeping than does the confirmation/contract, though the one is necessary to the other."

Rep appointments . . .

- WYTA Brattleboro, Vt.: Eckels & Queen Inc., Boston.
Hunter in Detroit gets PGW Colonel honor

Top sales incentive award at Peters, Griffin, Woodward, station representation firm, which is designated as Colonel of the Year, has been presented for 1967 to Raymond L. Hunter Jr., manager of PGW’s Detroit office.

The award, which recognizes the person whose contributions resulted in the year’s “most notable growth” to the company, is in the form of an illuminated scroll and a bonus check.

PGW Chairman H. Preston Peters, announced today (Feb. 5) that Mr. Hunter, who joined the Detroit office in 1965, received the award at a ceremony held in Detroit.

N.Y. study documents data on Negroes

Results of a special demographic study of the Negro community in the 18-county greater New York radio market, released by WLIR-AM-FM New York, indicate significant economic progress since previous studies in 1965 and 1962.

The study was prepared and conducted by The Pulse Inc. for WLIR. Its findings included:

• Median salaries for both male and female family heads increased steadily over the three report periods; progress by male family heads in terms of occupational category was general.

• Median salaries for male family heads increased from $85.20 per week in 1962 to $94.50 in 1965 to $101 in 1967. Median salaries for female heads of households increased similarly from their considerably lower base, from $56.60 per week in 1962 to $59.30 in 1965 to $73.40 in 1967.

• Of male household heads, the percentage of professional/technical workers and executives, managers and proprietors increased from 7.7% in 1965 (down from 9.4% in 1962) to 11.6% in 1967. The percentage of skilled craft workers returned to its 1962 level of slightly over 17%, after a decline in 1965 to 13.2%.

• In line with better employment and income, the study disclosed increased car ownership, more travel by more expensive means of transportation and better credit accommodation in the Negro community.

• The percentage of households owning cars increased from 25% in 1965 to more than 31% in 1967. The percentage of families traveling for business or vacations for longer than a weekend increased from 20.6% in 1962 to 28.4% in 1965 to 35.6% in 1967. The percentage traveling by bus and plane increased, while the percentage traveling by car declined.

The new Pulse study was conducted in August 1967 with in-home interviews in 604 homes in the 18-county area.

Grey picks up Puffs

Procter & Gamble Co., Cincinnati, announced last week it has appointed Grey Advertising, New York, as the new agency for Puffs facial tissues, effective May 1, replacing Dancer-Fitzgerald-Sample, New York. Puffs bills about $1.2 million, of which about $700,000 is in TV-radio.

Grey figured in an account loss last week. The General Electric Co. reported that it has named Compton Advertising, Chicago, to succeed Grey for its TV-set business. The annual billing is approximately $1 million, with an estimated $300,000 in TV-radio.

Bell warns of perils facing advertising

In a speech that transcended the boundaries of the job he was leaving and the job he was taking, Howard Bell last week called this a “critical time for advertising” with consumer protection “running rampant and threatening advertising” and the industry suffering from a “general image problem.”

Mr. Bell was the luncheon speaker at the Advertising Club of Washington on Tuesday (Jan. 30). He delivered his talk less than two days before leaving the National Association of Broadcasters as code-authority director and before assuming the presidency of the American Advertising Federation.

Mr. Bell has been a member of the Washington ad club for 20 years; it is one of 173 ad clubs that are AAF members.

Advertising’s image problem, he said, was caused by the industry itself, which has done a good job of selling goods for others, but hasn’t done a good job of self-selling. In addition, he pointed out that advertising must bear the brunt of “many critics—the intelligentsia, who find anything to do with the marketplace and selling almost obscene.”

It was hard to tell who was speaking: Code Director Bell or AAF President Bell, when he said advertising must “seek to retain its freedom and promote professionalism” through “self-restraint, self-discipline and self-regulation.”

He said that in “light of the current storm clouds over advertising on the national and state scenes” all forms of advertising should operate from the “umbrella of the AAF.”

“We hope,” he continued, “to marshal the forces and work with government while resisting unnecessary and unfair legislation.”
RCA Gibbsboro... where most of the TV antennas come from.
A world of broadcast antenna engineering capability.

(1) Here, at Gibbsboro, is amassed a complex of RCA antenna engineering skills and facilities for design and production of radio and television antennas, filterplexers, accessories. Three large turntables handle full-size TV antennas for testing, while two small turntables handle model antennas. A stationary antenna trestle is large enough to accommodate four Traveling Wave antennas at a time. The main engineering office-laboratory and assembly buildings complete this facilities area. In addition—a test transmitter and tower for testing antennas transmit signals to the Gibbsboro complex from a site three miles away.

(6) The complex horizontal pattern of this UHF Panel antenna was tailored to avoid signal reflections from a mountain at the rear of the transmitting site, while meeting specific pattern requirements in three other directions. Each Zee-Panel radiating element is fully protected by its radome cover.

(7) Connecting the de-icer into the junction box on a TFU-45J UHF Pylon antenna. This is one of a new family of moderately priced UHF Pylons.

(8) Giant turntable called "Tiny Tim" where test antennas up to 15 tons move on a circular track 90 feet in diameter. It is one of three large turntables available for testing.
Combined laboratory/office showing some of the engineering staff. Here is located the computer terminal where precise calculations assure an antenna with desired characteristics.

(3) Horizontal antenna plotter in use on one of the model ranges. New ideas for stacking and platforming were proved practical here. On this range, exact scale models of the Baltimore and Sacramento multiple antenna systems were measured to confirm mathematical studies.

(4) Huge stationary antenna testing trestle measuring nearly 400 feet in length. Phase and attenuation characteristics are measured in the three-story laboratory building which is flanked by two trestles. All the Traveling Wave Antennas now in use received their final testing here.

(5) Assembling one of the largest Pylon Antennas ever built. It will provide a base for a large Super Turnstile antenna in a stacked antenna arrangement.

(9) High-rise crane truck, shown conveying special UHF Panel antenna to testing site, is typical of many special equipments employed in this unique antenna engineering site. Pylons in foreground await shipment.
Widest choice from the broadest background in antennas.

No one has RCA's broad background of experience, nor the facilities to back up their experience in such a measure as RCA. And no one has produced as many TV antennas as RCA... Here's where the first Super-Turnstile—and all its famous offspring—came from! Here, too, are the engineering capabilities that produced the sophisticated VHF Traveling Wave antenna. Yes, and all the big multiple antenna systems—but one—came from here. And for UHF, all the Pylons! It was here, too, that the ingenious design of the new Vee-Zee Panel antennas was first plotted and developed. And, of course, the new circularly polarized FM antenna also came from the drawing boards at Gibbsboro.

We hope you will visit Gibbsboro, and see for yourself how these antennas are engineered, how they are tested, and learn how they are followed up in the field after they reach their destinations. After all, it's their actual record in the field that proves their superiority. As part of the RCA "Matched Line" they're all system engineered for finest performance with other RCA equipment. For more information, call your RCA Broadcast Representative. Or write RCA Broadcast and Television Equipment, Bldg. 15-5, Camden, N.J. 08102.

VHF TRAVELING WAVE
For high band VHF, the finest antenna ever designed.

VHF OR UHF ZEE PANEL
Provides the widest choice of patterns. Shown radome enclosed.

UHF VEE-ZEE PANEL
Vertical panel antenna shown leg-mounted on triangular tower, leaving top free for other antennas. (UHF Pylon is shown on top.)

UHF PYLON
In use by the majority of today's UHF stations.

MULTIPLE ANTENNAS
Achieve optimum siting, minimum cost, choice of individual antennas.

STACKED ANTENNAS
Combinations of Pylon-type antennas with super turnstiles afford economies.

FM CIRCULARLY POLARIZED
Does the work of two antennas at lower cost, with less wind-loading.

VHF SUPER TURNSTILE
This antenna has long been the standard of the industry. May be diplexed for use by two stations.
Lewron, HVC enter service pact

Tape production services will be offered on both the East and West Coasts under a co-operative arrangement established between Lewron Television Inc., Baltimore and New York, and the Hollywood Video Center, Hollywood, it was announced last week.

Ron Spangler, president of Lewron, and Rousevelle (Skip) Schaum, president of HVC, provided details of their venture to advertising-agency and independent-production-company executives last week at a series of parties in New York. Under their arrangement, Lewron will serve in New York as the marketing representative for HVC and the latter organization will act in a similar capacity on the West Coast for Lewron. Both organizations produce commercials and programs and make their facilities available to outside producers on a rental and fee basis.

Lewron was formed in 1965 in Baltimore and is now constructing new studios and a postproduction center in New York, which will be operative this summer. It has specialized in color mobile video-tape operations.

Hollywood Video Center, a division of Western Video Industries Inc., was established last September. The company produces TV commercials, performs physical production on the Pat Boone in Hollywood syndicated series and the Operation: Entertainment series on ABC-TV, and rents its facilities to independent producers, TV packagers and advertising agencies.

HVC anticipates delivery of $1.4 million worth of Norelco equipment in its first phase of studio expansion. The company plans to become active in the production of its own programing, particularly in the area of educational television.

Advertising added to truth-in-lending bill

The House of Representatives passed and sent to a House-Senate conference last week a truth-in-lending bill that would require advertisements—including broadcast—to give full details whenever any credit terms were mentioned (Broadcasting, Dec. 4, 1967). The Senate bill, passed last year, contained no advertising provisions.

If accepted in the conference compromise, the House regulations could cause modification of commercials dealing with credit transactions or cause their elimination entirely by requiring lengthy additions to copy. As adopted by the House, advertisements that mention the size of an installment payment must also give the cash price, the down payment (if any), "the number, amount and period of each installment payment," the time-sale price and "the finance charge, expressed as an annual percentage rate."

Business briefly...

Stella D'Oro Biscuit Co., manufacturer of breadsticks, biscuits and cookies, through Firestone & Associates Inc., both New York, launches its 1968 spot television campaign this month with 10-second and 60-second commercials filmed at Italy. They will run on stations in the top-30 markets.

PepsiCo Inc., New York (Pepsi-Cola Co. and Frito-Lay Inc.), through Foote, Cone & Belding, New York, will sponsor a youth-oriented color special, Rompin', on ABC-TV on April 21 (7-8 p.m. EST). Program features Ryan O'Neal and actress-singer Michele Lee.

Texaco Inc., New York, one of the sponsors of ABC-TV's Winter Olympics coverage Feb. 4, 6-18, will use that time to introduce new campaigns for two products—new Havoline Motor Oil and "localized" Sky Chief gasoline. Benton & Bowles, New York, is agency.

Anheuser-Busch Inc.'s Budweiser Beer, through D'Arcy Advertising Co., both St. Louis, will sponsor NBC-TV's re-broadcast Sunday, April 15 (9-10 p.m. NYT) of Frank Sinatra: A Man and His Music + Ella + Jobim. Budweiser was the sponsor of the first broadcast, Nov. 13, 1967. Other NBC-TV purchases include Colgate-Palmolive Co., through Ted Bates & Co., both New York, in three nighttime entertainment programs; Standard Brands Inc.'s purchase in nine prime-time shows through J. Walter Thompson Co., New York; and Chesebrough-Ponds' buy in nine nighttime shows, also through Thompson. Coca-Cola Co., Atlanta, through McCann-Erickson, New York, has signed for full sponsorship of Travels with Charley on NBC-TV for a one-hour special based on the John Steinbeck book of that title and scheduled for March 17 (10-11 p.m. EST).

Knudsen Creamery Co. of California, Los Angeles, through Grey Advertising Inc., Beverly Hills, Calif., has scheduled a 10-week color TV campaign to promote its yogurt line. Markets included in the campaign are Bakersfield, Los Angeles, San Luis Obispo, Santa Barbara, Fresno and San Diego.

Pacific Hawaiian Products Co., Fullerton, Calif., subsidiary of R. J. Reynolds Tobacco Co., through MacManus, John & Adams, Los Angeles, will use more than 20 daytime and prime-time network TV shows in the next three months on behalf of its Hawaiian Punch fruit beverage. Theme of the campaign will be "Hawaiian Punch Has Hawaii." Some of the commercials will make use of animated characters. Some, too, may be piggybacked with other R. J. Reynolds food products.

Campbell Soup Co., Camden, N. J., is supporting its national distribution of two new soups, Chicken Noodle-O's and Tomato Beef Noodle-O's, with color commercials on daytime and nighttime network television and selected spot television. A special schedule on children's programs will be aimed at young children. BBDO, New York, is agency.

General Electric Co.'s Large Lamp Department, Cleveland, through BBDO, New York, will sponsor a Sports Network Inc. special, Jesse Owens Returns to Berlin. Approximately 100 stations have signed for the one-hour film, to be televised March 29 and March 30 at various hours in prime time.

Pfizer Laboratories Division, Charles Pfizer & Co., through MacManus, John & Adams, both New York, has bought sponsorship in NBC Radio's Emphasis, News on the Hour and Monitor, while the Retail Clerks International Association, through William Magnes Advertising Inc., Washington, has renewed its 32-week sponsorship in Monitor News on the Hour. Aluminum Co. of America, Pittsburgh, has purchased a 39-week sponsorship in Chet Huntley's Perspective on the News through Fuller & Smith & Ross, New York-Pittsburgh. Monitor Olympic Briefs has been bought by the Chap Stick Co., Lynchburg, Va., through Cargill, Wilson &
Commercial preview: Westinghouse's pro line

Frank Gifford, CBS sports personality and former pro-football star, yesterday (Feb. 4) kicked-off Westinghouse Electric Corp.'s 1968 network television campaign for major household appliances.

The TV campaign—164 commercials placed on CBS-TV features Mr. Gifford making about 10 different pitches for Westinghouse dishwashers, refrigerators, laundry machines, air conditioners, ranges and TV sets. Mr. Gifford is sports director at WCBS-TV New York.

Theme of the campaign is "Compare and you'll buy Westinghouse." The campaign will also be extended to embrace print media and radio at a later date. McCann-Erickson is Westinghouse's agency.

Personalize, Let's Make a Deal, Jeopardy and Concentration. Local spot buys also are planned.

TV code adds 3 members; radio list down by 9

The National Association of Broadcasters radio code showed a net loss of nine stations and the TV code showed a three-station gain between Nov. 15-Dec. 15, 1967. In that period, the radio code gained 16 stations and 25 stations withdrew.

The three TV stations added: WCDX-TV Miami, KJDA-TV Valley City-Fargo, N. D., and KHSD-TV) Lead, S. D.


Radio withdrawals: WABO Evergreen and WMOO Mobile, both Alabama; KRDV Dinuba, Calif.; WVVV Jacksonville and WSAF Sarasota, both Florida; WDAO Adel and WLOW Washington, both Georgia; WHEL New Albany, WPCO Mount Vernon and WPFR(FM) Terre Haute, all Indiana; WHAV-AM-FM Haverhill, Mass.; WDAL Meridian, Miss.; KBDF Hardin, Mont.; KRNK-AM-FM Kearney, Neb.; KSWZ Roswell, N. M.; WMOM-AM-FM Marietta, Ohio; KLWL Wagoner, Okla.; KBKJ Baker, Ore.; KOPY Alice and KRRI-AM-FM Henderson, both Texas, and KOL Seattle.

Also in advertising...

Southwest expansion - Lennen & Newell, New York, reports it has acquired Wyatt, Dunagan & Williams, a Dallas agency, that bills about $6.5 million. It will be known henceforth as the Wyatt & Williams division of Lennen & Newell. Jack Wyatt will continue as head of the division and also has been named a senior vice president of L & N.

Branch office - Los Angeles-based station representative J. A. Lucas Co., also known as JALCO, has opened a branch office in Houston. The new branch is under the supervision of Gerald (Jerry) Tolle, Southwest regional manager.

More room needed - Filmex Inc., New York, has acquired additional space at 305 East 46th Street, opposite the company's headquarters, to house new personnel and facilities for its subsidiaries Tapexpress Inc. and Filmexpress Inc. These companies provide editing, breakdown and shipping facilities in New York and Hollywood for tape and film commercial spots and programs, respectively.

New MSI clients - Media Surveys Inc., New York, reports that nine radio and TV stations have signed contracts to receive MSI marketing research and distributional information during 1968. They are WJW-TV Cleveland; WDKO-TV Duluth, Minn.; KMBC-TV Kansas City, Mo.; WQRT Atlanta; WJXT(FV) Jackson- sonville, Fla.; WKON Knoxville, Tenn.; WBOB Miami; WMAK Nashville, and WIBG Philadelphia.

Apparel-Cosmetics-Tennis Mix - Licensing Corp. of America, New York, reports that seven major apparel manufacturers and a leading cosmetics producer will launch "massive" broadcast and print advertising campaign this spring for their individual products, each carrying an endorsement by the United States Lawn Tennis Association. LCA officials said that tennis will get "billions of additional exposure mentions" from the scheduled participating companies who are: Bonne Bell Inc., Catalina Martin, Inc., Edythe Sullivan Tennis Creations, Haspel Brothers Inc., Kayser- Roth Corp., Robert Reis & Co. and Unroyal Inc.

Plans to merge - Two Chicago agencies, Grant, Schwenc & Baker and Wright, Campbell & Sutt, have announced plans to merge and become Grant, Wright & Baker at 520 North Michigan Blvd. Grant's present offices. Combined billings will total $4 million. The new firm's offices will be Paul Grant, chairman; Frank Baker, president, and William E. Wright, executive vice president.
Tomorrow's child will learn more quickly -- with the energy of progress.

The energy of progress is electricity. Already it is helping children learn—in schoolrooms, libraries, labs and the home. And as electricity is put to ever more ingenious uses, the people of the investor-owned electric light and power industry will keep on planning and building to stay way ahead of tomorrow.

They'll keep on working to make the energy of progress as plentiful, dependable and low in price as it can be—to make today great, tomorrow better, electrically.

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.
THE MEDIA

More money proposed for FCC

LBJ's budget would increase commission spending

$2.1 million, about 10%, to $21 million;

CATV work, spectrum research cited as reasons

An increase of more than $2.1 million in the FCC budget—to $21,271,000 for the 1969 fiscal year—will go mostly, according to the President's budget message to Congress last week, to handle the "greater workload in the community antenna-TV activity" and for research into "the more effective use of the electromagnetic spectrum."

President Johnson asked Congress to appropriate a total $186.1 billion for the 1969 fiscal year, with an estimated deficit of expenditures over receipts of $8 billion if his 10% surcharge on income taxes is passed, or $20.9 billion if Congress fails to legislate the surtax.

In the 1968 budget the President asked for $19.1 million for the FCC. An additional $74,000 will be asked, the President said, as a supplement to the 1968 budget to take care of pay increases voted by Congress last year.

For broadcast activities, the President asked for $4,346,000 for 1969, up almost $200,000 from 1968's $4,154,000. The largest jump came in the item for research and planning in communications technology, from $1,718,000 in 1968 to $2,447,000 for 1969. CATV moved up from $509,000 in 1968 to $652,000 in 1969.

More Stations • Under broadcast activities, the commission said it expects to regulate 10,894 stations in fiscal 1969, compared to the estimated 10,362 it will be regulating by June 30, the end of the 1968 fiscal year. It anticipates handling the same number of applications for AM, FM and TV in 1969 as it estimated it will for 1968—400, 450 and 250 respectively—but sees an increase of 50 in the number of translator applications in 1969 over 1968—450 to 500.

The proposed new budget also shows an increase of 43 in permanent personnel, bringing total FCC employes to 1,659. Average civil-service salary also will rise—from $10,848 in 1968 to $11,103 in 1969.

For the Federal Trade Commission, the President asked an increase of $846,000—to $16,127,000 for 1969. He also said he would ask for an additional $131,000 for pay raises in a 1968 supplemental bill, to bring this year's appropriation for the trade agency to $15,281,000. In the new budget, deceptive practices work, which includes monitoring advertising, is up $240,000 to $4,654,000. In addition to added activity in the wool labeling and fair package and labeling fields, the budget says the FTC's cigarette program will be increased in 1969. Over-all, the number of permanent positions at the FTC is increased by an even dozen, to 1,256.

The U. S. Information Agency is set for operation at $178,888,000 in 1969. The motion-picture-and-TV service, which translates film and TV programs into 58 languages, is up $700,000 to

Educators upset with LBJ's budget plans for ETV

Glum educational broadcasters are making no secret of their disappointment with the President's financial plans for educational broadcasting. On Capitol Hill, comment was guarded, but off-the-record remarks boded heavy going for the financing of the infant Corp. for Public Broadcasting.

In his budget proposals for the fiscal year 1969, which begins July 1, the President asked $20 million for CPB, and $12.5 million for federal grants to aid states in constructing noncommercial, educational radio and TV facilities. He also said he would ask for $4 million for CPB and $396,000 for the grants project as a supplement in the 1968 appropriations.

The educators' tone was set by William G. Harley, president of the National Association of Educational Broadcasters. He referred to the $9 million for CPB and the $10.5 million for the construction program both authorized for this year when the President signed the Public Broadcasting Law last November.

But, Mr. Harley added: "At the same time, we are aware that although this act must now take a lesser priority in view of the major crises facing our nation, we are nevertheless convinced that the support for public broadcasting will be sought and accomplished by this administration and the Congress just as soon as the national security and welfare permit."

Representative Harley O. Staggers (D-W. Va.), chairman of the House Commerce Committee, declined to speculate this new tack on CPB. He noted, however, that the $20 million for CPB was a change from the congressional authorization and would require approval by his committee. Other committee members, and staff members on both sides of the Capitol, expressed concern, since the original plan was to fund CPB with $9 million in seed money and to return later with a permanent financing plan.

In the coming debate on the proposed appropriation for CPB, one Hill observer pointed out, there was sure to be some backing for various financing proposals that had been held in abeyance on the assumption the administration would submit a permanent financing plan for CPB. Among them, he noted, was the suggestion, aired during the House floor debate on CPB, that broadcasters, through a tax on revenues or profits, be made to support educational broadcasting operations.

The possibility that opponents of the CPB idea might muster additional support was also voiced—particularly, it was said, in view of the civil-rights segments in Public Broadcast Laboratory TV programs,
$11,435,000. The broadcast service, including the Voice of America, which broadcasts in English and 37 other languages from five domestic and 12 overseas transmitters, is increased by almost $2 million to $35,422,000. The new VOA transmitter in Greece, at $18.2 million in 1968, will be completed in 1969, the budget states.

Miscellany • Other highlights:
- For telecommunications activities in the Office of Emergency Planning, the President recommended an increase of only $56,000, from $1,930,000 in 1968 to $1,986,000 in 1969. Funds for telecommunications management are down, from $1,330,000 in 1968 to $1,186,000 in 1969; but research and development funds are up, from $719,000 in 1968 to $800,000 in 1969. The number of permanent positions remains the same, 70, for both fiscal years.
- An extra $3 million is asked for research and development by the Environmental Science Services Administration of the Department of Commerce. The increase is for, among other purposes, a study of electromagnetic spectrum utilization. In 1968, ESSA's research and development budget was $24 million; in 1969, $27,432,000 is being sought.
- Office of Civilian Defense in the Department of Defense is down by $9.3 million; for 1969 $76.8 million is asked.
- An increase of almost $2.4 million is asked for radiological health purposes in the Department of Health, Education and Welfare budget. In asking for $18,077,000 for this purpose, the budget message said the money will be used for, among other things, research on the health effects of radiation. No mention is made of x-radiation from TV sets.

The Department of Justice's antitrust division is asking for a modest $132,000 increase, to $7,991,000. An additional $239,000 however, will be used as a supplement to the 1968 appropriation to take care of wage increases.

CATV's day in court

Supreme Court sets date to hear jurisdiction, copyright cases

The U. S. Supreme Court has set March 12 to hear arguments on two CATV cases, both of which have vital significance to the CATV as well as the broadcasting industries.

To be heard first is the San Diego case in which the FCC's jurisdiction over cable TV is in question. Following the San Diego case, the court will hear the CATV-copyright case.

At the same time in the copyright area, the Supreme Court was told by Solicitor General Erwin N. Griswold that cable systems carrying only local TV programs should be exempt from copyright liability; Senator John L. McClellan (D-Ark.), chairman of the subcommittee of the Senate Judiciary Committee that handles copyright, has asked both the National Association of Broadcasters and the National Cable TV Association for comments on their current position on copyright, and both NAB and NCTA have appointed committees to negotiate with each other to determine if a single recommendation can be presented to Congress.

Jurisdiction Case • The San Diego case involves three cable systems in that city that have been bringing in Los Angeles independents. The FCC asked the Supreme Court to review after an appeals court on the West Coast ruled that the commission had no authority to issue a stop order against expansion of the San Diego cable systems.

The copyright case was initiated by United Artists Corp. against two CATV systems in Clarksburg and Fairmont, W. Va., which had been providing their subscribers with programs from TV stations in Pittsburgh, Wheeling, W. Va., and Steubenville, Ohio. Two lower federal courts held that CATV provides a performance for profit and thus was infringing UA's copyrights. Fortnightly Corp., the then owner of the two cable systems, asked the Supreme Court to review.

Briefs have already been filed by the FCC and KFMB-TV, KAAR(TV) and KJOG-TV, all San Diego, in the jurisdictional case. The San Diego cable systems are due to file their briefs late next week.

In the copyright case, Fortnightly and NCTA, as a friend of the court, have filed their briefs. The United Artists brief is due Feb. 17, together with a friend-of-the-court filing by the National Association of Broadcasters.

In his filing last week, the solicitor general told the court that CATV systems serving their customers with the programs of local TV stations should be exempt from copyright liability.

Implied License • Mr. Griswold, who entered the copyright case at the court's request—and who tried but failed to persuade the court to defer argument on the Fortnightly case until after Congress has legislated a new copyright bill (BROADCASTING, Dec. 18, 1967, et seq.)—expressed the view that there is an implied license given by a copyright holder when the holder licenses a TV station making its programs available to all viewers in the station's normal coverage area.

He suggested that the FCC's predicted grade-B contours be used to determine this area.

The solicitor general maintained that there is no question that CATV constitutes a performance under the present copyright law. But, he continued, there is a question of whether the court should impose a limitation on the exclusive right of the copyright owner. The court could, until Congress acts, withhold the extension of copyright "monopoly," he noted.

Where CATV's distribute the programs of distant TV stations into a market, he said, the copyright holder's value in his property is diminished. In that case, he contended, the CATV systems should pay copyright fees.

Dropped In House • This formula is very similar to the proposals recommended by a House Judiciary Subcommittee, but which were deleted from a House-passed copyright bill last year after a jurisdictional dispute between the Judiciary and Commerce Committees of the House.

The same section, however, is still in the bill by consideration by the Senate Judiciary Committee. Senator McClellan asked both NAB and NCTA for statements of their respective current positions by March 15. NCTA has asked for an extension of this deadline to April 1.

Meanwhile, NCTA and NAB have.
When the NAB board hit the beach, it meant work

When the National Association of Broadcasters board of directors met in Sarasota, Fla. (BROADCASTING, Jan. 29) it took Washington off one list and put it on another.

The board voted to reduce the number of fall conferences from eight to six, and in the process removed Washington and St. Louis from the list of cities where 1968 conferences had been scheduled. However, it later picked Washington and the Washington Hilton as the site of the June 17-21 board meeting.

The approved fall conference list:

In addition to the actions taken in the board room, the joint board took a 15-minute break to pose for a “family” portrait.

Pictured are:
(12) Hamilton Shea, WSHA-TV Harrisonburg, Va.; (13) John F. Dille Jr., Communicana Group of Indiana, past joint board chairman; (14) William Lodge, CBS-TV, New York; (15) John T. Murphy, Avco Broadcasting Corp., Cincinnati; TV board vice chairman; (16) Arch Madsen, KSL-TV Salt Lake City; (17) Daniel Kops, WAVZ New Haven, Conn., radio board vice chairman;

appointed negotiating committees to consult with each other on copyright legislation. The NAB’s committee consists of Robert W. Ferguson, WTRF-TV Wheeling, W. Va.; John T. Murphy, Avco Broadcasting; Charles H. Tower, Corinthian Broadcasting; Willard E. Walbridge, KTRK-TV Houston; John F. Dille Jr., Communicana group; Richard D. Dudley, WSAU-Wausau, Wis., and Arch L. Madsen, Bonneville International.

On NCTA’s committee are Alfred R. Stern, Television Communications Corp.; Robert Beisswenger, Jerrold Corp.; Ralph Dement, Willmar, Minn., and Irving B. Kahn, Teleprompter.

Jack R. Crosby, NCTA chairman, is an ex officio member of the NCTA group.

Dingell plans two broadcasting bills

Draft legislation, expected to be submitted by Representative John Dingell (D-Mich.), dealing in part with issues raised during the House Investigations Subcommittee probe of the FCC’s approval of the Overmyer construction-permit transfers, has been delayed but its introduction is still anticipated, the congressman’s office indicated last week. The legislation may also gain the support of John E. Moss (D-Calif.), it was noted.

Another Dingell bill, a revision of a strong network-regulation measure introduced last year by Congressmen Dingell, Moss and Richard Ottinger (D-N. Y.), is being prepared and may be ready for submission shortly, a staff member said.

The Overmyer legislation is expected to outlaw selling of construction permits, require FCC hearings in certain station-transfer cases, put a stricter limit than current FCC practices place on multiple-station ownerships and generally toughen rules on station sales. It was suggested that a limit on station-sales profits might be sought.

Network Bill - The Dingell-Moss-Ottinger bill as submitted last year was an omnibus measure that would have prohibited networks from holding any equity in programs they did not themselves produce, place the networks di-
Another wrinkle on AT&T rates

Initial decision in SNI case finds that charges for part-time users are discriminatory

Another potentially complicating knot has been tied into the string of events involving AT&T rates for television-program transmission: An FCC hearing examiner has decided that the company's present rates are discriminatory as they apply to part-time users.

Examiner Herbert Sharfman, in an initial decision on a complaint brought by Sports Network Inc., last week ordered AT&T to file new tariffs within 30 days that would eliminate the discrimination among full-time and part-time users of video-interexchange channels and associated audio channels. AT&T is certain to seek commission review of the decision.

The order, if implemented, would mark the first basic change in program transmission rates since AT&T originally filed its tariffs for such service in 1948. Examiner Sharfman noted that, although the rates haven't changed, the television industry has— with the spread of independent stations, the emergence of educational stations and the development of new networks (like SNI). The needs of such customers, he said, are for shorter periods of service than those required to qualify for the most attractive rates.

The decision was issued a day before AT&T filed tariffs providing for higher rates for video and audio service (see page 39). Since the proposed new rates are based on existing tariffs, the decision, which calls for a restructuring of the transmission charges, could require changes in them if the examiner's decision is upheld.

Change on Charge = Thus, changes might become necessary since broadcasters will seek a hearing in order to oppose the new rates.

In the meantime, broadcasters and other user-parties are participating in the drawn-out commission inquiry into the Bell system's over-all rate structure, an inquiry that will produce a commission decision on rate-making principles that will figure importantly in the program-transmission rate case.

Examiner Sharfman's decision does not deal with the lawfulness of the rates or with the level of revenues they produce. It deals, instead, with the ratio of the charges for interchange use of less than eight hours to the charges for eight-hour use, regardless of the level of the eight-hour charges.

SNI's complaint was that AT&T tariffs provide for monthly contract charges totalling $39.50 per airline mile, based on eight consecutive hours of use daily, seven days a week, each month. SNI, which puts together networks for telecasts of sports events, complained that it seldom needs AT&T lines for more than three hours, but that it pays the same rates as others pay for eight hours' use of the same facilities. It spends about $7 million a year on AT&T services.

AT&T also provides rates for occasional users totalling $1.15 an airline mile for each hour of use. But these rates are proportionately higher than those used for the full-time service, and the use of any part of the first hour requires payment for the full hour.

AT&T maintains that its costs are determined by over-all expenses and that they are allocated to all video-service customers regardless of the time that they use the facilities—whether eight hours or less. It adds that its ability to restructure rates as requested by SNI depends on its ability to find customers whose needs for service complement each other, so that the same system of interexchange channel facilities can be used to serve customers during different times of the day or week. A customer's need for less than eight hours of service, the company says, is met by the occasional service.

"But," the examiner said, "AT&T's claimed revenue requirements (which owe their present level, in any event, to the almost casual establishment of the present rate structure in 1948) are no justification for the unreasonable and unduly discriminatory rate relationship. A carrier's revenue requirements cannot override a customer's own right to fairness."

He added that less-than-eight-hour users bear a disproportionate and inequitable share of the fixed costs of the over-all service and contribute an unbalanced share of the revenues.

He noted that monthly interchange rates on a per-airline-mile basis are considerably higher for part-time than for full-time users. For instance, a customer using AT&T facilities eight hours a day, every day, for a month, would pay interchange costs at the rate of $0.16 per mile for each hour. A customer using the facilities only one hour each day for a month would pay $1.15.

In its original complaint in 1967, SNI asked the commission to direct AT&T to file tariffs providing for rates that would be three-eighths of the present charge of $39.50, or about $14.82 for each airline mile, based on three daily hours of service for each month.
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(BROADCASTING, June 14, 1965). It also asked that AT&T be required to file tariffs for occasional service that would be based on 15-minute service, rather than one hour with the cost per airline mile scaled down.

Examiner Sharfman wasn't that specific, however, in his order. He directed the company to cancel current charges to the extent that they apply to monthly and occasional customers who request and obtain less than eight hours per day of service, and file new tariffs that will provide for equal treatment of customers, based on their use of the company's facilities.

SN1 also asked for damages of about $354,218 for monthly service charges paid for the 12 months before filing its complaint, but the examiner rejected this request. He said SN1 had not introduced evidence that AT&T's rate structure was unreasonable or discriminatory for any past period. Its evidence, he said, was designed to establish a reasonable rate structure and the rates that the commission should prescribe.

ABC doesn't skimp on radio networks

ABC executives may be wielding the cost-cutting knife to many network operations, but thus far they've avoided slashing the budgets of the four radio networks that went on the air Jan. 1.

Although the four-part radio network concept may be having trouble attracting big-dollar advertisers in this early part of 1968, it reportedly has not skimped on one facet of its operation: radio news.

Sources indicated last week that despite the failure of the merger between ABC and International Telephone & Telegraph Corp., and subsequent economy measures, ABC Radio has expanded its news operation by about 30 full-time employees, 14 of whom have been assigned to on-air work since Jan. 1. Addition of the 30 or so employees brings the full-time, radio-network-news complement to about 155 people, it's been learned.

Expansion of the news department during the month following the merger fall-through augurs corporate management's decision to stick by the novel network plan until it gets out of what officials admit is a deficit operation at the present time. Officials, however, denied reports that corporate executives were prepared to drop one or more, if not all, radio network operations if they should prove continually unprofitable.

Spokesmen said sales for the second quarter of the year are considerably higher than those for the first quarter.

Grace period on higher rates?

AT&T says it will delay new rates up to year if commission requests it

Broadcasters will probably be given a grace period of at least a year before being required to pay the higher rates for program transmission that AT&T is seeking. They had faced the prospect of paying the new rates on April 1 (BROADCASTING, Jan. 29).

The probability of a grace period developed last week during the course of a hearing conference of all the parties in the FCC's current top-to-bottom examination of AT&T's rate structure, which has been underway for two years.

Counsel for AT&T indicated the utility would postpone the effective date of the new rates for as much as a year, if asked to do so by the commission. And counsel for the commission indicated that the request would be made.

In another development last week, the commission's Telephone Committee (Chairman Rosel H. Hyde and Commissioners Robert T. Bartley and Kenneth A. Cox), acting on suggestions of the Common Carrier Bureau, drastically revamped procedures in the current hearing in an effort to expedite matters. At issue in the present phase are the principles and factors that AT&T should apply in determining rates.

As a means of permitting economists representing the parties to sharpen the issues, the parties would be permitted to submit their views on the principles involved in written comments and then attempt in an informal conference to determine what areas of agreement exist. In the meantime, the conventional hearing procedures, in which witnesses are presented and cross-examined, will be dropped.

Purpose of Conference * It was for the purpose of discussing ways of expediting the current phase of the hearing that the conference was called last week. The phase has occupied the parties in the hearing since October, and the end is not in sight.

Frederick W. Denniston, counsel for the commission, outlined the proposed procedures the Common Carrier Bureau was suggesting and some of the counsel expressed reservations. Joseph Kitten, representing the networks, felt that the procedure might result in
lengthening the inquiry rather than shortening it. The inquiry would have to be returned to the conventional hearing procedure to resolve areas of disagreement—and such areas are likely to develop. Furthermore, there remains a second issue in the current phase—the question of what interim adjustments, if any, should be made in the over-all level of rates in the application of the rate-making principles that the commission ultimately adopts.

Keen Interest * And broadcasters, Mr. Kittner noted, have a vital stake in winding up the current inquiry as rapidly as possible. Until it is concluded and rate-making principles are adopted, it is not likely that a new hearing will be started on the proposed transmission rates, which broadcasters have said they will request. And in the meantime AT&T would be free to impose its new rates. Company officials last week said the new rates would raise annual costs for all broadcasters some $17 million, based on estimates of the amount of business the company expects to do in 1968. (The estimate anticipates some decline in business as a result of the higher rates.)

AT&T had announced it would file its new tariffs by Feb. 1—a deadline it met last week—with the rates to become effective April 1. And the commission, Mr. Kittner noted, is not authorized to suspend tariffs for more than 90 days.

It was perhaps with that concern in mind that Mr. Denniston raised the question of a 12-month grace period; he indicated that the staff would recommend that the commission request such a postponement.

And F. Mark Garlinghouse, vice president of AT&T and its chief counsel in the current hearing, said that "if the commission follows the recommendations and asks the postponement, we'd acquiesce, even though we feel [the 12-month period] is an unduly long time." He noted that the company has been responsive to such requests from the commission in the past.

Relief * The exchange brought a measure of relief to counsel for the networks and the National Association of Broadcasters. There is no certainty that the issue could be resolved by the commission even within the proposed 12-month grace period. But the broadcast industry representatives weren't worrying about that last week. Presumably, the commission could request a further extension of the effective date, if that appeared necessary.

The new procedures to be followed in the current inquiry were spelled out in a commission Telephone Committee order issued last Thursday: Within 14 days of AT&T's completion of its direct case, the company will submit a written statement of the rate-making principles it advocates. Two weeks later, all other parties, including the Common Carrier Bureau, will file their respective comments and counterproposals. A week after that, all parties will participate in a conference in an effort to determine what areas of agreement or disagreement exist. The hearing examiner will submit a written report on the conference that will be used by the Telephone Committee to determine what further procedures are required.

The committee noted that the procedure will not commit any party in advance to the results or conclusions of the conference. Following presentation of the examiner's report, parties who still want to argue their cases on the record are to file a statement of the evidence they propose to develop.

AT&T, meanwhile, as its contribution to the expeditious handling of the case, said it would withdraw three witnesses it had intended to present in the current phase of the inquiry.

Changing hands...

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

* KXYZ-AM-FM Houston: Sold by Lester Kamin and associates to ABC for 20,000 shares of ABC stock (see page 44).


* KBSN Crane, Tex.: Sold by Albert L. Crane to Richard A. Peterson and Gary L. Miller, both of Phillipsburg, Kan., for $65,000. Mr. Peterson previously was general manager of KGAN Phillipsburg. KBSN operates daytime only with 1 kw on 970 kc. Broker: Hamilton-Landis & Associates.

* KNEZ Lompoc, Calif.: Sold by E. D. Cannon Sr. to H&B Communications Corp. for $120,000 (see page 45).

* KRCR-TV Redding, Calif.: 46% sold by George A. and Mary Margaret Schmidbauer Jr., William Glenn Crawford and Lois Elizabeth Tracy, children of the late Frank Crawford, to California Oregon Broadcasting Inc. for $185,000. California Oregon Broadcast-
ing, principally owned by William A. Smullin, group broadcaster, already owns 46% of KCRK-TV. KCRK-TV began operating in 1956, is on channel 7 and is affiliated with both ABC and NBC.

APPROVED • The following transfers of station interests were approved by the FCC last week. (For other FCC activities see For the Record, page 66.)

• kvtt-Amariello, Tex.: Sold by John B. Walton Jr. to Marsh Media Ltd. for $1.5 million plus $500,000 for covenant not to compete (see page 44).

• WRVV-FM San Juan, P. R.: Sold by Paradise Broadcasting Co. to Ralph P. Perry for $235,000. Mr. Perry owns WKVM San Juan, WKBX-TV Caguas and WSVT-TV Ponce, all Puerto Rico. WRVV-FM is on 105.7 mc with 50 kw.

• KREK Sapulpa, Okla.: Sold by Claude H. Hill to Edward K. and Melba H. Livermore for $125,515. Mr. and Mrs. Livermore jointly own the Sapulpa Herald and 50% of Claremore (Okla.) Progress, and 79% of Edmond (Okla.) Booster Sun. KREK operates on 1550 kc daytime only with 500 w. Commissioner Kenneth A. Cox abstained and Commissioner Nicholas Johnson dissented.

NEW TV STATIONS

Channel 34, Fond du Lac, Wis. plans to begin broadcasting Aug. 1 with a 30 kw transmitter and an effective radiated power of almost 700 kw, covering the Fox Valley area of central Wisconsin. Kriz Broadcasting Co., permittee has placed equipment orders with General Electric and RCA. GE will supply the studio portion of the package and RCA will supply the transmitter, antenna and associated equipment.

Ottinger hints pay TV may be ETV's answer

• House Communications Subcommittee member Richard Ottinger (D. N.Y.) has put in a plug for pay TV and advanced a suggestion that subscription television may be a better answer for educational broadcasting than the Public Broadcasting Act.

In the Congressional Record last week Mr. Ottinger charged that the Commerce Committee’s decision to seek a delay in the FCC’s consideration of subscription TV was unfortunate and merely postponed the question of “whether the government will continue to permit the networks to control, by and large, what the viewing public will see, or whether the viewer, through the power of the purse, will have more freedom to select what he will see on television.”

Representative Ottinger also commented on the National Educational Television for its balanced handling of a North Vietnam film that drew a number of congressional attacks before it had been aired. A staff member indicated that the congressman was the first to come to the defense of the NET program and of the abilities of viewers to draw their own conclusions about the film’s propaganda value.

To find new NAB chairman

Seven outgoing board members of the National Association of Broadcasters have been named as a committee to nominate the next NAB’s joint-board chairman. The committee will hold its organizational meeting in Chicago, April 2, during the NAB convention.

Committee members are: Grover Cobb, KGGB Great Bend, Kan., current joint-board chairman; Robert Ferguson, WTRF-TV Wheeling, W. Va.; John T. Murphy, Ayco Broadcasting Corp., Cincinnati; Daniel Kops, WAVJ New Haven, Conn.; George Armstrong, Storz Broadcasting Co., Omaha; Everett Dillard, WASH(FM) Washington, and Joseph Sinclair, Outlet Co. Stations, Providence, R. I.

ACTS expands its board of directors

The All-Channel Television Society (ACTS) has almost doubled the size of its board of directors because of increasing membership, according to Robert F. Adams, ACTS secretary-treasurer.

The six new directors joining the seven founding directors are: Lucille Frostman, WSMS-TV Fort Lauderdale, Fla.; Milton Grant, WDCB-TV Washington; Francis P. Matthews, KNID-TV Omaha; W. Robert McKinzie, WJN-TV Atlanta; A. Frank Reel, of United Artists Broadcasting, and Vincent B. Welsh of Continental TV Enterprises.

Plans are to increase the membership of ACTS to about 90 UHF broadcasters and associate members by the end of March. Mr. Adams said, when the organization will hold a breakfast and two seminars as part of the National Association of Broadcasters convention in Chicago.

One seminar will cover what Mr. Adams called “the EPP”—equipment, programming and people—required to start a UHF station; the other will deal with special UHF sales techniques. Both will be conducted by veteran UHF

EXCLUSIVE BROADCAST PROPERTIES!

CALIFORNIA—Daytimer in multi-station market having the top audience rating by far. Excellent equipment and lots of it. Metro retail sales in excess of $30 million. Property is priced to create immediate serious interest. $170,000. 29 per cent down, balance to be negotiated.

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Since the organization of ACTS last May, it has become an active advocate for UHF interests in the areas of broadcast research, CATV and land-mobile radio. Most recently, the society has been working toward a meeting with representatives of the Electronic Industries Association, which will be held under FCC auspices probably this month (Broadcasting, Oct. 16, 1967).

**NBC hits 41-year high**

**Yearend report says**

**NBC News was network's biggest program supplier**

Net sales in 1967 achieved their highest point in NBC's 41-year history as they exceeded $500 million for the second consecutive year, according to the network's year-end report released last week. While NBC did not specify further, it was learned that in 1966 NBC's net sales were about $541 million.

The report, by Walter D. Scott, chairman of the board, and Julian Goodman, president, stated that NBC News was the largest single supplier of programming for NBC-TV, responsible for more than 25% of the total schedule; that 96 countries are being supplied TV programming and services by the NBC Enterprises Division, and that during the year NBC acquired rights to golfer Arnold Palmer's personal appearances on TV and radio, grouping five of his companies as Arnold Palmer Enterprises, an NBC division.

NBC-TV, the report noted, is still the principal network for automotive advertising. This advertising, NBC said, equaled the combined total auto revenue of the other two networks last year, while insurance companies, a growing advertiser category, were responsible for revenues surpassing the combined total of this category on ABC-TV and CBS-TV last year.

**Daytime Rise**

Advertiser investment in NBC-TV's daytime programs was at a record in 1967, a year in which the network claims to have increased its audience in daytime by 21% over 1966 (up 11% for the 1966-67 season—September through April—a period also in which the nighttime audience was said to have increased by 1%).

In sports, the report continued, NBC-TV broadcast nearly 250 hours, and it colorcast about 4,700 hours, “twice the total of any other network.” NBC built a fourth color mobile unit at a more than $1-million cost while studio 3B in New York, NBC's last monochrome studio, was converted to color.

The report by Mr. Scott and Mr. Goodman emphasized NBC Radio's stability, noting that the network maintained a “strong growth position in sales” with 44 new advertisers purchasing sponsorship on NBC Radio—20 of them new to network radio.

News expansion in 1967 at the station level also was cited for the NBC-owned television stations, particularly in Los Angeles where KNBC(TV) continued to add to its coverage after doubling its news staff in 1966.

**RCA Comparison**

- The approximate $541 million in net sales compiled in 1966 by NBC, which represented 21.2% of the total reported by its parent company, RCA, came near the dollar level of total RCA net sales in 1950 and was well above RCA's 1949 total.

- According to the figures made available last week, NBC's net sales have nearly doubled in a decade. In 1956, the network's total net sales were $286.4 million (25.4% of RCA's $1.1 billion) and in the previous year of 1955, $246.1 million, or 23.3% of RCA's first $1-billion year.

- RCA in 1950 had net sales of $586.3 million, a year that NBC accounted for 15.8%, or some $92.3 million. In 1949 when RCA reported a little over $397.2 million in net sales, NBC accounted for 18.3%, or more than $72.8 million. Before the TV-electronics explosion in the economy, NBC's net sales accounted for 30% or more of RCA's total in the three years 1939, '40 and '41 during which time RCA's net sales were $110.4 million in 1939, $128.4 million in 1940 and $158.6 million in 1941.

**Goodman assesses TV-radio of 70's**

The changes in television that will come during the 1970's in terms of audience appeal, programming, costs, advertising effectiveness and technological developments were explored by Julian Goodman, NBC president, in speaking Jan. 26 to the Soap and Detergent Association.

He told the 41st annual convention of the association in New York that a striking difference will be seen in the audience of 1978 as compared to that of 1968. He said that over the next 10 years there will be a 40% rise in the number of people between 20 and 34 while the number in the 35-and-over classification will remain fairly level. He called the 20-to-35 group emerging in 1978 "the style-setters," the class that was born and raised during the rise of electronic communication, and added: "In short, they will be the "TV generation," the 'computer generation,' come of age, and their ways of doing things will show it. As businessmen they will be applying sophisticated computer techniques to the problems of new-product development, merchandising and marketing. As manufacturers they will have closed-circuit television for dealing directly—and on a regular basis—with suppliers, wholesalers and chain-store owners. . . ."

75% With Color — Mr. Goodman predicted that by 1975, 75% of the U. S. homes will be color-equipped. The massive spread of color, he said, will bring "new changes in the next decade and advertisers who need to reach large audiences will study these changes and learn to use them to advantage."

Mr. Goodman said that television costs will rise, in part because of the increased costs of color production. But he pointed out that "the increased value delivered by color will more than justify these rising costs."

He prophesied that the long form of programming is apt to gain added strength in the 1970's; that by 1977 the evening that consists of a 90-minute program followed by a two-hour show may be commonplace. He predicted there will be evenings devoted to a single program.

Though Mr. Goodman concentrated on television, he remarked that radio will sound different too. He pointed out that researchers believe that by 1977, 77% of all radios sold and 75% of all portables will be FM sets. He said that techniques for measuring the reach and frequency of radio impressions will become more refined.

42 (The Media)
What’s the value of a Byline?

Years of a man’s professional life can pass before he rates a byline.
   Some never make it.
   Those that do can usually be depended on to deliver their story with the integrity and skill befitting their byline.

We make medicines for doctors to prescribe. And, we make them with integrity and skill.
   Whether life-saving or not, we feel they demand that we put ourselves on the line—and we do.

For a free copy of What’s Behind a Drug Name, write to the Public Relations Department,

LEDERLE LABORATORIES
A Division of American Cyanamid Company, Pearl River, New York
KVII-TV sale OK'd; KXYZ sale at FCC

A $2-million transaction in which channel 7 KVII-TV Amarillo, Tex., is being bought by the Marsh family of Amarillo was approved by the FCC last week.

At the same time, an application for the transfer of KXYZ-AM-FM Houston to ABC was filed at the FCC for approval (CLOSED CIRCUIT, Jan. 8).

The Amarillo sale was by John B. Walton Jr., a group broadcaster, for $1.5 million for the ABC-TV affiliated station, plus $50,000 a year for 10 years as a consultant and for a covenant not to compete.

Transfer was to Marsh Media Ltd., 85% owned by Estelle Marsh, mother of Stanley, Tom F. and Estelle Marsh, each of whom owns 5%. The Marshes are in the oil, gas, banking and cattle business.

Mr. Walton continues to own KVII-FM Amarillo, KVKM-TV Monahans, KELP-TV El Paso, KCUL-AM-FM Fort Worth, all Texas; KAVE-TV Carlsbad and KVOO Albuquerque, both New Mexico, and KFFF Tuscon, Ariz.

The KXYZ-AM-FM sale is by Lester Kamin and associates; consideration is 20,000 shares of ABC stock, which closed last Thursday at 577#, making it a $1,157,500 deal at present prices. The contract also provides that ABC will assume obligations not to exceed $1.5 million. This will give ABC its full quota of seven radio stations.

In a balance sheet dated Nov. 30, 1967, the KXYZ stations are shown to have total assets of $700,280, of which $314,471 are total current assets. Current liabilities were listed at $80,066; due parent company (KXYZ Inc., the licensee, is owned by Public Radio Corp.), $446,635; and retained earnings, $133,232.

Tangible property was listed at $693,- 710 for original costs; $273,109 after depreciation.

KXYZ is full time on 1320 kc with 5 kw; KXYZ-FM is on 96.5 mc with 100 kw.

Mass. council urges CATV freeze

A freeze on the granting and implementation of CATV franchises in Massachusetts has been recommended by the consumer council, an agency of the state government, "because of the confusion close to chaos that now exists in many communities due to the lack of appropriate legal safeguards."

The recommendation is part of the council's interim report on CATV to the state legislature transmitted Jan. 24 and released last week.

The council also requested an extension of its CATV study to get opinions on certain legal questions from the state attorney general, and to draft its legislative recommendations, until April 17. The freeze would be in effect until then.

In general, the interim report recommends "government regulation of CATV by joint agreement between the state and the municipalities." The tenor of the council's public hearings, which involved mayors and selectmen of various towns, representatives of CATV and the All-Channel Television Society, a UHF group, and interested state legislators, favored state regulation of rates and terms of operation, with, as the interim report further suggests, "primary responsibility for the granting of any franchises resting with the municipalities."

Fairness Problems - Another possible area for legislative recommendation, called a "hot potato" by the selectmen of Weston, is the offer of all [CATV] firms to provide service to local governments for transmission of public meetings and events. We believe the problems of control here are substantial. Questions of 'equal time' for proponents and opponents of local issues are raised. The entire gamut of regulatory problems facing the FCC could well be raised in the municipalities of the commonwealth."

According to the interim report, there are 28 municipalities in the state with operating CATV systems; 21 have issued permits where systems have not yet started construction, and three have systems under construction.

The Massachusetts consumer council is composed of eight public members and six ex-officio members and alternates, the state attorney general, chairman of the public UTILITIES commission, and the commissioners of banks, insurance, and labor and industries. Dermot P. O'Shea is executive secretary.

UHF's seek relief from overlap carriage

Two Philadelphia UHF stations, faced with the prospect of a 24-channel CATV system in Levittown, Pa., carrying four New York City independent stations, have asked the FCC to set a hearing on that system's carriage proposals. WBF-TV and WPHL-TV termed the CATV's operations as a "real, ominous, immediate and substantial" threat to UHF-audience fragmentation in Philadelphia.

The Levittown CATV is owned by Lower Bucks Cablevision Inc., which announced the start of construction of the $1-million system last November (Broadcasting, Nov. 6, 1967). Lower Bucks is principally owned by multiple-CATV-owner Philadelphia Community Antenna Television Co., a subsidiary of the Philadelphia Bulletin.

Among its 18 channels of initial program service Lower Bucks will carry four New York independents as well as eight local TV stations. Six other channels are reserved for local programing. The New York stations put a grade-B signal over the community, thus removing the CATV operation from the top-100-market rule that would have required a waiver from the commission.

And that's what concerns the complaining UHFs. The stations argue that since the New York stations are more than 60 miles from Levittown, "this case is a classic example of the need for a hearing to consider the impact of CATV carriage of signals that, while not technically distant under the rules, are distant in every practical sense." Levittown, they say, is an integral part of the Philadelphia market and should not be treated differently from other parts of the market with respect to carriage of the New York stations. The Lower Bucks carriage proposal, the
stations said, should be set for hearing and consolidated with the next evidentiary hearing on CATV proposals in the Philadelphia market. (The commission currently has 29 other dockets involving proposals to bring in the New York stations to communities in the Philadelphia market.)

Film complaint made issue in hearing

Six months ago Wometco Enterprises Inc. received conditional renewals for two of its outlets pending the result of a civil antitrust suit against it in a New York court (BROADCASTING, Aug. 7, 1967). Last week as a result of second-thoughts by the FCC, Wometco faces a possible hearing on those renewals—and a new issue in a comparative hearing in which it is engaged. The Wometco stations involved are WTVJ (TV) Miami, and WL-OS-TV Asheville, N. C.

The commission enlarged the issues of a comparative hearing for channel 12 Jacksonville, Fla., to include a determination whether Florida-Georgia Television Co. has been used in conjunction with "anticompetitive activities" in the distribution of first-run motion pictures. Florida-Georgia is 45.5% owned by Wometco and has been operating WPQA-TV (ch. 12) Jacksonville, since 1957. It is one of four applicants for permanent operation of the facility as a result of commission action last July (BROADCASTING, July 10, 1967).

The commission action last week denied a petition by Florida-Georgia for review of a November 1967 review board decision that permitted Antwin Theaters Inc., an operator of a drive-in theater in the Miami area, to intervene and enlarge the scope of the television proceeding. Allegations made by Antwin against Wometco were pertinent both to the renewals and the comparative hearing, the commission indicated.

Court Suit * Antwin brought the New York suit against Wometco, alleging monopolistic and fraudulent practices were conducted by Wometco, through—its ownership of theaters in Dade county (Miami) and throughout Florida, and ABC Inc.'s wholly owned subsidiary, Florida-State Theaters, by maintaining an alleged monopoly over the distribution of first-run motion pictures in that county (BROADCASTING, Nov. 7, 1966).

With regard to the Jacksonville hearing Antwin charged that Wometco used the film purchasing power of WPQA-TV as part of a conspiracy to prevent Antwin from gaining access to first-run pictures.

The commission agreed that the Antwin allegations are "clearly relevant to Florida-Georgia's qualifications" as a licensee. But the commission also said that since Antwin's allegations must be heard in the Jacksonville hearing, "we are persuaded that the public interest would be best served by a prompt resolution...of the questions raised" regarding the Wometco renewals. The commission instructed its general counsel to seek a remand of that case so that the renewals could be designated for hearing. (Those Wometco renewals are still tied-up in the U.S. Court of Appeals in the District of Columbia. Antwin's appeal of the commission decision granting the conditional renewals is still pending.) The commission further said it would not now "call up" for renewal consideration Wometco's KVOS-TV Bellingham, Wash., and ABC's five owned-and-operated TV stations (as requested by Antwin in its original complaint), but would consider such renewals "in due course." This statement leaves open the option of the commission holding hearings on their renewal applications.

H&B asks for new U; buys Lompoc AM

H&B American, one of the giants of the CATV industry with over 100,000 subscribers in 47 communities, applied last week for channel 16 in Dubuque, Iowa. The company also announced the purchase, subject to FCC approval, of KNZ Lompoc, Calif., for $120,000.

The TV application, the first entry of the Beverly Hills-based CATV firm into broadcasting, calls for 158 kw visual power from an antenna 680 feet above average terrain. It plans to spend $335,000 on the TV facility. Already pending for the Dubuque UHF channel is an application from Winnebago Television Corp. (owned by group broadcaster H&B Balaban and Irwin and H. W. Dubinsky).

The purchase of the 500-w full-time station on 960 kc in Lompoc calls for H&B to pay $120,000 for the facility, but with over $100,000 going to pay off obligations of the present licensee.

H&B operates CATV systems both in Dubuque and in Lompoc.

For the fiscal year ended July 31, 1967, H&B reported total revenues of $5.9 million, and net income after taxes of $806,000 (31 cents a share).

In announcing the application and purchase, H&B said it was considering applying or buying other broadcast properties.

Bill Henry enters closed-circuit TV

A former chairman of the FCC is in the television business — although it's on the periphery.

E. William Henry, FCC chairman from 1963 to 1966, last Thursday (Feb. 1) was elected chairman of the board and executive committee of Management Television Systems Inc., a New York-based closed-circuit TV service. The firm, organized late last year, specializes in providing large-screen TV for stockholder, sales and other business meetings in single cities or through leased lines for multiplicity cities. Mr. Henry is on an indefinite leave of absence from the Washington law firm of Arnold and
Four keys to sales action at the NAB convention

Pre-convention issue
March 23
Deadline: March 15

Convention issue
April 1
Deadline: March 22

Post-convention issue
April 8
Deadline: March 29

Post-post-convention issue
April 15
Deadline: April 5
The March 25 Pre-Convention issue is your key to convention sales to executives in management, programing, engineering, education and the creative field of local and network broadcasting. These potential buyers will read this issue thoroughly before they leave for Chicago. Features will include: TFE '68—a complete report on this year’s film exhibits with emphasis on films available, number of episodes, whether or not in color, suite numbers, executives attending; companies not taking part in TFE '68 will also be listed in full; also complete convention agenda; problems facing convention and possible solutions; an outline of the engineering topics and speakers; rundown of equipment manufacturers; executives attending and what they'll be exhibiting and where. Advertising deadline: March 15.

The April 1 NAB convention number keys your advertising messages to 32,000 regular subscribers. An additional 3000 copies will be delivered to all suites, rooms and exhibitors. Features: A complete report on where to find everything at the convention including hospitality suites, NAB convention rooms and offices, brokers and representatives, research organizations, program services and others; BROADCASTING's final wrap-up report will contain all the problems facing radio and television at the time of the 1968 NAB convention. BROADCASTING's convention issue is always the most popular selling vehicle for advertisers who want to direct the delegates to their exhibit at the convention. It's your best point-of-sale medium in the business paper field. Advertising deadline: March 22.

The Post-Convention issue, April 8, is covered completely by BROADCASTING's 15 reporters. Since it is physically impossible for delegates to attend all meetings this issue does it for them. Additionally, for those who weren't there and want to know what transpired, this number gives them reports on network-affiliate meetings, FM, AMST, CATV, syndication programming, a general look at equipment exhibits, all NAB meetings, pictures of important speakers along with other convention sidebars. Unquestionably, the Post-Convention issue commands maximum readership among stations, networks, agencies, advertisers and the allied fields of the business of broadcasting. Advertising deadline: March 29.

April 15 is the Post-Post Convention issue, BROADCASTING's definite look at the new equipment shown at the 1968 NAB convention. There will be an analysis of the new color camera and accessories—complete with pictures, availabilities, where to order them. Also, reports on monochrome and color TV equipment, television, AM/FM transmitters, tape equipment, audio equipment, AM, FM and TV antenna systems and towers, radio and microwave equipment, CATV equipment...in fact, all types of equipment used in radio, TV and CATV will be studied in this special issue. Of course, BROADCASTING will carry its regular complement of spot news which undoubtedly will include new developments ensuing from NAB meetings. Advertising deadline: April 5.

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The battle against the FCC's fairness policy took a new turn last week when the U. S. Supreme Court decided it would be better to have both fairness cases before it in order to decide properly. In a brief and unexpected order last Monday (Jan. 30), the court ordered argument on the pending Red Lion case delayed until after the U. S. Court of Appeals for the Seventh Circuit rules on the appeals brought against the FCC's fairness rules by the Radio Television News Directors Association, CBS, NBC and others.

The highest court's move is expected to have the effect of delaying a final decision on the two-decade-old fairness policy of the FCC until the end of this year, or early in 1969—well after the 1968 presidential campaign.

Although the RTNDA, CBS and NBC, as well as KING-AM-FM-TV Seattle, as intervener, have filed briefs in the federal appeals court in Chicago (BROADCASTING, Nov. 27, 1966), the FCC was permitted to delay filing its brief pending the Supreme Court's ruling on several motions filed by the Seventh Circuit appellants—ranging from the suggestion that the court accept certiorari from the Chicago court before judgment to a request that the group be given permission to argue its case in the Red Lion argument as friends of the court (BROADCASTING, Dec. 29, 1966 et seq.).

With the Supreme Court's order last week, the FCC brief is now due the end of this month. Argument before a three-judge panel of the Seventh Circuit will take place, it's expected, by the end of April. Normally, a decision, would follow in May or June.

Since the Supreme Court has clearly indicated that it will favor a petition

### WCFL samples records at Monday breakfast

Records. How do you pick them, do it fairly and still keep it all under control?

One of a station's biggest headaches continues to be making up the weekly list of top records and auditioning the new entries. But it's a challenge that WCFL Chicago contends it has finally licked with its Monday-morning breakfast meeting with record representatives, a system it considers unique and a form of collective open audition.

The WCFL system is now in its second year and based upon the acceptance of the record men themselves apparently has become an institution, according to Ken Draper, WCFL general manager and program director. All of the WCFL disk jockeys also participate in the breakfast audition, as do John Wellman, director of operations, and Maryan Weller, librarian.

Each Monday morning Miss Weller issues tickets numbered one to 10 to the record representatives on a first-come, first-served basis. The record men are the guests of WCFL for breakfast and they are given eight minutes each in turn to tell about their latest offerings. They may play their new disks, talk about them or otherwise promote during this period.

Each Monday session permits some 65 to 70 new releases to be played or discussed for the air personalities. On Tuesday a committee of the disk jockeys plus Mr. Wellman and Miss Weller vote "yes," "no" or "hold" as the selections are replayed. On Wednesday Miss Weller and her library staff canvass local record stores for the record-sales data while Mr. Wellman gathers the latest published list data and telephones key contacts in other markets from coast to coast to confirm reactions.

Armed with the disk-jockey votes and all the other sales and popularity information, Mr. Wellman on Thursday morning meets with Mr. Draper who makes the final decisions. The WCFL play list usually totals about 60 records a week. Mr. Draper adds an average of 10 to 12 titles at the Thursday meeting. The Tuesday committee vote usually has whittled the original 65 or 70 down to about 20 or 25.

Mr. Draper's only problem now: a growing crowd for Monday breakfast.
for certiorari from the loser in the Seventh Circuit, the schedule before the Supreme Court justices would call for briefs and argument in the fall-winter session, with a final ruling contemplated toward the end of the year, or early next year.

Agrees with Networks • In announcing its solution last week, the Supreme Court apparently accepted the suggestion made by CBS and NBC in their filings on the Red Lion petition for certiorari. In those filings, both networks suggested that it might be best for the court to defer reviewing or hearing argument in the Red Lion case until the Chicago court ruled in their case (BROADCASTING, Oct. 16, 1967). When the court granted the Red Lion petition for review, it said nothing about the networks’ suggestions; this was construed to mean that it had considered the idea and refused it.

1964 Campaign • The Red Lion case goes back to the 1964 presidential campaign when the Reverend Billy James Hargis in a sponsored program on WOCR-AM-FM Red Lion, Pa., attacked Fred Cook, the author of an anti-Goldwater book. Mr. Cook demanded time to reply but refused to pay; he also refused to warrant that he was unable to afford the payment, as the stations asked him to in order to give him free time, and complained to the FCC. One year later, the commission told the WOCR stations that under the commission’s personal-attack policy broadcasters are required to provide time for reply, without regard to ability to pay. A federal appeals court in Washington upheld the FCC, and Red Lion’s appeal to the Supreme Court followed. The court agreed to review the case last December.

Shortly after the Red Lion situation, the commission adopted as a rule the personal-attack, as well as the editorial-advocacy provisions of its fairness policy. This was appealed in the federal appeals court in Chicago by RTNDA, CBS and NBC. Briefs were filed by the appellants; the commission won a delay when the Seventh Circuit appellants maneuvered to become parties in the Red Lion case. Last week’s Supreme Court order insures that this will take place.

DGA to bargain separately

The Directors Guild of America has advised the Association of Motion Picture and Television Producers and its member companies that it no longer will bargain collectively with the association. Instead, the guild will bargain with each member company individually. The action was the result of a mandate voted by DGA membership last May. Current DGA agreements with AMPTP and members expire April 30.

Chicago meet to cost more

Networks faced with short set-up time for Democratic convention

Network news coverage of the Democratic National Convention this summer will be much more expensive than anyone anticipated.

News officials at all three networks say the break between the closing of the Chicago Housewares Show on July 19 and the opening of the Democratic convention on Aug. 26 will present a number of problems, the solution of which can only be made by extensive and expensive overtime. Both the housewares show and the convention are to be held at the Chicago Amphitheater.

Both the Democratic National Committee and housewares interests were apprised of the problem shortly after the Democrats announced their convention date. By then, however, contracts for the housewares shows were signed and apparently irrevocable.

The 38-day break between the two shows is less than half the 10-week lead-time the news departments at ABC, CBS and NBC feel is needed to properly prepare and “de-bug” the mounds of electronic gear and web of interconnections needed at the conventions. Engineers at all three networks say convention coverage is television’s most complicated technical effort. Officials compare technical preparations to the establishment, from scratch, of a major broadcast center in New York.

Miami to Chicago • Compounding the difficulties surrounding preparations for the Democratic convention is the short three-week interval between that meeting and the Republican convention in Miami Beach, Fla., which ends Aug. 8. During the three-week break, the networks will be trucking expensive and delicate equipment between the two cities. De-bugging operations will also be extensive at Chicago since, like the Republican meeting in Miami, it will be completely covered by all three networks in color.

Despite the problems presented by the short lead-time at Chicago, the networks said they will go on the air. “We’ll do everything necessary and the technical quality of the coverage will not be compromised,” said one engineer. He estimated that in previous years, technicians worked about 12 hours a day for 10 weeks preparing electronic gear. “This time we’ll just have to work 24 hours a day for five weeks,” he said.

Whatever the cost at Chicago, the networks continued refining coverage plans. Last week’s developments:

• NBC News announced it will originate The Huntley-Brinkley Report from Manchester, N. H., on March 11 and 12. In addition, NBC-TV will present two special nighttime programs on March 12, with projections of the primary winners in that state. ABC-TV reportedly will extend at least one of its half-hour early-evening newscasts those nights to one hour. CBS-TV said it would present an hour special on the primary on March 12, 10 p.m. EST.

• CBS News last week announced that Walter Cronkite will anchor a 25-man team of CBS reporters for coverage of the Republican and Democratic conventions. Working directly with Mr. Cronkite will be Eric Sevareid and Roger Mudd. ABC announced earlier that Howard K. Smith will anchor its convention coverage. NBC has not announced who will anchor its coverage, but few doubt it will be anyone other than Chet Huntley and David Brinkley.

WMAR-TV plea for court access denied

A request by WMAR-TV Baltimore to film the verdict in a case involving a former U. S. congressman from Maryland was turned down by Chief Judge Roszel C. Thomsen of the U. S. District Court in Baltimore.

Former Democratic Representative Thomas Johnson was sentenced to six months imprisonment last week following his conviction on conflict-of-interest charges. The sentence was imposed by Judge R. Dorsey Watkins.

Earlier WMAR-TV had asked Judge Watkins to allow a sound-film camera in the courtroom to record the verdict. D. P. Campbell, vice president and general manager of WMAR-TV, told the judge that the station believed it could record the verdict without demeaning the dignity of the court. He said the trial itself was over and that nothing done in the courtroom would or could alter the record or change the verdict. Because every Maryland citizen could not personally attend, he said, television provided the logical next-best means of allowing the people of Maryland to witness the event.

The matter was referred to Judge Thomsen, who said the filming could not be permitted. He did not elaborate further.

Mr. Johnson, found guilty and given a six-month jail sentence plus a $5,000 fine after his first trial in 1962, won a new trial when a conspiracy count was thrown out.
How to improve TV public-affairs shows

A group of commercial and non-commercial television producers and executives met with members of the academic community for a three-day conference on television and world affairs at Endicott House, a conference center in Dedham, Mass., over the Jan. 26-28 weekend.

There were at least two practical results of the deliberately abstract discussions: The conference unanimously passed a resolution calling for President Johnson to name the remaining members of the Corp. for Public Broadcasting board of directors, and a pilot project was proposed in which National Educational Television public-affairs staff members would meet regularly with foreign-affairs specialists to discuss ways to improve programming.

The main thrust of the weekend, however, was toward what Elmer Lower, president of ABC News, called "a series of interesting discussions with some very intelligent gentlemen." William Kobin, NET programing vice president, seconded the thought: "It was the first such conference I've ever attended in which the academics weren't taking television to task for what, in their opinion, it was doing wrong. Instead, the emphasis was positive. We discussed ways in which public-affairs programing, and in particular, programing on foreign affairs and the developing nations, might be improved."

The conference was initiated by Dr. Max Millikan, director of the Massachusetts Institute of Technology's Center for International Studies, and was co-sponsored by the World Peace Foundation, the Carnegie Endowment for International Peace and the Foreign Policy Association.

Among the broadcaster participants in addition to Messrs. Lower and Kobin, were Lester Cooper, ABC producer; Hartford Gunn, noncommercial wqas-tv Boston; Fred Freed, NBC News producer; John Kiermaier, president of noncommercial wnot-tv Newark-New York, and Sig Mickelson of Time-Life Broadcasting.

Flynn switches to WBKB-TV

Fahey Flynn, newscaster for nearly three decades with CBS-owned stations in Chicago including 15 years as top news personality on wbbm-tv in the 10 p.m. period, was signed Thursday by ABC-owned wbkb-tv Chicago to a new 10-year contract. "You could describe this as a million-dollar contract," according to Richard O'Leary, ABC vice president and wbkb-tv general manager. Mr. Flynn also is president and chief owner of wcsr Hillsdale, Mich. At wbkb-tv he will be teamed in the 10 p.m. spot with Joel Daley.

 Stations sign up for 'Superteen' contest

Eight radio stations so far have agreed to locally sponsor a musical talent hunt, which eventually will be a network special on television. Top radio stations in major markets have been offered exclusive sponsorship of the pop-music talent search called "Superteen," which Robert E. Petersen Productions, Hollywood, is conducting. Winners of the talent hunt on a local level, selected by the radio stations, will compete in the "Superteen" hour special, which Singer Co. has announced it will sponsor on network television in August.

The local talent contests will start in May, when the radio stations participating in the event will audition teen-age performers and choose three local winners—a male singer, female singer and instrumental or vocal group. More than $200,000 in prizes will be involved in the contests.

The radio stations are being lined up

ABC names 32 features for next season

ABC-TV last week disclosed the titles of 32 motion pictures the network will schedule next season in the Sunday and Wednesday movie periods. All are of recent vintage.

Among the movies identified by the network are 10 from Paramount Pictures, 12 from Columbia Pictures, six from Twentieth Century-Fox and two each from Warner Brothers-Seven Arts and Embassy Pictures.

One of the features, "You're a Big Boy Now" (W7), with Geraldine Page, Elizabeth Hartman, Peter Kastner and Julie Harris, was showing on a first-run basis in New York City last week at the Gramercy theater.

The full list of 32 features films identified by the network follows:

Paramount Pictures: "The Carpetbaggers" (George Peppard, Carroll Baker, Alan Ladd); "Come Blow Your Horn" (Frank Sinatra, Jill St. John); "The Fall of the Roman Empire" (Sophia Loren, Stephen Boyd); "Is Paris Burning?" (John Wayne, Anthony Perkins, Yves Montand, Orson Welles); "Zulu" (Stanley Baker); "Boeing Boeing" (Jerry Lewis).

Also from Paramount: "Circus World" (John Wayne, Rita Hayworth); "Assault on a Queen" (Frank Sinatra, Virna Lisi, Tony Franciscosca); "The Sons of Katie Elder" (John Wayne, Dean Martin, Martha Hyer), and "Who's Got the Action?" (Dean Martin, Lana Turner).

Columbia Pictures: "Dr. Strange love" (Peter Sellers, George C. Scott); "Lost Command (Anthony Quinn, Claudia Cardinale, Alain Delon); "Suddenly Last Summer" (Elizabeth Taylor, Montgomery Clift, Katharine Hepburn); "The Heroes of Telemark" (Kirk Douglas, Richard Harris); "Alvarez Kelly" (William Holden, Richard Widmark); "The Rage" (Glenn Ford, Stella Stevens); "The Chase" (Marlon Brando, Jane Fonda); "Cat Ballou" (Lee Marvin, Jane Fonda); "The Trouble With Angels" (Rosalind Russell, Hayley Mills).

Also from Columbia: "Bunny Lake Is Missing" (Lawrence Olivier, Carol Lynley); "The Nutty Professor" (Jerry Lewis), and "Dead Heat on a Merry-Go-Round" (James Coburn).

Twentieth Century-Fox: "High Wind in Jamaica" (James Coburn, Anthony Quinn); "Zorba the Greek" (Anthony Quinn, Alan Bates, Lila Kedrova); "John Goldfarb, Please Come Home" (Shirley MacLaine, Peter Ustinov, Richard Crenna); "Do Not Disturb" (Doris Day, Rod Taylor); "The Agony and the Ecstasy" (Charlton Heston, Rex Harrison), and "Those Magnificent Men in Their Flying Machines" (Stuart Whitman, Terry-Thomas, Gert Forbe).

Warner Bros.-Seven Arts "55 Days at Peking" (Charlton Heston, Ava Gardner, David Niven) and "You're a Big Boy Now" (Geraldine Page, Elizabeth Hartman, Peter Kastner, Julie Harris).

Embassy Pictures: "The Oscar" (Stephen Boyd, Elke Sommer, Milton Berle) and "The Sands of Kalahari" (Stuart Whitman, Susanna York, Stanley Baker).
by Robert L. Dellinger, vice president of Petersen Productions and "Superman" executive director. Those agreeing to local sponsorships of the talent hunt so far are: KIIM-AM Denver, WKY-AM Oklahoma City, WMPR-FM Memphis, KNZU Houston, KFJJ-FM Fort Worth, WIBG Philadelphia, WAYS Charlotte, N.C., and WKDA Nashville.

W7 offers package of 30 features

The release to syndication of 30 first-run off-network features by Warner Brothers—Seven Arts was announced last week by George Mitchell, vice president and general manager (CLOSED CIRCUIT, Dec. 11, 1967). It will be the first feature group to be marketed by the new television division of W7.


Republicans urge USIA to use network news

The Republican Coordinating Committee has adopted a seven-point proposal by the party's foreign-relations task force that calls for an enlarged role for the U.S. Information Agency and urges that the agency "concern itself more with dissemination than production."

The report notes that "news films of major TV networks are less suspect than government films," and added that "by making a conscious effort to stimulate the distribution of private materials abroad, our government would at once advance its information objectives and generate additional opportunities for U.S. business."

The committee also pointed to cuts that have been made in USIA's appropriations as evidence that the administration is "incapable of performing responsibly and imaginatively in this area...."

TV series sales...


McHale's Navy (MCA TV): WMAZ-TV Macon and WALB-TV Albany, both Georgia; WXEX-TV Petersburg-Richmond, Va.; KAIT-TV Jonesboro, Ark., and KBAK-TV Bakersfield, Calif.


America! (Sandy Frank Program Sales Inc.): WGHF-TV High Point—Greensboro-Winston Salem, N. C.

Colonel Bleep (Sandy Frank Program Sales Inc.): WAKR-TV Akron, Ohio.

You Asked for It (Sandy Frank Program Sales Inc.): WZM-TV Grand Rapids, Mich.
Programmers' agenda set

TV program executives have full schedule for New Orleans meeting

Some 125-150 station program executives are expected in New Orleans Thursday and Friday (Feb. 8-9) for the annual convention of the National Association of Television Program Executives.

Highlights of the two-day session will be naming of NATPE's man of the year at the Thursday luncheon, and presentation of first annual program awards to nine stations at the Friday luncheon. The awards, which will be given to those stations judged to have the best programs during 1967, will be selected by members of the National Association of Broadcasters. The NATPE members will be sitting in on workshop sessions designed to help them program more creatively. Chairman of the convention is Sam Gifford, WHAS-TV Louisville, Ky.

The opening session on Thursday morning will be devoted to a 30-minute film produced by NATPE for showing at the 1967 National Association of Broadcasters fall conferences. The film illustrates local programs and promotions by six stations. Representatives from five of the stations will be on hand to explain how they came up with the ideas, what they cost and what community reaction was.

The moderator will be Herb Victor, WMMJ-TV Washington. Participants will be: John Comas, WSJS-TV Winston-Salem, N. C.; Lew Klein, WFTV-TV Philadelphia; Mike Kiefman, WLWT (TV) Cincinnati; Jack E. Shafer, K1Z-TV Denver and Keith Gunther, KSJO-TV St. Louis.

Thursday afternoon Chuck Day, WHO-TV Dayton, Ohio, will preside at a workshop session on exchanging ideas. NATPE member stations have been asked to send in tapes and films of programs, ID's, promotions to show other stations how these things might be done differently and possibly more professionally.

The Friday morning session will feature three panelists: Harry Morgan, a writer-producer of CBS News' "CBS Reports" series; Martin Hoade, producer-director of NBC's "Catholic Hour," and Karl Genus, national vice president of the Directors Guild of America and a former director of such series as "Studio One" and "duPont Theater." The Perfect Match, which made its debut last September, is the initial on-air result of SG's move into the daytime and game production fields. This move was from a standing start some 15 months ago. It took almost a year for the company to get into the market with a salable product. The Perfect Match is now in nine markets: New York; Los Angeles; Boston; Dallas-Fort Worth; Houston; Buffalo and Albany, both New York; Springfield, Ohio, and Bristol, Va. It's distributed by Screen Gems Inc., New York, under Dan Goodman, vice president in charge of syndication sales.

Although a game show with romantic overtones in the tradition of...
ration, is available at $100 for the first airing and $50 for a second airing by the same station. Theater-on-the-Go plans to continue to produce dramatic tapes for broadcast by radio stations. The current production and further information are available from Theater-on-the-Go, 6347 Hilcrest Place, Alexandria, Va. 22312.

**NET musical revue • NET Playhouse** will present its first musical revue, “Julius Monk’s Plaza 9,” premiering Friday, March 15, at 8:30 p.m. EST. The one-hour color special, starring Julius Monk, Mary Louise Wilson, Rex Robbins, Terry O’Mara, Liz Sheridan and Alex Wipf, will be taped at the Plaza hotel in New York.

**Country sound •** Jan. 15 marked “The countrypolitain sound of Cleveland” on WCJW(FM) (formerly WJW-FM). Before the switch to country music, WCJW-FM had been programming pop concert and classical music for more than two years. The new format, programmed and produced by Charles Renwick, will be presented as “The Countrypolitain Countdown,” featuring the top-50 country-music singles each week, selections from top country albums, best sellers and performances by popular artists. WCJW is a Storer Broadcasting Co. station. It’s sister station, WJW Cleveland, will not be affected by the changeover.

**Space reporters fete •** Newsmen, including radio-TV, who have covered activities at Cape Kennedy will meet at an annual reunion in Cocoa Beach, Fla. on March 14. The group, known as the Missile, Space and Range Pioneers, will attend a banquet that evening. Inquiries should be addressed: Pioneers, Box 1000, Cocoa Beach, Fla.

**Folk-rock hour • Broadsides**, a one-hour folk-rock radio show, is being prepared for April syndication by Gerry Wilkinson Productions, Philadelphia. The 13-program package will feature Philadelphia radio personality Ed Sciby.

**Health series • Consulation**, a new public-service TV series dealing with health and health problems is being offered by the University of Illinois Medical Center in Chicago. The continuous series is divided into 30-minute segments and is available to all stations free of charge. Directed at a lay audience, the series covers a wide range of health problems. Further information may be obtained from the University of Illinois at the Medical Center, Public Information, P.O. Box 6998, Chicago 60680.

**He won't pre-empt self**

Bill Cosby has been given a last-minute reprieve from the performer’s fate that’s worse than death: His NBC-TV hour special on March 18 was going to pre-empt his own I Spy series. But after meetings between the Campbell, Silver, Cosby Corp., producer of the special, and NBC-TV programming officials in New York, it was decided to give viewers a Cosby doubleheader instead. Now the Cosby special will pre-empt The Rowan and Martin Laugh-In from 8-9 p.m., to be followed an hour later by I Spy.

**Friendly voice from the Hill**

**Senator Allott plans legislation to revise fairness doctrine**

Senator Gordon Allott (R-Colo.), who is on record as a supporter of legislation to repeal the fairness doctrine, has indicated he intends to take the matter a step further. He hopes to draft, and submit legislation to eliminate a doctrine that he calls "unfair, unworkable and impossible to administer."

The senator, in a speech delivered before a convention of the Colorado Broadcasters Association on Jan. 26, urged broadcasters to deal with charges of overcommercialism and show a spirit of accommodation toward other spectrum users so as to present a better front in battles sure to come on wide-scale revision of the nation’s basic communications laws.

In his speech, he cited the extension of the fairness doctrine to cigarette advertising as an example of the rule’s “absurdity.”

Last week he told BROADCASTING that he hoped to offer “some kind of a bill,” broader than simple repeal of Section 315 of the Communications Act (the equal-time provision that, as amended in 1959, provides the only statutory reference to the fairness doctrine). The Senator wants to “backtrack on some of the interpretations” that have been placed on the doctrine, such as its extension to product advertising.

**Position On Hill • Senator Allott is ranking minority member of the Senate Appropriations Subcommittee that passes on the FCC’s budget and as such, is in a position senior enough to exert above-average influence on broadcasting legislation.**

The senator, in his Colorado speech, told broadcasters that the industry’s promises to focus on problems of overcommercialization had helped in the past to fight off forces that wished to impose reforms, but “failure to comply with your promise of self-regulation will make the next attempt to regulate your commercial activity very difficult, indeed, to defeat.”

He also indicated that if the industry was “willing to give a little in order that questions surrounding the land-mobile problem may be resolved” such accommodation may help forestall moves that are afoot to establish a superagency of telecommunications with arbitrary authority over the spectrum.

The senator further warned of an
FCC mans its election defenses

The FCC has girded itself for what it expects will be a record number of letters, telegrams and telephone calls on fairness-doctrine and political-broadcasting problems in this election year. In a public notice issued last week the commission said that members of its complaints and compliance division "during periods of election activity" would be available around-the-clock to provide immediate response to inquiries and complaints. The commission recommended that persons with political broadcast of fairness complaints follow the procedures set out in its "Political Broadcast Primer." Copies of that primer as well as one on fairness and a codification of the personal attack rules are available from the commission.

The commission also said it will distribute to all licensees a questionnaire regarding political broadcasting activities during 1968. The information requested includes a listing of charges for broadcast time, amount of paid and sustaining time, number of political announcements and a report on editorializing for or against candidates. The commission said the information will be compiled for eventual release as a special report on political broadcasting.

impending attempt to assert for the office of President emergency powers over the nation's communications facilities, including broadcasting stations—a power now only granted the President in wartime. (BROADCASTING, Jan. 29).

Minority groups drop in TV appearances

The percentage of Negro, Puerto Rican, Oriental and Indian performers seen on television during a given viewing period has declined in most types of programs since 1964, according to the results of a survey released last week.

The survey was conducted by the Joint Equality Committee, with 73 volunteers monitoring New York television channels 2, 4 and 7 (network-owned stations) from 8 a.m. to midnight Nov. 20 to Dec. 10, 1967, and channels 5, 9 and 11 (nonnetwork stations) in that city less frequently. A comparison was made by the committee, consisting of local representatives of the Screen Actors Guild, the Writers Guild of America, the Directors Guild of America and the American Federation of Television and Radio Artists, with a survey of this type conducted by the New York Society for Ethical Culture in 1964.

The comparison shows, the committee said, that the use of these minority groups in TV programing has declined except on variety shows. Of the 843 units (half-hour segments) monitored in 1967, 201 used at least one person representing minorities, which was said to be 24% of all viewing segments and a decline from the 28% figure reported in 1964.

Stanford fellowships open to newsman

Stanford University last week issued a reminder that it is offering journalism fellowships annually to newspapermen and news broadcasters from the U.S. and Canada. Between 20 and 30 newsman each year receive these fellowships, which are intended to keep them abreast of complex world situations.

The fellowships, established with a Ford Foundation grant, offer study in any field except journalism. Fellows may study up to nine months.

Full-time newsman with at least three years experience in radio-TV, newspapers and magazines, 25-40 years old, can apply for the fellowships. Media groups are invited to nominate applicants. For further information write Professional Journalism Fellowships, Cypress Hall, Stanford University, Stanford, Calif. 94305.

Million-dollar budget for religious programs

In 1967, Herald of Truth, a weekly radio and television religious program heard on radio stations in 46 states and seen on about 150 television stations, spent $1,191,036. After 16 years, the radio version was to move to NBC Radio Sunday (Feb. 4). Truth, which features John Allen Chalk as its spokesman, is to be aired Sundays at 8:30 a.m. in each time zone.

The programs' 1967 budget was expended as follows: $271,058 for radio time and production, $470,911 for television time and production, $50,760 for follow-up to handle responses to the programs, $116,968 for program promotion and advancement, $61,201 for administrative salaries and expenses, $52,670 for general and administrative expenses, $15,000 for data processing, and $152,468 for support solicitation.

Mr. Chalk is also featured on the television series. Both programs are produced by the Highland Church of Christ, Abilene, Tex. Moving to NBC Radio, Mr. Chalk says, Truth will place greater emphasis on contemporary problems, such as divorce, student uprisings, drug addiction, crime, violence and racial strife.

FCC approves pact between TV and CATV

An agreement designed to resolve differences between a CATV system and a television station doesn't automatically provide a reason for the FCC to drop proceedings against the system. The commission must examine the agreement first.

This has emerged in a commission order granting a joint petition of Bettervision Systems Inc. and wsoy-tv Clarksburg, W. Va., to hold in abeyance show-cause proceedings against the cable company.

The commission on Dec. 7, 1967, directed Bettervision to show cause why it shouldn't be directed to stop violating
the rule requiring it to afford program exclusivity to WBOY-TV on systems in Shinnston and Buckhannon, both West Virginia. Subsequently the cable company and the station said they had reached a mutually satisfactory agreement on their dispute and that no issues remained to be resolved in a hearing.

The commission, however, directed the parties to submit the agreement, and authorized the Broadcast Bureau to file comments on it. "We believe that the agreement executed by the parties must be filed with the commission before a determination may be made as to whether dismissal of the show-cause order would be in the public interest," the commission said.

The agreement provides that simultaneous nonduplication protection will be provided WBOY-TV on the Shinnston system by Sept. 4 and on the Buckhannon system by March 4; and that WBOY-TV will withdraw its request for exclusivity on those systems until the specified dates.

Alcoa signs Laureate for one-hour special

Laureate Productions will develop "The American Dream," a one-hour dramatic-documentary special for the Aluminum Co. of America, it was announced last week by B. B. Randolph, manager of television, radio and motion pictures for Alcoa, and Stephen Gallati, president of Laureate.

Alcoa is participating in the development of the first program in a series of "American Dream" specials, which will be included among a group of TV programs projected for network showing by Alcoa in 1968-69 under the umbrella title of The Worlds of Alcoa. Several programs are planned by Laureate in "The American Dream" portion of the series. In these programs the story of a real-life American will be told in both dramatic and documentary terms. George Lefferts, production head of Laureate, is developing the project for Alcoa.

Soviet space special on NBC

Various facets of the U.S.S.R.'s space program will be shown in a one-hour NBC News color special on March 1 (10-11 p.m.), it was announced last week. A network spokesman said that most of what is shown in the film has never been seen publicly, not even in the Soviet Union. According to George Vicas, head of European production unit, Paris, who produced and directed the program, NBC News was permitted to go into high-security areas heretofore

'As we were about to say last week...'

The House Republican Policy Committee has challenged the Democrats for presidential campaign debates on television and is urging suspension of Section 315 for the offices of President and Vice President. The challenge was to have been hurled on the Republicans' rebuttal to the State of the Union message carried by CBS on Jan. 23, 1968 but time ran out before the idea could be broached on the air. To support the Republican proposition, Representative James Broyhill (R-N. C.), ranking Republican on the Communications Subcommittee, submitted a joint resolution (H.J. Res. 1024) that would permit the debates without engendering equal-time demands from minor candidates.

Yarnell to head new TV production firm

The establishment of HGF Enterprises, New York, by David Yarnell, executive producer for RKO Productions and RKO Pictures Co., was announced last week. Mr. Yarnell's resignation from RKO will take effect in about three weeks following completion of production work on a TV special for RKO Pictures.

HGF Enterprises, with Mr. Yarnell as president, will be located at 415 East 54th Street, New York. Telephone is 688-2400. Its first project will be a one-hour special, Buddy Hackett's Brooklyn, and, according to Mr. Yarnell, other specials are in the planning stages. Production of features and series also are contemplated by HGF. He added that H/G Productions, New York, a TV-commercials company, has an interest in HGF and its facilities and staff will be utilized by HGF.

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The Original Station Representative
Philbrick continues
to fight Communism

Herbert A. Philbrick, who was once the subject of a syndicated television show, has returned to television. The former “Communist spy for the FBI” during the late 1940’s, whose bestselling book “I Led Three Lives” eventually reached both movie and TV audiences, has made several recent TV appearances in his capacity as national chairman of the U. S. Anti-Communist Congress Inc. in Washington.

The congress, in promotional material, terms itself a responsible anti-communist movement whose purpose is to combat “the Communist leadership which is back of most of today’s extremist attacks on American government.” The congress proposes, among other courses of action, to demand equal time on TV “to oppose the near monopoly that the ‘new-left’ extremists have in all news media.”

Mr. Philbrick said in Washington last week that some TV stations apparently have a “difficult time getting people on [the air] who are right-of-center.” He cited several examples where Washington stations on their talk shows permitted a congress representative to present the group’s views as a follow-up to what the congress considered a “more radical” presentation. Mr. Philbrick noted that based on his own experiences “many television stations seem more interested than concerned in getting a nonradical approach to things.”

Radio series sales...


The Barry Gray Show (Hartwest Productions Inc.): KND Idaho Falls, Idaho.

Dex Card Survey Show (Noyes, Moran & Co.): WLPD LaSalle, Ill.; KCHL Washington, Iowa; WBEI Beloit, and WHRN Sheboygen, both Wisconsin.


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EQUIPMENT & ENGINEERING

X-ray hearing gets little information

Preliminary results from the U. S. Public Health Service’s check on X-radiation levels of color-TV sets owned by Washington-area PHS employees proved to be very preliminary indeed last week. Called before Representative Paul Rogers (D-Fla.) and members of the House Public Health Subcommittee, James G. Terrill Jr. of PHS’s National Center for Radiological Health, although pressed for details, would only say that excessive X-radiation had been found to be “not limited to the sets of one manufacturer.”

Mr. Rogers, who served as chairman during the question-and-answer session held Thursday (Feb. 1), and has been active in urging early release of the PHS findings, managed to get some specific brand names and radiation readings into the record by introducing the most recent report of the Pinellas county, Fla., health department.

Mr. Rogers did get Mr. Terrill to say that more detailed data might be expected from PHS in four weeks. But when he asked if names would be named, Mr. Terrill demurred, saying that the sample was not statistically representative of sets in use nationally and that the limited numbers of many models in the sample would not yield statistically significant data. In the light of these caveats, he said, naming brands could be unfair to set makers.

But Mr. Terrill said he felt that the project “has already been successful, at least to my own satisfaction, in determining that the problem of television-receiver X-radiation is one with which all television manufacturers should concern themselves.”

Methodology = As has become usual in congressional X-ray investigations, members at last week’s hearing spent considerable time examining the problem of radiation-measurement methodology, expressing an interest probably stimulated by the fact that industry and PHS technicians usually rely on different instruments and techniques.

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Most emergency broadcast receivers flub in first test

Work toward developing for use in emergencies a radio and TV receiver circuit that would respond to a special tone even when the receiver was off has been at a standstill, following the completion of a two-week equipment test of prototype receivers in Washington. The problem: About 20 of the 32 AM-FM receivers used for daily reporting of the system failed to respond to the alarm tones.

Glum staff members of the FCC’s Emergency Broadcast Service Division believe that the contact points on the resonant-reed relay—the element that triggers the receiver when the special tone is broadcast—has oxidized and is not passing current. The problem is being studied by Zenith Radio Co., which made prototype sets and its component supplier.

The tests on the broadcast alerting system (Broadcasting, Oct. 23, 1967) began Jan. 2 and were completed Jan. 15. In addition to the 32 sets used for the test, another 50 are in commission staff’s offices, EBS staff’s offices, the FCC laboratory and with consulting and station engineers in the metropolitan Washington area.

Four sets in the New York City area functioned perfectly, an EBS engineer reported.

No False Signals = All the test receivers, including the four in New York, were tuned to WTOP-AM-FM Washington which, twice a day, broadcast the twin-tone, audible signal composed of a combination of 853 cps and 960 cps for a total of 22 seconds each time. Receivers reproduced this alarm-clock buzz after it continued for between eight and 12 seconds. The delay was built into the circuit to overcome false triggering of the receiver by a similar tone that might result from a musical passage or other audio sources. No false responses were reported for any of the sets under test.

The development of a radio and TV alarm system was undertaken in 1963 by a special group of the National Industry Advisory Committee, in conjunction with the Office of Civil Defense. The developmental work and the production of the prototype receivers (300 AM-FM sets, 30 tone generator and 50 TV receivers) is estimated to have cost OCD over $100,000.
and urging that some standard method be adopted. Mr. Terrill said a conference with industry representatives looking to a resolution of differences in technique was being planned for March.

The Pinellas county report gave set-by-set data on 110 color receivers. About 16% of the sample was found to exceed the industry standard (0.5 milliroentgens per hour at a distance of 5 centimeters from any surface of a receiver). A General Electric set led the list with a reading of 180 mr/hr, a figure that was reduced to normal background levels when the high-voltage rectifier tube was replaced.

(The previous Pinellas county test, made in conjunction with the PHS, was to test the effectiveness of GE's shunt-regulator tube-replacement program, designed to correct the radiation hazard that set off the flurry of TV-set X-ray investigations when some 100,000 sets were found last year to be exceeding specifications. The Pinellas survey found that GE's correction program was providing a satisfactory solution to shunt-regulator radiation problems.)

An Admiral receiver in the Pinellas sample also scored more than 100 mr/hr. It was corrected with a different tube.

Staggers enters bill to curb interference

It promises to be a big year in Congress for pollution remedies—air and water pollution—so why not a spectrum-pollution bill? That's the nickname being given this year to legislation long sought by the FCC that would give the agency the power to regulate the manufacture or import and sale of devices that can cause interference to radio and television reception.

And last week House Commerce Committee Chairman Harley O. Staggers (D-W.Va.) introduced such a bill (a companion to measures already placed in the hopper by Representative John Dingell [D-Mich.] and Senate Commerce Committee Chairman Warren Magnuson [D-Wash.]). Chairman Staggers then went one step further—he scheduled a hearing this week on the measure, indicating that this might be the year the FCC proposal finally becomes law.

The Staggers bill (H.R. 14910) enables the commission to make "reasonable regulations" affecting the manufacture, sale or use of devices with a potential for disrupting communications.

The hearing, set for Tuesday (Feb. 6) before the Communications Subcommittee, will be under Torbert Macdonald (D-Mass.), subcommittee chairman.

Mr. Staggers said the hearing signaled the start of an attempt by the committee "to clean up a lot of long-pending matters," some of which have been on the agenda for years.

Technical topics . . .

Closed circuit color • RCA Broadcast and Communications Products Division will market IVC-800 closed circuit color TV tape recorders under an agreement with the devices' manufacturer, International Video Corp., Mountain View, Calif. Compact recorder will be used in RCA closed-circuit systems and will be priced at $4,200 for color operation and $3,800 for monochrome use.

Video switcher • A solid-state video switching system with optional automatic features has been designed by The Grass Valley Group Inc., Grass Valley, Calif. The system, designed to reduce operator fallibilities, provides for logical circuitry to automatically process the signal once a source is selected. Such options as mixers, special effects and color keying also may be incorporated into the system.
KATZ plan aims for busy and cool summer

Actions to lower the summer's high-pressure areas are being taken by KATZ St. Louis. The first stage of the station's plan is to reach the city's teen-agers to tell them to "cool it" by getting summer jobs. To aid them in finding employment, the station, working with the Missouri State Employment Service and the Federal Civil Service Commission, produced a Summer Job Caravan.

Presenting special programs to students at St. Louis high schools, the caravan offers instructions on preparations for job interviews, areas in which they can expect part-time employment and the pay they will receive for their labor. In addition, each student was given a summer-job kit containing more detailed information.

The second stage of KATZ's plan is to find openings for the teen-agers. Area businessmen, including the station's clients, are being solicited to expand opportunities for summer jobs. The station is also offering prizes to youths who create their own jobs or form new service businesses.

The final stage of the plan is to convince teen-agers to return to school in the fall to further their education instead of dropping out for unskilled jobs.

BPA to expand its member services

Several programs will be undertaken this year by the Broadcasters Promotion Association to improve its member service, according to an announcement last week by its board of directors.

The projects include broadening the scope of BPA's Big Ideas monthly magazine; extending its advisory service and industry group liaison; launching of an in-depth study of the duties and responsibilities of promotion managers and the organization of their departments.

In addition, BPA has a study underway of the feasibility of internships for college students, and is continuing work on a textbook on broadcast promotion.

Drumbeats . . .

Corny contest for charity • WAGB Philadelphia, in conjunction with Cornhusker's lotion, recently sponsored a corny joke contest and the winners are still smiling. The listener who sent in the best joke won for himself and his favorite charity a Muntz color TV console and Parker games. The charity, the Methodist Home for Children, also won a fully decorated Christmas tree to put their new presents under.

Top billing • WNYT Charlotte, N.C., awarded a $1,000 bill to Phil Ganz, assistant media director of Sullivan Stauffer, Colwell & Bayles, New York, as the winner in their contest to name the top 25 shows in the Charlotte market. Mr. Ganz won the grand prize by naming 22 out of 25 correctly.

Japan becoming top TV nation

Television-set saturation in Japan is approaching the U. S. level and set usage there during most of the day far exceeds the levels here.

Between 8 a.m. and 9 a.m., for example, when 12.9% of U. S. homes are watching, the comparable figure in the Tokyo area is 52.2%—a figure surpassed in the U. S. only in the hours between 7 p.m. and 11 p.m. And in Tokyo's prime time the level goes to 80.4% between 7 p.m. and 8 p.m. (as against 57.1% in the U. S.), reaches 81.8% at 8-9 p.m. (63% in the U. S.) and is 69.9% at 9-10 p.m. (62.9% in the U. S.).

These and other figures on Japanese viewing habits are reported in the winter edition of A. C. Nielsen Co.'s NewsCast released last week. The report places TV ownership at 6.2-million homes (94.2%) in the Tokyo-service area and at 2.8-million homes (92.9%) in the Osaka area, indicating that "national TV ownership is rapidly approaching the U. S. 94% level."

"No one today questions that television has become Japan's most powerful advertising medium," the report asserts.

It finds pronounced differences between viewing tastes in Tokyo and those in Osaka, however, with Tokyo viewers preferring "rather sophisticated fare, with a heavy emphasis on news shows [and] on serious drama" while Osakans "seem to prefer entertainment, comedy and participation programs."

Push to Color • There are fewer U. S. programs among the top-rated shows on Japanese Television now than there were a few years ago, according to NewsCast, but the programs that are bought are all in color and this "is playing a big role in the development of color broadcasting" in Japan.

In set-usage comparisons for two weeks last November, the percentage of homes using TV in the U. S. was higher than in Tokyo in only five of the hours between 6 a.m. and midnight. Three of these were in late morning and mid-afternoon; the other two were between 10 p.m. and midnight.

The drop-off in Tokyo viewing after 10 p.m. is sharp. Homes using television fall from 69.9% at 9-10 p.m. to 50.8% at 10-11 p.m. (compared with 54% in the U. S.) and down to 21% at 11-midnight (33.8% in the U. S.).

The NewsCast report credited the 49%-52% viewing levels between 7 a.m. and 9 a.m. largely to news programs presented in those hours. But why the sharp fall-off after 10 o'clock at night? A U. S. official thought he might have the answer: "Man, they've got to get to bed so they can get up early and start watching television again."

INTERNATIONAL

Ad critics called know nothings

Critics of British advertising came in for some heavy static last week from Archie Graham, head of advertising control, Independent Television Authority. Mr. Graham, who was addressing the Society of Members of the Advertising Association in London, said:

"The economic future of Britain must depend not only on efficient production, but on the hard-selling and persuasive advertising of British industry in all the markets of the world."

Pointing out that advertising standards in all media had advanced with the statutory control exercised by the authority in advertising, Mr. Graham added, that because of the Television Act of 1964, "we now have a situation in which the ITA—a public board—is one of the country's instruments of consumer protection, and possibly the most directly powerful one at that."

Mr. Graham was of the opinion that British advertising standards were the highest in the English-speaking world, and that the advertising business in Britain had developed a highly effective method of self discipline.

For this reason, he said, it was high time that "critics and publicists gave British advertising the credit it deserved" in relation to standards elsewhere. Standards in Britain, he stressed,
"will continue to improve and we have all the means—and the will—to see that they do. We will not knock the guts out of British advertising under pressure from academic theorists who do not know what it's all about."

Abroad in brief...

Mexican network buys • Television Independiente de Mexico, a new television network, has appointed Charles Michelson Inc., New York, as program purchasing representative. Michelson reportedly will have a fund of over $1 million to spend during the next six months, in addition to the purchase of the Superman and Charlie Chaplin series already made.

Yorkshire gets tapes systems • The purchase by Yorkshire Television Ltd. of Britain of $650,000 worth of RCA color television tape systems has been announced by the RCA Broadcast and Communications Products Division. The equipment, consisting of seven high-band color tape systems, will be installed in Yorkshire's new all-color studio center in Leeds. Yorkshire is one of Britain's new program contractors, appointed by the Independent Television Authority in that country.

NBA in Mexico • The National Basketball Association's Game of the Week series has been bought by Telesistema Mexicano, with headquarters in Mexico City, according to Gil Cohen, vice president.

FINANCIAL REPORTS

Interpublic offers stock for aid

Interpublic Group of Companies, New York, last week confirmed reports that it is negotiating to sell about 30% interest in its business in exchange for financial aid.

Interpublic officials confirmed that, although details have not been settled, the corporation is dickering with various financial institutions in an effort to solve current financial difficulties. Potential investors reportedly are asking Interpublic directors for a 30% interest in the company in exchange for the financing needed to keep the sprawling company in operation.

Interpublic spokesmen say the company must raise $5 million in permanent capital; renegotiate about $5 million in current bank debts; and completely isolate Interpublic founder Marion Harper from the company's activities. Mr. Harper late last year was succeeded by Robert E. Healy as chief executive officer of Interpublic (BROADCASTING, Nov. 27, 1967) in the midst of widespread reports that the corporation was in financial trouble.

Big Cut Back • Since then, Interpublic has confirmed that it has dismissed several hundred employees, cut back some of its operations, and, most pointedly, lost $3-million on gross billings of $720 million in 1967.

The upheaval in the agency complex and measures taken to cut back some apparently profitless activities are described in the February issue of Television Magazine.

In another article in the current issue of Fortune it is reported that profits from the major Interpublic agencies have been used to keep nonproductive activities of the company afloat in the past 18 months or so. These are McCann-Erickson, Jack Tinker & Partners, Marschalk Co., and Erwin Wasey.

These reports were confirmed by Interpublic officials.

According to the Fortune article, Mr. Harper was deposed as the effective operating head in what was described as an office "coup d'etat" engineered by Mr. Healy, William Taggart, Carl Spielvogel, Donald McNamara, David Williams and Frank Sherer, all Interpublic directors.

Recent reports indicate that possible financial aid is contingent upon a cancellation of Mr. Harper's contract with Interpublic. His contract, according to reports, calls for a salary of $250,000 a year, rising each year, until 1985.

Bankers, among them the most prestigious names on Wall Street, reportedly are demanding that Interpublic sever all its relations with Mr. Harper.

MGM-Teleprompter end merger talks

Discussions between Metro-Goldwyn-Mayer Inc. and Teleprompter Corp. on a possible merger of the two companies were broken off last week. Negotiations had been going on for nearly a year, though at one period officials of both companies discounted reports of a marriage.

The announcement of a discontinuance of talks was made by MGM President Robert H. O'Brien and Irving Kahn, Teleprompter's chairman.

Only last month, Mr. O'Brien had revealed during MGM's annual stockholders meeting that talks between the companies were continuing (BROADCASTING, Dec. 18, 1967). Earlier, sources close to both MGM and Teleprompter had denied the possibility of the merger. A marriage would have brought together a major motion-picture studio and one of the largest CATV-system owners.

MGM's revenues were more than $226.8 million and net income totaled over $14 million in the year ended Aug. 31, 1967. In its most recent financial statement, Teleprompter reported nine-month revenues and net

U.S., Mexico extend pact

A protocol between the U.S. and Mexico extending the life of an interim agreement on the two nations' use of the AM band has been sent to the Senate for ratification. The agreement was renegotiated in December 1967, shortly before the expiration of an existing protocol extending an earlier treaty. Talks have been underway for several years on the full treaty revision (BROADCASTING, Jan. 15).

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New York, 11 John—San Francisco, 200 Montgomery Chicago,176 W. Jackson - Atlanta, 84 Peachtree, N.E.
earnings to be up about 2% over 1966's comparable period ($4.9 million in revenues and $719,505 in net earnings for the nine months ended Sept. 30, 1967).

When the merger was first proposed, Mr. Kahn characterized it not as an attempt to "sell out," but as a desire for Teleprompter to "expand and grow."

Visual sales up but earnings drop

Record sales, up about 10.5% but a slight drop in earnings were reported last week by Visual Electronics Corp., New York, for the nine months ended Dec. 31, 1967.

Visual, a manufacturer and distributor of radio and TV systems for broadcasting, industrial and educational purposes, said it recorded $28,000 in earnings and $2,832,000 in sales for the third fiscal quarter. (Visual did not report its previous third fiscal quarter figures.)

For nine months ended Dec. 31:

<table>
<thead>
<tr>
<th></th>
<th>1967</th>
<th>1966</th>
</tr>
</thead>
<tbody>
<tr>
<td>Earnings per share</td>
<td>$0.54</td>
<td>$0.68</td>
</tr>
<tr>
<td>Net earnings</td>
<td>$840,000</td>
<td>$629,000</td>
</tr>
<tr>
<td>Average number of shares outstanding</td>
<td>1,000,000</td>
<td>928,000</td>
</tr>
</tbody>
</table>


Cox records big earnings jump in '67

Cox Broadcasting Corp., group broadcaster and CATV owner, last week announced a 26% increase in earnings in 1967. The gain was entirely attributable to the company's nonbroadcast operations, according to J. Leonard Reinsch, CBC president, but the revenues of Cox radio and television stations exceeded their 1966 levels by slightly more than the increase for the industry as a whole, he said.

Television accounted for 54% of 1967 operating revenues, radio for 11%, program production and distribution for 15%, technical publishing for 11% and CATV operations for 9%.

Fourth-quarter 1967 saw an increase in revenues to $14,004,873 from $11,492,266 during the same period of 1966. Net earnings declined, however, from $2,039,097 to $1,979,864 or from 73 cents to 69 cents a share, because of capital losses totalling $182,070 or 6 cents a share.

During 1967, the company expanded its interests in the nonbroadcast area.

In June it purchased for less than $1 million in cash and notes an 80% interest in National Auto Research Publications, publishers of The Black Book, a weekly automotive appraisal guide. In August it acquired full ownership of operating CATV systems in San Diego and Bakersfield, Calif., thereby increasing the number of subscribers to Cox Cable TV to more than 84,000. And in November, Cox exchanged 36,500 shares of common stock for all outstanding shares of Bing Crosby Productions (Hogan's Heroes, Ben Casey, Slattery's People, Breaking Point, and the feature film "High Society").

For the year ended Dec. 31:

<table>
<thead>
<tr>
<th></th>
<th>1967</th>
<th>1966</th>
</tr>
</thead>
<tbody>
<tr>
<td>Earned per share</td>
<td>$2.62</td>
<td>$2.11</td>
</tr>
<tr>
<td>Operating revenue</td>
<td>49,576,170</td>
<td>38,446,599</td>
</tr>
<tr>
<td>Net income</td>
<td>7,318,527*</td>
<td>4,007,369</td>
</tr>
<tr>
<td>*Excluding charge of $1,146,000.</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Gannett's revenues rise 10% for year

Gannett Co., Rochester, N. Y., newspaper and broadcast group owner, reported record high earnings and total revenues up 10% in 1967, according to Paul Miller, president.

Mr. Miller said he was optimistic for 1958, although there are uncertainties in the general economic picture. The company made its first public stock offering last October.

For 12 months ended Dec. 31, 1967 (unaudited):

<table>
<thead>
<tr>
<th></th>
<th>1967</th>
<th>1966</th>
</tr>
</thead>
<tbody>
<tr>
<td>Earned per share</td>
<td>$1.70</td>
<td>$1.65</td>
</tr>
<tr>
<td>Revenues</td>
<td>110,000,000</td>
<td>100,650,704</td>
</tr>
<tr>
<td>Net income</td>
<td>7,400,000</td>
<td>7,020,105</td>
</tr>
</tbody>
</table>

TEC being purchased by Commonwealth United

Formal acquisition of Harold Goldman's Television Enterprises Corp. by Commonwealth United Corp. was announced last week.

Commonwealth United, which has interests in motion-picture production, real estate, insurance, oil and gas, and shipping, revealed plans to acquire Television Enterprises, Beverly Hills, Calif., TV and movie production and distribution firm, late last year (Broadcasting, Jan. 1).

Consideration was through the payment of 150,000 shares of CUC common stock to TEC stockholders, and an additional 150,000 shares pegged to the consolidated earnings of the acquired company over the next five years.

Mr. Goldman and his partners in the privately owned firm, Jerome Kurtz and Milton T. Raynor, will continue as the management team of TEC, which will become a part of the entertainment division of CUC.
It is payable on March 8 to shareholders of record at the close of business on Feb. 16.

- Board of directors of Technicolor Inc., Hollywood, on Jan. 18 declared a dividend of 10 cents per common share payable Feb. 19 to shareholders of record Jan. 29.

- Sparta Electronic Corp. Sacramento-based-manufacturer and distributor of professional broadcast products, has merged with Computer Equipment Corp., through an exchange of stock.

Sparta becomes a wholly owned subsidiary of Computer Equipment, a publicly held company with corporate headquarters in South El Monte, Calif. Sparta products are marketed throughout the world under the trade names of Sparta and Spartamatic. Recently developed types of equipment include control room audio consoles, remote amplifiers, turntables, tape cartridge systems and related products. Computer Equipment now has a total of seven divisions, including Jampro Antenna Co., Sacramento; Vega Electronics Corp. and Bendix Marine division.

**FATES & FORTUNES**

**BROADCAST ADVERTISING**

Jack Arnold named senior VP at Post-Keyes-Gardner, Chicago. Ned Gardner, Curtis Kendall and Jack Popp appointed VP's. Jay Herbert, with Post-Keyes-Gardner, Chicago, joins Barickman & Selders there as senior VP.


Richard H. Katernsahl, Chevrolet account representative in San Francisco office of Campbell-Ewald, named manager of office. Richard W. Byrne, Chevrolet field representative for C-E, named to head of account operations in Los Angeles office for that account. Ray S. Delman, VP broadcast production manager of C-E, Los Angeles, named to supervise broadcast activities. John E. Cullen, account executive on aerospace and systems division account of North American Rockwell Corp. for C-E, named head of West Coast service to North American Rockwell.

Ronald D. Mogel, VP and associate creative director for BBDO, New York, joins Rockwell, Quinn & Wall Inc., agency in that city, as VP and creative director.

Maury Lerman and Nicholas Roes, VP's and senior creative supervisors with Ted Bates & Co., New York, named to agency's creative board.

Ron Buchanan, account executive, WNBC-TV Boston, named sales manager.

Lawrence R. Cole, and Michael Drexler, associate media directors, and Thomas M. Vincent, account supervisor, all with Ogilvy & Mather, New York, elected VP's.

Joseph R. Gransee named to newly created position of director of advertising operations at Admiral Corp., Chicago.


Edmund L. Bigelow, copy chief in Los Angeles office of Doyle Dane Bernbach, appointed VP.

Lionel Schaen, account executive in New York office of ABC-TV Spot Sales, appointed sales manager.

Peter Kadetsky, on Radio Advertising Representatives sales staff, Chicago, moves to New York office, replacing Don MacFarlane, appointed sales manager of WIND Chicago. Paul Palmer, KOKA Pittsburgh sales staff, succeeds Mr. Kadetsky at RAR, Chicago.

Richard Schutte, VP and sales manager, KNEW Oakland, Calif., appointed to the newly created post of West Coast marketing director for Metro TV Sales, San Francisco. Both KNEW and Metro TV are divisions of Metromedia Inc.

Richard N. Savage, sales manager for KABC-TV Los Angeles, named general sales manager.

Pat Pantonini, producer-director for WBBZ-TV Boston, joins KPIX-TV San Francisco as assistant advertising and sales promotion manager. Both are Westinghouse Broadcasting stations.

Joseph M. Cahill, formerly with KYW Philadelphia as general sales manager, joins WCAO Baltimore in similar position.

Rick Ballard, broadcast producer for J. Walter Thompson Co., Los Angeles, named broadcast producer for Grey Advertising, Beverly Hills, Calif.


Ron Bloomberg, creative director for T. L. Reimel Advertising, Philadelphia, leaves to form own agency, that city.

Hank Sabian, formerly with TV production staff at Erwin Wasey Inc., New York, named manager of audio-visual department at Clinton E. Frank Inc., Chicago.

Dr. Robert A. Wachsl, VP and manager of research department, with BBDO, New York, named director of research.

Edward A. Falasca, with communication design center of BBDO, New York, named newly created position of director of center.

Richard Anderson and Mitchell Epstein, associate creative directors at Benton & Bowles, New York, named creative directors.

Ilse L. Lebricht, with Johnstone Inc., New York, joins Daniel & Charles, in that city, as account supervisor.

William D. Munro, with LaRoche, McCaffrey & McCall, New York, named marketing director for Spade and Archer, that city.

Inman Mays, formerly associate creative director with Marschalk Co., Cleveland, and copy supervisor for BBDO, Atlanta, appointed copy supervisor in advertising department of Metromedia Inc., New York.

Thomas J. Ashley, administrator of research and sales development for KNBC-TV Los Angeles, appointed to newly created post of manager of sales development for KTTV-TV Los Angeles.

Roderick A. Guerdan, with Adam Young-VTM Inc., Chicago, appointed...
general sales manager of WBLG-TV Lexington, Ky.

John McRae, local sales manager with KRAK Sacramento, Calif., appointed general sales manager.

Harold E. Carpenter, regional sales manager for WPI-TV Providence, R. I., joins Boston sales staff of Blair Television.

David E. Murphy, with WCBS New York, and Charles W. Woffertz Jr., products manager, new product group, Clairol Inc., joins WCBS-Tv New York as account executives.

Dorothy Jackson, with Compton Jones Associates Inc., Bethesda, Md., agency, appointed administrative assistant.

Charles A. McFadden, sales manager for WLW(Tv) Indianapolis, appointed general sales manager for WLWD(Tv) Dayton, Ohio. Both are Avco Broadcasting stations.


James (Buddy) Brown, with Tracy-Locke Co., Dallas, joins WFAA-Tv Dallas-Fort Worth as account executive in television sales department.

Michael Keating, with CBS-Tv National Sales, New York, appointed account executive for KRON-Tv San Francisco.

Frank Gianattasio, with Eastman TV Inc., joins New York television sales staff of Avery-Knode.

MEDIA

Richard C. Barron, VP of administration for WSSS-AM-FM-TV Winston-Salem, N. C., elected executive VP.


Elmer C. Snow, director of engineering for broadcast division of Sarkes Tarzian Inc. (WATI Indianapolis, WTTV(Tv) Bloomington - Indiana, WPTA(TV) Roanoke and WPTF(TV) Fort Wayne, all Indiana), named manager of broadcast division, succeeding Robert G. Holben, also general manager of WTTV, who resigns to join WCIX-TV Miami, in similar position (Broadcasting, Jan. 15).

Howard Dahl, president of WKST(Tv) and WKBH, both LaCrosse, Wis., re-elected president of Wisconsin Broadcasters Association for 1968-69. New officers: VP-radio, Hugh Dickie, WTMB Tomah; VP-TV, Roger Legrand, WTTV Milwaukee; secretary, Dr. Ruane Hill, WUWM(FM) Milwaukee.


Kenneth D. Hagood, field attorney on general counsel's staff of National Labor Relations Board, named assistant general counsel of Metromedia Inc., New York.


Bill Brink, formerly program director for KARI Blaine and Ker(FM) Bellingham, both Washington, joins KPSQ Gallery, Tex., as general manager.

Roger C. Wilkins, VP of WTMIC-AM-FM-TV Hartford, Conn., elected chairman, succeeding Gladden W. Baker, who retires. Richard M. Page elected director and secretary; Chester S. Kef fer elected assistant treasurer and as well as secretary.

Edward Giller, program director for WDAF-AM-FM Kansas City, Mo., appointed general manager of WFBG Altoona, Pa.

Kingman Brewster Jr., president of Yale University, Burke Marshall, former Assistant U.S. Attorney General for civil rights, and John Fischer, contributing editor for Harper's named to board of directors of National Educational Television network.


Gene Schneider of Casper, Wyo., elected president of Rocky Mountain CATV Association. Other officers elected: Howard Teel of Safford, Ariz., VP; Nick Pavlovich, secretary-treasurer.

Paul G. O'Friel, general manager of KDKA-Tv Pittsburgh, named to newly created position as director of corporate public affairs for Gillette Co., Boston.

James M. King named KDKA-Tv general manager (Broadcasting, Jan. 29).

PROGRAMING

Toby Martin, assistant television account executive, Ted Bates & Co., New York, appointed director of daytime program development, ABC-TV. He succeeds Peter Minner, who resigns.

Thomas L. Miller, on staff of executive VP of 20th Century-Fox Television, appointed assistant to company's VP in charge of program development.

Charles T. Atkins, regional manager in station relations for ABC Television Stations Division, appointed central division manager for ABC Films domestic sales division, Chicago.

Wilton Schiller, producer of CBS-TV's Mannix series, named executive producer of Ciramar Strip on same network.

Jack Wagner, station-program director for KKNV Denver, named program director, succeeding Jack Merker, who resigns to become operations manager for WFON South Miami, Fla.

Robert E. Lee, sales promotion director for KIMN Denver, named program director, succeeding Jack Merker, who resigns to become operations manager for WFON South Miami, Fla.


Tom Kennington, program director for WSAI Cincinnati, named to newly created post of operations administrative assistant. George Burns, assistant program director for KLAC Los Angeles, named program director for WSAI.

Henry Ushijima, independent TV and industrial film producer, elected president of Chicago Unlimited, trade association representing city's broadcast and film production interests. He succeeds George Stone, program director of WEPM(FM) Chicago.

Bob London, with KVFM(FM) San Fernando, Calif., appointed program...
Robert Kaiser named executive producer at noncommercial WTTW(TV) Chicago, Peter Strand, formerly with WXYZ-TV Detroit, joins WTTW as senior producer-director.


Jim Crum, producer-director for WCAU-TV Philadelphia, named to similar position at KPIX(TV) San Francisco.

Roland O. Reed, with Westinghouse Broadcasting Co., New York, appointed assistant production manager for WBC Productions Inc., Westinghouse subsidiary.

Bill Schelen, Hollywood free-lance actor, named production manager and music director for WARK Galesburg, Ill.

Bill Anderson, producer-director-writer for Westinghouse Broadcasting, joins Public Broadcast Laboratory, New York, as producer.

A. L. (Fred) Plant, advertising VP for Block Drug Co., Jersey City, N. J., and Jo Schmidt, national sales traffic manager for WBNS-TV Columbus, Ohio, elected trustees of The National Academy of Television Arts and Sciences.

Robert McLean, director of AP for 44 years and president from 1938 to 1957, retires in April.

Kenneth S. Reed, director of programs and operations for Westinghouse Broadcasting's wins New York, appointed manager of Westinghouse Broadcasting's Washington bureau.

Robert M. Hoyt, director of news, wish-TV Indianapolis, named news director, WNEW-TV New York.

Wayman C. Dunlap, assistant director of news for KARK-TV Little Rock, Ark., appointed director of news.

Ron Mires, assignment editor for KYW-TV Philadelphia, appointed news director for KPIX(TV) San Francisco. Both are Westinghouse Broadcasting stations. He replaces Don Brice. Barry Tompkins, sportscaster for KCBS San Francisco, assigned to do two nightly sportscasts for KPIX.

Jack Clements, news director for WCAU Philadelphia, appointed director of news and programming, succeeding Mike Grant, program director, who resigns to enter business for himself.

Norman Fastow, with WCAU news department, appointed news editor.

Robert J. Allen, editor and reporter for Los Angeles Times, appointed news editor for KWFB Los Angeles. Other appointments to KWFB news staff: Mark Savan, creative supervisor for George-Savan Advertising, St. Louis, and Henry R. Allison, general assignment reporter for Los Angeles Herald Examiner, as writers; Earl McRoberts, newsman for KTTV(TV) Los Angeles, and Patrick W. Emory, news director for KPFN(FM) San Francisco, as anchor men.


Frank Dill, sportscaster and broadcasting personality, joins news staff of KRON-TV San Francisco.

Mike Matthews, with WTC-TV Pittsburgh as general assignment reporter, joins WFTL-TV Philadelphia in similar position.

Jerry Renchin, assistant photo director for KSTP-TV St. Paul-Minneapolis news, named photo supervisor.

FANFARE

Milton Moscovitz, manager of corporate public relations for J. Walter Thompson Co., New York, resigns to do free-lance writing and consulting work.

Robert Kingwell, director of promotion, advertising and public relations for WBNS-TV Columbus, Ohio, named to similar post with WRAL-TV Baltimore, succeeding Donald Peacock, who resigns.

Sheryl Gold appointed press information manager, WTVJ(TV) Miami.

Connie Harvey, with Los Angeles Music Center, named assistant to publicity director for KHJ-TV Los Angeles.

James S. Wiley, sales promotion manager, WPRJ-TV Providence, R. I., named promotion manager. He replaces Malcolm Potter, appointed promotion manager WTVD(TV) Durham, N. C.

EQUIPMENT & ENGINEERING

Lee R. Wallenbaut, director of engineering for WSJS-AM-FM-TV Winston-Salem, N. C., elected VP of engineering and administrative services.

Charles S. Blair Jr., chief engineer for WJZ-TW Baltimore, appointed engineering manager of KXW-AM-TV Philadelphia. Both are Westinghouse Broadcasting stations.


INTERNATIONAL

Charles S. Chaplin, former VP and sales director in Canada for Seven Arts Productions, named VP and Canadian television general manager for Warner Bros.-Seven Arts, Toronto. Other W7 appointments in Canada: W. K. Moyer, named western district manager, TV feature sales, and Sam Kunitzky appointed network and eastern district manager, TV syndicated sales.

Don Wall, VP and general manager of CKXG-AM-FM Montreal, named president.

Gordon F. Keeble, president of CTV.

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BROADCASTING, February 5, 1968
King Features, and with firm for eight years, died Jan. 29 at Bellevue hospital in New York of cerebral hemorrhage. Miss Stewart was associate producer of ABC-TV's The Beatles cartoon program and Yellow Submarine, animated motion picture now in production for United Artists.

Willis Harpel, 46, owner and operator of KXAR-AM-FM-TV Anchorage, and owner of KHER Santa Maria, Calif., and XXLE Ellensburg, Wash., died Jan. 20, while operating snowmobile near Mt. Alyeska, Alaska. He is survived by wife, Patti, and two sons.

DEATHS

Mary Ellen Stewart, 34, assistant director of motion pictures and TV at

FOR THE RECORD

STATION AUTHORIZATIONS, APPLICATIONS

As compiled by Broadcasting, Jan. 25, through Jan. 31 and based on filings, authorizations and other actions of the FCC.


New TV stations

APPLIcATIONS

Atlanta — Christian Broadcasting Network Inc. Seeks UHF ch. 46 (662-668 mc); ERP 634 kw vis., 167 kw aur. Ant. height above average terrain 737 ft.; ant. height above ground 426 ft. F. O. address: 1318 Spratley Street, Portsmouth, Va. Estimated construction cost $222,500; first-year operating cost $130,000; revenue $113,000. Geographic coordinates 33° 11' 43" north lat.; 76° 41' 56" west long. Type antenna RCA TTV-30A. Type ant. RCA TTF-30J. Legal counsel: George Cohn; consulting engineer Howard Head Principal: Samuel P. McNeil, president and Harold W. Ramsey, vice president. Mr. McNeil is food broker. Mr. Ramsey is superintendent. Ann. Jan. 31. Blue Ridge is licensee of WSBRA- TV Roanoke.

FINAL ACTION


OTHER ACTIONS


□ Review board in Patchogue, N. Y. TV broadcast proceeding (Dockets. 17788-1780) granted petition for extension of time filed by Charter Broadcasting Inc. for joint request for approval of agreement and dismissal of application by two groups for new UHF TV channel (Dockets. 15163-4). Joint request filed on Dec. 27, 1967, proposes that application of Charter Broadcasting Inc. for joint request for approval of agreement and dismissal of application by two groups for new UHF TV channel (Dockets. 15163-4). Joint request filed on Dec. 27, 1967, proposes that application of Charter Broadcasting Inc. for joint request for approval of agreement and dismissal of application by two groups for new UHF TV channel (Dockets. 15163-4).

□ Commission has referred to review board joint request for approval of agreement and dismissal of application by two groups for new UHF TV channel (Dockets. 15163-4).


ACTIONS ON MOTIONS

□ Chief Hearing Examiner James D. Cunningham on Jan. 25 in Aurora, III. (Albur Broadcasting Inc. and South National Broadcasting Co.) TV proceeding, transmitted order of hearing examiner granting request of S. N. Broadcasting Co. for review hearing (Docket 14043) in proceeding for new UHF channel (Dockets. 15545-56). Order granted.


□ Commission has referred to review board joint request for approval of agreement and dismissal of application by two groups for new UHF TV channel (Dockets. 15163-4). Joint request filed on Dec. 27, 1967, proposes that application of Charter Broadcasting Inc. for joint request for approval of agreement and dismissal of application by two groups for new UHF TV channel (Dockets. 15163-4).


□ Chief Hearing Examiner James D. Cunningham on Jan. 25 in Aurora, Ill. (Albur Broadcasting Inc. and South National Broadcasting Co.) TV proceeding, transmitted order of hearing examiner granting request of S. N. Broadcasting Co. for review hearing (Docket 14043) in proceeding for new UHF channel (Dockets. 15545-56). Order granted.


□ Hearing Examiner Chester W. Nau- mowicz Jr. on Jan. 30 in Medford, Ore., (State of Oregon acting by and through the State Board of Higher Education) TV proceeding, ordered that hearing shall be by procedure and dates and places as announced by said board at Jan. 30 prehearing (Dockets. 17680-2).

□ Hearing Examiner Elizabeth C. Smith on Jan. 29 in San Antonio, Tex. (S R C Inc. and San Angelo Independent School District) TV proceeding, transmitted order of hearing examiner for new UHF channel (Dockets. 17837-8). Order granting request of S R C for leave to file reply to opposition to petition for leave to amend; and denied motion by school district to strike reply of S R C to school district's opposition to S R C's petition to amend (Dockets. 17541-2).

CALL LETTER APPLICATION

□ Iowa Broadcasting Co., Des Moines, Iowa. Requests KGWJ-TV.

Existing TV stations

FINAL ACTIONS

WXTV(TV) Paterson, N. J. — Broadcast Bureau granted mod. of CP to change ERP to 1,025 kw vs. 254 kw, aur, transmit. location to 138 & 139 Pine Street, New York, change type ant., ant. structure, ant. height 890 ft. Action Jan. 26.

■ Broadcast Bureau granted mod. of CP's to extend completion dates for KHICH TV, and WTVY(TV), Paterson, N. J. to July 29 and to kWCW-TV Ogdend, N. Y. to Feb. 22, 1968. Action Jan. 29.

■ Broadcast Bureau granted mod. of CP's to WTVY(TV) and WTVY(TV) to DHK-TX, and WTVY(TV) and WTVY(TV) to MNK, to change studio and transmitter locations to 522 E. Exchange, San Bernardino, Calif. to July 30; *XXNNE-TV Norfolk, Neb. to July 30; *WVPT (TV) Staten Island, N. Y. to Jan. 26. Action Jan. 30.

■ Commission has granted waiver of separation requirements of sec. 75.610 of rules and regulations for three non-commercial TV stations in Florida to change antenna site and increase antenna height and ERP of WDBO-TV, Orlando, Fla. Action Jan. 24.

ACTION ON MOTION

■ Hearing Examiner Millard F. French on Jan. 24 in Montgomery, Ala. (Cosmonaut Broadcasting Corp. (WSFA-TV)) TV proceeding, granted request by Coastal Television Corp. and Gala Broadcasting Co. and ordered that subpoena duces tecum be directed to Richard C. Churton, J. A. Cosmos Broadcasting Co., and denied request that subpoena duces tecum be issued to William O. Austin, Jr., Churton's counsel with respect to profit and loss statements of WKAB-TV and WCOW(TV). Action Jan. 27.

RULEMAKING PETITION

*WXXI-TV Rochester, N. Y. — Requests in- stitution of rulemaking proceedings to re- strict non-commercial TV stations in N. Y., or in the alternative, to allocate and reserve ch. 71 at Rochester, for noncommercial educational television purposes. Ann. Jan. 29.

RULEMAKING ACTION

■ Commission has amended Sec. 0.281(11) of part O of rules and delegated authority to the Broadcast Bureau to act on waiver requests of sec. 12.523(c) on non-commercial educational TV broadcast license for transmission of educational material not exceed 10 hours per week. Action Jan. 24.

CALL LETTER APPLICATION


New AM stations

APPLICATIONS

Ashdown, Ark. — Ashdown Broadcasters Inc. Seeks 1250 kc, 260 kw, P.O. address: Box 122, Ashdown 71822. Estimated construction cost $22,576; first-year operating cost $37,590; revenue $40,000. Principals: J. W. Peacock, president (100%), Mr. Peacock is general manager of KOKO Broadcasting Co., Inc. Mr. Peacock is a physician and dentist, and is sole shareholder in medical clinic. Mr. Smith is office manager of KOKO Broadcasting Co., Inc. Ann. Jan. 25.

Dunnellon, Fla. — Rainbow Communication Service Inc. Seeks 1290 kc, 6.5 kw, P.O. address: Box 344, Dunnellon 32654. Estimated construction cost $30,460; first-year operating cost $33,000; revenue $46,000. Principals: John W. Gifford, president (100%), Mr. Gifford is general manager of *WXHG, Dun- nellon, Fla., change to change to change AM application on Jan. 24.

Humble City, Md., — A. C. Reef, Lee L. Greaves, and Glen L. Houston, dba as CFG Broadcasting Co., Seeks 1140 kc, 1 kw, P.O. address: Box 1949, Hopkins, Md. 20644. Estimated construction cost $45,377.50; first-year operating cost $36,760; revenue $70,000. Principals: E. A. Reef, Cox, Houston, all general partners and each 33.31% of ownership. Mr. Cox owns appliance store; Mr. Greaves is postmaster, Mr. Houston in law firm, president of chemical company, chairman of board of a mutual life insurance manufactur- ing company and of farm machinery sales and service company. Ann. Jan. 26.

FINAL ACTION

■ Commission dismissed application of Newcastle Broadcasting Corp. for new class III unlimited time AM to operate on 700 kc with 500 w, directional, and denied request for waiver of rule sec. 1.571 concerning processing of AM broadcast applications and requirement of sec. 73.24, 1966 edition, to file application with prejudice its class III unlimited time AM application (Docs. 13995, 13997).

■ Hearing Examiner Charles E. Smith on Jan. 24 in Mobile, Ala. (Asala Corp.) AM proceeding, granted evidentiary hearing for May 6 (Docs. 17505-8).

CALL LETTER APPLICATION

■ Monroe Broadcasting Co., Monroe, N. C. Requests WXIX.

Existing AM stations

APPLICATIONS

KYAK Anchorage — Seeks CP to change frequency from 650 to 650 kc, change hours of operation from daytime to unlimited time, increase power from 5 kw to 25 kw, change studio location to 6th Street, Anchorage, Alaska, and install new trans. Ann. Jan. 30.

WGNR Panama City Beach, Fla. — Seeks in resubmitted application CP to change frequency from 1460 kc to 1460 kc, change hours of operation from daytime to unlimited time, increase power of 250 w to 25 kw, and change studio location to Pan- ama City Beach, to Panama City, and install new trans. Ann. Jan. 30.

KBMR Bismarck, N. D. — Seeks CP to change frequency from 1350 kc to 1350 kc, change hours of operation from daytime to unlimited time, increase power to 500 w to 25 kw, and install new trans. Ann. Jan. 25.

FINAL ACTIONS

KARM Fresno, Calif. — Broadcast Bureau granted CP to change antennas, location to

<table>
<thead>
<tr>
<th>ON AIR</th>
<th>CP's</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Commercial AM</td>
<td>4,150</td>
<td>15</td>
</tr>
<tr>
<td>Commercial FM</td>
<td>1,750</td>
<td>47</td>
</tr>
<tr>
<td>Commercial TV-VHF</td>
<td>493</td>
<td>8</td>
</tr>
<tr>
<td>Commercial TV-UHF</td>
<td>118</td>
<td>27</td>
</tr>
<tr>
<td>Educational FM</td>
<td>320</td>
<td>6</td>
</tr>
<tr>
<td>Educational TV-VHF</td>
<td>67</td>
<td>5</td>
</tr>
<tr>
<td>Educational TV-UHF</td>
<td>53</td>
<td>22</td>
</tr>
</tbody>
</table>

1 In addition, two AM operator's with Special Temporary Authorization.
2 In addition, three VHF operator's with STA's, and two licensed UHF's are not on the air.
formance measurements

Mildred Furr

extended

petition

of license,

KLIK, Mo.,

corporation

as

Doc.

23

832*WPKN

Hearing Examiner Chester

PARTIES

12

WRCM(FM)

Jan.

24.

KSFV,

as

Panax had

PRESUNRISE

5000 w,

WKBN

March 10, 1968

1000 w,

WCTA

5000 w,

WABQ

5000 w,

WOYX

5000 w,

WCED

5000 w,

WIOU

5000 w,

WCTA

5000 w,

Figures of

1/7

KSFV

as

Panax had

PRESUNRISE

5000 w,

WKBN

March 10, 1968

1000 w,

WCTA

5000 w,

WABQ

5000 w,

WOYX

5000 w,

WCED

5000 w,

WIOU

5000 w,

WCTA

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WABQ

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5000 w,

WOYX

5000 w,

WCED

5000 w,

WIOU

5000 w,

WCTA

5000 w,
Bureau granted Requests Inc., in pursuance of the application for change of station location filed by California, San Fernando, Calif. (Doc. 17168). Jan. 31

**OTHER ACTION**

FCC Hearing Examiner Basil P. Cooper in an initiating application recommended denial of a request for change of station location filed by California, San Fernando, Calif. (Doc. 17168). Jan. 31

**ACTION ON MOTION**

Hearing Examiner Isadore A. Honig on Jan. 24 in Alhambra, Ore. (KNND and JXKT-FM) to grant an application to extend time for filing of a motion to review the grant of change of station location by Broadcast Bureau for station KGGR-FM, Portland, Ore. (Doc. 17472-3).

**RULEMAKING PETITION**

KPFN-FM San Francisco — Requests amendment of license to delete certain requirements therein for maintaining station records as to remote pickup stations, except that station KFQK (San Francisco, Calif.) and KMZO (San Francisco, Calif.) are to be permitted to provide news and special features to the station KPFN-FM, San Francisco, Calif. (Doc. 17472-3).

**RULEMAKING ACTION**

Commission has denied petition filed by Vernor H. Field, licensee of KXUT-FM, San Francisco, Calif., requesting acceptance of application to change location from Livermore to San Francisco for station KXUT-FM, Livermore, Calif. (Doc. 17472-3).

**CALL LETTER APPLICATIONS**


**CALL LETTER ACTIONS**


Two Rivers, Wis. Granted WQTC-FM (Doc. 17479). Jan. 31

**RENEWAL OF LICENSES, ALL STATIONS**

Commission has granted WTLT-TVS, Alsea, Ore. renewal of license (Doc. 17479). Jan. 31

**Brooke Radio**

Offered for sale to the public for the purpose of raising funds for various charitable causes.

**Address change:** Print new address above and attach address label from a recent issue, or print old address, including zip code. Please allow two weeks for processing, mailing labels are addressed one to two issues in advance.

Translators

**ACTIONS**

**KMBG, Minturn and Gilman, both Colorado—Broadcast Bureau granted modified, of license for VHF TV trans., to change station to KBTB, ch. 9, Denver, Action Jan. 22.**

**WSAI, Indian River County, Melbourne and Eau Gallie, all Florida—Broadcast Bureau, partially grants petition from Cablevision Corp. to change trans. location to Brevard County Community College, 1115 Indian River Pkwy Post Road on Wickham Road, Eau Gallie, change type trans., and make changes in Ant. Jan. 22.**

**W97AC Pennington Gap, Va.—Broadcast bureau granted for new VHF TV trans., to serve Mount Ayr, Iowa operating on ch. 10, by rebroadcasting programs from WLAC-TV, Jackson, Tenn., operating on ch. 12, by rebroadcasting programs from KTEN-TV, ch. 8, Des Moines, Jan. 22.**

**Broadcast bureau granted for a new VHF TV translator station to serve Gurdon, Ark., on ch. 11, operating in Texas, by rebroadcasting programs from KTVU (TV), Texas City, Texas, and operating on ch. 12, by rebroadcasting programs from KTEN-TV, ch. 8, in Mineola, Jan. 22.**

**Commission has designated for hearing assignment, Michigan Telecasters, Inc., Battle Creek, Michigan, for CP for a VHF TV translator station in Battle Creek. Jan. 22.**

**Broadcast bureau granted renewal of license for new VHF TV translator station to serve KBTB (a) farm area north of KOBGA Randolph and (b) Randolph, KIBF both UHF and K11GB McNary, Ariz.**

**CATV**

**APPLICATIONS**

Mountain States Video Inc.—Requests distress signals from KTUV (TV) on ch. 4, KQED-TV, San Francisco, KTTLA (TV), KQTV (TV), KCPOR (TV), KCEMV (TV), KCMW (TV), KCKTV, KXTV, and KMTC (TV) on ch. 40, all Los Angeles, KKLX, KTJZ (TV), Fontana, and KMT (TV) Corona, all California to unincorporated areas of Jefferson County, Colorado, the following: Englewood, Edgewater, Broomfield, Arvada, Adams County and Arapahoe County, all Colorado (Denver, AHS 38).**

**ACTIONS ON MOTIONS**

**Hearing Examiner Basil P. Cooper on January 24, in Brainerd, Minn. (Brainerd and Bemidji CATV) on behalf of Custom Electronics Inc. by KDAL Inc. and Brainerd Video and communications, Inc. requests resumption of record (Doc. 17181).**

**Hearing Examiner Herbert Shermam on telegram dated Jan. 24 in Bartowville, all Illinois, (General Electric Cablevision Corp.) on proceeding granted by General Electric Cablevision, Inc. to extend date for receipt of notification of General Electric witnesses for cross-examination is extended from Jan. 24 to Feb. 19. Hearing scheduled for Feb. 19, was continued to April 1 (Docs. 17145-46).**

**ACTIONS**

**CATV TV, Fort Collins on Jan. 24, dismissed as moot joint petition of Potomac Television Corporation, Petitions for (1) "Petition of Sinclair Cable Corporation for Section 74.1103 of rules for its CATV system in Kernville, Cal.**

**Commission has issued show cause order in docket 2369, against WISE, Inc., operator of CATV system at Wins- ter, Ky. Order directs Tele-Ception to show cause, in writing, by January 23, why the Commission should not order to cease and desist from further violations of the Commission's rules on sec. 74.1103(e) of rules. Commission has also granted Tele-Ception's special leave and has set a hearing on show cause order, Action Jan. 24.**

**Commission granted request of Pearson T. A. Antenna Systems for a hearing assignment for hearing assignment of Sec. 74.1103(a) of rules for its CATV system in Kernville, Calif. Action Jan. 24.**

**Commission dismissed petition filed by Jackson TV Cable Co. requesting waiver of Sec. 13.1 of rules stating that the cable company is not a common carrier and that it is not a party to the proceeding.**

**Hearing Examiner Basil P. Cooper on Jan. 24, dismissed as moot joint petition of Potomac Television Corporation, Petitions for (1) "Petition of Sinclair Cable Corporation for Section 74.1103 of rules for its CATV system in Kernville, Cal.**

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Ownership changes

**APPLICATIONS**

**KOWN-AM-FM Esoncido, Calif.—Seeks transfer of control from Howard V. Kiner and Farmington, Calif., to Warner-Watt, Inc., 3700 S. Los Angeles, Los Angeles, Calif., an affiliate of Warner Bros. Inc., Jan. 24.**


CLASSIFIED ADVERTISING

Payable in advance. Checks & Money Order only.

- SITUATIONS WANTED 25¢ per word—$2.00 minimum.
- APPLICANTS: If tapes or films are submitted please send $1.00 for each package to cover handling charge. Forward remittance separately. All transmissions, photos etc., addressed to box number of opening. Broadcasting expenses may repudiate any liability or responsibility for their custody or return.
- HELP WANTED 30¢ per word—$2.00 minimum.

Deadline: Monday Preceding Publication Date
- DISPLAY ads $25.00 per inch. —STATIONS FOR SALE, WANTED TO BUY STATIONS, EMPLOYMENT AGENCIES, AND BUSINESS OPPORTUNITY advertising require display space. 5" or over billed at space rate. One insertion only on display space.
- All other classifications 35¢ per word—$4.00 minimum.
- No charge for blind box number.
- Address replies: c/o BROADCASTING, 1735 DeSales St., N.W., Washington, D. C. 20036

Radio—Help Wanted

Management

One of these opportunities. Top Ohio operation looking for ambitious someone, 28-35, some programing background, strong on sales to be station manager in large market. Send complete resume, photo. It's only money you're getting out of your time. Box A-120, BROADCASTING.

Midwest, large market, modern country music outlet for California's Salinas, California daytimer seeks hard working personality with good sales ability. Send background, desires and compensation requirements first letter. Box A-271, BROADCASTING.

We need a manager to take over small western North Carolina station located near Great Smoky Mountains. Abandoned owner wants no big time operators please, just an honest radio man who will do the best he can and look out for owner's interests. Good opportunity for a family man to become a part of a good company. Send Salary plus commission. Box B-71, BROADCASTING.

Experienced selling manager for market's number one news/talk-station with major sports outlet for California's central coast. MOR format. Send complete details to: John Chafin, KBW Radio, PO Box 1651, Salinas, California.

Management Assistant manager with managerial-sales ability. Future to top stock guaranteed & required. $700.00 plus. KENN, Pocatello, Idaho.

Help Wanted—Sales

In radio but not in sales? We have a spot open in our classified service. Generous guarantee, no commission. Active protected account list. Sendrápid list. This could be it. Vacancy in northwest Ohio. Send Salary plus sick leave, other fringe. Box A-931, BROADCASTING.

California daytimer seeks hard core sales manager, preferably KAB trained, who can and will personally sell, train and direct producing sales staff. Excellent salary, bonus, incentives. Updated resume and photo requested. Box A-322, BROADCASTING.

Local Sales manager. East. We are interested in a man with "creative sales ideas." Salary, plus overrides on gross . . . plus bonus plan . . . plus sales participations. Opportunity to join progressive operation. Solid sales background helpful, drive and imagination also vitally important. Submit resume, photo, references . . . plus . . . three original sales ideas. Box A-X286, BROADCASTING.

Network sales manager to close to Chicago needs experienced aggressive salesman. Excellent account list. Hardwork will reward you with a generous income. Box A-368, BROADCASTING.

Great opportunity with one of Florida's foremost stations; plenty of room for intelligent, energetic salesman to grow into executive echelon: stable record essential. Box A-668, BROADCASTING.

Great opportunity with one of Florida's foremost stations; plenty of room for intelligent, energetic salesman to grow into executive echelon: stable record essential. Box B-51, BROADCASTING.

Sales—(Cont'd)

Regional Sales Manager. Bright young man who works well with this type of account. If you have the background (possibly just the potential) you might have a very bright future with our medical insurance, many other benefits. Box B-59, BROADCASTING.

Country-western 5000 wattter with FM affiliate. Sales manager needed. Fantastic opportunity for the right man. All references with this type of management. Send Salary, commissions, plus override. KJAE, Box B-767, Minneapolis, Minnesota.

Immediate opening for seasoned salesman or announcer-salesman. Real opportunity for consistent effort. Salary, commission, infor- mation and tape to: Management, KPSO, P. O. Box 1628, St. Petersburg, Florida.

Go with a winner! Write KVON, Napa, California.


Combination sales-play-by-play man with news experience. Emphasis on sales. Excellent opportunity. Salary, commissions and talent. Send resume, picture, complete background, plus air check to: Mr. James S. Schub, 5105 Madison, Stevens Point, Wisconsin or call 715-341-1200.

Announcers—(Cont'd)

Full experienced opening, announcing opportunity. Open. Box M-11, BROADCASTING.

Moderate opening, announcing opportunity. Experienced morning announcer. Major university town in Northeast. Box M-175, BROADCASTING.

Afternoon drive. Top 40. East coast. Tape, references, picture with first letter. Box A-171, BROADCASTING.

Large market, established, Ohio modern country music station has real opportunity for well versed personality. Send tape, picture and details immediately. No "Com- poses". Box A-194, BROADCASTING.

Swingin' soul, major Ohio market needs experienced announcer to "play the word". Blue, unusual opportunity. Send tape, de- tails immediately. Box A-156, BROADCASTING.

Upper Midwest 19 kw, CW station in small market ready to add first phone announcer. Start at $18,000. Excellent opportunity! To: Mrs. H. H. Jones, send resume to Box A-314, BROADCASTING.

Wanted—Announcer for small market daytime. If you like to work, I have a job for you. Preferably a family man. Send tape and complete resume to Box A-360, BROADCASTING.

Immediate opening for experienced announcer with background in news and copywriting. Send tape, resume to WASA, Havre de Grace, Md., 21078.

Immediate opening announcer for established morning man. Established single station MOR, heavy local sales, sports. Active account list if you have one. Excellent opportunity. Salary plus 15% commission. General Manager, WCBY, Radio, Cheboygan, Michigan.

Permanenent position for professional mid-morning man. Good opportunity for potential growing North Carolina market. Send resume to WCCE Rocky Mount, N. C.

Newman wanted immediately for Central Florida's top station. Should have experience in gathering, write, and on-air reporting. Phone, Bob Raymon, News Director, 305-341-1491, WDEO, Orlando, Florida.

Suburban Chicago, combo, 1st class license, permanent, open now. Send complete information and tape to WIZA, Evanston, Illinois 60202.

Hard working contemporary music personality to work in 180M southern market. Salary open. Send resume and tape to Box A-359, BROADCASTING.

A-1 announcer, leading station in southeast. Good starting salary and excellent opportunity for advancement with growing organization. Box A-360, BROADCASTING.

Connecticut metro area station needs experienced announcer. -Applies only on this basis. Send resume and references to Box E-17, BROADCASTING.

Combination sales-morning man-sports. West-midwest, MOR medium market. Salary, commission, tape, information and photos requested. Write Box B-32, BROADCASTING.

If you are an experienced talent, a midwest station needs you. Send complete resume to Box B-47, BROADCASTING.

Great MOR station, strong on personality and news coverage, needs experienced morning announcer. Tape, letter, resume immediately. Write box E-50, BROADCASTING.

Dependable announcer wanted for long established Radio-TV network. Excellent opportunity. Salary plus commission for outstanding work is now open. Chance for some TV if you qualify. Retirement benefits, group insurance. Send audition tape, complete resume and picture 1st letter to Will Shiner, XFRS Broadcasting, Cheyenne, Wyo.

Alaska's largest market, $800 to start. City over 100,000. Good music AM-FM-TV. Production work, newscast, airshift. Experienced, mature voices only. Qualifications and experience must be clearly outlined in letter. K'HAR, Pouch 7-016, Anchorage 99501.

First phone? Try a winner. Write: KVON, Napa, Calif.

Mature MOR announcer with experience and professional ability. Contact Dale Wood, KWBD, Winnfield, Louisiana.

Immediate opening for experienced announcer with background in news and copywriting. Send tape, resume to WASA, Havre de Grace, Md., 21078.

Immediate opening—EXPERIENCE morning man. Established single station MOR, heavy local sales, sports. Active account list if you have one. Excellent opportunity. Salary plus 15% commission. General Manager, WCBY, Radio, Cheboygan, Michigan.

Permanenent position for professional mid-morning man. Good opportunity for potential growing North Carolina market. Send resume to WCCE Rocky Mount, N. C.

Newman wanted immediately for Central Florida's top station. Should have experience in gathering, write, and on-air reporting. Phone, Bob Raymon, News Director, 305-341-1491, WDEO, Orlando, Florida.

Suburban Chicago, combo, 1st class license, permanent, open now. Send complete information and tape to WIZA, Evanston, Illinois 60202.

72
Announcers—(Cont’d)

All-around staff announcer for middle-of-
the-road station. Must be able to work 8 to 10 morning show
and another 2-hour show in the after-
noon. Benefits offered but not necessary.

Are you one of the good radio announcers? WFTX needs
experienced, motivated announcers who are interested in
pursuing opportunities in practical work. Good facilities
and pay in fast growing market with well established
stations. Write Mgr., WQMR, 250
Wichita, Kansas.

Excellent opportunity—one of the best.
Announcer for Washington, D.C. area station has
immediate opening for a versatile announcer. Call or
write to Jim Allen, Communications, Inc., 710
First Street, Washington, D.C. 20004.

WFIX Radio, 575
First Street, Byrdstown, Tennessee.

First class ticket, no maintenance. Excellent pay. Beautiful
community of 12,000. Send photo, resume. Manager,
WORX, Madison, Indiana.

One of Washington, D.C.’s leading quality
music stations has an opening for an experienced
announcer with mature voice and 'vis.

wanted—announcer for a beautiful small
station in southern California. Send
52803.

New England broadcast group expanding.
Send postcard, resume and tape. New England

$125 weekly for good announcer. Must be
experienced with ability to assume PD posi-
tion. Write Kent Roberts, Box 350, Silver
City, New Mexico.

Announcer — professional delivery; good voice and
pronunciation ability preferable; excellent
music taste; must have third
dorsed or first choice; wonderful conditions;
open five days a week. Pay: Texas; salary open; need immediately.
Contact Bob Stevens 712-746-3569.

Morning man, with a bright top 40 sound to
match. Send tape or photo, full time.

Technical—(Cont’d)

Chief engineer—fulltime AM/FM stereo;
must know transmitter and studio oper-
ation, purchasing procedures and organiza-
tional ability. Salary, fringe benefits. Send
resume immediately to Box A-135, BROAD-
CASTING.

Chief engineer—$175 weekly. Must do
devices and maintain AM-FM in fine small
city in Ohio, Great Lakes area. Permanent
position. Excellent opportunity for top right
man. References please. Box A-287, BROAD-
CASTING.

Chief engineer—assistant for 5 kW MOR
format. Applicant must have experience
area station for network and major
spots. Send tape, resume to Box 715
RPM to Wes Chaney, KSSW Radio, PO
Box 1651, Salinas, California.

First phone for transmitter, possibly some CATV
work. KVCB Radio, Great Bend, Kansas.

Interesting opening for 1st phone. New
modern broadcasting. Call or send
information to Chief Engineer, WAVI-
WDAG, 515-204-1137, Dayton, Ohio 45408.

We offer challenge, opportunity for ad-
ancement and growth to the right man to be
himself, to make up this leading
country station. Send resume to Box 50
BAM Music, in good on production.
Phone call or go with AM-FM.

Engineer 1st phone, Modern
FM-TV oper-
ation. Paid vacations, hospitalization and
salaries. Starting salary $3857-701 or
write Roy Breen, Chief Eng., WJFF
Ann, NW., Grand Rapids, Michigan 49504.

Engineer, fulltime, 1st class license. Trans-
mitter and sales manager. Fulltime.
Phone or write WPTK, Alexandria, Va., 703-683-3000.

WPOK-MOR needs first phone by Feb.
15th. Group operation advancement possible.
Call collect 812-844-6011.

Lively personality—morning man salesman.
Immediate opening. Adult oriented station in
ski-hunting-fishing country. Potential
unlimited. Send qualifications and photo to Box 3390,
Durango, Colorado.

NEWS

Newman-DJ Top 40. East Coast. To form
team with morning personality. Tape
immediately with resume and first
letter. Box A-178, BROADCASTING.

News director for midwest radio and TV
in community under one hundred thousand.

These regional stations have excellent new
equipment. Mature, well organized, cre-
ative cyclists with newspaper or broadcast experience
send complete resume, tape and photo to Box A-200,
BROADCASTING.

Experienced on-air news director needed by
southern California contemporary station to
expand and manage department. Send
resume and photo to Box A-365,
BROADCASTING.

Aggressive salesman who seeks career in
broadcast journalism to handle news de-
velopment in progressive southern Missouri
market. Previous experience and educational
work at nearby university. Send picture, resume to Box B-33,
BROADCASTING.

Metro contemporary wants newcomer to
gather, write and broadcast news with
authority. Must be professional
staff at $7,500.00 annual minimum annual
salary plus fringe benefits. Strong air
delivery necessary. Send tape, photo and resume
General Manager, KSTT, Davenport, Iowa
52803.

Sales—(Cont’d)

Man or woman. Frankly, we would prefer a
woman. Sales manager. Make a difference
days a week. Must type competently,
write clearly. Must have good
voice. Salary is not too great to start with,
but there is a bright road ahead. Three-
week vacation. Hospitalization. Life insur-
ance benefits. Apply in person or with
tape to M. Y. Thomas, GTHQ, Box 67 U.P.O.,
Kingston, New York.

Top grade newcomer, to gather, write and
broadcast news. Part-time. Contact Paul
Timmerman—305 967-9621.

Production—Programming, Others

Program director—suburban Chicago, 1st
phone. Must be interested in
to WQMR, Complete Information, tape first letter, Box A-239,
BROADCASTING.

Promotion director for national radio chain.
Easy contact. Starting salary—$7,500. Send
resume and samples of audience promo-
tions. Box A-309, BROADCASTING.

Staff writer—New position for staff writer
at rapidly growing TV to Virginia Universi-
ty, located in beautiful mountain resort area
West Virginia. Excellent outdoor recrea-
tional facilities. Bachelor’s degree or equiv-
alanent and experience in writing news and
radio. Starting salary commensurate with
qualifications and experience. Salary and
benefits including tuition free educational
opportunities. Send complete resume to
Podeswa, Office of Personnel, West Vir-
ginia University, Morgantown, West Virginia
25606. Confidential information respected.

Situations Wanted—Management

Large/major market—top job or opportunity
for rapid advancement. Ten years sales top
market. Excellent abilities. Available for six
years present group. Box A-311, BROAD-
CASTING.

General manager...midwest...small to
medium market. Excellent opportunity in
to WVAM. Send record & references. Experience
all phases. Can invest if situation exists. Inte-
view at my expense. Box A-315, BROAD-
CASTING.

As station manager will increase revenue
as your best salesman and offer aggressive
direction, increases station acceptance
with 20 years uninterupted experience,
with various major market managers. Box A-365, BROADCASTING.

Assistant manager seeks manager position.
Experienced all phases. Youn, family,
aggressive. Prefer to work in eastern
states. Box B-1, BROADCASTING.

Experienced metro market general manager
with outstanding sales track record. Top-
performance results. Good opportunity
management in market of half mil-
lon or larger. Major chain experience.
Causes things to happen. Box B-5, BROAD-
CASTING.

Seeking management position — currently
managing small market station. No gimmicks
or magic wish—just hard work. Family man
interested in any market anywhere. Box B-7, BROADCAST-

Available immediately—experienced general
manager all phases AM, Multi station
markets. Successful track record. Familiarity
with CATV or Religious operation can
take complete charge one station or group. Ref-
ences heavy on sales. Call 317-353-7165.

Sales

Have cash, can invest, sales people seek last
step. Box A-187, BROADCASTING.

Salesman/salesman to work under Gen-
eral manager. South, 12 years sales ex-
perience. References. Available 60 days. Pref-
ently G.M. of directional AM in midwest
market. Box A-394, BROADCASTING.

Southeast—salesman with announcing,
play-by-play experience seeking
management opportunity. Box B-87, BROAD-
CASTING.
Situations Wanted
Announcers
Experience Sports director-newman seeks medium-large market. Box A-127, BROADCASTING.
College graduate, honors, 8 years experience, MOR personality, reliable. Box A-245, BROADCASTING.
Where's my break into top-40? Have 2nd in my class, want to relocate. Box A-305, BROADCASTING.
Negro dj—3rd class license. Some experience in journalism. Hurray. Box A-366, BROADCASTING.
Negro R'n'B jock. First class license. Box A-362, BROADCASTING.
Announcer, newscaster, 5 years experience. Top 40. College. First in his field. Prefer east coast. Box B-7, BROADCASTING.
Experienced rock dj. Veteran, third endure. University degree, Broadcaster, Box B-11, BROADCASTING.
Experienced, mature announcer seeking position with stable, professional, responsible organization in programming and news, with some sales. Position will entertain, am willing to work for that future. Box B-12, BROADCASTING.
Creative top-40 personality wants to join station that will hire only pros. 4 years experience, college education, married, Box B-13, BROADCASTING.
Bosst-jock...personality, top 40, winner, experienced, 3rd class, looking for larger market. College major, married, with 20% free. "Will wait for right offer." Wayne Allen, Box B-13, BROADCASTING.
Negro dj, mature, experienced, good voice. NYC Broadcasting. Good ideas and performance. Willing to relocate. Box B-14, BROADCASTING.
Wish to relocate in southwest-west area. Announcer, 8 years experience. Tight board, play-by-play sports, talk show. Box B-15, BROADCASTING.
Sports caster, Experienced. Superlative play-by-play. First phone. Some TV. Box B-23, BROADCASTING.
Attention Florida. First phone announcer seeking first job. Strong, draft eligible, eager to get started. Box B-24, BROADCASTING.
Sports—play-by-play—3rd ticket—also board and news. Family man, will relocate. Box B-24, BROADCASTING.
Negro announcer—dependable—experienced. Reliable—can work any type station. Third endorsed. Box B-37, BROADCASTING.
Young MOR or top 40 announcer. Single, non-floater, draft exempt, 3rd phone, willing to relocate, hard worker, versatile. Box B-38, BROADCASTING.
Top 40 pro. Excellent production. Currently PD top 30 market. $30,000. Box B-40, BROADCASTING.
Top talk show personality in top 60 market wished relocation. Articulate—college graduate. Produces board or studio audience. Salary negotiable. Experienced in sales—will sell. Box B-46, BROADCASTING.
Sports caster, 21, play-by-play, draft exempt. College, six months experience. Box B-48, BROADCASTING.
Excellent voice, versatile, young, professional, experienced. Median market, Michigan. Box B-54, BROADCASTING.
Tennessean, Kentucky only. First phone. College, 20, experienced. Box B-54, BROADCASTING.
Dependable DJ, audience builder. Tight board, college-educated, relocate. Box B-56, BROADCASTING.
Situations Wanted—Announcers
Continued
First Phone top 40 person available. Bundle of voices, characters. Creative production. Box B-57, BROADCASTING.
Fun-tastic. Top 40 disc-jockey. Experienced, wants to move to larger market, draft free, married, no drifter, tight board, 3rd ticket. Needs to work. Sam director, Box B-63, BROADCASTING.
Negro lady dj/announcer: Previously had R&B show. Experienced in sales, continuity, traffic, control board operation etc. Third class endorsement. Box B-70, BROADCASTING.
Clever, witty, talented personality—deej. Also, I lie a lot. New England. Box B-74, BROADCASTING.
Experience news and sports announcer, strong on sales. DJ. Third ticket with some endorsement to relocate. Andy Denon, Box 502, Sebring, Fla. EV-9948.
Radio-TV announcer with 5 years experience interested in getting into the Wichita area market as soon as possible. Four years in radio, 2 in TV. Top 40. One year as TV Traffic-Continuity Director. Have done on air commercials and Weather Show (Call not collect) Leo Schroeder, Box 826-2120. Married, 25, draft exempt and stable.
College student desires summer work in broadcasting. 2 yrs. experience in radio. Peter Kahlenberg, Brockert 33, Platteville, Wisconsin.
Available immediately—Career Academy graduate—does dj, news, commercial, baseball play-by-play. 3rd endorsed, 401-539-7550.
Combo dj, authoritative newcomer. Third ticket, jazz or popular music. Earnest Adams, Box 99-19715th, Street, Hollis, N. Y. 11422, (212) 782-9858.
If you can afford $150 a week for a damn good jock now in a medium market and know how to advance himself; if you're looking for a man who has a PD and production managerial experience and can blend on-the-air personality and good humor, then call me at (313) 222-7047 now for more information. If you want a Drake-type voice and temp. jock, don't waste my time or yours.
Announcer, first phone, experienced. Call (212) 442-5528, Valdosta, Ga.
Top 40 rock air personality, 2nd endorsed. Must be available for weekend evening or night shift in medium to large city market. Have good with good references – lively professional experience, able to air with quick paced board work. Do spot and promo production immediately. Bill Wilson, 108 Campbre Rd., Chappaqua, N. Y., (914) 239-8728.
My boss says: "You're a break waiting to happen." I'm at the bottom of the pole, with existing seniority right where I am, that break will be a long time coming. Major station talk show. Sophisticated, mature, professional sound, write: Apartment 1883 Franklin, Detroit, Michigan 48235.
First phone, no maintenance, experienced announcer. C&W or MOR. Married, stable. Like midwest, Calif. or popular scene, Cam-bridge, Phoenix, Ariz. Phone 285-4444.
Experienced top 40 announcer available immediately—Contact Dan Carlisle, 528 Roth, Claysville, Michigan.

Situations Wanted—Announcers
Continued
1st phone, Broadcast School graduate. 4 years experience,opus completed, relaxed, smooth MOR style. Desire permanent position on West Coast or top non-commercial market. Fre to relocate. Bob Davis, 272 Monroe St., #203, Rockville, Maryland.

Technical
2 of them has been in that business for a number of years, and the other is a top-of-the-ladder—need another to climb. Need 2 in 17 Box B-33, BROADCASTING.
First phone, experience in maintenance/ transmitter/remote, military service completed, desire work in New York, Florida, or New England. Available immediately. Box B-61, BROADCASTING.

First operator...Engineer, years of experience, sales and maintenance. End of January, Prefer the east coast or Puerto Rico. Reply E. B. House, Box 1403, Wilmington, Delaware.

Experienced chief engineer wants position with good station. Married, draft exempt, home owner, good credit, no problems, 2½ years present employment. Includes: AM directional, 100kw FM stereo, live music shows, all phases of programming, sales, traffic, sales and management. Tape, resume experiences, references. Box A-184, BROADCASTING.

First phone, married, draft exempt, experienced electronics technician, prefer northern California or Mont. c/o Pat Morando, 200 Pleasure Dr., Mun- delein, Ill. 60060 or 1-312-285-5958.

NEWS
Top news broadcaster in No. 1 market. Must have aggressive, quality TV or radio station in smaller community in Texas or Colorado. Experience: Six years, sales, promotion, production, sales and management. Tape, resume experiences, references. Box A-184, BROADCASTING.

Radio-TV newsman. Finishing two-year Army hitch. 5 years experience in all phases of radio—18 months TV. Last year spent in radio and TV news in Sisgan. Box A-284, BROADCASTING.

Authoritative, literate on-air newsmen. Top copy editing. Presently TV, frankly prefer to write for tape. Experienced in larger market. Like change by spring. Box B-3, BROADCASTING.

Are you willing to pay a high price for hi-fi quality news? Reader—designed detail of which I am now director is an award winning pace-setter, with a state and national reputation, a blend of thorough collection and smooth delivery by profes- sionals—trained and dedicated to you. I am interested in being a director or member of a hard-hitting team capable of being the best in the market. An all-talk station or one that wants to build quality news from scratch would also be interested, wire or write Box B-19, BROAD- CASTING.

Situations Wanted—News

Continued

Radio TV newsman and sportscaster—college graduation or equivalent, minimum age 26. Can gather and report news effectively—play by play, highlight, or news story. Must travel. Resume and tape available on request. Box B-53, BROADCASTING.

Top talk show personality in top 50 market wishes re-locates. Will travel. Resume and tape available on request. Box B-53, BROADCASTING.

Available. Farm director 10 years experience. Also news director experience. Box A-253, BROADCASTING.

Close your saleability gap! PD/personality. Currently programming separate AM and FM stations. 16 years experience from ground up. Top drawer talent. Excellent references. Send resume in position with top MOR box. No small markets. Box B-5, BROADCASTING.

Teacher 4 years—uptempo middle road broadcasting. Experience from all areas of radio—promotion, sales, & production—public relations. B. S. Journalism degree, 1956. Send resume to Box B-59, BROADCASTING.

Just a job...desire PD or other production spot. Experience includes ownership and major market. Need in your organization for advancement. Box B-54, BROADCASTING.

Nationally known top ten market personality desires program management position at major station. Have helped pioneer format at one of America's top ten markets. Success-formula on a consultant basis till position defined. All industry references. Phone: 703-863-6049.

TELEVISION—Help Wanted

Management

CATV System Manager. Construction beginning on new CATV system in attractive Ohio town. Salary competitive and including potential management position at major station. Helped pioneer broadcast company also with radio properties. Key ground floor opportunity. CATV experience very helpful. Box B-65, BROADCASTING.

Station Manager ETV. New station in expansion stage with excellent future. Salary $13,532 with opportunity to advance in upper echelons of ETV within three years experience. Write: Lou Bell, Studio Supervisor, Television Station KTVT, 455 Park Avenue, San Jose, Calif. 95110 (408) 284-1111. Equal opportunity employer.

Wanted—First phone engineer for studio work in lower Rio Grande Valley. Will train aggressive young man willing to learn. Contact Wm. Yordy, KBBV, P. O. Box 626, Weslaco, Texas—phone WO 8-3131.

Director of engineering for established group of ABC-FM-TV stations in east and south. Supervise technical matters at stations, engineering, promotions, plan and take charge of installation new facilities, new station. Prefer working engineer required; no desk jockey. If you have the ability and the challenges demands, you will be compensated accordingly. Send full details to Box B-28, BROADCASTING.

CATV Technician, Construction beginning on new CATV system in Ohio. Salary $25,000. If interested in growing CATV system, write now for details. Box A-12, BROADCASTING.

Television studio technician required for first class radio/TV station. Must have 3 years experience. Write: Lou Bell, Studio Supervisor, Television Station KTVT, 455 Park Avenue, San Jose, Calif. 95110 (408) 284-1111. Equal opportunity employer.

Wanted first phone engineer for studio work in upper Midwest market. Will train aggressive young man willing to learn. Contact Wm. Yordy, KBBV, P. O. Box 626, Weslaco, Texas—phone WO 8-3131.

TV Engineer, 1st phone. Will train beginner, KTVC, 12 SW Madison, Waco, Texas. Send resume, photo and telephone number. Box B-66, BROADCASTING.

Maintenance technician wanted to install and maintain microwave, television, audio equipment and telemetry systems. Position involves installation in medical communications, under the direction of a licensed, registered engineer with WGBH Education Division. Sending complete resume and photo to WGBH, Boston, 02114. Attn: Mr. Braasch.

Asst. chief engineer—TV transmitter and/or VTR maintenance required, plus ability to help in supervision and training. 5 years or equivalent experience. All-color operation, established U in all-color market. Salary open. Call R. J. Klein, Chief Engineer WYRT-TV, Lexington, Ohio 43759.


Excellent opportunity for chief engineer southeast Georgia. Prefer initial $9,000 salary, insurance, car furnished, pleasant working conditions. Station equipped with RCA 911A-5, 911A-6 & 911A-7's. Send resume to WNSE Television, New Bern, North Carolina.

Studio engineer with first phone position. Contact Ray Kruszer Chief Engineer, WQAD-TV, 3053 Park 18th St., Moline, Illinois 61265. Box B-18, BROADCASTING.

Immediate openings for qualified technicians in all color station. Experience desirable. Salary to be negotiated. Contact R. J. Renneker Chief Engineer WWJ-TV, 622 Lafayette Blvd., Detroit 48231. Phone (313) 225-5212.

Situations Wanted—Technical

Assistant chief with heavy studio experience for Rocky Mountain ETV operation. Salary open. Full resume to Box A-40, BROADCASTING.

Wisconsin Radio-Television operation has opening for chief engineer. Must have experience required. Good salary and fringe benefits. Send telephone number and recent photo. Box B-5, BROADCASTING.

Position open for engineer with FCC first for TV and radio studio operation. No announcing experience required. Must start RCA equipment, good salary and fringe benefits. Send resume, including phone number. Box A-101, BROADCASTING.

First class engineer for TV studio operation in medium North Central market. Will train new man. Large studio, superior fringe, good salary and fringe benefits. Send resume, including phone number. Box A-12, BROADCASTING.

Assistant-Chief engineer with transmitter and studio experience. Capable of organizing, directing and launching new station. Ultimate goal a major television station. Contact: 713-866-7777 and ask for Ch. Engr. or Mgr.

News

News director for midwest radio and TV in major city under one hundred thousand. These regional stations have excellent newscasts. Box B-29, BROADCASTING.

Production—Programing, Others

ABC affiliate in top 50 with established award winning broadcast TV and radio operation. Experienced in all facets of promotion including sales. Opportunities abound for right man. Fringe benefits include life and health insurance, profit sharing. Box A-281, BROADCASTING.

Radio-TV sports director for major southeastern market. Radio-play-by-play, football and basketball. TV—sportscast. Good opportunity for engineering and department head. Send resume, salary requirements, pictures. Will cover tapes for interviews if you look like right man. Box A-313, BROADCASTING.

Combined TV-FM-AM station in Iowa needs 1st class technician for either operations or maintenance. Previous experience not essential. Box B-29, BROADCASTING.

Photographer opening at California network-affiliated station. Good facilities and processing equipment. TV experience preferred but will train good people. Excellent benefits. Send resume, photo and telephone number. Box A-313, BROADCASTING.


TELEVISION

Announcers

Wanted immediately...mature, experienced announcer for TV booth and on-camera work. Experience in middle-size market ABC affiliate. Send resume, tape and salary requirement. Box A-285, BROADCASTING.

Major VHF color, CBS affiliate needs immediately, announcer entering service February 15th. Outstanding opportunity for "up and coming" performer in excellent community. Reply including starting salary requirements in 1st letter. Box B-68, BROADCASTING.

Successful radio sales top 30 market, manager top 100 wants move to television in management or sales, open to move up. Box A-312, BROADCASTING.

TELEVISION

Studio engineer—First class license, experience in operation and maintenance of 3 and 4W' I.O., camera, monochrome and color film chains, studio switching systems. TV Tape operator—solid electronic background to work toward duplication operation, night shift. Will consider relocating. Good salary and fringe benefits. Send resume, photo, references to Box B-53, BROADCASTING.

Mr. AM broadcast engineer with 1st class license do you want to move into Engineering department with modern equipment in medium market? If you have one of these questions, do not miss this opportunity. These three month technical school and are located within driving distance. Openings for both areas of location—can appear for interview, call 713-866-7777 and ask for Ch. Engr. or Mgr.

Production—Programing, Others

 availability.
Situations Wanted
Management—(cont’d)
15 years at same top 100 VHF. Copy-contact supervise sales-service, traffic, continuity department. Looking for opportunity: as assistant manager, or sales manager, or sales manager, or sales, 43, married, B.A. 1 year graduate work. Box B-14, BROADCASTING.

Program-Operations manager, top ten, KDKA, Pittsburgh, PA. Closing, air, remote. Complete television background. Box B-73, BROADCASTING.

Situations Wanted
TV station/organization to utilize 20 yrs in depth experience. Strong creative administrator or sales representative. Looking for opportunity in major market. Age 48, 2 years experience. TV production, with WOR, ABC. Box B-64, BROADCASTING.

Writer-producer-director, much experience, wishes to direct own material, write, produce, direct commercials for house accounts. Write Ed Dilmich, 13160 W. Outer Dr., Detroit, Michigan 48232.


Producer/director with fourteen years in production background desires position as producer or production manager. Experienced in all phases of television production. Not a writer, drifter, sober, reliable. J. A. Copper, Rt. #1 Box 226, Kathasel, Louisigiana, 70440.

WANTED TO BUY—Equipment
We need used, 350, 400, 1 kW & 10 kW AM transmitters. No Junk. Guarantee Radio Supply Corp., 1314 Turbitie St., Laredo, Texas 78040.

Wanted—used 55 kw AM broadcast transmitter in good condition. Specify make, model, and age. Ed Delpendahm, Chief Engineer, KOLY, Mobile, S. D. 70601.

Wanted—Used 16mm camera, edit and projection equipment for TV. Specify make, model, serial number, condition and price. Box A-317, BROADCASTING.

Wanted; Good used 10kw AM transmitter. For station on the West Coast. Contact Wayne Hetrich, WPGC Radio, Box 5850, Washington, D. C. Write to one who knows if necessary. Write: John F. Casey, 171 N. Normandy Ave., Hollywood, California 90027, or call: 213-663-7237, before 8 PM Pacific Coast Time.

Attention equipment manufacturers and television stations. We urgently need listings of surplus and out of service studio and control room equipment for our overseas customers. Write, wire or phone El Ries and Associates, 870 Broadway Street, Los Angeles 90016, 213-470-1553.

10 KW AM transmitter, good condition. Several large towers complete. Box B-30, BROADCASTING.

Wanted: Used Rust or Schaffer remote control unit. State model, condition and price. Box B-338, BROADCASTING.

Needed Immediately: Remote-turntable controls, similar to Gates model KD-26A or Collins model KT-26A. Contact: Wayne Hetrich, WPGC Radio, Box 5850, Washington, D. C. Write to one who knows if necessary. Write: John F. Casey, 171 N. Normandy Ave., Hollywood, California 90027, or call: 213-663-7237, before 8 PM Pacific Coast Time.

WANTED TO SALE—Equipment
Radome, 6 foot, fiberglass, heated. Andrews JMB-960 for sale or trade for protection. Unused. $150.00 each, Sierra Western Electric Box 4998, Oakland, Calif. 94623 415-833-3657.

New equipment—Spotmaster, $3,950.00. QNX $1,350.00. Russo $1,350.00. Audiovox $1,500.00 Miami Fla. 31315.

G.M. 6 Cyl Diesol electric plant 60kw 110-460 volts, 60-40 cycles, 3 phase, A.C. Like new condition. R. Warpinski, Rt. 1, Napoleonville, Louisiana 70576.

Priced for quick sale—12 kw UHF transmitter. General Electric type TT-23-A. Present model 16 channel. $650.00. For details call or write WCEU, 22218 Chickasaw St., Cincinnati, Ohio 45219.

FOR SALE—Equipment
2 RCA color camera chains, TK-460A modified by RCA to approximate TK-41. $10,000 each. Call 317-773-0360, or write WURD, Noblesville, Indiana.

New and used towers, copper wire for ground systems. Continental Wire and cable. Associated Tower Service. (310) 593-8687.

1959'2' Andrew FH14-50A foam Helix in in three lengths, 200', 300', 500'. Used one only, excellent condition. All individual lengths. Chief Engineer, KCNK, End, Okla.

Immediate delivery. High quality used Varial-Transistor rectifiers for TV and CATV systems. RCA sync. generators. 10 cameras, waveform monitors. Also new input switchers for cross talks. Write: Associated Mfg. & Sales, 5954 Bowcroft Street, Los Angeles 0016, 213-970-1533.

RCA 76-81 audio console in good condition in free "Broadcast Comedy" catalog. Write: B. W., W. Petersen, Av., Chicago, ll 60645 (312) 761-1800.

Spotmaster Pertapak I—Cart, players guaranteed like new, $60.00 inc. freight. Sell now @ $150.00. Chicago Broadcasters, Inc. 2545 W. Peterson Ave., Chicago, Il 60645.

356 Days of laughs—Daily radio game service may be available on your station. Sample a month $3.00. Box 3738, Merchandise Mart Sr., Chicago 60606.

Free MOR records—Send with syndicated "Open Air" Sample? Send tape; Box 248, Galena, Ohio.

Instant gags for Deejays—Thousands of one-liners, gags, bits, station breaks, etc. Listed in "399 Morals for Morals," published by the National Association of Trade and Technical Schools. Write Elkins Institute, 1803 Inwood Road, Dallas, Texas 75230.


INSTRUCTIONS
FCC License and Electronics Degree courses by correspondence. Also, resident classes in Washington, D. C. and Minneapolis. Send for free "Broadcasting" catalog. Write: Broadcasting School, 1733 East 26th St., Brooklyn, N. Y. 11229.

Elkins is the nation's largest and most respected name in First Class FCC licensing. Complete course in six weeks. Fully approved by the National Association of Trade and Technical Schools. Write Elkins Institute, 1803 Inwood Road, Dallas, Texas 75230.


The Masters, Elkins Radio License School of Atlanta, offers the highest success rate of all First Class License schools. Fully approved for Veterans Training. Elkins Radio License School of Atlanta, 1189 Spring Street, Atlanta, Georgia 30306.


BROADCASTING, February 5, 1968
INSTRUCTIONS—(Cont’d)

Announcing, programming, production, news- 
casting, sportscasting, console operation, 
disk jockeying and all phases of Radio and 
TV broadcasting. All taught by highly 
qualified professional teachers. The nation's 
newest, finest and most complete facilities 
including our own, commercial broadcast 
station—KEIR. Fully approved for veterans 
training by the National 
Association of Trade and Technical Schools. 
Elkins Institute, 2603 Inwood Road, Dallas, 
Texas 75204.

Since 1948, Original course for FCC first 
class radio telephone operators license in 
six weeks. Approved for veterans. Low-cost 
Jormitory facilities at school. Reservations 
required. Enrolling now for April 10–June 
28. For information, references and reserva-
tions write William E. Ogden Radio Opera-
tional Engineering School, 5975 Warner 
Avenue, Huntington Beach, California 92647. 
(Formers of Burbank, California).

Are you tired of low pay and bad weather? 
Come to sunny Sarasota and train for your 
First Class Radio Telephone License in only 
(8) weeks. Total tuition $350.00. Job place-
ment free. Rooms & apartments $10-$15 per 
week. Classes begin Mar. 11, April 15, May 20. 
Call 955-6922 or write today—R.E.I., Inc., 
1356 Main Street, Sarasota, Florida.

R.E.I., in the center of the U.S., can train 
you for their First Class Radio Telephone 
License in only (8) weeks. Total tuition 
$350.00. Job placement free. Rooms & 
apartments $10-$15 per week. Classes 
begin Mar. 11, April 15, May 20. Call WE-1-5464 
or write 3152 Gillham Road, Kansas City, 
Missouri.

"Yes it's New" R.E.I. at 809 Caroline Street, 
Fredericksburg, Virginia. But it's R.E.I.'s 
famous (8) week course for the 1st Phone 
License that makes it dependable. Call 373- 
1441. Tuition and schedule is the same for all 
R.E.I. schools.

Be sure to write, BROADCASTING INSTITUTE, 
Box 6971, New Orleans, for radio 
announcing careers.

Earnings up to $500 weekly, 1st class F.C.C. 
graduates working at major networks in 
New York City and stations coast to coast. 
N.Y.'s first school specializing in training 
1st class F.C.C. technicians and announcers-
D.J.'s—newscasters production personnel, 
Announcer Training Studies, 58 W. 43 St., 
New York 10018. Veteran approved, licensed 
by N.Y. State. Phone OX-5-9265.

First phone in six to twelve weeks through 
tape recorded lessons at home plus one 
week personal instruction in Washington, 
Detroit, Atlanta, Minneapolis, Denver, 
Seattle, Memphis or Las Angeles. Sixteen 
weeks FCC license teaching experience. 
Proven results. For references and reserva-
tions write, Bob Johnson Radio License 
Institution, 1600 D Duncan, Manhattan 
Beach, Calif. 90255.

Individualized instruction. First phone 4-6 
weeks: Guaranteed, Broadcast Engineering 
Academy, Box 2647, St. Louis 63125.

Wanted: Instructor experienced in teaching 
6 weeks first phone. Reply Box A-395, 
BROADCASTING.

Your 1st Class License in six weeks or less 
at America's foremost school of broadcast 
training, the Don Martin School of Radio 
and Television (serving the entire Broad-
casting Industry since 1927). Make your 
reservations now for our Accelerated Theo-
ry class February 28. Most experienced per-
scribed instruction and methods. Lowest 
costs—finest accommodations available 
close-by. Call or write: Don Martin School, 
1853, N. Cherokee, Hollywood, Calif. (213) 
HO 2-3281.

For Best Results 
You Can’t Top A 
CLASSIFIED AD 
in

BROADCASTING, February 5, 1968
Help Wanted—Announcers

Dee Jay's:
We need the sharpest, slickest, Dee Jay's in the U.S. Morning drive and all-night show, early evening show. Major chain, top market, five figure salaries. No matter what time slot you are now filling, please send a short tape and brief resume to:
Box A-365, Broadcasting.
Our employees know of this ad.

RADIO—Help Wanted—Sales

SALES MAN
We need good broadcast men for expansion of America's largest regional rep firm right now. You must have plenty of "smarts" and fully understand broadcast sales. You might be an unhappy rep salesman now, or a local regional or national station sales man, or a "niner" who has the right feel for this business.
We offer you the right stations, plenty of growth potential, lots of hard work and terrific fringe benefits. Please send full information, including dollars, to allow us to investigate you thoroughly.
Leonard P. Amerbach, President
Regional Maps Corp.
1260 Meron Road
Cleveland, Ohio 44118

NEWS

NEWS ANNOUNCER
for upstate N.Y. station. Some exp. in news field. To write and air news. Great oppy for advancement within a "group". Send tape and resume to Box 5700, New York, N.Y. 10017

Production—Programming, Others

NEW OWNERSHIP
NEW MOR SOUND
WBVP
BEAVER COUNTY, PA.
HIRING
NEWSMAN
DISC JOCKEY
SPORTSCASTER
EXPERIENCED ONLY
EXCELLENT PAY
FRINGE BENEFITS
NEW STUDIOS
LATEST EQUIPMENT
CALL IF YOU QUALIFY
412-846-4100

Goodbye, Sweet Ursula

My wonderful executive secretary of many years, Ursula Schweitzer, is leaving me in order to devote full time to finishing her specialization in computers.

Do you know anyone who could replace Ursula?

Gordon McLendon
2008 Jackson Street
Dallas, Texas 75201

TELEVISION

Situations Wanted—Management

GENERAL MANAGER
SEES CHALLENGE

Successful station manager, whose name and record of solid operation in a multiple-station company is known industry-wide, would be interested in a new management position where there are new challenges to be met. Unparalleled background of accomplishment—with accent on sales and community involvement—in radio and TV. Money secondary to opportunity for achievement.

Box B-2, Broadcasting.

TELEVISION

Help Wanted

TELEVISION

Situations Wanted
Announcers

$10 Per Month!
WILL BUY ANOTHER good announcer for your radio station. 22 years on the mike. Send for free record with full details.
Maury Ferguson, 3201 N.E. 63rd, Oklahoma City, Okla. 73105.

I'VE BEEN ENTERTAINING PEOPLE ON RADIO AND TV FOR 11 YEARS
and on the same station for the past nine years. Now I need a change. I do a gentle program for gentle people, featuring the music of turned on young adults, poetry readings, and mind expanding interviews and dialogue. I'll go anywhere U.S. or abroad to work for kind and creative people who want a 21 year old mature family man, and can pay $20,000 a year for a program now enchanting thousands on the east coast.

Box B-58, Broadcasting.

Need a Jock?
MOR OR GOOD MUSIC personality with 11 years major market experience ready to move after 6 year stint as DJ/PD.
Best references.
Lee Coffee, 646 Bacon Ave., St. Louis, Mo. 63119. Phone: 314-962-9167.

TELEVISION

Help Wanted

NEWS

One of the Nation's most respected News Operations is expanding again.
We need 3 experienced professionals NEWS—FILM CAMERAMAN, NEWS—FILM EDITOR AND REPORTER.
Send resume and examples of your work to:
Mr. William E. McGivern
KSTP NEWS
Minneapolis/St. Paul, Minn.
or call 612-646-7113.

WANTED TO BUY—Stations

I REPRESENT A GROUP
of investors interested in purchasing radio properties in the southeast. Small, medium or large markets. Write (in confidence) to:
Cy Steiner
City Federal Building
Birmingham, Ala. 35203

BROADCASTING, February 5, 1968
A more extraordinary personage was her bovine viscount, a cosmopolite with voluptuary propensities. His gustatory delections ranged from minestrone avec fromage to gooseberries flavored with thyme. After an equestrian morning he was wont to lunch alfresco. For years he had vanquished senility by playing the xylophone and arranging the leprechauns of Eire in categories. Although at times he would go berserk, his tirades were never really risqué, never sacrilegious. He was obese, and as bombastic as Santa Claus.

Try it. Good announcers make two or three mistakes. Great announcers won't make any. To create announcers between good and great is the objective of the Columbia School of Broadcasting. And we do more than just try. We do it.
COMMUNITY ANTENNA ACTIVITIES

The following are activities in community antenna television reported to Broadcasting, through Jan. 31. Reports include application for permission to install and operate CATV's, grants of CATV franchises and sales of existing installations.

- Indicates franchise has been granted.

Rimhurst, Ill.-Consolidated Cable Utilities Inc., Chicago, plans use Illinois Bell Telephone Co. lines, has applied for a franchise. Monthly fee would be around $42.

- American Cable Corp., America, Boston (multiple CATV owner) has been granted.

Waltham, Mass. — Waltham Cablevision Corp. has applied for a franchise. Installation and monthly fees for a six-channel system would be $14.95 and $4.95, respectively.

- Pittsfield, Me.—Pittsfield Cable TV Co., owned by Brian Craig and Richard Anderson, has been granted an exclusive 19-year franchise.

St. Cloud, Minn.—St. Cloud Cable TV Inc. has applied for a franchise.

Clark County, Nev.—Clark County Cablevision Inc. (multiple CATV owner) and the Southern Nevada Division of the Central Telephone Co. have each applied for a franchise. Both companies would serve Las Vegas, North Las Vegas, Henderson and the rest of the county. Central Telephone, in addition, proposes service to areas of Boulder City, Blue Diamond, Mt. Charleston, Jean and Searchlight. Time-Life would charge installation and monthly fees of $14.90 and $4.90, respectively. For each additional outlet, firm would charge an extra $1. Monthly fee and $2 for installation. CPC proposes $10 installation and $3 monthly fees with extra $3 monthly for additional outlet, and $7.50 for installation.

- Reno—Time-Life Broadcast Inc. (multiple CATV owner) and Central Telephone Co. have each applied for a franchise. Previous applicants include Community Cable TV, owned by Jack Kent Cooke (multiple CATV owner) and H. M. Greenspun who also owns KLAS-TV, Las Vegas and Las Vegas Sun (sale of KLAT-TV to Howard Hughes is pending FCC approval); Nevada Cablevision Co., owned by group broadcaster—publisher—CATV owner Don W. Reynolds.


KORC Mineral Wells, Tex.—Broadcast Bureau granted transfer of control from Regent TV Inc., Houston (40% before, 20% after), Mary M. Morrison (50% before, 25.5% after), Lucett Harshman (10% before, 5% after). Consideration $30,000, Jan. 31.

KMAS Shelton, Wash.—Broadcast Bureau granted transfer of control from Thomas C. Townsend, Seattle (25.5% before), Robert Sethess and Bruce Jorgensen (both 33.3% before). Consideration $30,000 with covenant not to compete for five years. Action Jan. 25.

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- Pittsfield, Me.—Pittsfield Cable TV Co., owned by Brian Craig and Richard Anderson, has been granted an exclusive 19-year franchise.

St. Cloud, Minn.—St. Cloud Cable TV Inc. has applied for a franchise.

Clark County, Nev.—Clark County Cablevision Inc. (multiple CATV owner) and the Southern Nevada Division of the Central Telephone Co. have each applied for a franchise. Both companies would serve Las Vegas, North Las Vegas, Henderson and the rest of the county. Central Telephone, in addition, proposes service to areas of Boulder City, Blue Diamond, Mt. Charleston, Jean and Searchlight. Time-Life would charge installation and monthly fees of $14.90 and $4.90, respectively. For each additional outlet, firm would charge an extra $1. Monthly fee and $2 for installation. CPC proposes $10 installation and $3 monthly fees with extra $3 monthly for additional outlet, and $7.50 for installation.

- Reno—Time-Life Broadcast Inc. (multiple CATV owner) and Central Telephone Co. have each applied for a franchise. Previous applicants include Community Cable TV, owned by Jack Kent Cooke (multiple CATV owner) and H. M. Greenspun who also owns KLAS-TV, Las Vegas and Las Vegas Sun (sale of KLAT-TV to Howard Hughes is pending FCC approval); Nevada Cablevision Co., owned by group broadcaster—publisher—CATV owner Don W. Reynolds.


KORC Mineral Wells, Tex.—Broadcast Bureau granted transfer of control from Regent TV Inc., Houston (40% before, 20% after), Mary M. Morrison (50% before, 25.5% after), Lucett Harshman (10% before, 5% after). Consideration $30,000, Jan. 31.

KMAS Shelton, Wash.—Broadcast Bureau granted transfer of control from Thomas C. Townsend, Seattle (25.5% before), Robert Sethess and Bruce Jorgensen (both 33.3% before). Consideration $30,000 with covenant not to compete for five years. Action Jan. 25.
A GOOD commercial program informs as well as entertains and a good educational program entertains as well as informs.

Or, as Bill Dempsey puts it, a good program is a good program. There should be no need to attach other kinds of labels to the effort.

Executive vice president, part owner and general manager of WZZM-TV Grand Rapids, Mich., Mr. Dempsey is well versed in both commercial and educational broadcasting, hence his candid appraisal of their common goals. His penchant is for doing, not theory.

Mr. Dempsey's evangelical zeal and intellectual skills have involved him deeply in on-air programming as well as community affairs and public issues for many years, so much so that when a stranger asks: "Is he a salesman or an educator?" his associates always come up with the same answer: "Yes!"

Both a student and a teacher for much of his career, even while he was engaged in commercial- and educational-station work, Mr. Dempsey has always had the knack of putting the paying of the bill in its right perspective: No matter how high or noble the venture, someone, somewhere is still going to have to underwrite the cost. In spite of the odds he usually has found the means to accomplish this, including his years as a programming executive at Westinghouse Broadcasting's KPIX-TV San Francisco and later as general manager of Pittsburgh's educational stations, WQED-TV and WQEX-TV.

Legal Battle - These experiences proved most helpful in preparing him for the trials of perseverance and patience necessary to bring the WZZM-TV venture to fruition. An ABC-TV affiliate on channel 13 in Grand Rapids, WZZM-TV initially took the air in late 1962 as an interim operation pending outcome of a four-way competitive hearing before the FCC and later during court litigation. The ultimate survivor, West Michigan Telecasters Inc., which has 25 stockholders including Mr. Dempsey, took over Jan. 25, 1965.

In the intervening three years, Mr. Dempsey has worked persistently at efforts to improve both the technical facilities and program offerings of the station. He admits much is still to be accomplished, such as approval of a new tower site and the settlement of litigation over the station's UHF translator at Battle Creek (WZZM-TV also has a VHF translator at Muskegon), but he is proud of the progress despite the hurdles.

WZZM-TV will become a full-color outlet March 1, having just taken delivery on a pair of new RCA studio-live color cameras. It has long been airing network and other programs in color.

Educator gets his own TV classroom

In the fall of 1965 Mr. Dempsey set up a special film division at WZZM-TV called Production 13. It has been engaged in the production of commercials for local agencies and clients as well as color films and programs of an educational or public-relations nature for customers such as colleges and churches.

Much of this commercial and product program has appeared on other stations as well as WZZM-TV. A half-hour color special now in the finishing stage, The Plane That Refused to Die, a historical tribute to the DC-3 narrated by Arthur Godfrey, is being offered in syndication. Collectively these efforts are indicative of Mr. Dempsey's belief that a local station can render valuable services and make a profit off the air as well as on.

Mr. Dempsey feels the local station can build strong identity in its community through live programming and cites as one example WZZM-TV's 7 a.m.-9 a.m. Daybreak 13 show each morning. It includes agricultural information as well as news, interviews and other features of interest to the area. Since 1965 the WZZM-TV news budget has been increased by at least 100% and the staff enlarged from two men to eight full-time persons.

WZZM-TV has installed a special telephone Telecopier system leased by Xerox to enable transmission over regular phone lines of still-picture stories from Battle Creek. Daily news feeds from Muskegon are made possible by the station's microwave link.

Local Programming - Just as a hot argument can wipe any potential boredom off the slate in the classroom, controversial issues well presented and thoroughly explored make good programs and help build better citizens, Mr. Dempsey believes. He has frequently scheduled such shows on WZZM-TV and regularly will interrupt prime-time network programs if the subject is of sufficient importance.

A life member of the National Association for the Advancement of Colored People, Mr. Dempsey initiated the hiring of Negroes at WZZM-TV a little over a year ago for any position when qualified. Today nine (total staff: 80) work on the air, behind the camera, in sales and in accounting and at other posts, although the policy was resisted at first and one employee quit in protest, Mr. Dempsey recalls.

"All it takes is a sincere belief in principle," Mr. Dempsey says, "and if one puts his action where his mouth is, makes haste slowly but steadily, the job of brotherhood can be accomplished in our profession."

Mr. Dempsey has kicked up dust for some time in the field of religion. He was the main thrust behind the selection of Stan Freberg to produce offset beat spots for the United Presbyterian Church. They were so successful a new batch for radio-TV is just about ready.

A contributor to radio and writer of more than 20 books and articles, Mr. Dempsey also is a prolific public speaker. His commercial and educational work has won more than 30 national and international awards. As his friends observe, these awards show he is winning his chief goal: to stamp out dullness.
EDITORIALS

Up at last

Broadcasters are finally beginning to awaken to the threat of wholesale revisions in spectrum allocations and management. The awakening has come in belated response to alarms that have been sounding for a long while, on these pages and elsewhere. Hopefully it has come in time for broadcasters to make their legitimate claims heard.

It has been evident for some time that the usable portion of the spectrum are already jammed with traffic and that the congestion is destined only to increase. Advances in the technology of communications in the next decade promise to do more to accentuate the congestion than to relieve it. There is no doubt that the government will be confronted with harder and harder choices in deciding what kind of communications will be accommodated in the spectrum and what kind must be distributed by wire.

In these circumstances it is appropriate for the government to review its system of spectrum management, and a presidential task force is now at work on that assignment. Whether at the same time the task force ought to be undertaking a review of spectrum allocations, as there are signs it is, is another question. It seems to us that a task force of limited staff and short tenure is ill equipped to weigh the many and intricate conflicts among those who have or want access to the electromagnetic frequencies.

Still it would be hard for the task force to come to conclusions about spectrum management without first attaining some understanding of who is now using the spectrum for what, and who is likely to want to use more of it in the future. Broadcasters owe it to themselves and to the public to explain the nature and the value of the service they now supply. Without adequate appreciation of the broadcast services, the task force could come to erroneous judgments in matching radio and television against other interests that are clamoring for more spectrum space.

Some other services have been at work in Washington for a long while, and their efforts are discernible in the widening belief in some official quarters that many spectrum problems could be solved by taking space away from broadcasting, especially television. The land-mobile users have been especially well organized, and their campaign to wrest frequencies from television is showing results.

The campaign has been conducted with more skill than principle. For example, the land-mobile users emphasize the need of police and fire departments in large cities for more communications frequencies. They do not explain that businesses and industries that seek land-mobile frequencies for purely private gain outnumber police and fire departments by a probably incalculable magnitude.

The technique has worked. It is a rare week's collection of Congressional Records that contains no speech advocating a diversion of frequencies to land-mobile use so that the Los Angeles police department can suppress future riots in Watts. These speeches come from congressmen who have been carefully briefed on the raw fact that television broadcasting now occupies 492 megacycles of spectrum space. That seems like a lot when matched against the slightly less than 42 megacycles occupied by land mobile. (FM broadcasting, as the land-mobile people seldom mention, is housed in only 20 megacycles and AM in slightly more than one.)

One legislator who has not yet fallen under the spell of the land-mobile propagandists is Senator Gordon Allott (Colo.) who knows more about communications than some of his colleagues and who has just told broadcasters that "there is a clear and present danger to the status quo shaping up in Washington."

In a speech Jan. 26 to the Colorado Broadcasters Asso-

lation (Broadcasting, Jan. 29), Senator Allott said, among other things, that "strong pressures are underway in Washington to establish a 'Department of Telecommunications' and that there is 'talk of overriding national and even international considerations which will make it necessary to reallocate our broadcasting resources."

Senator Allott also made it clear that it would be the Congress that must ultimately decide whether there are to be changes in spectrum allocation or management. But broadcasters would be foolish to think that their case can await presentation until formal proposals are entered on the Hill. The antibroadcasting case has already been too deeply implanted in both Senate and House to be countered with a last-minute effort.

Fortunately, the organized broadcasters are beginning to see the problem. First the Association of Maximum Telecasters and now the National Association of Broadcasters have given it priority, and the NAB has authorized money to work up the necessary arguments. What other item in the NAB budget matches in importance an expenditure to keep radio and television on the air?

Zip it

Lines of authority are getting more confused than ever on the home front.

The Antitrust Division of the Department of Justice, by aborting the ITT-ABC merger, has shown how the FCC can be overruled. The FCC also finds itself operating under the gun of congressional committees in deciding policy issues delegated to the very same FCC by Congress.

Now the Post Office goes beyond the Federal Trade Commission by ordering cigarette health warnings on U. S. mail trucks.

Since the FCC has stretched the fairness doctrine to require that an opportunity be given anticigarette crusaders to rebut cigarette advertising on the air, isn't there some way it can persuade the postmaster general that he ought to let the cigarette people tell their story on the "street side" of all postal vehicles?

Billboards on mail trucks, whether or not they help beautify America, ought to be used to tell people to write legibly, mail early and use the ZIP code. Cigarettes are not the Post Office's business.

Drawn for Broadcasting by Sid Hix
"I wonder if the smoking public would walk a mile and a quarter for a longer cigarette?"
The ABC Sports team.
And beginning tomorrow, they'll be in Grenoble—250 strong—to bring you all the pageantry, all the thrills of one of the world's great international sports events, the 1968 Winter Olympics.

ABC's coverage will be the most comprehensive in sports history. Twenty-seven hours in thirteen days. In color. Via Early Bird satellite. Some events will be seen live, as they happen. All will be seen on the very day they take place. Most of our coverage will be conveniently scheduled during prime time viewing hours.

Already acclaimed as "the most consistent experimenters in how to make sports more interesting on the home screen" (Jack Gould, The New York Times), and "the peerless pro" (Time magazine), ABC Sports will introduce some new techniques. A new split-screen process will show you two skiers—one on tape and one live—competing head to head in an all-out race to the finish line. Also, for the first time, some of the downhill skiers will be shown with their speeds indicated in miles per hour. There'll be a color camera mounted in a helicopter ready to add new perspective and, of course, color slow-motion and stop-action replays. All with the incisive commentary of Jim McKay, Chris Schenkel, Curt Gowdy, Bill Flemming and expert analysts Dick Button, Jean Saubert, Bob Beattie and Art Devlin.

During the next two weeks, ABC Sports will bring you closer to the action than ever before. Close enough to sense and understand each athlete's personal drama—the thrill of victory, or the agony of defeat. And isn't this what the Olympics are all about?
Eight new Ampex VR-2000B recorders were ordered by Midwest Television. And WCIA-TV, their flagship station in Champaign, Illinois, put our 1000th highband VTR on the air in December. Champagne celebration? You bet it was—for both of us. Midwest Television wanted the best in color for their stations in Champaign and Peoria, Illinois, and San Diego, California. They felt that their viewers deserved the sharpest picture and finest sound available, and that their advertisers deserved the finest possible teleproduction facilities. So they specified VR-2000B's... the newest of the highband VTR's. When our 1000th highband went on the air, we splashed a little bubbly, too. And why not. We're proud that our VTR's are the overwhelming choice of stations all around the world. You don't have to make a Champaign flight to find out why WCIA-TV specified Ampex highband. Just ask your Ampex representative for a demonstration. Or write us at our world headquarters—401 Broadway, Redwood City, California 94063.

Ampex celebrates with Champaign:
(WCIA-TV GETS OUR 1000TH HIGHLAND VTR)