Guess Who?

Guess who is Number One in his time period on WCBS-TV New York, delivering 260,700 homes and 27,800 young women (more than each of the 5 competing stations)?

Guess who delivers more homes during his time period on independent WTTG Washington than the three network competitors combined?

Guess who delivers 152,500 homes and 33,400 young women on Philadelphia’s WCAU-TV—more than the 4 rival stations combined?

Guess who takes first place in his time period on KMOX-TV St. Louis, topping his 3 competitors with a 46% metro share?

Guess who reaches more homes than any other weekday program, sign-on to 5:30 pm, on all 4 Phoenix stations—on independent KPHO-TV?

You guessed! 146 half-hour episodes available from Screen Gems.

The data used herein are estimates from the November (Washington, Philadelphia, St. Louis, Phoenix) and December 1967 (New York) ARB reports and are subject to qualifications published by the ratings service.
"CATV broadens broadcasting as a showcase for Color TV"

"Most people don't know what broadcast station quality Color TV can be like until they see Color TV on CATV. The absence of smears, snow, and ghosts—the pleasant surprise at the brilliance, color balance, and sharp pictures available from today's Color TV sets—combine to make true believers out of former skeptics. CATV can really help sell Color TV sets, and there's no doubt about the extra CATV channels making the purchase more worthwhile.

"CATV makes fringe area reception of local Color TV stations so superior that an individual TV viewer's watching time is bound to rise. Audience potential for a given program is far more realistic.

"This powerful fringe-area ally of Color TV broadcasting is increasingly in demand by the public. Some 10 million CATV viewers have cast their votes for it in the marketplace."

This statement courtesy of J. Drayton Hastie
Wherever she goes, St Louis families follow Romper Room's Miss Lois. In the November ARB at 9 a.m., 60,900 homes were tuned in to her hour of education and entertainment. A 53% audience share and an 8 rating makes Romper Room the top children's show in St. Louis.
DAYTIME REACH FOR YOUNG WOMEN

KRLD-TV is the dominant daytime choice among the young women in the nation's 12th ranked television market.

The November 1967 ARB audience estimates show that Channel 4 reaches 22.7% more women (18-34), per average quarter hour, 9:00 A.M. to 5:30 P.M., Monday thru Friday, than the 2nd station in the market.

To reach the young women with your next schedule in the Dallas-Ft. Worth market, contact your H-R representative.

KRLD-TV 4
The Dallas Times Herald Station

CLYDE W. REMBERT, President

represented nationally by HR
Spot movement

First concrete sign that foginess of spot-TV market may be clearing up is seen in January figures just compiled by Broadcast Advertisers Reports. BAR monitors 75 markets one week each month, uses stations' published rate cards in estimating dollar value of unit sales. In January 1967 it covered 245 stations in this way. In January this year, same 245 stations showed 6.8% gain in estimated spot volume. Projecting one-week figures to full month, BAR puts spot-TV totals for these stations at $81,198,748 in January this year against $76,046,918 in January 1967. In addition, BAR this year is monitoring broadcast properties one VHF and one UHF not on its January 1967 list; on full-month projection basis these seven stations accounted for estimated $500,115 in January spot billing.

Signs of life

House and Senate communications experts report increased pressure for longer broadcasting license terms. Activity is laid to spadework by state broadcasters' associations; has resulted in spate of new bills being introduced and pressure within House Communications Subcommittee for hearings. Subcommittee members have asked Chairman Torbert Macdonald (D-Mass.) for action are Lionel Van Deerlin (D-Calif.) and Donald G. Brotzman (R-Colo.), who asked Macdonald has been vocal in reducing FCC's workload. He's on fence. Other sources suggest if FCC asks, he may schedule hearing.

Way paver

To clear way for possible broadcast acquisitions and perhaps for public sale of stock, Knight newspapers have disengaged themselves from association with Scripps-Howard interests that had tied S-H string of broadcast properties to Knights under FCC multiple-ownership rules. Knights have bought out 25% interest held in Akron (Ohio) Beacon-Journal by E. W. Scripps Co., parent of Scripps-Howard, for about $8.5 million.

Beacon-Journal owns 45% of WAKR-AM-FM-TV Akron, and as long as Scripps interest had piece of company there was possibility all of Scripps-Howard's four VHF's, two AM's and one FM could also be charged to Knights as would WAKR minority to Scripps-Howard. Majority ownership (55%) of Summit Radio Corp., licensee of WAKR stations, is held by Viola Berk and family. No FCC approval of Beacon-Journal transaction is required because control of broadcast properties does not change hands.

Deal in Tucson

In negotiation is sale of ch. 9 KGUN-TV Tucson by Gilmore Broadcasting Corp. to May Broadcasting Co. for approximately $3 million. Tucson outlet, which began operation in 1956, is ABC-TV affiliate. May is licensee of ch. 3 KMTV-Omaha. and of pioneer radio station KMA Shenandoah, Iowa, which began operation in 1925. Owen L. Sattler is executive VP-general manager of May Broadcasting.

Agency advice

Stop making summer spot-TV rate deals under the table; bring them out in open and put discounts in rate cards. That is message slated soon for station representatives by Jim Spero, vice president-media director, Edward H. Weiss & Co., Chicago. His letter to reps will praise those that already have policy, but deplore those that "have not assumed their proper responsibility to make spot-TV a more consistently attractive medium."

First venture

Otto Preminger, movie producer who has been vocal in condemning commercial television for editing and commercial interruption of films, has quietly entered broadcast ownership. He's bought small piece of WPOT Brewster, N. Y., of which Morris Novik, broadcast consultant to AFL-CIO, is president.

In and out

Westinghouse Broadcasting Co. has tentatively set March 11 as date to convert its KFWB Los Angeles from contemporary-music format to all news. Still unknown is what, if anything, will be done to meet news competition by KFWA, station based in Tijuana, Mexico, but represented in Southern California by Gordon McLendon organization. KFWA has been beaming all-news service across border toward Los Angeles.

At about same time KFWB goes to news in Los Angeles Mr. McLendon will abandon news format he's been using on his WNUS Chicago. Report is that Dennis Israel, now head of Chicago office of John C. Butler & Co., station representative, will take over management of WNUS and institute good-music format patterned after that of McLendon's KBLI Oakland, Calif.

Radio for retailers

Radio Advertising Bureau sees growing reliance on radio by major retailers and is gearing itself to speed trend along. Joyce Reed, director of RAB's large-market member service, is being named to new post of director of retail services, to work fulltime counseling department stores and retail chains on how they can best use radio. Miss Reed, who joined RAB in 1962, is advertising alumna of three of country's biggest retailing groups: Federated, Allied and Sears.

Added starter

Add to list of announced candidates for one of three upcoming vacancies on television board of National Association of Broadcasters: Peter Storer, executive vice president of Storer Broadcasting Co. Third of four sons of pioneer broadcaster has been active in all phases of business, including stations, program sales and representation, and now is second in command of operations, at Miami headquarters.

Others who have announced for board, with election scheduled at NAB convention in Chicago (March 31-April 3) are Donald P. Campbell, WMAR-TV Baltimore; A. Louis Read, WDSU-TV New Orleans and Richard C. Block, vice president, Kaiser Broadcasting (UHF group owner). Roger W. Clipp, recently retired operating head of Triangle stations, has announced he will be candidate to succeed himself, thus not included among three automatic vacancies (Closed Circuit, Feb. 19).

The chill

What dampened White House ardor on implementation of legislation authorizing Corp. for Public Broadcasting? There's no authoritative word, but guess is that lack of enthusiasm in Congress, plus what is generally regarded as flop of PBL's "experiment" (subsidized by $10-million Ford Foundation grant) led to decision to tread water in this election year.
Each year, Television Advertising Representatives, Inc. awards its Crystal Owl, a symbol of creative management accomplishment, to the chief operating executive of a company which has made exceptional progress under his direction. This year’s Owl Award was presented to Commander Edw. Whitehead for his contribution to Creative Management 1968.
Ford antes funds for program monitoring

Communications office of United Church of Christ is announcing today (Feb. 26) receipt of $160,000 Ford Foundation grant for its campaign against racial discrimination in radio-television programming.

Money will be used for organization of monitoring groups in markets including: Birmingham, Ala.; Little Rock, Ark.; Jacksonville, Fla.; Meridian, Miss.; Charlotte, N.C.; Dallas and San Antonio, Tex.; Atlanta and Columbus, Ga., and New Orleans and Monroe, La.

"The generous grant [also] assures us that we shall be able to present our arguments in the judicial forums," Dr. Everett C. Parker, director of office, said. Office was active in charging discrimination in programming of WLBW(TV) Jackson, Miss. (BROADCASTING, April 20, 1964 et seq).

Pairings set for panel sessions on fairness

Minute-by-minute schedule for House Investigations Subcommittee panel hearing on fairness doctrine set for March 5-6 has National Association of Broadcasters' Vincent Wasilewski paired with Frank Orme, National Association for Better Broadcasting on second day.

Schedule, and staff study on legislative history of fairness doctrine, were made available Friday (Feb. 23). Mr. Wasilewski will give position paper and Mr. Orme will provide formal comment. Then subject—in this case overall summary of doctrine problems—is opened for general discussion.

Other panelists with same summary topic: Jay Crouse, WHAS Louisvile, Ky., Radio and Television News Directors Association, (main paper), with Paul Porter, Washington attorney, (comment); Louis L. Jaffer, Harvard Law School, (paper), with Howard Bell, American Advertising Federation, (comment).

Other topics: public-opinion implications, Elmer Lower, ABC News, (paper), with Louis Lyons, former director of Nieman Foundation, (comment); equal-time requirements, Frank Stanton, CBS, (paper), with Herbert E. Alexander, Citizens Research Council, (comment); doctrine's present application, Rueven Frank, NBC News, (paper), with Harriet Pielpel, American Civil Liberties Union, (comment); effect on educational broadcasting, William G. Harley, National Association of Educational Broadcasters, (paper), with Lincoln Furber, WETA-TV Washington, (comment).

Study, prepared by staff attorney Daniel Manelli as basic working document for panels and committee, concludes that despite 1959 amendments to Communications Act, legislative record doesn't support view that Congress intended to write doctrine into law.

More stations may get break on presunrise

FCC has opened new presunrise rulemaking proceeding, this one looking to possibility of permitting some Class II AM stations to begin operating before 6 a.m. local time. Stations affected would be those on I-A clear channels located west of dominant station.

Commission, in notice of proposed rulemaking announced Friday (Feb. 23), asked for comments: On time those stations may begin maximum permissible power; on protection to be afforded Class I stations and other fulltime stations on channels; on use of daytime facilities before 6 a.m. local time by fulltime stations, and on limiting presunrise operation to those in effect before Oct. 28, 1967.

Commission's presunrise rules, adopted in June (BROADCASTING, July 3, 1967), specify 6 a.m. standard time (which commission has proposed changing to local time) as presunrise starting time for daytimers and fulltimers using different facilities at night. This is in accord with agreement with Canada.

However, after receiving petitions for reconsideration of presunrise rules as they affect Class II stations on I-A channels west of dominant station, commission discussed issue with Canadian authorities and found modification of agreement to permit easing of restrictions may be possible.

Present proceeding affects some 30 daytime and limited Class II stations and 12 fulltime stations. Comments are due March 22, and replies April 8.

Ethnic UHFs have special rating problems

UHF's programing for mass audience is getting fair shake from rating services, but U's programing for ethnic audiences may not be getting full rating measure due to "special research problem because of small sample sizes produced by the present technique."

Statements were adopted Friday (Feb. 23) by research subcommittee of joint FCC-Industry Committee for All-Channel Broadcasting meeting in New York. Subcommittee said "there are no inaccuracies or inequities in broadcast ratings that affect nonethnic UHF stations," but there are inequities for ethnic-programed U's.

Decisions were taken at end of four-and-a-half hour discussion of problems, limitations and possible biases of syndicated ratings techniques with representatives of American Research Bureau, A. C. Nielsen Co., and Broadcast Rating Council.

Hughes gets KLAS-TV if boss is named

FCC approval of sale of KLAS-TV Las Vegas to Howard Hughes (Hughes Tool Co.) was granted on condition buyer name individual who will be in charge at station. Approval came also over objection of Commissioner Nicholas Johnson, who said hearing should be held on question of Mr. Hughes' economic power in Las Vegas.

Word of commission grant of assignment from H. M. Greenspun for $3,650,000 cash, plus assumption of liabilities of $952,926—was disclosed two weeks ago (BROADCASTING, Feb. 19). But commission order—on 4-to-2 vote—and Commissioner Johnson's dissent were not released until Friday (Feb. 23).

Commission noted that although Mr. Hughes is sole owner of Hughes Tool Co., he is neither director nor officer. Position of president is not filled.

Accordingly, commission granted what was first assignment to Hughes of broadcast station on condition that company name person who will be responsible for making and carrying out policy at KLAS-TV, and who will act as licensee's agent.

Additional condition is that commission reserves right to take "appropriate" action on conclusion of civil antitrust suit Trans World Airlines has brought against Hughes Tool Co. for $135,000 treble damages.

Commissioner Johnson, in his dissent, expressed concern over fact that Mr. Hughes in past year has acquired
over $125 million worth of real estate in Las Vegas and has owned 27,000 acres of open land near that city since 1954.

He said that, in granting assignment without hearing, commission is departing from policy established in previous cases involving sales of stations to corporations having considerable economic power in community.

Commissioner Johnson said that “before we grant the management of what may become the largest company town in American history one-third control over its television communication [KLAS-TV is one of three TV stations in Las Vegas], we owe it to the public to air these issues in open hearing.”

Commissioner Robert T. Bartley was other dissenter, and Commissioner Kenneth A. Cox abstained. Majority was composed of Chairman Rosel H. Hyde and Commissioners Robert E. Lee, Lee Loevinger and James J. Wadsworth.

Pays $10,000 fine; gets short-term renewal

KCTV Salinas, Calif., has been given one-year license renewal to become effective on payment of $10,000 forfeiture, FCC announced Friday (Feb. 23). Station has already submitted check in that amount.

Commission decision followed recommendation of Hearing Examiner Basil Cooper, in initial decision handed down on Oct. 31, 1967. He found that licensee had failed to file contracts, allowed broadcast of lottery information and unidentified commercials, operated station without qualified technical personnel, and had faked log entries.

Commission did not pass upon findings of fact and conclusion in initial decision, but held that sanction proposed by examiner would be in public interest.

King Broadcasting buys Portland CATV system

King Broadcasting Co., group broadcaster and multiple CATV owner, has bought Precision Service, CATV system serving southwest section of Portland, Ore., from James B. DeFreitas. Price was not disclosed. King Broadcasting, through cable TV subsidiary, King Videocable Co., currently owns cable systems in Los Angeles, Portland, Seattle, Longview-Kelso and Grays Harbor, Wash.

Meanwhile, Seattle Cablevision Inc., franchise holder for that city, has agreed to sell interest to American Enterprise Development Corp., Boston, and Canadian Enterprise Development Corp. Ltd., Vancouver. Boston company is owned by American Research and Development Corp. of Boston, which also owns 9% of Canadian firm.

In application to Securities and Exchange Commission, Washington, for exemption order, firms stated they each propose to buy $50,000 of 8½% subordinate notes, and 200 unissued shares at $287.50 per share of Seattle Cablevision. Currently Philip D. Hamilton owns all 600 outstanding shares of Seattle Cablevision.

Canadian firm entered picture, application stated, because Seattle Cablevision may eventually expand into nearby Canadian market.

April 8 set for arguments

FCC Friday (Feb. 23) set April 8 for oral argument by parties involved in landmark San Diego CATV case (Broadcasting, July 18, 1966 et seq). Participants will be Broadcast Bureau; KFMB-TV, KGOG-TV and KCST-TV all San Diego; Mission Cable TV, Southwestern Cable, Pacific Video Cable, Vista Cablevision, American Television Relay, Escondido Community Cable, and city of Escondido, Calif.
If you need one new TV series for kids...

This cartoon is the one for 1968!

THE GRAND PRIX OF ADVENTURE CARTOONS

SPEED RACER

A winning combination for the fastest show on TV - auto racing, adventure, imagination and derring-do!

It has the appeal of wheels to capture youngsters!

Brand new! Animated! Nothing like it before.

52 Half-hours in FULL COLOR includes "The MOST DANGEROUS RACE"

...a 90 minute "Speed Racer" feature. Run it as a children's Special for extra sponsor dollars!

Trans-Lux Television Corporation

Broadcasting, February 26, 1968
DATEBOOK

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

Indicates first or revised listing.

FEBRUARY

Feb. 26 — Special stockholders meeting of Offical Films Inc., to elect board of directors, vote on issuance of new class of 500,000 shares of preferred stock, approved 1968 employee qualified stock option plan, and transact other business. Delmonico’s Hotel, New York.


Feb. 28 — American Society of Composers, Authors and Publishers’ group meeting, Ambassador hotel, Los Angeles.

Feb. 28-29 — Second annual cablecasting seminar, sponsored by National Cable Television Association, will cover all phases of cablecasting, including programming sources, production, lighting and camera techniques. Enrollment limited to 75. Fee, $50. Principal speakers: Senator Frank E. Moss (Utah) and George Hatcher, KUTV (TV) Salt Lake City, a TV broadcaster and multiple CATV owner. Sam Street, NCTA liaison. Hotel Utah Motor Lodge, Salt Lake City.

Feb. 29 — Association of National Advertisers workshop on “The Role of Research in Creating More Effective Advertising.” Speakers: Chester Fosey, vice chairman, McCann-Erickson; Irwin Green of the University of Pennsylvania; Richard Rich, treasurer and creative director, Wells, Rich, Grenne; Burns Roper, president, Elmo Roper & Associates; R. C. Grass and George Neilson, advertising research supervisor and TV section advertising department, respectively, of E. I. du Pont de Nemours & Co.; Norman Leventhal, director of research, Procter & Gamble; Harry Wayne McMahan, advertising consultant. Plaza Hotel, New York.


MARCH


March 5 — Annual spring meeting of New York State Broadcasters Association. Ten Eyck hotel, Albany.

March 7 — Annual stockholders meeting, MPO Videotronics Inc., to elect directors and transact other business. New York.

March 7 — American Research Bureau station seminar and research clinic. Denver Hilton, Denver.


March 8 — American Research Bureau station seminar and program clinic. Sheraton Palace, San Francisco.

March 8 — Deadline for receipt of entry forms from members for annual Emmy awards. Two areas of competition: producers and craftsmen for 20th Annual Emmy awards, sponsored by National Academy of Television Arts and Sciences.


March 15 — 12th annual presentation dinner of the International Broadcasting Awards, sponsored by Hollywood Radio and Television Society. Voting for 12 TV and 8 radio categories will be announced, in addition to grand sweepstakes winners for both mediums. Century Plaza Hotel, Los Angeles.

March 14 — Deadline for filing comments on FCC’s proposed rulemaking to specify, in lieu of the existing MEOV concept, a standard method for calculating radiation for use in evaluating interference, crosstalk and overlap of mutually prohibited contours in the standard broadcast service.


March 15 — Annual Spring Meeting of Indiana Broadcasters Association, Stouffer’s Inn, Indianapolis.

March 15-16 — Deadline for entries in Alpha Rho Chi (national honorary radio-television fraternity) production awards competition for standard-length films: fiction and documentary. Programs must be student produced and directed but need not be student written or conceived. File entries with Jeff Greenhawt, production awards chairman, Emerson College, 130 Beacon Street, Boston.

March 16 — Annual Alabama AP Broadcasters Association seminar and awards banquet, Birmingham.

March 17-20 — National Association of Educational Broadcasters Educational Broadcasting Institute. Hotel Sir Walter, Raleigh, N. C.


March 20-22 — State Educational Television

Indicates first or revised listing.

BROADCASTING, February 26, 1968
Authority meeting, Hotel Americana, Washington.
March 20-21—Annual West Coast meeting of Association of National Advertisers, Del Monte Lodge, Pebble Beach, Calif.
March 21-27—Fifth Hollywood Festival of World Television, Los Angeles.
March 23—Georgia AP Broadcasters Association annual awards banquet and news clinic. Regency Hyatt House, Atlanta.
March 24-25—Spring meeting, Southern CATV Association, Callaway Gardens, Atlanta.
March 25—New deadline for filing comments on FCC's proposed rulemaking that would permit standard broadcast stations operated by remote control to transmit telemetry signals by intermittent subsonic tones.
March 26-29—Annual meeting of affiliates of NBC-TV, Waldorf-Astoria, New York.
March 26-29—11th annual Atlanta Advertising Institute, sponsored by Atlanta Advertising Club and Southeast Council of American Advertising Agencies, theme "Communications in the Seventies." Annual advertising awards competition winners within seventh district of American Advertising Federation will be announced. In conjunction with Advertising Institute, southeast council of AAAA will hold annual meeting and election of officers. Regency-Hyatt House, Atlanta.
March 29—Seminar, sponsored by Broadcast magazine editors and publishers, discuss promises and problems of communications explosion. Speakers will include: Dr. Joseph Chang, Conant Corp.; FCC Commissioner Lee Loewinger; Frederick W. Ford, president, NCTA; Chet Huntley, NBC-TV; Wally Comeau, executive director, Consumers Union; Paul Kaplun, vice president, EB; Dr. Nelson Poste, vice president, General Electric; James Robertson of University of Wisconsin, president, NAEB; Newton N. Minow, Chicago attorney and former FCC chairman, and James E. Greely, Washington attorney. Registration is limited to 700. Sheraton-Chicago, Chicago.
March 31-April 3—Annual convention of the National Association of Broadcasters. Conrad Hilton hotel, Chicago.

APRIL

April 1—Deadline for applications for H. V. Kaltenborn radio-television scholarship, sponsored by University of Wisconsin Board of Regents. Applicants send transcript of all college-level credits; letter of application presenting personal experience and ambitions, and three supporting letters to Harold B. McCarty, University Extension, 606 State St., Madison, Wis. 53706.
April 1—Deadline for entries in American Bar Association annual Gavel awards competition which includes radio-TV. Address: Committees on Gavel awards, 1155 East 60th St., Chicago 60637.
April 1-2—Eighth annual Washington conference on business-government relations sponsored by The American University, Shoreham hotel, Washington. For further information write Robert W. Miller, director, business-government relations program, school of business administration, The American University, Massachusetts & Nebraska Avenues N.W., Washington 20016.
April 2—Annual membership meeting of Association of Maximum Service Telecasters. Conrad Hilton, Chicago.
April 3-7—Third semi-annual conference of members of the Intermarket Association of Advertising Agencies. El Matador hotel, Palm Springs, Calif.
April 4—Awards presentation in the fourth annual meeting of the ANDY awards, given by the Advertising Club of New York for advertising creativity. New York Hilton hotel, New York.
April 4-5—Region II conference of the National Association of Educational Broadcasters. Atlanta Cabana hotel/motel, Atlanta. Inquiries regarding the session should be sent to Louie Peneguy, Georgia ETV Network, State Office Building, Atlanta 30314.
April 5—Deadline for filing reply comments on FCC's proposed rulemaking that would permit standard broadcast stations operated by remote control to transmit telemetry signals by intermittent subsonic tones.
April 5-6—Annual Spring meeting of Indiana AP Broadcasters Association. Ball State University, Muncie.
April 5-7—National Association of Educational Broadcasters Educational Broadcasting Institute. Purdue University, West Lafayette, Ind.
April 5—Annual broadcast Day, co-sponsored by Florida Association of Broadcasters and University of Florida. Speakers include Red Barber, sportscaster. University campus, Gainesville.
April 8-13—Atlanta International Film Festival, sponsored by Eastern Airlines, Eastman Kodak and Atlanta film-production firm Cinema East. Awards will be given for features, documentaries, short subjects, TV commercials and experimental films, Roxy theater, Atlanta.
April 16—Deadline for filing reply comments on FCC's proposed rulemaking to specify in lieu of the existing MEOV concept, a standard method for calculating radiation for use in evaluating interference, coverage and overlap of mutually prohibited contours in the standard broadcast service.
April 16-19—18th annual broadcast industry convention sponsored by San Francisco State College. Broadcast media awards are voted to entries of unusual merit in both radio and television. Categories include local news, information and documentary programs, special events, station editorials, institutional programs and entertainment. Both commercial and educational stations are eligible in the competition. San Francisco State College, San Francisco.
April 18-20—Annual spring convention of Oregon Association of Broadcasters. Thunderbird motel, Eugene.
April 21—National Association of Educational Broadcasters Educational Television Stations Division meeting. Statler Hilton, New York.

Spots on WJXT don't fool around. They work. They open doors and minds and pocketbooks.
There's plenty to work with in our 45-county, $2 billion North Florida/South Georgia market.
Your spots are welcomed into 72 percent more total homes, on the average, than any other Jacksonville TV station. That's an average of 44,600 TV homes per quarter hour during the overall broadcast week, Saturday through Sunday, 9 a.m. to 12 midnight.*
Soap, cigarettes, automotive, drug or whatever product... move it—fast, on—
Above and beyond duty

EDITOR: As you know, this has been a rough week in Saigon—the reality and horror of war hitting this city of some 2 million when five Red battalions struck in predawn darkness Tuesday (Jan. 30), experiencing the death and wounding of thousands, the continual gunfire day and night and watching the bloody bodies removed, the roar of tanks through the streets, the horror of fires destroying homes—it's been a shock to Saigon.

But the purpose of this note is to ask you to thank publicly the great work of the U. S. Information Service and the Voice of America here. Without their assistance all of us covering the fighting would have been in bad shape. Barry Zorthian, John McGowan and the radio-TV officer, Holbrook Bradley, deserve, in my opinion, a special commendation from the American radio-TV industry.


Rebirth of old-time radio

EDITOR: Wow! The little item you were good enough to include in Open Mike [Jan. 22] brought results far beyond my wildest expectations. I have been swamped. . . . There seems to be a tremendous fascination with old-time radio shows, and if I am allowed to make a prediction, it won't be long before stations around the country start using some of these to spice up their programing.


Who's to get spectrum space?

EDITOR: In your lead editorial for Feb. 5 you discuss the inroads on radio and television broadcast frequencies land-mobile users are attempting to make. You charge the land-mobile users with seeking frequencies "for purely private gain."

This is true, of course, but you fail to mention why radio and TV also want those frequencies. The answer, of course, is "for purely private gain." No owner of a commercial radio or TV station or network is in business just to watch the flickering needle of a VU meter or the pretty green patterns on an oscilloscope. He wants to make a profit, a big one; and there's nothing wrong with that.

So the basic issue is: Who's going to get the frequencies to make some money, the broadcasters or the land-mobile interests? And where does the public interest lie?


(Perhaps a good deal of it lies in those 370,000,000 radio and television broadcast receivers now in use throughout the country.)

Plaudits for the prof

EDITOR: I read with a great deal of pleasure your profile on Mr. William C. Dempsey [BROADCASTING, Feb. 5]. In 1951 I was a student at San Francisco State College when Mr. Dempsey was the director of radio and television and later I was fortunate to have worked for him at KFIS(TV) San Francisco. If anyone can achieve brotherhood in the broadcasting industry, I believe Mr. Dempsey can accomplish it. Due to Mr. Dempsey's convictions I am one of only a very few TV directors of Chinese ancestry in the U. S. today. The broadcasting industry needs more people like Mr. Dempsey.

—George Lum, KTVU(TV) Oakland-San Francisco

Surveying the audience

EDITOR: I was very interested in the article concerning the shopping survey conducted by WJXT(TV) Jacksonville, Fla. [BROADCASTING, Feb. 12]. This is a step in the right direction by TV.

I would like to point out that Jones College Radio has been conducting similar research since May 1966 on our audience. We are the only radio outlet in the market that goes to this expense.

—Wayne Mashburn, commercial manager, WDOJ Arlington and WKZ-FM Jacksonville, Fla.

Bad bounce on Reds' figures

EDITOR: . . . In reporting baseball sponsorship for WVLW(TV) Cincinnati and the Cincinnati Reds [BROADCASTING, Feb. 19], your chart on page 44 shows one-third sold to Hudepohl and two-thirds available. The scoreboard should have read: one-half sold to Hudepohl Brewing (Stockton-West Burkhardt); one-third to Sun Oil Co. (Wm. Esty); and one-sixth to R. J. Reynolds (Dancer-Fitzgerald-Sample). . . .

—Mary Bates, director, public information, Aveo Broadcasting Corp., Cincinnati.

BROADCASTING, February 26, 1968
WLWB-TV personalities take more interest in local activities than their counterparts at other stations. Whether it’s a talk by the manager to a ladies’ organization; welcoming foreign students to Miami; receiving a Civilian Plaque; taking foreign correspondents to a Junior College interview; or riding a float in the Junior Orange Bowl Parade. WLWB-TV gets involved, and interested in community affairs.
Do media guides do more harm than good?

With infinite patience and questionable tact, I have just devoted another session to explaining to one of our clients why Carson/Roberts does not publish handy-dandy guides to television reach and frequency. It seems the client is on the mailing list of several advertising agencies who do publish such information in booklet form for general distribution, together with other pertinent media academicians. After much discussion, the client promised himself never to attempt to use a reach/frequency chart again and to discourage others in his organization from doing the same.

Media-guide publishers know that similar gross rating points can vary widely by schedule placement in terms of reach (if that is the prime consideration) or in terms of frequency to more productive groups within the television audience, if a minimum frequency goal is of greater importance to achieve marketing objectives.

The same publishers pride themselves on keeping up with the increased media sophistication and technology within their own agencies. Yet, they continue to turn out archaic reference materials that ask the reader to make a judgment about his advertising schedule based on net homes reached. Obviously, the reference guides I refer to are intended only for those individuals not intimately acquainted with the details of any given plan or schedule. If he were sufficiently informed to use a guide intelligently and if he cared enough, he would either possess the pertinent reach/frequency data or the means of obtaining more meaningful data.

Dangers • But why not publish anyway? What's the harm? Why should the media experts “put down” a client's ad type or his own account executive who would like such information?

It's misleading—no media guide to net audience can contain enough qualifying factors to make it a meaningful tool without becoming a textbook. If you marketed a product in a package labeled “75 cume/four frequency,” what would you expect to find inside? Study the small type listing the ingredients and you'll find that it "contains 300 rating points." It is better that you should call your product a surprise package. Does that “four frequency” mean every “home” has seen your commercial four times? We all know better.

The frequency distribution between heavy to light fifths of the viewers of that particular schedule may range from 10-one. Or, it may only range from three-one. If we really intended to buy a frequency of four and consider less impact to be meaningless, then so is our reach figure meaningless.

For instance, 300 gross rating points on a single station in prime time could have a reach/frequency figure of 57%/5.4 times among households, or 300 GRP's might deliver a 49%/6 of all young adults, but only 34% of male young adults and 62% of young adult women in the area. In order to obtain a valid estimate of the dimensions of our package, the user should go back to the media expert and ask how the parts were assembled.

Reversing Decisions • Omnibus media guidelines mean omnibus media strategies to accomplish marketing omnibus objectives.

The media guides can inadvertently reverse sound planning direction. Why start with an "average answer" and try to build a question?

Circulation as the only guide to print media is as dangerous a single guide, and the application of media mixes receive no mention in the guide booklets we have seen.

A second reason not to publish is that it's expensive. Only so much internal agency time can be made available to any client by any agency before both become losers. Assuming that both client and agency have expertise, an approved marketing plan and a set of valid media objectives, it should be assumed that all good questions will have been posed and answered prior to final approval of the ultimate strategy to be employed and before the client investment is committed.

Consider the waste of time (money) that results after the fact by a well intended question emanating from a uninvolved member of the client marketing team (holding a handy-dandy media guide): "It says here that our schedule is producing thus and so. But the plan summary I read said it was producing so and thus. How come?"

Sometimes, a "how come?" like that can be dispensed with quickly. But more often than not the question goes back to the media experts, who reluctantly begin to write another version of their original rationale—the only difference being that this version now relates the old objectives to the new question. Nothing changes except the number of hours devoted to the problem.

Proper Use • Which brings me to the question: Should handy-dandy media guides be published at all? We think so. We think there is a need and a place for a useful pocket piece that clients and agency men can use for quick "for instance" references or to derive ballpark figures. They can be a real aid to move planning discussions along or to arrive at general directions to pursue. The best of those in our collection is the 1967 BBDO publication. In addition to eliminating cumulative-audience data, BBDO confined other averaging of media characteristics by demographic groups to "average"; "above average" and "below average." Anyone with the ability to misquantify from these base labels is on his own.

C/R's 1968 media guide is now at the printers. We've done our best to increase its usefulness while, without reservation, eliminating the type of omnibus information that so often leads to incorrect snap judgments and confusion.
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and look
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UP TO MID-SEPTEMBER

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BROADCASTING, FEBRUARY 26, 1968
17
Being number one makes us a tough act to follow.

That's the problem other stations all over the country have been faced with. For many years they've had to do just that. Follow us.

As the graph indicates, this has been going on for a long time. But just take for an example our November Ratings (ARB)*. They give us the highest metro share of audience of any station in the country's top 50 television markets — 56%. The same ratings give us the highest share of homes (ADI) of any station in the top 50 markets — 64%.

And you should check our Nielsen figures for November. They're even higher.

You've seen our past performance. Just imagine what we'll do for an encore.

*Share of metro homes and ADI homes viewing Charlotte stations, average quarter hour Sun.-Sat., 9 am-midnight, ARB Nov. 1967.

The audience figures shown are a reflection of the original survey estimates. Their significance is a function of the techniques and procedures used. The figures are subject to the qualifications of the service noted or described in their report.
Upbeat in talk-variety syndication

Established all-talk and variety-talk programs lead sales for many producers in past year while others climb on bandwagon with NAB convention entries

The "TV talkie" cycle of programing is widening in 1968 with a growing number of syndication programers devising new and varied sub-formats to inform, provoke, stimulate and, above all, entertain an increasingly sophisticated and stratified viewing audience.

The talk pattern on television is virtually as old as the medium itself, but what's new in 1968 is the expanding number of programs moving into the marketplace, and the diverse approaches planned to attain that of difference.

Though talk is an integral part of these programs, this element is combined in some with variety-entertainment. Others emphasize interviews with guests and questions from the audience. Still others accent comedy, or satire. In this era of the demographics, some TV talkathons are aimed at the women's audience and others at the 18-to-34 age classification, irrespective of sex.

Relatively New = Prior to 1967 the talk and the variety-talk format was a fairly limited one in the syndication arena and restricted on the network level to NBC-TV's Tonight show with Johnny Carson and the Joey Bishop Show on ABC-TV (The Las Vegas Show) with Bill Dana was on the United Network, which operated for a month last year. Among such programs in distribution to stations were ABC Films' Girl Talk; Westinghouse Program Sales' Merv Griffin Show and Mike Douglas Show; Wolper Television Sales' Alan Burke Show; National Telefilm Associates' David Susskind Show; American International Television's Gypsy Rose Lee Show; Hartwest's Joe Pyne Show, and Showcorporation's Firming Line with William F. Buckley Jr.

Partially because of the resounding success of the Douglas and Griffin series of daily 90-minute programs (in 175 and 122 markets, respectively) and the creditable showing of other talk stanzas, activity in this area stepped up in 1967. Among the series introduced last year were Wolper's Woody Woodbury Show, King Features Television's Outrageous Opinions with Helen Gurley Brown; and Filmways' Pat Boone in Hollywood.

But 1968 looms as the year of talk-fests. A canvass of some leading distributors-producers last week reveals that ABC Films has pilots of three talk-variety series in development and aimed at women; Trans-Lux Television has four such series in planning and set to be unveiled during the National Association of Broadcasters Convention; Triangle Program Sales is weighing in with two series; Wolper is placing The Les Crane Show into syndication and is co-producing with Canaan Productions a weekly variety-satire program starring Pierre Salinger; Showcorporation is three under consideration, and Filmways is introducing The Steve Allen Show, and has two others in the development stage.

The audience and the advertiser appeal of the talk-variety segment, particularly the Griffin and Douglas programs, has not escaped the attention of network program planners. Starting next month, ABC-TV will present a 90-minute Monday-through-Friday series, This Morning (10:30 a.m.-12 noon), with comedian Dick Cavett as host. The program was conceived to appeal to today's younger, more sophisticated homemaker. It will place its accent on topical events and comedy, with much

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TFE to unveil new programs at NAB convention

The spate of new talk and talk-variety programs that are in development (see story above) will be unveiled from March 31 to April 3 during Television Film Exhibit '68 which is held during the period of the NAB convention in Chicago. Non-TFE member companies will launch their new programing at the same time in their individual exhibits.

Twenty-two companies have signed to date to participate in TFE. This is the seventh year the exhibit is being held and the third year it is being held under the auspices of the NAB. Alvin Unger of Independent Television Corp., 1968 TFE chairman, reported that TFE will not participate this year in the official NAB program since the association wants to rotate participation among various industry groups.

Companies taking part will hold a joint cocktail party on the evening of Sunday, March 31. Throughout the week, TFE members will hold screenings of their programing in suites on the fifth floor of the Conrad Hilton hotel.

The companies listed with TFE-'68 as of last week were: Allied Artists Television, Embassy Pictures, Filmways Syndication Sales, Four Star International Inc., Sandy Frank Program Sales, Independent Television Corp. (ITC), King Features Syndicate.

of its material derived from "whatever and whoever is making today's news." Not so coincidentally, its producer is Woody Fraser, who was instrumental in developing The Mike Douglas Show.

The Reasons

- Proponents of the talk-format point to these propitious factors setting off the boom in this type of programing:
  - There is a scarcity of satisfactory feature films and off-network series, the backbone of syndication. Features are being run as many as four times on the network before their release to stations and this deprecates their value. The number of off-network shows has been declining because of the high mortality rate of new series, high residual costs and the attrition that has set in on the large number that were "dumped" on the market in prior years.
  - The talk and talk-variety series provide a method by which the group station owner particularly can supply the program needs of his own stations and help amortize the cost through syndication. It is this element that is most active in producing or coproducing the talk and the talk-variety programing.
  - This format, with its specialized appeal to certain types of audiences, can provide the demographics that many advertisers require at comparatively low cost. Many stanzas may not obtain large station lineups but can deliver the selective viewer.
  - There is nothing so contagious in television as success. With various talk-variety and talk shows creating a splash, other producers-distributors can't resist the challenge.
  - A resounding vote of confidence was given to the variety-chatter approach when prestigious WCBS-TV New York canceled its Early Show of feature films, effective in March, to replace it with the Mike Douglas series.

Despite its many vocal supporters, the talk format has some vociferous detractors. It critics, composed largely of syndicators who distribute feature films and off-network series, can offer some arguments against the trend toward "dialogue programing," as one scoffed termed it.

"There are enough of them on the air right now, maybe too many," one top-level distributor said. "With the new ones, the market will really be flooded. Where are we going to put them?"

Another distributor maintained that the only significant gains have been achieved by the Griffin and Douglas programs and added:

"These programs aren't easy to duplicate. It takes a lot of money."

"If you remember, these shows took a long time to take off. Westinghouse remained with them for more than two years before they became profitable. You have to be a well-financed organization, as is Westinghouse, to be able to do this, and you have to have a lot of patience. I don't see many distributors or producers taking the same risks that Westinghouse has."

Still another detractor pointed out that a viable talk-based show must have two vital ingredients: an empathetic or stimulating host and a format that is "truly different. He commented that "neither of these elements is easy to come by."

"You know, I just don't want to mention any names, but there are four or five of these strictly talk shows that are just about hanging on. I don't see them starting even a small fire, and some of them will be going down the drain before too long." 

Reason for Success

A spokesman for Westinghouse indicated that the reason for the success of both the Griffin and Douglas programs are as follows: Hosts both were attractive performers with particular appeal to women; they were able to attract top-notch talent, and Westinghouse showed patience and loyalty in giving the series the opportunity to take hold. He said that for the foreseeable future, Westinghouse does not plan additional series of this type ("These two series keep us busy") but additional specials spotlighting Merv Griffin and Mike Douglas are in production.

Walt Kingsley, vice president of Wolper Television Sales, reported that the company has two talk series in syndication and will introduce two additional ones at the NAB convention in Chicago. He noted that The Woody Woodbury Show, a daily, 90-minute talk-variety program, has been on the air since last September and is in 20 markets. The weekly two-hour Alan Burke Show went into syndication last April, he added, and is now in almost 30 markets.

The two new programs, he said, are a weekly, variety-satire program spotlighting former White House Secretary Pierre Salinger, and the daily, one-hour Les Crane Show, which began on KTTV(TV) Los Angeles last year and has been carried for about a month on WNEW-TV New York. (Wolper Television Sales as well as stations in WNEW-TV are part of the Metromedia complex.)

Mr. Kingsley pointed out that advance sales on Crane already have been made to Kaiser's WKBS-TV Burlington, N.J.; Philadelphia, WKBV-TV Boston-Cambridge, WKBD Detroit, and WKBV-Cleveland, and to WHCT(TV) Hartford, Conn.

Relying heavily on the talk format is Trans-Lux Television Corp., which has invested substantially in four new series, according to Richard Carlson, executive vice president. He voiced the view that at the outset, the programs will find acceptance at independent and UHF stations and hopefully they will spread to VHF outlets.

Trans-Lux TV will take to the NAB convention in April, he said, programs in four series: The Phil Lind Show, for adults only, a weekly two-hour program on adult subjects; a weekly half-hour comedy-talk series featuring comic-writer Pat McCormick; The Ioan Rivers Show, a daily half-hour comedy series aimed at the housewife, and a one-hour weekly series with Murray the K as host and focusing on today's music.

Arguments

"Each one of these series will feature guests with opposing points of view and should engender excitement and involvement," Mr. Carlson said.

ABC Films has the longest running talk show in syndication, Girl Talk, featuring Virginia Graham. A spokesman said the daily-half-hour series has been on the air six-and-a-half years and is now being shown in 82 markets.

He indicated this type of specialized programing, appealing to a definite segment of the audience, holds attraction for both viewers and advertisers. He said Girl Talk is supported substantially by cosmetics, foods and home-products manufacturers.

"ABC Films has three more talk shows, with different personalities as hosts, in development, but we cannot discuss them further at this time," the company spokesman stated.

Showcorporation syndicates Firing Line with William F. Buckley Jr., now in its third year on the air and presented on 34 stations. Robert Manby, president, believes the Buckley series can be

20 (PROGRAMING)

BROADCASTING, February 26, 1968
Distinct is that the trend toward talk-centered shows was accelerated by the decline of the Amory program, which was simply "exhausted" and told Mr. Speight to stop doing scripts. From the writer's side of the camera came a tale of excessive BBC censorship that began when Lord Hill became top man at BBC. Mr. Speight said: "It was the irritation of it all that finished me, like having to restrict the 'bloodies' to a certain number each week." Since Mr. Muir left BBC, the writer added: "We have been irritated by a number of idiotic and unreasonable cuts." "Till Death Do Us Part" probably marks the demise of BBC political satire shows, which began in 1962 with "That Was the Week That Was." TW3 ran down the curtain after a year, when parodies of the Queen and the then prime minister, Harold Macmillan, brought national protests. TW3's successor, "Not So Much a Program, More a Way of Life," went on the air after the 1964 election, lasted only six months.

### National General to be CBS Films distributor

National General Corp. will distribute a minimum of two and maybe as many as four motion pictures produced by CBS Films, the theatrical production wing of CBS Inc. Eugene V. Klein, chairman and president, told shareholders attending National General's annual meeting in Los Angeles last week that the company has a contract to distribute features CBS plans to produce. He disclosed that CBS and National General have some $85 million budgeted for theatrical movie productions.

Mr. Klein cited the CBS move into theatrical feature-film production as "of great significance" to the industry. In answer to a shareholder's question, he indicated that the movie industry has grounds for complaint against the recent decision by television networks to enter theatrical film production. (ABC also is producing its own movies for theaters.)

National General, primarily a motion-picture theater exhibitor, also is involved in movie production. It has court approval to make movies, but can't block book them or discriminate against other films in its own theaters.

### Phoenix to get $2-million film plant

What is claimed to be the first modern film studios in the Southwest will be constructed by Phoenix-based southwestern Research and General Investment Co. An investment of $2 million is projected for the facility, which will be on 160 acres (with 670 more acres under option) in the town of Carefree, 16 miles northwest of Phoenix. The studios would encompass 25 buildings, including two underground stages, a Western street, offices and a commissary. A corporation, Cine Logistics Corp., has been formed to operate the project.

### Independent Television Corp. announces 90-minute special

Independent Television Corp. announced last week it has placed a 90-minute color special, "The Heart of Show Business," into syndication and has sold the program to WNEW-TV New York, KTTV (TV) Los Angeles, KMBC-TV Kansas City, Mo. WBBM-TV Chicago and KMOX-TV St. Louis. The special stars Elizabeth Taylor, Richard Burton, Sammy Davis Jr., Tommy Steele, Shirley Bassey and Peter Sellers.
ABA adopts Reardon report

News media now shift fight against restrictions on crime, trial coverage to state, local levels; court test of contempt provision seems likely

The battle of the news media to retain their present freedom in coverage of criminal proceedings shifted last week to the state and local level.

The switch came about as the House of Delegates of the American Bar Association on Monday adopted the controversial Reardon committee report which sets forth stringent new guidelines affecting coverage of court trials in criminal cases. It does this by tightening the flow of information from police, court and lawyer sources. The ABA's purpose is to curb "prejudicial publicity" to fair trial.

The ABA house meeting in Chicago, turned down by substantial majority various media and state-bar delegate pleas to delay adoption for one year pending receipt of the results of major new studies in the field. The house acted after hearing arguments from the Reardon committee and representatives of the principal mass-media groups.

Now that the Reardon report is the policy of the ABA it will not go into full practical effect until it is adopted as part of the canons of ethics of the state bar associations, is implemented as rules of court by the state and local courts themselves or is codified through actions of state legislatures. Indirect implementation could be achieved through voluntary bar-press codes.

Meanwhile, however, criminal-proceeding coverage could become more difficult should individual courts or judges rule on news access in the light of ABA's adoption of the Reardon proposals.

New Committee - Implementation was not overlooked at the Chicago meeting. The ABA house also approved the formation of a new continuing legal advisory committee on fair trial and free press. Its function will be to provide liaison between the ABA and the bar-press committees of state and local bar associations. It also would assist implementation "by voluntary means" such as the voluntary state codes which now exist in about a dozen states.

This new implementation committee succeeds the Reardon committee which drafted the standards over the past three years and was headed by Justice Paul C. Reardon of the Supreme Judicial Court of Massachusetts. Appointments to the new advisory committee will be made by ABA President Earl F. Morris.

In essence the Reardon report sets tighter rules for crime-news coverage in two areas: pretrial publicity and trial coverage.

Senator urges delay in new press-trial rules

News media fighting the implementation of crime-news curbs voted by the American Bar Association last week gained an ally in the U.S. Senate. Edward V. Long (D-Mo.), chairman of the Subcommittee on Administrative Practice and Procedure, urged that state bar associations and the federal bar honor a one-year moratorium on the proposed ABA rules requested by newsmen.

The senator said the delay was warranted by today's high crime levels (and the service news media can provide in alerting citizens to dangers or in allaying fears), a pending study by the American Newspapers Publishers Association on the effects of crime news on juries and by the fact that voluntary agreements in some states should be given a chance to work.

Senator Long also suggested that the proposed curbs are contrary to the spirit of the federal freedom of information law. Under his committee assignment, he noted, he intended to "continue to encourage federal government agencies to abide by the spirit and letter of that law."

"Accordingly," he concluded, "I do not feel that it would be in the best interests of the American public at this to adopt the ABA guidelines as the policy of the federal government."

In the pretrial phase the Reardon policy forbids lawyers, judges and police officials to talk about such things as criminal records of the accused; confession or the results of tests; identity of witnesses; possibility of pleas of guilty, or of the accused's innocence or guilt. They could, however, answer questions about the facts of the arrest, seizure of evidence, nature of the charge and whether the accused denied his guilt.

During trial coverage reporters could be excluded from those portions of a trial conducted outside the presence of the accused, or by the voluntary state or medium for contempt if it were found they had willfully attempted to affect the outcome of a trial through dissemination of information considered prejudicial.

Media's Views - The news media representatives participating in the case before the ABA House of Delegates expressed disappointment over the adoption action. They particularly cited the refusal to the ABA to grant a "continuance" pending completion of significant new studies in the area of publicity impact on trials. They noted even the ABA itself had admitted this was an area where more evidence is desirable. The thrust of their presentation sought a postponement of the "verdict" until "all the evidence was in."

The media spokesmen included Theodore Koop, CBS vice president, Washington; D. Tennant Bryan, publisher, Richmond (Va.) Times-Dispatch and News Leader, and Michael J. Ogden, executive editor of the Providence (R.I.) Journal and Bulletin. Mr. Koop is chairman of the joint media committee on news coverage problems, representing Sigma Delta Chi, Radio Television News Directors Association, American Society of Newspaper Editors, Associated Press Managing Edi-
The ABA House of Delegates action drew prompt protest last week from RTNDA. The news group's president, Jay Crouse, news director of wslv Louisville, Ky., noted that the ABA president-elect, William T. Gossett, described the Reardon report adoption as the "mildest, least restrictive, most moderate step possible to provide fair trial." Mr. Crouse thought it significant Mr. Gossett "did not mention the threat it poses to freedom of the press as guaranteed by the First Amendment of the Constitution."

Mr. Crouse predicted that the Reardon policy contemp provision "certainly will face a court test." He said the RTNDA board will take up the ABA action this Friday and Saturday at its meeting being held in Los Angeles.

The RTNDA president further commented: "There is an adage in journalism to the effect that the people see the light and they shall find their own way. Our democracy is based on an informed public and any barrier to knowledge is a loathsome thing. Adoption of the Reardon report by the ABA amounts to a dangerous restraint to that vital flow of information. The ABA action interferes with freedom of the press and contains the seeds of possible dangerous alteration of freedom of the press as we know it today."

Mr. Koop later in the week reported that the ABA action will be on the agenda of the SDX Freedom of Information Committee which meets Washington Friday. Meanwhile comments also were pending from the National Association of Broadcasters and other mass media organizations.

Chief Justice Robert C. Findley of the Washington State Supreme Court predicted last week that the bar association in his state will ignore the Reardon report. He termed the ABA action unwarranted and said the completely voluntary bar-media plan in Washington is the better "common sense," method of achieving exactly the same results.

Judge Daniel A. Covelli of the circuit court of Cook county in Chicago also criticized the ABA action as unnecessary and termed it potentially dangerous. Judge Covelli said the books already are full of laws which assure fair trial without prejudicial publicity and he feels that additional rules are redundant.

Networks start race for sales

Salesmen hit the street as schedules are set for 1968-69 TV season

The official selling season for 1968-69 began last week, as all three television networks released unofficial nighttime schedules to advertising agencies.

The networks said these schedules will stick for the fall, with only minor adjustments to be made, changes presumably predicated on possible moves of a program or a time period to accommodate a specific situation. As one network executive put it: "The lineup will stay pretty much as it is, but we now have to sell it."

The highlights of the new program season:

- For the first time, there will be a network movie every night of the week. NBC will have three nights, ABC and CBS two each, for a total of at least 14 hours of weekly network movie programming.
- As had been expected, the networks are limiting the number of programing changes. CBS's schedule resembles this year's more than does that of either of the other networks. NBC's biggest changes are to the long form in programing, and ABC's plans are to retain as many shows of the current schedule as possible, including several programs begun at midseason this year.
- For the first time, there may be as many as two series produced and sold by British sources, starting the U. S. network season in prime time. These are The Saint on NBC (Saturday, 7:30-8:30) and The Avengers on ABC (Friday, 8:30-9:30). Of these two programing moves, NBC's is the more certain.
- A current 10-11 p.m. Sunday entry on NBC, High Chaparral, will, as predicted, open NBC's Tuesday-night prime-time period at 7:30 (Broadcasting, Feb. 19), while a CBS decision to make a similar shift of a 10-11 series was reversed on Feb. 16 and Mannix will stay right where it is, in its present Saturday spot.
- Contrary to most past seasons, next season will see few, if any, trends in new-show types. It'll be more of the same program format in the coming season.
- In another reversal of procedure, the season will start later. CBS expects to start 1968-69 on Sept. 23; the other networks have not confirmed their starting dates, but a day-after-Labor-Day (Sept. 3) premiere is doubtful. That would limit the time available to promote shows, particularly in view of the political conventions occupying much of the viewing time during the summer.

The Changes: On the basis of the schedules now making the rounds of agency buyers, the new shows and casualties, by title and by weekly program hours, are as follows:

ABC: There are seven new programs: Mod Squad, The Outcasts, That's Life, Here Come the Brides, The Ugliest Girl in Town, The Tales of the Unknown, and The Land of the Giants. Total new weekly programing by hours: six on the basis of 7:30-11 p.m., six-and-a-half hours, including the 7-7:30 p.m. period Sunday.

These seven shows will not be back at ABC. Cowboy in Africa, Rat Patrol, either NYPD or The Felony Squad, The Invaders, The Second Hundred Years, Off to See the Wizard, Voyage to the Bottom of the Sea. In addition, Dream House, a new spring entry (see page 20), will not return. In weekly hours: five-and-a-half in the 7:30-11 p.m. periods, six hours including Sunday at 7.

In its new schedule, ABC recaptures a half hour of station time on Thursdays, 10:10-10:30 p.m.

CBS: There are six new shows: Mayberry R.F.D., Lancer, The Doris Day Show, The Good Guys, Blondie, Hawaii Five-O. They total four hours weekly.

These five shows will be dropped: Andy Griffith Show (though Mayberry R.F.D. actually is an extension of that long-running series), Good Morning, World, Cinammon Strip, He and She, Lost in Space, totaling four hours weekly.

NBC: There are five new shows in the 7:30-11 periods plus an additional movie night. The five: a new variety hour on Sunday, Adam-12, The Ghost and Mrs. Muir, The Outsider and The
The Kennedy Birds: a new D.C. singing group?

Telethons, in one form or another, have been a part of television since the days when Uncle Millic used to get hit in the puss with a powder puff on Tuesday nights. However, they have been missing from the Washington scene for many years.

On Feb. 17 the telethon returned to Washington with a stellar list of names corralled by Senator Robert Kennedy's wife, Ethel. The five-hour, 40-minute colorcast on WTTG-TV was for the benefit of Junior Village, a home for underprivileged children. Over $170,000 was pledged during the show, which closed with a quartet featuring two vocalists better known for their touch-football prowess. (L-R): Andy Williams, Senator Robert Kennedy, Perry Como, Senator Edward Kennedy and Eddie Fisher.
include internships, research projects and informal discussions with government officials, members of Congress and Washington reporters and editors, provide four months of study in Washington and a stipend of $2,000 to cover living expenses. There are no tuition charges.


The deadline for applications for fall fellowships is April 1 and the deadline for spring 1969 fellowships is Nov. 1. Fall fellowships begin Sept. 3 and continue through Dec. 20. The spring fellowships are for the Feb.-March 23, 1969 period.

Information and application forms may be obtained by writing to the director, The Washington Journalism Center, 2410 Virginia Ave. N.W., Washington 20037.

Networks plan shows on riot panel's report

The President's advisory commission on civil disorders is expected to present its report next Sunday (March 3), and the networks plan a variety of treatments of its work.

NBC News plans a special one-hour edition of Meet the Press (12:30-1:30 p.m. EST) on which the mayors of five cities most affected by ghetto insurrections will be interviewed: Hugh J. Adonizio of Newark, N. J., Jerome P. Cavanaugh of Detroit, Henry W. Maier of Milwaukee, Carl Stokes of Cleveland, and Samuel Yorty of Los Angeles. A special one-hour edition of The Frank McGee Sunday Report devoted entirely to the work of the commission will be aimed at 5 p.m. EST.

Saturday, March 2, there will be a special report (7:05-7:30 p.m.) on NBC Radio. There also will be a number of shorter special reports throughout the basic weekend Monitor format.

NBC-TV's Today will conduct a half-hour interview with Senators Edward Brooke (R-Mass.) and Fred R. Harris (D-Okla.) on Monday, March 4.

CBS News has planned a one-hour special report, Remedy for Riot, on Sunday, March 3 (5-6 p.m.). It will present the main features of the commission report and cover a number of relevant trouble spots across the country.

ABC News announced no plans last week.

Court rejects McCarthy's bid

But decision may lead to revision of FCC's public-announcement rule

A federal court in Washington has upheld the FCC in its turndown of Senator Eugene J. McCarthy (D-Minn.) for equal time on the air in response to President Johnson's Dec. 19, 1967, three-network Conversation with the President. But the court's unsigned opinion contains language thought by some communications lawyers to open the door to a revision of the 27-year FCC rule on who is a legally qualified candidate.

Senator McCarthy, running for the Democratic nomination for President on an avowed peace platform, claimed that he should be given an hour of free time on all three TV networks that carried the interview with the President. The networks and the FCC denied this request on the ground that the President has not announced his candidacy and thus is not a legally qualified candidate under Section 315 of the Communications Act. In his appeal to the U. S. Court of Appeals for the District of Columbia, Sen. McCarthy said he had offered to prove that President Johnson is an active candidate even though he has not announced the fact. But the FCC, he said, refused to give him a hearing at which he could present his evidence.

In its unsigned opinion last week, a three-judge panel of the appeals court noted that its review is limited to determining whether the commission's rule is reasonable and properly related to the Communications Act. The court said it found that the FCC was not unreasonable in applying the rule to Senator McCarthy, "considering the content and the timing of the not unprecedented year-end interview with the President."

But, obviously shying away from endorsing the public-announcement rule in toto, the court added: 'The obvious difficulty in determining whether a likely public figure is a candidate within the intent of the statute justifies the commission in promulgating a more or less absolute rule. If the application of such a rule more often than not produces a result which accords with political reality, its rational basis is established. But no rule in this sensitive area can be applied mechanically without, in some instances at least, resulting in unfairness and possible constitutional complications."

Political Reality - The court went on: "But program content and perhaps other criteria may provide a guide to reality where a public figure allowed television or radio time has not announced for public office."

These phrases seem to indicate, some lawyers say, that the commission must be prepared to vary its application of the public-announcement rule in some instances where a political figure has not announced that he is a candidate. The court's words are also taken to be in response to the point made by FCC General Counsel Henry Geller that the commission could insure equality by invoking its fairness doctrine where Section 315 does not come into play.

Senator McCarthy's lawyers, Joseph Rauh, Benedict P. Cottone and John Silard, said after studying the decision that they had decided not to ask the full nine judges of the D. C. circuit to rehear the case, or the U. S. Supreme Court to review.

The case was heard two weeks ago in an expedited hearing due to the imminence of the New Hampshire primaries next month (Broadcasting, Feb. 19) by Senior Circuit Judge Charles Fahy, and Circuit Judges J. Skelly Wright and Carl McGowan.

TV and newspapers called complementary

News directors and producers for the San Francisco-Oakland area's four commercial VHF stations assembled last week at the 21st annual conference of the Western Radio and Television Association to answer the question, "Is the Newspaper Obsolete?" The participants in the session, a key one of the three-day (Feb. 20-22) educational broadcasters' convention, were quick to agree that newspapers are far from worn out despite a strike that started Jan. 5 against San Francisco's two daily papers. The gentlemen of the TV news consequently spent the next hour or so of their discussion concluding that television news is not really in competition with newspaper news.

The two media serve different purposes and are geared differently, was the consensus. Newspapers sometimes provide good source material to TV news departments, yet in the absence of newspapers during the current strike, the stations hadn't lacked for story leads or background copy.

Chalmers H. Marquis, executive director of the National Association of Educational Broadcasters, broke into the general accord to tell of disconcerting experiences he had been interviewed by TV newspeople in recent weeks. While stumping the boards on behalf of the
Mutual has plans for film, TV production

Matthew J. Culligan, president of the Mutual Broadcasting System, revealed last week in Los Angeles, that Mutual is attempting to go into motion-picture and television production. Mr. Culligan made Mutual's plans known after telling some 200 members of the Hollywood Radio and Television Society about his recent trip to Vietnam.

News media coverage of the war "leaves much to be desired," he said, because it ranges from "brilliant" through "uneven" and "incomplete" down to "incompetent." He indicated that it was more often incompetent than brilliant.

Mutual, which now has 523 affiliates, has acquired rights to "Country Team," a novel by Robin Moore, author of "The Green Berets." Mr. Culligan said the property will be made into a 90-minute feature film for theatrical release and will serve as a television pilot if current plans jell. MBS would put up the development money with Sylvester (Pat) Weaver, now communications director of Wells, Rich, Greene Inc., New York, in charge of production.

Mr. Culligan indicated the project might be filmed in the Philippine Islands.

Mr. Culligan in his address to the radio-TV society was generally critical of news people's failure to see "the entire mosaic" of the Vietnam situation. He contended that there is a "simple reason" why news coverage is inadequate. Experienced men, he said, are reluctant to accept long-term assignments in Vietnam because it's a bad and uncomfortable place to be. Instead war zone assignments are given to young reporters who don't have the background to accurately evaluate what they're experiencing and who are headline happy because it's a golden opportunity to make a name for themselves.

Springfield editorials upset CATV operators

Springfield Television Broadcasting Corp., which has had intermittent jousts with local CATV's in the service areas of its Massachusetts TV stations, faces still another duel.

The Community TV Association of New England, a group of cable operators, has asked the FCC to revoke the licenses of or impose the maximum monetary penalty against Springfield's wwlPl(TV) Springfield, and its satellite, wrlPl(TV) Greenfield. The association also wants the commission to start cease-and-desist proceedings against the licensee's practices that form the basis of its complaint.

Community TV alleges that Springfield President William L. Putnam has broadcast several editorials that are of a "vituperative nature" and "malicious design," and constitute "personal attacks upon the character, honesty and integrity of area CATV proprietors."

The most recent editorial, the group says, terms the alleged benefits of cable reception as "clearly a bit of lar- ceny." That editorial, it claims, is at least one of five broadcast since February 1966 in which Mr. Putnam is alleged to have attacked the cable industry.

What piques Community TV is that Springfield has not presented any "pro-CATV spokesmen or viewpoints," has not informed CATV owners of its editorial comments, and has not "regularly made specific offers for use of its facilities." Community TV claims that Springfield has "failed to make even minimal attempts at compliance" with fairness-doctrine rules.

In 1965 the commission denied a similar attack by a Brattleboro, Vt. CATV operator to revoke the wrlp license on the grounds that Mr. Putnam had broadcast editorials highly critical of local CATV operations. But the commission, at that time, also warned Springfield that the editorials "clearly support" the personal attack charges made by the cable operator, and that Springfield had "seriously failed to discharge its responsibility to operate in the public interest" (Broad- casting, March 15, 1965).

NAB files brief in copyright case

Another attack on the idea of exempting cable-TV systems carrying local stations from copyright liability was made last week. The opposition was voiced by the National Association of Broadcasters in a friend-of-the-court brief filed in the U. S. Supreme Court, preparatory to the March 12 argument in the United Artists v. Fortnightly CATV case.

NAB protested the suggestion made by Solicitor General Edward D. Grieswold that CATV systems carrying TV stations putting a grade-B signal over the community should be free from royalty payment requirements (Broadcasting, Feb. 5). Such a move, NAB said, would have "untoward" consequences. It would seem to be applicable, the association said, to "radio retransmission such as that performed by background music systems ... as well as to retransmission of television signals by ...
The city that turns us on

San Francisco is the city that sets the pace, makes the trends, starts the styles. San Francisco: one of a kind. Unique.

In the San Francisco Bay Area, viewers are turning on KTVU, the only television station that programs its entire schedule to match the varied tastes of this market.

So when you need impact and coverage, go to the independent that's tuned to the market and gives you a net weekly circulation of 1,204,700 TV homes.* The Nation's Leading Independent TV Station.

KTVU 2
SAN FRANCISCO • OAKLAND

*ARRI Net Weekly Circulation March 1966 Coverage Study. Any figures quoted or derived from audience surveys are estimates subject to sampling and other errors. Original reports can be reviewed for details on methodology.
The sweep of the RCA TK-43 color cameras on this large set for a furniture commercial brings out every selling nuance in the scene. "How the Record-Go-Round replaces old-fashioned clutter" is a story well told.

We put a kick in our commercials with RCA TK-43's!...Pictures are the sharpest, colors more vivid, skin tones most natural.

With two mobile units and four TK-43 color cameras always ready to take off to points unknown at a moment's notice, LewRon Television, Inc. makes quality with mobility the keynote of their color television production service. In their own words they "do anything, go anywhere, with the finest of studio equipment."

The two vans house the complete production system—cameras, control, switching, monitoring and taping. Their RCA color cameras produce the finest studio quality pictures, under all conditions—whether on location in hot sands of California or in air-conditioned studios of the East.

"The RCA TK-43 color cameras provide the kind of pictures that sell on sight," says Ron Spangler, president of LewRon. "Once we get oriented on a job, we know it will be a success... colors are more vivid... skin tones are the way skin really looks... pictures consistently sharp. Our clients like the believability and freshness these cameras give their commercials."

You don't have to go as far as LewRon goes to prove the superiority of RCA color cameras! Ask your Broadcast Representative to fill you in on other users. Or write RCA Broadcast and Television Equipment, Building 15-5, Camden, N.J. 08102.
The "magical disappearances of King Syrup at the breakfast table" is faithfully depicted by the TK-43 cameras. Only the hands and the product are seen in the finished commercial, so natural colors—from fingers to golden brown syrup—are a must.

Remote color pickups on tape—commercials, sports events and local performances of any type are handled from this color control center.

The two big mobile television vans which LewRon provides for on-location commercials contain a complete production facility.
Why Won't You Submit a Programming Statement to SRDS?

Is it because you feel it would take away the representative's selling time and promote closet buying?

Is it because you can't describe the station sound in print, or because 100 words is not enough?

Is it because you feel the SRDS program cannot be policed and misstatements will appear?

Is it because what you can say will be misinterpreted or will be prejudicial?

Is it because you feel the material reported will be misused and otherwise confused?

Essentially, these are the reasons offered by stations who have not as yet submitted programming statements. On the other hand, over 1,600 stations voluntarily proffered statements which appear routinely in Spot Radio Rates and Data. This total grows each month.

What has happened?

The trend towards closet buying or the infringement on representative selling time has not been influenced one way or another. Nor will it be when all stations participate.

Agency buyers of spot radio have been high in their praise of this SRDS effort. Statements do not report station sound. This would be subjective and promotional. Rather, they describe the programming placed on the air and the audience for whom it is intended.

Each time a station has been accused of a misstatement, SRDS has investigated. If the allegations had merit, the station willingly and voluntarily modified and corrected its statement. Everything in the world around us is subject to misrepresentation and/or prejudice. In broadcast, these influences are nurtured each day by your competitors and their sales agents.

SRDS provides each station the opportunity to describe its programming rather than deliver this function by default to the competitor or the uninformed editor of a trade publication. Have you ever listened to a tape of your station submitted by someone else — not you?

Your sales responsibility, your sales function, has not been usurped. The programming statement you submit does not substitute for salesmanship — rather, it inspires it. Its appearance leads to further questions. The agency buyer of spot radio is encouraged to seek more information. No agency worthy of its name would permit a radio buy without adequate investigation of all station values. The programming statement is only one element of this evaluation process. It provides a beginning point for the buyer. It is not and cannot be construed as an end unto itself.

1,600 stations have demonstrated that programming can be described objectively in 100 words.

Convinced? We hope so. Check the statements appearing in your market; then sit down and write one. This valuable service is free. SRDS will be glad to include yours in our next issue.

Cordially,

Harry C. Hartmann
Publisher

STANDARD RATE & DATA SERVICE, INC. 5201 OLD ORCHARD ROAD/SKOKIE, ILLINOIS 60076
satellites, translators and boosters.” What the solicitor general has done, NAB said, is to suggest that the court rewrite the copyright law. “That power,” NAB declared, “resides only in the Congress.”

Copyright law is critically important to the development of local broadcast stations, the trade association observed, because it helps protect a station’s program exclusivity which is “central to the health of a broadcast station.”

Growing Stronger • CATV in its early days, NAB said, posed no serious threat because it merely extended the range of local stations into homes within the same market area. More recently, the association noted: “CATV systems have come on a large scale to import into the market areas of local stations programs broadcast by far-distant stations serving a different market.” This not only damages copyright owners, NAB stated, “but will also, by denying to local broadcast stations the exclusive program rights upon which they depend, seriously undermine the public policy in favor of local broadcast stations.”

Earlier, the All-Channel Television Society (ACTS), representing UHF television stations, charged that CATV systems “are nothing less than commercial ‘closed circuit’ television stations” because they import distant TV-station programs and in many cases originate their own programs.

In filing its friend-of-the-court brief with the Supreme Court, ACTS stressed that program exclusivity is of “primary importance” to independent UHF stations. “CATV retransmission of syndicated and feature-film programs broadcast by distant television stations can destroy” this right, ACTS said.

Program notes...

Embassy package • Embassy Pictures Corp.’s television division has announced availability for TV of its “28 for ’68” off-network package of feature films. In the package are such films as “Woman Times Seven,” “Nevada Smith,” and “The Sands of Kalahari.” Ninety percent of the features are in color.

Record division • The Campbell, Silver, Cosby Corp., Beverly Hills-based company that produces The Bill Cosby Radio Program among other entertainment business enterprises, has formed Tetragrammaton Records, a record-producing division. Arthur Mogull, former director of Eastern operations for Warner Bros. Records and executive with the music division of Warner Bros., has been named president of Tetragrammaton. He also will head Manger Music and all other music publishing activities of the new division. Earlier Campbell, Silver, Cosby formed a first-run TV syndication wing in New York under the direction of Bob Guy, formerly program development manager for Storer Broadcasting Co. First program is The Kissy-Face Show, to star actress Carol Wayne.

Distribution rights • North American Television Associates, Hollywood-based TV production and distribution company headed by Dick Dinsmore, has acquired rights for “The Long, Red Shadow,” a color feature produced in South Africa. The acquisition is said to mark the opening of a new source of films for the world market. According to Mr. Dinsmore, “The Long, Red Shadow,” will be the first to be produced at the Percival Rubens Studios in South Africa.

AAMCO raises its ad budget

Radio-TV will get about $6.5 million, most placed locally

AAMCO Transmission Inc., King of Prussia, Pa., said last week its advertising program this year will be at a spending rate of about $10 million. Of this amount, some $6.5 million will be in radio and TV, and, as explained last week to BROADCASTING, some 90% of broadcast ad placement will be by local dealers buying at the local rate.

The $10-million expenditure represents a 25% increase over 1967's spending level, AAMCO officials said. Advertising for AAMCO Transmissions is being prepared and handled by a house agency, The Bell Agency, Bridgeport, Pa. AAMCO franchises transmission repair and replacement centers throughout the U. S.

AAMCO officials said 18 regional agencies in the U. S. would place the advertising on behalf of local franchised dealers on the theory the regional agency would have “intimate knowledge of the stations there.” All ads will contain dealer identification. The advertiser said the campaign would not be co-op “in the usual sense” but described its buying method as “dealer supported and funded.”

Density • In its announcement last week, the company said its campaign would be saturation in nature and use “heavy concentrations of television and radio with extra coverage in high-driving areas.” Also in the campaign plans are a “sizeable” newspaper and “some magazine” activity. The campaign started Feb. 19.

A series of commercials is themed to family groups experiencing “some of the most common causes of transmission troubles,” with the danger lifted once the transmission dealer comes into the picture. Filming of the one-minute color commercials was by Pelican Films, Hollywood. This is the same company that previously used Leo Durocher and Zsa Zsa Gabor in its commercials.


Rep appointments...

• KTVH Santa Barbara, Calif.: Bernard Howard & Co., San Francisco.
• WTJS Jackson, Tenn.: Walton Broadcasting Sales, New York; C. K. Beaver and Associates, Memphis, Tenn.
Spot, network radio drop only slightly

RAB nine-month report for 1967 shows less than 1% decline despite cigarette, automobile losses

Spot radio’s estimated revenues for the first nine months of 1967 were $221.8 million and network radio’s were $54.5 million, the Radio Advertising Bureau reported last week.

RAB said the totals represented a near even point with the same period in 1966 despite a sharp curtailment in spot-radio spending by tobacco advertisers and automobile declines in spot caused largely by labor strikes.

The radio declines were 0.6% in spot and 0.5% in network. RAB said that excluding tobacco advertising the gain in spot for the period would have come to 4%, noting that a number of “diverse and influential major advertisers substantially increased their spot investments in 1967.” Network radio, RAB said, “showed a similar pattern.”

TOP 100 NATIONAL-REGIONAL SPOT RADIO ADVERTISERS (BY BRANDS) FIRST 9 MONTHS 1967

<table>
<thead>
<tr>
<th>Brand</th>
<th>Est. Expenditures</th>
</tr>
</thead>
<tbody>
<tr>
<td>5. Pepsi/bottlers</td>
<td>6,495,000</td>
</tr>
<tr>
<td>6. J. Reynolds Tobacco</td>
<td>5,586,000</td>
</tr>
<tr>
<td>7. American Home Products</td>
<td>4,372,000</td>
</tr>
<tr>
<td>8. Jax. Schiltz Brewing</td>
<td>3,842,000</td>
</tr>
<tr>
<td>9. AT&amp;T</td>
<td>3,600,000</td>
</tr>
<tr>
<td>10. American Oil</td>
<td>3,431,000</td>
</tr>
<tr>
<td>11. Anheuser-Busch</td>
<td>3,155,000</td>
</tr>
<tr>
<td>12. American Tobacco</td>
<td>3,047,000</td>
</tr>
<tr>
<td>13. Royal Crown Cola/bottlers</td>
<td>2,837,000</td>
</tr>
<tr>
<td>14. Campbell Soup</td>
<td>2,732,000</td>
</tr>
<tr>
<td>15. P. Lorillard</td>
<td>2,684,000</td>
</tr>
<tr>
<td>16. American World Airways Air travel</td>
<td>2,463,000</td>
</tr>
<tr>
<td>17. Humble Oil &amp; Refining</td>
<td>2,430,000</td>
</tr>
<tr>
<td>19. General Foods</td>
<td>2,490,000</td>
</tr>
<tr>
<td>20. Colgate-Palmolive</td>
<td>2,212,000</td>
</tr>
<tr>
<td>21. Bristol-Myers</td>
<td>2,112,000</td>
</tr>
</tbody>
</table>

BROADCASTING, February 26, 1968
Commercial preview: shoot up for sales

Chicago's St. Valentine's Day massacre lives again in Southern California. Davis, Johnson, Mogul & Colombatto Inc., Los Angeles agency, has restaged the Capone-era happening replete with hoodlums in pin-stripe suits and loud ties, their rivals lined up against a wall, blasting machine guns and a diving up of cash loot. It's meant to be funny and to provide the spur for a big "Win-You-Over Sale" by the agency's client, Plymouth Dealers Association of Southern California.

The TV end of the campaign got underway last week with two 60-second TV spots based on the gangland shoot-up theme. The spots will be given saturation play on a combination of network-owned and independent stations in the Los Angeles market. The total TV schedule, to be shown in three separate two-week flights, is primarily scheduled for evening viewing and includes prime-time rotates.
ON MARCH FIRST
WNEM-TV channel 5
FLINT, SAGINAW,
BAY CITY, MIDLAND
is represented by...

STS
STORER TELEVISION SALES
NEW YORK, CHICAGO, DETROIT, ATLANTA, LOS ANGELES, SAN FRANCISCO
FIRST
IN EASTERN MICHIGAN

MORE ADULTS WATCH WNEM-TV channel 5, FLINT, SAGINAW, BAY CITY, MIDLAND, THAN ANY OTHER TELEVISION STATION IN EASTERN MICHIGAN

...leading early and late evening local newscasts
...leading Network News
...first in early morning (Today Show)
...first in mid-morning (Hollywood Movie)
...first in the afternoon (Mike Douglas)
...first in early fringe (Merv Griffin)
...first in late fringe (Tonight Show)
plus
over 5000 top feature films ... quite possibly the largest film library of any television station in the country.

WNEM-TV

Channel 5
GERITY BROADCASTING COMPANY

Source ARB 11/67 9AM-Mid
<table>
<thead>
<tr>
<th>Est. Expenditures</th>
<th>Shakes ala Mode</th>
<th>Shredded Wheat</th>
<th>Shreddies</th>
<th>Vanilla wafers</th>
<th>Cities Service Oil</th>
<th>Citgo gas &amp; oil</th>
<th>Cities Service Oil</th>
<th>Citgo gas &amp; oil</th>
</tr>
</thead>
<tbody>
<tr>
<td>5,000</td>
<td>52,000</td>
<td>30,000</td>
<td>279,000</td>
<td>575,000</td>
<td>575,000</td>
<td>575,000</td>
<td>575,000</td>
<td>575,000</td>
</tr>
<tr>
<td>67. Western Air Lines</td>
<td>556,000</td>
<td>556,000</td>
<td>64. Eastern Air Lines</td>
<td>765,000</td>
<td>765,000</td>
<td>82. Cities Service Oil</td>
<td>575,000</td>
<td>88. Standard Brands</td>
</tr>
<tr>
<td>Air travel</td>
<td>556,000</td>
<td>88. Standard Brands</td>
<td>546,000</td>
<td>577,000</td>
<td>88. Standard Brands</td>
<td>546,000</td>
<td>86. Revlon</td>
<td>553,000</td>
</tr>
<tr>
<td>86. Revlon</td>
<td>553,000</td>
<td>84. Cities Service Oil</td>
<td>566,000</td>
<td>566,000</td>
<td>84. Cities Service Oil</td>
<td>566,000</td>
<td>84. Cities Service Oil</td>
<td>566,000</td>
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</tbody>
</table>

A treat from Tabby

Such nationally known figures as Betty Grable, Jack Dempsey, Jane Russell and Casey Stengel (above) are starred in a group of one-minute color commercials for various Tabby cat food products that will be shown on five feature-film segments on ABC-TV, CBS-TV and NBC-TV as well as NBC-TV’s Dean Martin Show, starting on March 3.

The commercials were produced for Usen Products Co., a division of P. Lorillard & Son, Woburn, Mass., by Galfas Productions, New York. The commercials stress that cats on a varied diet and Tabby products contain at least two and as many as five different foods. The agency for Tabby is Lois Holland Calaway, New York.

Source: Radio Advertising Bureau/Radio Expenditure Reports

All figures shown are gross before deduction of any discounts or agency commission. This makes them comparable to data for other media including network radio, spot TV and network TV. Brand expenditures are, in most cases, based on break-outs as reported. In the few instances where exact figures were not available due to product scheduling on a rotating basis, RAB has projected estimates of brand expenditures.

**TOP 100 NETWORK RADIO ADVERTISERS (By Brands)**

<table>
<thead>
<tr>
<th>Brand</th>
<th>Estimated Expenditure</th>
</tr>
</thead>
<tbody>
<tr>
<td>Goodrich tires &amp; tubes</td>
<td>558,000</td>
</tr>
<tr>
<td>Rayco Div.</td>
<td>2,000</td>
</tr>
<tr>
<td>67. Western Air Lines</td>
<td>556,000</td>
</tr>
<tr>
<td>Air travel</td>
<td>556,000</td>
</tr>
<tr>
<td>84. Cities Service Oil</td>
<td>575,000</td>
</tr>
<tr>
<td>88. Standard Brands</td>
<td>546,000</td>
</tr>
<tr>
<td>Air travel</td>
<td>556,000</td>
</tr>
<tr>
<td>86. Revlon</td>
<td>553,000</td>
</tr>
<tr>
<td>Comeback</td>
<td>34,000</td>
</tr>
<tr>
<td>Natural Wonder</td>
<td>355,000</td>
</tr>
<tr>
<td>Sunnyside Up</td>
<td>150,000</td>
</tr>
<tr>
<td>Knorrmark Div.</td>
<td>14,000</td>
</tr>
<tr>
<td>Blue Bonnet margarine</td>
<td>154,000</td>
</tr>
<tr>
<td>Chase &amp; Sanborn coffee</td>
<td>124,000</td>
</tr>
<tr>
<td>Tintex dye</td>
<td>14,000</td>
</tr>
<tr>
<td>Fireside’s margarine</td>
<td>41,000</td>
</tr>
<tr>
<td>Fleschmann’s margarine</td>
<td>76,000</td>
</tr>
<tr>
<td>Fleschmann’s yeast</td>
<td>92,000</td>
</tr>
<tr>
<td>Hunt Club dog food</td>
<td>1,000</td>
</tr>
<tr>
<td>Planters peanuts</td>
<td>26,000</td>
</tr>
<tr>
<td>Royal desserts</td>
<td>7,000</td>
</tr>
<tr>
<td>Shake-A-Pudding</td>
<td>13,000</td>
</tr>
<tr>
<td>Siesta coffee</td>
<td>12,000</td>
</tr>
<tr>
<td>Arnold Bakery products</td>
<td>544,000</td>
</tr>
<tr>
<td>Arnold Bakery products</td>
<td>545,000</td>
</tr>
<tr>
<td>American Sugar</td>
<td>536,000</td>
</tr>
<tr>
<td>Domino sugar</td>
<td>536,000</td>
</tr>
<tr>
<td>Volvo</td>
<td>518,000</td>
</tr>
<tr>
<td>Volvo cars</td>
<td>519,000</td>
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<tr>
<td>American Bakers</td>
<td>513,000</td>
</tr>
<tr>
<td>Barbara Ann bread</td>
<td>71,000</td>
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<tr>
<td>Bunny bread</td>
<td>5,000</td>
</tr>
<tr>
<td>Dressels cakes</td>
<td>7,000</td>
</tr>
<tr>
<td>Langendorf bread</td>
<td>139,000</td>
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<tr>
<td>Merla bread</td>
<td>54,000</td>
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<tr>
<td>Tastee bread</td>
<td>230,000</td>
</tr>
<tr>
<td>General Finance</td>
<td>497,000</td>
</tr>
<tr>
<td>Loans &amp; financing</td>
<td>497,000</td>
</tr>
<tr>
<td>Tidewater Oil</td>
<td>486,000</td>
</tr>
<tr>
<td>Living A gas &amp; Veedol oil</td>
<td>495,000</td>
</tr>
<tr>
<td>Levi Strauss</td>
<td>486,000</td>
</tr>
<tr>
<td>Casual &amp; sports wear</td>
<td>485,000</td>
</tr>
<tr>
<td>General Mills</td>
<td>480,000</td>
</tr>
<tr>
<td>La Fina flour</td>
<td>10,000</td>
</tr>
<tr>
<td>Morton snacks</td>
<td>89,000</td>
</tr>
<tr>
<td>“Total” cereal</td>
<td>9,000</td>
</tr>
<tr>
<td>Wheaties cereal</td>
<td>372,000</td>
</tr>
<tr>
<td>Bu Pont</td>
<td>470,000</td>
</tr>
<tr>
<td>Butte Knit</td>
<td>71,000</td>
</tr>
<tr>
<td>Cantrecce</td>
<td>308,000</td>
</tr>
<tr>
<td>Lorox</td>
<td>11,000</td>
</tr>
<tr>
<td>Lyrae girdles</td>
<td>6,000</td>
</tr>
<tr>
<td>#2 Car Wax</td>
<td>10,000</td>
</tr>
<tr>
<td>Relly car wax</td>
<td>63,000</td>
</tr>
<tr>
<td>Remington Arms. Div.</td>
<td>5,000</td>
</tr>
<tr>
<td>Mills Laboratories</td>
<td>468,000</td>
</tr>
<tr>
<td>Bactine cream</td>
<td>469,000</td>
</tr>
<tr>
<td>Piel Bros.</td>
<td>466,000</td>
</tr>
<tr>
<td>Piel’s beer</td>
<td>466,000</td>
</tr>
</tbody>
</table>

**BROADCASTING, February 26, 1968**
Atlantic-Richfield a big baseball fan

The Atlantic-Richfield Co., with headquarters in both Philadelphia and Los Angeles, has significant baseball sponsorships going on both coasts. Already established as probably the longest-continuing sponsor of major league baseball in the U.S., having sponsored both the Pittsburgh Pirates and Philadelphia Phillies for 30 years and the Boston Red Sox and New York Yankee games for more than 20 years in its Eastern marketing territory (all out of N. W. Ayer & Son), Atlantic-Richfield also was quick to grab off long-term exclusive rights to TV-radio broadcasts of the resetted Oakland Athletics.

The gasoline and motor oil advertiser, through its West Coast agency, Hixon & Jorgensen Inc., negotiated a five-year package with the Athletics, with an additional five-year option. According to the agency, the deal calls for "in excess of $1 million a year."

Actually, major league baseball is only one of four major professional teams Atlantic-Richfield is sponsoring on West Coast radio and TV. Early last year, the advertiser, again through H&J, negotiated a 10-year contract with Jack Kent Cooke for exclusive broadcast rights to games of his Los Angeles Lakers National Basketball Association team and his Los Angeles Kings National Hockey League club. Later that year, Atlantic-Richfield secured the broadcast rights for five years for the Seattle SuperSonics, another NBA team. In addition, the company sponsors Pacific Eight basketball and UCLA football and basketball games on radio and two separate weekly TV programs featuring UCLA coaches. This all makes Atlantic-Richfield, probably, the biggest sports sponsor on the West Coast.
Garbage disposal units 234,000
57. Del Monte 234,000
58. "Del Monte catsup & tomato juice 234,000
59. MacFadden-Bartell 231,000
*Magazines 231,000
60. General Mills 230,000
92. Borg-Warner 8,000
61. "Total" cereal 222,000
62. Brunswick 230,000
63. Mercury outboard motors 175,000
74. "6-12" insect repellent 190,000
64. International Harvester 211,000
65. Del Cab tractor 211,000
66. Gillette 206,000
94. Gillette Safety Razor Co. Div.— razors & blades 45,000
67. Quality Courts Motels 205,000
68. Hotel & motel service 205,000
69. Rich Products 205,000
70. "Coffee Rich" 205,000
71. Smucker Co. 190,000
72. Keebler 193,000
73. Cookies & crackers 193,000
75. Pillsbury 190,000
76. "Sweet-10" 190,000
78. RCA 190,000
79. "Home-entertainment products 145,000
80. Tape cartridges 45,000
81. National Oil Products (Vexta Div.) 190,000
82. Ozone rugs & carpets 190,000
83. Holiday Inn's of America 190,000
84. "Union Carbide" 197,000
85. Prestone 7,000
91. "Total" TV programs promotion 113,000
92. Ball Bros. 111,000
93. Food preserving jars 111,000
94. Mountain Valley Water 110,000
95. Mineral water 110,000

Source: Radio Advertising Bureau, Inc./Radio Expenditure Report, 1967

Expenditures

94. Renzulli Home Products 124,000
95. C.I.B.A. 123,000
94. "Citrus-Brite" 123,000
95. Dunn & McCarthy 123,000
96. Enna Jettick shoes 123,000
97. United Van Lines 115,000
98. "Moving service" 115,000
99. CBS 113,000
100. TV programs promotion 113,000

*Reports on expenditures for these advertisers are not broken down in enough detail for RAD to estimate brand figures with acceptable accuracy.

TV to be used for low-cafein colas

The latest race among soft drinks appears to have begun between Canada Dry, which says its new Sport Cola is 99% caffeine-free, and Colt, which says its Lo-Caffein is 99.5% caffeine-free and has no sugar besides.

Canada Dry's plans for Sport Cola were outlined in New York last week by President David J. Mahoney, who said the cola would receive more advertising support than any other new product in the company's 46-year history, with "65% to 70% and, later on, perhaps more" of the action going to television.

The marketing plan calls for Sport Cola's introduction in "key eastern, midwestern and West Coast cities" during the next six months. Canada Dry's agency on the account is Ted Bates & Co., New York.

C-O assigns four to West Coast branches

Campbell-Ewald Co., which last year underwent a broad reorganization of its corporate structure in Detroit (Broadcasting, Dec. 18, 1967), now is re-aligning its West Coast operation. The agency's Los Angeles branch office, now located at 3200 Wilshire Blvd., will move to 1717 N. Highland Ave. in Hollywood as of March 1. In addition, four new assignments for the office have been announced by Thomas B. Adams, C-E's chairman of the board.

Richard W. Byrne, assistant branch manager in Los Angeles, will head Chevrolet-account operations in that office. Ray S. Delman, broadcast vice president and broadcast production manager of the agency's western division, will supervise broadcast activities in Los Angeles. John E. Cullen, account executive, will be in charge of C-E's West Coast service to North American Rockwell Corp. Richard H. Katenlakter will be in charge of Chevrolet-account activity as manager of the agency's San Francisco branch office.

Campbell-Ewald sold its western division on Jan. 1. The sale was made to a group of employees headed by Peter Dailey, senior vice president, who formed Dailey & Associates, with offices in Los Angeles and San Francisco (Broadcasting, Dec. 25, 1967). At that time it was indicated that C-E would maintain a branch office on the West Coast to serve clients such as Chevrolet and North American Rockwell.

Also in advertising...

Name change = Ward Archer & Associates Inc., is the new name for Archer & Woodbury, advertising and public relations firm in Memphis. Harry Woodbury, former partner in the 16-year old company, has accepted a position with the Memphis city government.

All-around house = Steinberg, a television film commercial production house that started in Hollywood last month, is offering advertisers and agencies what it claims is "complete service capability." Included in the new com-

[38 (Broadcast Advertising)]
cial producer's service are sound stages of various sizes, standing crews, creative assistance and processing labs. Lou Steinberg, former free-lance TV film producer, is principal in the new operation at 1025 N. McCadden Place, Hollywood 90038.

Business briefly...

Shulton Inc., New York, in announcing 1968 promotion plans for the Burley line of men's toiletries, said spot TV will be used in a Father's Day campaign and network TV during the Christmas holidays. Wesley Advertising, New York, is agency.

Pontiac Motor Division, General Motors Corp., Pontiac, Mich., will sponsor two hour-long skiing specials on NBC-TV. The Roch Cup race at Aspen, Colo., will be televised March 17, 5:30-6:30 p.m. EST, and the Governor's Cup Race at Heavenly Valley, South Lake Tahoe, Calif., is scheduled for April 7, 5-6 p.m. EST. MacManus, John and Adams, Bloomfield Hills, Mich., is agency.


Buick Motor Division of General Motors Corp., Flint, Mich., through McCann-Erickson, Detroit, bought participations in 15 nighttime programs on NBC-TV. Also buying participations on NBC-TV were E. R. Squibb & Sons division of Olin Mathieson, through Benton & Bowles, both New York, in eight nighttime series plus weekend news reports by Frank McGee; Sunset Growers Inc., through Geyer-Oswald, both San Jose, Calif., in 10 night shows and the Frank McGee weekend shows; McDonald Corp., through D'Arcy Advertising, both Chicago, in 11 nighttime series. Simmons Co., through Young & Rubicam, and RCA, through J. Walter Thompson, all New York, will co-sponsor The Bill Cosby Special on Monday, March 18 at 8-9 p.m. NYT.

American Airlines, through Doyle Dane Bernbach, both New York, will sponsor NBC-TV coverage of the American Airlines Astrojet Golf Classic Sunday, March 17 (5:30-6:30 p.m. NYT) from the LaCosta Country Club. In other buys on NBC-TV, Flierst Transworld Delivery Association, Detroit, through Post-Keyes-Gardner, Chicago, has participations in seven prime-time programs, while Polaroid Corp., Cambridge, Mass., through DDB, New York, bought time in 11 nighttime programs.

Bristol-Myers Co., through Young & Rubicam, both New York, has bought sponsorship in NBC Radio's Chet Huntley's Perspective on the News, David Brinkley Reports, News on the Hour, News of the World, and Monitor. The Borden Co., also through Y&R, both New York, has purchased time in the Huntley, Brinkley and Monitor programs, and Emphasis. Morton Salt Co., division of Morton International Inc., through Needham Harper & Steers, both Chicago, has also bought time in Emphasis.

West Chemical Products Inc., Long Island City, N.Y., will use television extensively in its 1968 advertising program. CN and Westpine Liquid Cleaners will be promoted on spot TV in the New York metropolitan area, and a new product, Westpine Aerosol Spray Deodorizer, will be introduced in the spring with spot TV. Another new product, Westpine Spray Cleaner, will use print advertising. CN Liquid Cleaner will be tested in Syracuse, N.Y., Louisville, Ky., and Nashville prior to national introduction. J. M. Mathes Inc., New York, is West's agency.

New rates for NBC Radio

Network says some charges will be up but others will allow buying at same level

NBC Radio has tentatively targeted April 1 as the date it will issue a new rate card, representing its first increase in rates in more than three years (CLOSED CIRCUIT, Feb. 5).

Network officials, however, said last week that the new card may be issued later, indicating they were working "without haste" with advertisers to permit them "to buy network differently if they can, and thus take advantage of the card's provisions."

NBC Radio's proposed new rate card and the network's use of studies, such as Radio's All-Dimension Audience Research and imagery transfer projects as selling tools, were among subjects touched last week at an NBC Radio network affiliates' executive committee meeting in New York (Feb. 20).

During the session, Stephen B. Labunski, president of the NBC Radio Division, spoke of the network's "continued stability and future growth," noting also new advertisers attracted to network radio and the development of new programming services "to fit tomorrow's way of doing things."

'Daring' move — NBC officials, observing that NBC Radio has "the highest prices of all the radio networks," said that in some respects it was "daring" for the network to issue a new rate card. They said they could not express the new prices in terms of an "average percentage increase," adding that increases probably would encompass a considerable range, up to more than 15% in some instances, while some advertisers "may not have to pay anything more than they do now" depending on such factors as frequency.

Advertisers will be afforded regular contract protection under the new rate card.

According to Reggie Martin, WSIP Toledo, Ohio, vice chairman of the affiliates' executive group, the meeting was "the most productive and finest since I've been on the committee." He acted as chairman in place of Elmo Ellis, WSN Atlanta, who could not attend the session.

Donald J. Mercer, NBC vice president, station relations, presided. Among other NBC officials who attended in addition to Mr. Labunski were Marion Stephenson, vice president, administration, NBC Radio Division; Robert Wogan, vice president, programs, NBC Radio network, and Reuben Frank, executive vice president, NBC News.

It was announced at the meeting that the NBC Radio network affiliates' convention would be held in New York Oct. 24-25 at the Plaza hotel.

Agency appointments...

• Shoe Corporation of America, Columbus, Ohio, has appointed Holzer/Taylor/McTighe/Dawson, Hollywood, to handle its budget, estimated to bill about $3 million annually. Television and radio, along with national magazines, outdoor and newspapers are on the foot-wear manufacturer-retailer's media list. H/T/M/D already was handling SCA's West Coast division, Gallenkamp Stores Co.

• Reach McClinton & Co., New York, has been appointed to handle four lines of Shulton Inc.'s cosmetic and toiletries division, also New York. Desert Flower bath and fragrance line and Bronzetan sun products moved from Wesley Advertising Feb. 1; Taji fragrances, handled by Caldwell Davis, and Ice-O-Derm medicated skin products, at Street & Finney, move effective April 30. A spokesman for Shulton estimated combined billings at over $1 million, and said no definite plans for radio or television have been set.

BROADCASTING, February 26, 1968
**WBC productions immodestly presents Merv Griffin:**

<table>
<thead>
<tr>
<th>Time</th>
<th>City</th>
<th>Station</th>
</tr>
</thead>
<tbody>
<tr>
<td>4 pm</td>
<td>CHICAGO</td>
<td>WMAQ-TV</td>
</tr>
<tr>
<td>4:30</td>
<td>BALTIMORE</td>
<td>WJZ-TV</td>
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<tr>
<td>4:30</td>
<td>BOSTON</td>
<td>WBZ-TV</td>
</tr>
<tr>
<td>4:30</td>
<td>PITTSBURGH</td>
<td>KDKA-TV</td>
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<td>4:30</td>
<td>PHILADELPHIA</td>
<td>KYW-TV</td>
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<tr>
<td>4:30</td>
<td>SAN FRANCISCO</td>
<td>KPIX</td>
</tr>
<tr>
<td>5 pm</td>
<td>CLEVELAND</td>
<td>WTVS</td>
</tr>
<tr>
<td>8:30</td>
<td>NEW YORK</td>
<td>WNEW-TV</td>
</tr>
<tr>
<td>8:30</td>
<td>LOS ANGELES</td>
<td>KTTV</td>
</tr>
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</table>

**November 1967. Monday-Friday. The figures shown are a reflection of the original survey estimates only. Their precision, rather than accurate to any precise mathematical degree, is a function of the techniques and procedures used. These figures are subject to the qualifications of the service noted or described in their report.**
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<td>13</td>
<td>258.6</td>
<td>370.5</td>
<td>238.8</td>
</tr>
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</table>

These are just a few of the 120 stations now carrying the Merv Griffin Show. 250 new shows a year, 60/90 minutes, in color, from WBC Program Sales, Inc., 240 West 44th Street, New York, N.Y. 10036. Phone (212) 736-6300.
Space for 10-w FM's will continue: Cox

Educational-FM broadcasters who have been worried about the FCC's expressed interest in phasing out 10-w operations have been given some reassurance. Commissioner Kenneth A. Cox says his "best guess" is that the commission will continue to authorize such stations, though on the five lowest educational FM channels. Such an arrangement would help in the commission's effort to eliminate FM interference to television channel 6.

Commissioner Cox, in a speech before the New England Intercolligate Radio Conference at Wesleyan University, Middletown, Conn., on Feb. 17, noted that many colleges and high schools had reacted with alarm to the commission's notice on inquiry suggesting that 10-w operations present "problems" and don't appear to represent an efficient use of the spectrum. In the same inquiry, issued in November 1966, the commission proposed the creation of a table of assignments for the 20 educational FM channels (Broadcasting, Nov. 11, 1966).

Many comments filed in the inquiry said that 10 w is sufficient to reach the audience involved and that a requirement to go to higher power would be financially burdensome, in terms both of initial costs and higher operating expenses.

Better Spectrum Management * The commission isn't interested in causing FM operations to shut down, but it does want to "achieve a more rational and effective use of our educational frequencies," the commissioner said. He noted "that a few class-D [10-w] stations serving very limited audiences may prevent higher-power operations which would be capable of much broader public service."

And while warning he couldn't speak for his colleagues, he said that his "best guess as to the outcome" of the pending proceeding is that the commission will continue to authorize 10-w stations but that it would try to confine them to the five lowest channels, 201-205. Sixty-three of the 197 existing 10-w stations now operate on those channels.

Those on higher-numbered channels will be allowed to remain there, but may be faced with competing applications proposing higher-powered stations. This, he said, would require the 10-w operations to increase their power or move to one of five lowest channels, if such an assignment is available.

The commissioner, who expressed the belief that the commission will adopt an allocations table for FM broadcasting, as one has been adopted for commercial FM broadcasting, said educational channels 206-210 will be used for class-A assignments and channels 211-220 for class-B or class-C stations. Class-A stations may operate with up to 3 kw with 300-foot antennas; class B, with up to 50 kw and 500-foot antennas; and class C, with up to 100 kw and a 2,000-foot antenna.

Help TV * This would provide some protection against FM-caused interference to television channel 6—one of the concerns of the inquiry—since it would place the lowest-powered FM stations on frequencies closest to those occupied by channel 6. The channel occupies spectrum space between 82 and 88 mc, and FM channel 201 starts at 88.1 mc.

Commissioner Cox said a table of allocations appears likely because of a need to coordinate U. S. FM allocations policy with Canada, which plans to issue a table of its own soon, and because the Department of Health, Education and Welfare has urged that one be adopted to simplify its administration of congressional policy in educational broadcasting.

He said the commission hopes to "conclude the matter" by summer. At present, he said, the commission is awaiting word from Canada on its final action in its allocations proceeding.

Changing hands . . .

APPROVED * The following transfers of station interests were approved by the FCC last week (For other FCC activities see For the Record, page 69).

* KWIC Salt Lake City: Sold by Dale R. Curtis and associates to Sherwin and Abe Brotman, Delwin Morton, William Don Hughes and Jack Van Volkenburg, for $150,000 upon closing and $2,000 per year for five years for consultant fee. Mr. Sherwin Brotman is director of Mayfair Associates Advertising Agency and owner of Wil Sher Advertising Agency, both in Dallas, as well as owner of amusement corporation and apartment-construction company. Mr. Abe Brotman owns movie theater and is in construction. Mr. Volkenburg is television-sales representative with John Blair & Co., New York. Mr. Hughes is employe with KTEO San Angelo, Tex. Mr. Morton is 50% partner in KEE Gladewater, 25% partner in KDOX Marshall, 30% owner of KAWA Waco-Marlin, 25% owner of KYAL McKinney and 100% owner of KCAD Abilene, all Texas. KWIC is a daytimer on 1550 kc with 10 kw.

* WLAP-AM-FM Lexington, Ky.: 80% sold by Robert P. O'Malley and asso-

Outstanding Values in Radio-TV Properties

Profitable fulltimer in single station market that is showing industrial and recreational progress. Real estate included. Available on normal terms to qualified buyer.


Colorado $135,000

Upper Midwest $110,000

BLACKBURN & Company, Inc.

RADIO • TV • CATV • NEWSPAPER BROKERS NEGOTIATIONS • FINANCING • APPRAISALS

WASHINGTON, D.C. CHICAGO ATLANEA BEVERLY HILLS

James W. Blackburn H. W. Cassill Clifford B. Marshall Colin M. Selph
Jack V. Harney Witch Hazel Marsh Home Building Bank of America Bldg.
RCA Building 335 N. Michigan Ave. 873-5620 234-8151
335-9274

44 (THE MEDIA)

Broadcasting, February 26, 1968
also own, collectively, 21.5% of the stock of Quincy Newspapers Inc. 88% owner of WGen-AM-FM-TV Quincy, Ill.

Commissioner Johnson's complaint centers on the connection between IBC and Lindsay-Schaub Newspapers—and the fact that the Justice Department in March 1967 filed a civil complaint under the Sherman Act alleging that the newspaper group had operated in a manner designed to drive the competitor of its Champaign-Urbana newspaper out of business. The proceeding was ended when Lindsay-Schaub entered into a consent decree prohibiting it from engaging in various practices.

How the strike hit NABET's wallet

The total cash operating funds of the National Association of Broadcast Employees and Technicians was reduced by more than $400,000 last year, making 1967 "the single most costly year" in the union's history. NABET's deposits in U.S. banks and savings and loans institutions as of Dec. 1, 1966 were $517,526. One year later the balance was $104,319, a record-breaking expenditure of $413,207.

According to a financial report released by Arthur Hjorth, international secretary-treasurer and published in the NABET News, the 64-day strike against ABC was primarily responsible for bringing the union's cash balance sheet to an "unhealthy low." The strike against ABC cost more than $200,000. An additional $66,000 was paid to the network for premiums on the medical and life insurance programs that benefit NABET members. A portion of this total is normally covered by individual members but as a consequence of the strike no attempt was made to recover the premium payments.

NABET's domestic defense fund, $179,961 on June 30, 1967, had shrunk to $41,138 by the end of the year. During the ABC strike a total of $263,280 was doled out to locals in New York, Washington, Chicago, San Francisco and Hollywood. These locals have an aggregate membership of 1,350.

Besides the strike itself, other reasons given for the "staggering" union expenditures were the lengthy negotiations with NBC and CBS in Miami and New York and the cost of fighting intraunion battles. NABET News, in referring to the latter situation, described it as "money spent to repair the rip within union ranks."

EXCLUSIVE BROADCAST LISTINGS!

In addition to our brokerage of broadcast properties, we have a staff of experienced appraisers who are thoroughly acquainted with today's market values.

APPRAISALS are frequently needed for:
- Estate Planning and Taxes
- To establish sale price
- Partnership adjustments
- Capital loans
- To set up depreciation schedules
- Insurance purposes

Hamilton-Landis & Associates, Inc., are recognized, coast-to-coast, as authorities on evaluating radio and television stations. For additional information without obligation, we invite you to call or write the office nearest you.
Lee hopes to extend local service to entire grade-B area

The FCC decision two weeks ago to make greater use of CATV systems as instruments for implementing the commission's TV allocations plan is a departure in CATV policy (Broadcasting, Feb. 19). But it may also turn out to be a first step toward a commission policy of requiring television stations to employ the technical means needed to make real, as well as apparent, the extent of their service area.

Such a development is the aim, at least, of Commissioner Robert E. Lee, who, under the commission policy of ascribing responsibility for orders in hearing cases to commissioners, prepared the decision in the landmark Shenandoah proceeding.

In that one, a cease-and-desist case involving four CATV systems in the Wilkes-Barre-Scranton, Pa., area, the commission held that it will, in general, require a CATV system to accord local stations carriage and nonduplication protection, regardless of whether the stations provide a viewable signal in any part of the CATV community.

The commission on previous occasions had held that lack of a signal was a ground for waiver of the rules providing such protection. But it now says that those rulings are "superseeded."

Local Service - The Shenandoah decision rests on the concern for an allocations policy which is based on the concept of local service. And although the decision will probably be tested in the courts, Commissioner Lee last week said he is nullifying ways of broadening the implications of that decision for broadcasters.

"We have in effect carved out an area the size of the station's grade-B contour and said to the station, 'this is yours to serve.'" But there are places that a station cannot reach for technical reasons—the station may be in a low spot, for instance. "I'd like to find a way to require the station to overcome those technical problems, by one means or another."

CATV systems provide one means. Translators and boosters could provide others, he said. His thinking isn't complete on the subject. But he indicated he might attempt to persuade the commission to issue a notice of inquiry to explore the questions involved.

Meanwhile publication last week of the Shenandoah order disclosed that the commission had modified language in a passage discussing the responsibilities of the station given protection under the new policy.

Requirement - Originally, the passage said: "Where a waiver request is denied on the allocations ground, we shall therefore require a specific showing by the local station at renewal time as to its efforts to ascertain and serve as a local outlet for the community in question...."

The final version retains a reference to the station's "heightened" responsibility as a local outlet as a result of the decision, but then stresses that "it remains to the good faith and reasonable judgment of the licensee as to what programing should be presented, taking into account the many demands upon him for broadcast time and the relative importance of such demands," then adds:

"What is required here is only that in making his judgment the licensee will have appropriately surveyed the needs of these communities in his service area."

Commissioner Lee, who was responsible for the modification, said it was intended only to make clear that the commission is not requiring "anything new" but is simply continuing its policy of requiring licensees to meet community needs.

Florida survey studied by CATV conference

Cable-TV operators attending the second cablecasting conference in Salt Lake City this week are carefully studying a survey of closed-circuit CATV activities in Florida.

The Salt Lake City meeting is being sponsored by the National Cable Television Association. Cable operators in attendance are being shown the operation of originating studios, from the simplest one-man operation, to a full-scale color studio. They also are scheduled to participate in a discussions on buying films, advertising, and the potential for joint programing of CATV channels by local radio stations and cable owners.

The three-day meeting is also expected to hear a discussion of the future of CATV and of origination by Bill Daniels, CATV operator and broker, and George C. Hatch, group broadcaster-CATV operator. Sam Street, NCTA director of field services, is to moderate the discussion.

Florida Study - But, perhaps, the most intense interest by the estimated 75 cable operators attending the meeting is centered on the Florida survey undertaken by that state's CATV association.

The report shows that of the 24 CATV systems operating in the state, 23 provide weather, and 22 background FM music. Other types of closed-circuit programing are originated by 15—community announcements, local origination, stock ticker reports, news services and movies.

Significantly, four of the 15 CATV systems reported that they carry advertising on a regular basis.

Three of these four reported monthly revenues of $100 to $500; one grosses over $1,000 a month. The four systems were not identified, and Florida CATV Association officers declined to identify them.

Although the addition of local-origination programing costs the cable TV operators something, nine of the 15 in the state reported the extra cost was nominal; five estimated their cost as between $100 and $500 a month, and one said he incurred monthly expenses in excess of $500.

Plus Factors - Thirteen of the 15 systems engaging in origination expressed the belief that their closed-circuit activities resulted in increased subscriber satisfaction and the betterment of the cable systems' public image, according to W. Clarke Swanson Jr., Sebring, Fla., a vice president of the association and chairman of its local-origination committee.

Another cable owner considered substantial advertising revenues, as well as increased customer satisfaction as the most benefit from cablecasting.

Morgan heads Columbia panel

Columbia University will hold an all-day symposium on the influence of the press on the American society Saturday, March 9, at Ferris Booth hall on the university campus in New York. Panels will be held on broadcasting, books and newspapers.

The broadcasting panel will be moderated by Edward P. Morgan of the Public Broadcast Laboratory. Participants will be James C. Hagerty, vice president, corporate relations, ABC; Daniel Schoenbrun, former CBS News correspondent and now on the faculty of international affairs at Columbia, and Gordon Manning, vice president and director of news, CBS News.
NOW . . . NEW PERFORMANCE STANDARDS IN SYNC PULSE STABILITY
with Visual's CSG-1 Digital Sync Generator

Incorporating the latest state-of-the-art components—including digital design techniques and the reliability and simplicity of integrated circuits—Visual's CSG-1 Digital Sync Generator offers vastly improved time-base stability which eliminates loss of color-lock on video tape recording.

An unusually high frequency clock allows digital frequency division only, without the need for frequency multiplication with its inherent time-base errors. Other features include: Dual Outputs, permitting pulse assignment to Operation and Production; Built-in sync changeover for standby operation; Synclock, to provide uniform positive lockup to external color or monochrome sync, and Bar-Dot, a switch-selectable test signal for monitor linearity and color convergence alignment.

For that extra edge of performance and reliability at a practical price, upgrade your video signal origination and transmission with this state-of-the-art development from Visual Electronics!
FOR IMMEDIATE RELEASE

Wage negotiations between the Communications Workers of America and the Western Electric Installation Division of the Bell System opened in New York February 5, near the 18-month point of a three-year contract. The deadline date is March 6; after that, parleys cannot continue without agreement by negotiators.

<table>
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<th>Company</th>
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<td>Western Electric installation: Installers and Job clerks—nationwide</td>
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<td>22,470</td>
<td>Patrick J. Morgan, National Directo</td>
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<td>Western Electric: production and maintenance plant, Buffalo, N.Y.</td>
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COMMUNICATIONS WORKERS OF AMERICA, AFL-CIO
1925 K Street, N.W., Washington, D.C. 20006
In January, the CWA Collective Bargaining Policy Committee declared: “The issue which we face... is whether those who work for wages will come into their own in 1968, in sharing in the remarkable prosperity which we have contributed so much to create... The gap between our real performance and our potential is tied directly to the uneven levels at which the various sectors of our population have participated in America's economic growth, especially in the last two years. The closing of that gap will be an issue in every set of major negotiations in 1968.”

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<th>Location of Talks</th>
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Joseph A. Beirne, President
Lee White, Director of Public Relations
202/FE 7-7711
Cox, Johnson chide staff on mass renewals

FCC approval was given last week to the license renewals of 194 radio-TV stations in Iowa and Missouri, but not without some harsh comments from Commissioners Kenneth A. Cox and Nicholas Johnson. Following their practice in past renewal periods, the commissioners expressed displeasure at staff action in renewing without question the licenses of stations proposing to provide what they consider an inadequate amount of news and public affairs programming.

Among the current list of renewals are five stations proposing less than 5% news programming; 14 with less than 1% public affairs programming, and 12 with less than 5% public affairs and "other" (religious, instructional and agricultural) programming. Some stations are listed as allegedly deficient in more than one category.

Commissioner Cox noted that "as a matter of processing, I think all of these stations should have been queried as to their program proposals. Some of them may have valid explanations," he said, "but I doubt if all of them do." At least one station in the St. Louis market proposed the "lowest percentage" of news programming out of the 194-station list, the commissioner claimed, noting that it wasn't a marginal, small town, class-IV AM station, but a "profitable" metropolitan TV outlet.

Commissioner Johnson termed the renewals a "cynical squandering of the valuable largess" the commission dispenses, "a shameful fraud on the public." The only parties who may have profited from the renewal process, he suggested, are members of Washington's Federal Communications Bar.

The commissioner also noted that most of the "responsible" broadcasters in the renewal list are "hurt worst of all by our [the commission's] lackadaisical winking at their less conscientious colleagues." He expressed the hope that the "unrepresented American viewer" would someday be told of his rights, and would "rise up and demand better service from his representatives, the seven men who man this commission."

WQAD-TV's ownership

Ownership of Moline Television Corp., reported in a BROADCASTING, Feb. 12 story about WQAD-TV Moline, Ill., should have been listed as Arthur M. Swift, executive vice-president (14.225%), and Francis J. Coyle, president (10.744%), and others. WQAD-TV (ch. 8), licensed to Moline Television Corp., had its license renewal application set for hearing by the FCC with a competing application for the facility from Community Telecasting Corp.

FCC's Wadsworth finds relaxation in painting pastorals

What does an FCC commissioner do when he's not occupied with the business of regulating? Some may be holed up with staff or other experts exploring possible new areas of regulation. Others may be at home secretly watching television. But Commissioner James J. Wadsworth may be off somewhere with paint and easel doing a landscape or collecting sea shells by the seashore with which to fashion surprisingly delicate shell paintings of flowers and fish.

There may be other painters at the commission. But Commissioner Wadsworth is the only one to have surfaced—his work, both in oils and in shells, adorns his office walls, all of it signed WADS. Perhaps a score more decorate his home in suburban Maryland.

Pastoral Scenes = Most of the paintings are of scenes remembered from his youth and young manhood in and around Geneseo, in rural upstate New York (or at least suggested by his memories)—farms, including one where he once lived, lush valleys and fields, a one-room school house, country roads.

Commissioner Wadsworth has never had formal training—informal, either, for that matter—and paints in what he calls a Grandma Moses type of primitivism. His colors are not extremely subtle, but some of his work can evoke a mood as for instance a tree-shaded country lane in early fall that has about it a hush-of-evening feeling.

The commissioner started painting in 1949. "My wife [who died Dec. 31, 1965] and some friends decided they would take up painting, and formed a club. But after four or five weeks, she gave it up, gave me her equipment, and said: 'You do it.'"

For the next 10 years, during most of which time he was a member of the U. S. mission at the United Nations—for seven years as deputy ambassador and in 1960 as ambassador—he found it a good way to relax, "a Sunday kind of thing, a lot of fun."

Shell Constructions = But in recent years he's been concentrating on his
Van Deerlin on agenda of NAFMB convention

Representative Lionel Van Deerlin (D-Calif.), member of the House Commerce Committee, will be the luncheon speaker on the opening day of the National Association of FM Broadcasters convention in Chicago March 29-31.

Registration for the convention is running ahead of last year's record 334. NAFMB will hold its Friday and Saturday sessions at the Palmer House and will move to the Great Hall of the Pick-Congress for the Sunday FM Day program, run jointly by NAFMB and the National Association of Broadcasters.

NAFMB, which programs the morning session on FM Day, has three speakers lined up: Miles David, Radio Advertising Bureau, on management's shell paintings. He began several years ago, when he came upon some attractive shells while vacationing in Fort Myers, Fla. Now he uses shells he picks up there as well as at his summer home in Black Point, Conn., where he now does most of his shell work. He simply collects a supply of shells, sorts them out as to color and size, forms them into the object he has in mind and attaches them to canvas or to some other backing with cement. Flowers and fish seem to be his favorite subjects. But his collection includes a number of friendly looking beasts—geese, parrots, elephants, all done in shells set off with bits of blue, red and green glass. The results are frequently festive, and he's given away many of his products— including a pair of elephants that went to former President Eisenhower on his 50th wedding anniversary.

The commissioner's hobby would seem to indicate a yearning to return to his rural origins. But it is in a couple of paintings hanging on a wall in his home in which the urbanite comes out. Both are scenes of family picnics, one at the shore the other in the country. And in both, along with the family clustered around the picnic lunch, one can see an army of ants advancing on the food, some vultures hovering overhead and thunderclouds gathering in the distance. If one must go home again, he seems to be saying, let it be through the hobbyist's paint brush.

BROADCASTING, February 26, 1968
function; Harold Kassens, assistant chief of FCC's broadcast facilities division, on stereo monitors and subsidiary communications authorization, and David Yellen, Memphis State University, on education.

Much of the Saturday sessions will be devoted to various types of promotion. Among the participants in the promotion meetings and their subjects: John Laurence Jr., Taft Broadcasting, Cincinnati, on using your own facilities; Philip Lesley, Philip Lesley Co., Chicago, on public relations and publicity; Jay Smolen, Institute of Outdoor Advertising, New York, on outdoor, and John Mechella, Dartnell Corp., Chicago, on direct mail. Other panelists will cover sales promotion devices, AM, TV and print promotion.

TV objections don't stop two CATV systems

The FCC last week gave two CATV's permission to begin operations despite objections by local television stations that they would suffer adverse economic impact from the competition. The commission action affects Cotton Hill Cablevision Inc.'s Malden, Mo., system and Webster All Channel Cablevision Inc.'s Providence, Ky., system.

WPSD-TV Paducah, Ky., WEHT (TV) Evansville, Ind., and KFVS-TV Cape Girardeau, Mo., called for an evidentiary hearing on the proposals, saying the proposed cable operations would have an adverse effect on their ability to serve the public interest.

The commission said the stations failed to make a basic showing of economic impact by not supplying specific facts about their own finances or the effect of present CATV activity on their operations. "We believe it extremely unlikely," the commission said, "that they could make a persuasive showing that the present level of CATV activity in their markets has had an adverse effect on their operations."

FCC acts in translator cases

Two VHF TV translator actions came out of the FCC last week. One involved a hearing examiner's initial decision in the commission's first comparative hearing on competing applications for translator. In the other, the commission renewed a translator license, despite a question of whether or not the translator is providing program exclusivity a complaining Idaho station says it should. The commission said that the nonduplication conditions in its present translator rules don't apply in this case.

Hearing Examiner Charles J. Frederick recommended that KOOK-TV Billings, Mont., be granted a construction permit for a 100 w translator on channel 13 in Lewiston. The examiner would deny a competing application of KULR-TV Billings, Mont.

Mr. Frederick said he couldn't prefer either applicant on a hearing issue that would determine which was the best prospect for building and operating a regular TV station on the Lewiston facility. He said, however, that the KOOK-TV proposal would provide its service area "an off-the-air service from the standpoint of local, regional and recorded programming that is entirely new to translator viewers in central Montana. . . ."

In the other translator action, the commission renewed the license of K13FQ Burley, Idaho, a VHF translator that is community sponsored. K13FQ rebroadcasts KIFI-TV Idaho Falls, an NBC affiliate.

The renewal was opposed by KMWV (TV) Twin Falls, Idaho, also an NBC affiliate. KIFI-TV is within the grade A contour of KMWV.

KMWV claimed that translator duplication of its NBC programing fractionalized its viewing audience of which Burley represented 8%. It also claimed the translator violated the commission's rules because it did not get NBC's permission to rebroadcast its programs. The station asked the commission either to deny the translator's renewal or to grant it with same-day program exclusivity extended to KMWV.

The commission denied the request because it said it found that "no substantial or material questions of fact" had been offered regarding the renewal. But it also said that until a study of its translator rules is completed, the current interim policy doesn't cover KMWV's nonduplication complaint.

A nonduplication restriction on translators, similar to that imposed on CATV, is one of the key rulemaking proposals currently under study by the commission (Broadcasting, Oct. 30, 1967). The translator rules apply nonduplication conditions only where a licensee-owned VHF translator is located within the grade A contour of a duplicated station.

The commission said that although K13FQ doesn't have NBC's consent to rebroadcast of its programs, the translator does have KIFI-TV's consent, and this, the commission concluded, meets the rule's requirements.

Commissioner Kenneth A. Cox, who has dissented in the past to the commission's refusal to require translators to afford same-day nonduplication protection to TV stations, dissented to this action as well.

Satellite reception in 10-15 years

Speaking in Dayton, Ohio, to members of the Newcomen Society in North America, J. Leonard Reinsch, president of Cox Broadcasting Corp., outlined his company's efforts in keeping pace with dramatic changes in the communications industry.

Mr. Reinsch reported that Cox's cable division and program-production division are putting the company in a position to participate in future communications not only in the transmission of programing, but in the creation and production of programs as well.

He predicted that in the next 10 to 15 years television stations will be receiving network programs via satellite and that the use of cable-TV systems to bring program fare directly into the homes will be greatly expanded.

Negro TV-radio habits underscored

A five-year study shows Negroes are willing to pay more for television sets than are whites, according to Dr. John E. Allen III, vice president of Brand Rating Research Corp. Speaking at a Southern Retail Executives Institute meeting in New Orleans, he said that Negroes spend an average of $13 per person for TV sets, compared to $8.80 for white persons.

Dr. Allen also said that the study showed that "a great number of Negroes surveyed didn't know who Ralph Bunche or Martin Luther King were, but almost all of them knew who their local Negro disc jockey was."

WBOC to join CBS Radio

Wbos Salisbury, Md., will become a CBS Radio affiliate on March 1. The station operates on 960 kc, with 5 kw daytime and 1 kw nighttime. Wbos was an ABC affiliate until Dec. 31, 1967. There is no CBS Radio affiliate currently in Salisbury.

WCOV to be NBC affiliate

Wcov Montgomery, Ala., joins NBC Radio as an affiliate when its contract with CBS expires at the end of April. Wcov-tv will remain a CBS-TV affiliate. The station operates on 1710 kc, with 10 kw during the day and 1 kw at night. Wcov replaces Whvy as the NBC affiliate in Montgomery. CBS Radio has not yet named a new affiliate there.
Panel urges basic spectrum research

Collection of data from field investigations would be first step to solving space squeeze

This year's first congressional excursion into frequency-allocation problems—a matter that's been under study for decades—was officially a quest for what House Small Business Subcommittee Chairman John Dingell (D-Mich.) termed the "best and quickest solutions." But the preponderance of testimony heard during two full days of subcommittee panel discussions held last week pointed toward a need for still more study.

What was being recommended, however, was not another round of theoretical examinations, but a new breed of investigations: "spectrum engineering" became a banner for many of the panelists to rally around. And it soon became apparent that spectrum engineering meant re-examination of all basic assumptions in spectrum-allocations problems—including whether or not there is an actual shortage of frequency space for land-mobile radio.

To be sure, business-radio forces didn't retreat from the position that land-mobile congestion was real, tangible, and "now," but at the same time, as the panel discussion progressed, Representative Dingell gave periodic indications that the message he was receiving through the congestion of claims and counter-claims in the hearing room was that "best" solutions were not likely to be the "quickest" and vice versa.

Field Research • Spectrum engineering—which would begin with basic data collection of actual field use of facilities and frequencies—got prompt support at the start of the hearing from James D. O'Connell, director of the White House's Office of Telecommunications Management. In the process, Mr. O'Connell seemed to hint that, with proper engineering to squeeze maximum use from frequencies, channels now reserved for government radio service might be available for sharing. But it remained unclear whether Mr. O'Connell was referring to intragovernment sharing or an opening up of some federally reserved space for business transmissions.

In response to a question put by Subcommittee Counsel Gregg Potvin on whether Mr. O'Connell thought that the federal frequencies were being so efficiently used that sharing by land-mobile was precluded, he replied: "As a general statement I would say that is true at this time."

But, he continued: "This is not to say that if we could achieve an adequate engineering capability in these congested areas that more sharing could not be accomplished. I want to give as my opinion that if we had an adequately engineered capability . . . more sharing could take place, government and non-government, than is now taking place . . ."

Supporting later interpretations that Mr. O'Connell was indeed discussing government-business sharing were his next words: "... with the present lack of an engineering capability, it would cause more chaos than it would reduce to effectively open up in a blanket sense government frequencies."

Added Emphasis • At the opening of the second day's session, panelist Lester Lindow, executive director of the Association of Maximum Service Telecasters, laid heavy stress on Mr. O'Connell's statement on the possibility of government frequencies being made available after the proper engineering spadework, but the White House official was not on hand to provide a clarification. His role, in deference to his official position, had been as a witness and not as a panelist.

Similarly, Richard P. Gifford, general manager of General Electric's communications products department, was granted witness status in view of his position as chairman of the Joint Technical Advisory Committee (JTAC) of the Institute of Electrical and Electronics Engineers and the Electronics Industries Association. Neither Mr. Gifford nor Mr. O'Connell participated in the give-and-take among panelists.

Basic to the hearing's focus on spectrum engineering was an unissued JTAC report cited favorably by Mr. O'Connell, who said he had just been briefed verbally on the JTAC findings (the report is slated to be issued in late April).

"I believe they indicate," he noted, gaining confirmation from his seatmate, Mr. Gifford, "the need for much more extensive engineering-data collection in the saturation areas . . . to actually deal with the problems of the fitting in from

Richard P. Gifford, JTAC chairman (I), and James D. O'Connell, administration's director of telecommunications.
an engineering point of view of more services than can be done in the generalized assignment methodology.

That methodology, summed up as "block allocations," soon qualified as the villain of the panel discussions; misallocation of forestry frequencies in Brooklyn, N.Y., or marine channels in Kansas found no defenders. But land-mobile spokesmen argued that correction of such obvious mismatches would only provide "a drop in the bucket" of needed relief.

What Shortage? • But broadcasters, led by Vincent Wasilewski, National Association of Broadcasters president, and Mr. Lindow of AMST, countered, in effect, that radical solutions such as pre-emption of space now reserved or in use for broadcasting should not even be considered until the precise dimensions of the land-mobile shortage can be established and all steps are taken to insure efficient use of all nonbroadcast frequencies.

Radical proposals were present in quantity, but the most radical specter—diversion of broadcast signals to a cable distribution system—was raised not by the business-radio forces but by the broadcasters. Land-mobile forces, led by William J. Weisz (Motorola Inc. executive and chairman of the Advisory Committee on Land Mobile Radio Services) and William L. Detwiler (director of the National Association of Business and Educational Radio, and, as proprietor of a radio-equipped firm in Denver, a representative of small business), were vociferous in denying that an all-wire broadcasting system was a land-mobile goal. Mostly, it was indicated that only the bottom seven UHF channels were needed.

The panel discussions themselves began with prepared remarks from Seymour N. Siegel, director of New York City's municipal broadcasting system. Mr. Siegel represented both land-mobile (safety and public services) and broadcasting (WNYC-AM-FM-TV) responsibilities, detailing the urgent utility-communications needs of a large city while at the same time defending the contributions to community life that broadcasting can provide.

Rather Fight • One early dispute that emerged in connection with use of the lower seven UHF channels for land mobile was the cost of moving a television facility to a higher channel (characterized as minimal by some of the business-radio forces present). Mr. Siegel noted that an impending move for his WNYC-TV transmitter to the World Trade Center buildings now under construction would involve a new antenna cost in the vicinity of $100,000. (Changing channels also requires new antennas cut to the correct frequency, it was noted.)

Broadcasters' evidence that some of the moved channels could not be re-assigned elsewhere above channel 20 led the discussion back to engineering considerations for land mobile.

While emphasis was placed on efficiency engineering for nonbroadcast uses, broadcasting engineering also came in for attack. Kenneth Norton, a Department of Commerce spectrum specialist with its department's Boulder, Colo., radio propagation laboratory, urged short spacing between TV stations (to provide a "more efficient" interference-limited, rather than noise-limited, distribution of TV signals) and offset carriers (for providing space for sharing between adjacent channels).

These ideas had long ago been considered and discarded by decision-makers, Mr. Lindow countered, leaving Mr. Norton in the position of a minority one.

Another dimension of broadcast efficiency was probed by John J. Williams, minority counsel for the subcommittee. Noting that in Washington one UHF channel in the lower seven was dark until 5 p.m. while another featured syndicated rerun material during land-mobile peak hours, Mr. Williams suggested that such use of spectrum space represented a less-than-efficient use of a scarce resource. The exchange came during a general panel discussion on Mr. Lindow's prepared remarks and Mr. Lindow had no shortage of allies in parrying the thrust. Mr. Wasilewski abruptly asked Mr. Williams what government agency was going to define and prescribe "efficient programing." Aid from a different quarter appeared when Mr. Norton said he supported broadcasters completely on this point. Programming choices are made, he said, in competitive situations and there should be no censorship other that that exercised in the market by those who watch. In fact, he said, the market might be a solution to spectrum shortages, too, if frequencies were opened up to competitive bidding.

Technical Voice • Broadcasters' positions on most of the technical arguments raised during the hearing were summarized by Howard Head, Washington consulting engineer representing AMST, who from the audience soon gained an unofficial position as an auxiliary panelist. He also gave the subcommittee capsule explanation of UHF "taboos" (that complicate assignment of neighboring frequencies) and an FCC report on monitored land-mobile usage in the New York area (that showed some services saturated but others used lightly if at all).

His resume of the FCC report attracted the critical fire of the land-mobile forces. Mr. Weisz suggested that the subcommittee should turn to a land-mobile engineer for information on land-mobile reports, as he said, land-mobile advocates ask broadcast engineers on broadcasting matters. And Mr. Head's UHF-taboo comments brought forth a burst of discussion on their continued necessity; that led to general agreement on another area for study—
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51 separate directories in a single volume

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6. AM & FM Radio Directory
7. AM Station Call Letters
8. AM Radio by Frequencies
9. Equipment Directory
10. Broadcast Product Guide
11. NAB Television Code
12. NAB Radio Code
13. Program Producers, Distributors
14. Talent Agents, Managers
15. Radio & TV Representatives
16. Network Executives
17. Regional TV Networks
18. Regional Radio Networks
19. Canadian TV Stations
20. Canadian TV Channels
21. Experimental TV Stations
22. Community Antenna TV
23. TV Applications Pending
24. Transfers of TV Ownership
25. Newspaper Ownership of TV
26. Group TV Ownership
27. FM Commercial Call Letters
28. FM Educational Call Letters
29. FM Frequencies, Channels
30. Caribbean, Mexican Stations
31. Canadian AM by Frequency
32. Canadian FM by Frequency
33. College Radio Stations
34. Canadian Board of Governors
35. International Radio Stations
36. Frequency Measuring
37. Station Applications
38. FCC Rules & Regulations
39. Major Awards, Citations
40. RTNDA News Directors
41. Radio-TV Schools
42. Radio-TV News Services
43. Foreign Language Programs
44. Country & Western Stations
45. Negro Programming
46. Associations, Societies
47. Government Agencies
48. Radio-TV Attorneys
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50. Farm Directors
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BROADCASTING, February 26, 1968
TV receiver design.

The presence of millions of TV receivers, built and installed to specific standards and purchased by constituents of congressmen also put a damper on some of Mr. Norton's suggestions for eliminating the taboos or re-engineering the system to narrower bandwidths.

And Mr. Dingell's regard for the welfare of constituents warmed broadcasters' hearts when he publicly reaffirmed his support for a system of free broadcasting and vowed to fight any move to take television broadcasting off the air and put it on cable.

But the taboos came under fire from another land-mobile advocate later in the hearing. Mr. Weisz told the subcommittee of studies under way to change the prohibitions so as to permit more station assignments within the present UHF bands. If the same number of outlets now allocated could be slotted into fewer channels, the implication was that space could be opened for other services.

Special Target * The FCC at another point in the discussion got a sample of Mr. Dingell's heat. Sparked by a suggestion that another study was earmarked for FCC consideration, the congressman, who is also an activist member of the Commerce Committee, lashed out that the FCC must file all the studies unread because nothing ever happens. It all sums up "the outrage I feel at the FCC," he said. "I think they're not doing their job. I've seen them lying down comfortably beside problem after problem."

He also added that, except for his despair for the FCC acting in the public interest, he would like to give the commission all the money it would need to do the job the laws charge it with. He noted that he had just entered a bill to facilitate FCC funding problems (it would free the commission from Budget Bureau constraints and provide for direct funding by the congressional appropriations committees [Broadcasting, Feb. 19]).

The discussion of money needed for spectrum engineering brought forth one estimate of $50 million annually, which was noted to be more than twice the FCC's current budget for all activities.

The commission will get its turn at bat at a later but still unspecified date. Mr. Dingell indicated before last week's hearing that the record developed by the panelists will be provided to the FCC and commission members will be then given a chance to discuss the issues raised. Discussion is as far as the Dingell subcommittee can take the land-mobile matter; it has no authority to report legislation.

But the hearing could ultimately have legislative repercussions if Mr. Dingell proves to be influenced one way or the other by the argument as it develops. For he and some close colleagues also wield considerable influence on the Commerce Committee, which directly oversees the FCC and rules on legislation affecting broadcasting.

No slow down in spectrum fight

NAB officials meet with

Comsat, LBJ's task force, but position remains firm

After a meeting with members of the President's telecommunications task force last week, executives of the National Association of Broadcasters showed no tendency to diminish attempts to ward off wholesale changes in spectrum allocation or management. Five top representatives from the task force, including its chairman, Under Secretary of State for Political Affairs Eugene V. Roslow, met with eight NAB staff members and 11 broadcasters representing the association's executive and Future of Television committees on Wednesday (Feb. 21).

On Tuesday (Feb. 20) the NAB representatives met with James McCormack, chairman of Comsat, and three of his top people for a review of Comsat's experimental satellite plan.

The meetings, planned almost a month earlier (CLOSED CIRCUIT, Feb. 5), came as broadcasters, their allies and enemies paraded to Capitol Hill to participate in two days of panel discussions before the House Small Business Subcommittee, which is seeking a prompt solution to the shortage of land-mobile frequencies (see page 53).

No Prejudging * The task force representatives repeatedly told the broadcasters that they had no preconceived notions about what to do with the spectrum or who should control frequency allocation. Reportedly, they attempted to allay fears that task force staff members were opting for moving TV from an on-air to a wire service and said they were studying broad areas in which there was a variety of opinions.

However, the government representatives intimated that their view might change with further research and that several studies are planned but are not as yet implemented.

NAB officials refused to comment, but it was learned that the task force has commissioned Complan, a Washington research firm, primarily made up of former AT&T personnel, to study and come up with answers to the broad questions of what consumer services are likely to be in the 1980's, including the possibilities of switching of television and other "ether" services to wire. Implicit in the study is how more program services can be provided.

The task force spokesmen also said they were not committed to any course of action in the over-all consideration of a new regulatory structure for spectrum usage. Some reports have indicated a movement afoot to move spectrum management from the FCC to the executive branch.

Partial Report * Although the task force is under a presidential directive to report its findings by mid-August, the feeling after last week's session was that the deadline seemed improbable for a complete report. However, a partial, or at the least, a preliminary report probably would be made by the deadline.

One broadcaster at the meetings found the sessions "frank" with the task force "trying to play soft music for us, trying to quiet any fears we might have" as to what they have in mind.

However, he added, he has even stronger feelings now that there's "trouble in the air" for broadcasting and that the industry should be "concerned and watchful."

Originally scheduled by the Future of Television Committee as part of its

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56 (EQUIPMENT & ENGINEERING)
25% have color TV

The number of color-equipped TV households in the U. S. climbed to 14,130,000 as of Jan. 1, according to NBC's latest estimate announced by Hugh M. Beville Jr., NBC vice president for planning.

This represents a gain of 4,950,000 color TV homes in 1967, the largest annual increase to date and a gain of 54% over the Jan. 1, 1967 figure of 9,180,000. Mr. Beville said that 25.1% of U. S. TV households owned color sets on Jan. 1.

policy of outside briefings on the future of the medium, last week's sessions and the broadcaster's opinions of them had direct relationship to the spade work being initiated by the industry's own Spectrum Study Committee. That group, made up of the NAB, Association of Maximum Service Telecasters, All-Channel Television Society, National Association of Educational Broadcasters, Television Bureau of Advertising and Television Information Office, is developing areas of study to support broadcasting's claim to its present share of the spectrum.

The Spectrum Study Committee was formed in January (Broadcasting, Jan. 15) and held its second meeting on Feb. 16 (Broadcasting, Feb. 19). Research experts from the SSC members are expected to meet soon to develop detailed areas for further study and to find out just how much the necessary research will cost.

Line-up • Attending last week's meetings from the task force, in addition to Mr. Rostow, were: Leonard Marks, task force member and director of the U. S. Information Agency; Alan Novak, staff director; Richard Posner, general counsel, and Oscar Gray, special counsel.

Besides Mr. McCormack, other Comsat executives were: Bruce Matthews, vice president; Dan Karasik, marketing representative for television; and Robert Button, director of policy planning.


NAB staff members were: Vincent Wasilewski, president; Douglas Anello, general counsel; George W. Bartlett, vice president for engineering; William Carlisle, vice president for television; Paul B. Comstock, vice president for government affairs; James H. Hubert, vice president and assistant to the president; Howard Mandel, vice president for research, and Harold Niven, vice president for planning and development.

Color sales up 11% in 1967, says EIA

Color television set sales by distributors to retailers moved up 11.1% in 1967, although the sales of black and white and color TV receivers slumped 21%. Overall, TV set sales dropped 8.5%, the Electronics Industry Association reported last week.

Major jump in color sales occurred in table and portable models, zooming a heavy 89.1%. Color consoles and radio-TV color combinations slumped 5.6% and 10.2% respectively.

Radio sales for the year were soft; down 7.4% overall, 8.9% for home radios, and 5.2% for auto radios. Actually, the only plus in any category of radio sales was for FM; sales were up by 9% in the home radio field and by a hefty 35.5% in the automotive field. Biggest jump in the home radio FM field was in the portable category, up 27.5%.

Set sales for the year ended Dec. 31, 1967:

<table>
<thead>
<tr>
<th>Year</th>
<th>Color</th>
<th>Monochrome</th>
</tr>
</thead>
<tbody>
<tr>
<td>1967</td>
<td>5,224,499</td>
<td>5,434,702</td>
</tr>
<tr>
<td>1966</td>
<td>4,702,463</td>
<td>6,949,744</td>
</tr>
</tbody>
</table>

RCA introduces five-megawatt antenna

RCA's Commercial Electronics Systems Division, Camden, N. J., has developed a UHF antenna capable of radiating an omnidirectional TV signal.
Film labs recover from strain of switching to color

The film-processing laboratories in Hollywood and New York all have experienced and have all but adapted to a profound change in their business—the shift from black-and-white production and printing to color. The jump from an over-all three-network average of some 30% in color in prime-time television during the 1964-65 season to 80% in the fall of 1965 found few film laboratories fully prepared to meet the challenge.

A major consequence was a serious squeeze on laboratory facilities and personnel. There just wasn't enough machinery and personnel to handle the color load on normal schedules. Labs servicing television were forced into overtime and weekend hours to try to keep up with the deadlines.

But now with virtually all prime-time color programming on the three networks and most syndication offerings also in color, the film labs seem to be on the top of the situation and prospering because of the color breakthrough. "Color has been a boom," assures Neal Keehn, vice president of sales, De Luxe Laboratories, Hollywood. "Sure our profit margin the first year was cut into by all the confusion and overtime," he explains. "But with color we're dealing in a higher priced area. It should make for greater profit margins."

High Profits = De Luxe Labs, with a major plant in New York as well as Hollywood, is a division of 20th Century-Fox, General Film Laboratories, with a separate plant in Hollywood, is a division of De Luxe. While 20th Century-Fox does not reveal details on its income sources, industry observers believe that the DeLux-General Film operation provided the company with a profit of some $5 million for the nine-month period ended Sept. 30, 1967.

Yet to reap the golden harvest that color promises, DeLuxe-General Film and other film laboratories had to make sizeable investments in manpower and equipment. Almost all of the labs have added to their facilities and taken pains to retrain personnel because processing color is different from processing black-and-white film, requiring different machines, different ways of treating and handling. It's estimated that the capability of film labs around the country has maybe doubled since the color breakthrough of the 1965-66 season.

Men and Money = DeLux-General Film has kept step with the color stampede by investing between $2 million and $3 million in new equipment within the last two years. The processor also increased its total manpower by some 50%. The company now has some 750 employees in its bigger New York plant and another 750 people divided between its two facilities in Hollywood (revenues are roughly equal between the two coasts, but New York, because it's concerned more with release printing as opposed to the West Coast's emphasis on production or front-end work, generates substantially more footage).

Among the new equipment DeLux-General Film has crowed into its facilities is a reportedly "very successful" turbine dry negative dryer developed by a company employee, Everett Hanson. It's a high-speed machine that is said to "be easy" on the film going through, with rarely a strain or break developing.

More Contracts = Some 85% of the total volume of business being handled by DeLux-General Film is color work. This is indicative of the current industry-wide situation. "In all the contract talks we've been having over recent months, it's always color we've been talking about," reports Neal Keehn.

In hopes of staying ahead of color processing demands, DeLuxe-General Film still is expanding its facilities on both coasts. Its Chicago operation, a black-and-white facility that was shut down when color came in strong, will be reopened in the near future as a fully equipped 16mm and 35mm professional laboratory.

The company, which has a basic processing contract with ABC-TV, and on the West Coast does two-thirds of its work in television programs and commercials, is confident that the network surge into color film still has a lot more dividends to pay. "On the basis of a market survey we recently completed," says Neal Keehn, "we're quite sure of color film continuing to grow even though some other media may be cutting in here and there."

of five megawatts, the maximum power allowed by the FCC.

The five-sided unit emits a signal of five megawatts, effective radiated power, when used with 110-kw transmitter, RCA's most powerful UHF unit. Dubbed the "Polygon," the antenna is constructed with panels welded together at the edges to give a pentagonal cross-section and make the unit self-supporting. A fibreglass dome covers the antenna assembly to protect against weather effects, reduce headwind and provide a cylindrical appearance.

The antenna has a gain of 60, ranges from 120 to 190 feet in length, and costs from $150,000 to $200,000, depending on transmitting frequency.

RCA said the Polygon's pentagonal shape results in horizontal pattern circularity better than plus or minus 1.5 db for any UHF channel. In the vertical plane, the antenna radiates a strong signal below the main beam to cover areas close to the transmitting site.

It can also be supplied as a directional antenna.
ABC Inc. last week announced a $75-million refinancing plan, a drop in last year's earnings and the resignation of a top TV executive.

Company officials said ABC would make a public offering of $75 million in convertible subordinated debentures, due March 1, 1993. Proceeds from the sale will repay bank loans and a loan made early in 1966 by the International Telephone & Telegraph Corp., ABC's erstwhile partner in a merger that fell through earlier this year (BROADCASTING, Jan. 8).

The loan total about $53 million, according to ABC officials. The remainder of the $75-million debenture issue will be added to the corporation's working capital.

ABC officials say the corporation owes four banks $27.9 million and owes $25 million to ITT. ABC also owes some $66 million to the Metropolitan Life Insurance Co., according to data on file with the FCC in January. Repayment of that debt would not be affected by the refinancing plan.

According to ABC, the offering will be made by a group of investment-banking firms managed by Lehman Brothers, New York, sometime next month. Coupon, price, and conversion price will be set then.

**Merger Preliminary** ABC officials indicated that successful issuance of the debentures is a preliminary to any merger or acquisition. Since the failure of the ABC-ITT deal, ABC officials have entered into discussions with other companies, among them Monogram Industries Inc., Los Angeles producer of sanitation systems and electrical materials.

Last week, however, Monogram said the talks were off. An ABC spokesman acknowledged, for the first time, that talks had been held, but ABC would issue no formal statement. Sources indicated that discussions between the two corporations had not concerned a merger, but rather with acquisition of Monogram by ABC.

Simultaneous with announcement of the refinancing plan, ABC Inc. President Leonard Goldenson reported financial results for 1967: Operating earnings, he said, were $11,759,000, or $2.50 a share, compared with $17,860,000, or $3.81 a share in 1966. Earnings, in 1967, including capital and nonrecurring gains, were $13,529,000 or $2.88 a share, compared with $18,066,000 or $3.85 a share for 1966.

Revenue in 1967 was $574,952,000 compared with $539,972,000 in 1966. ABC's Broadcast Division, which includes the TV and radio networks and the owned stations, in 1967 rose to $431,325,000 from $413,684,000 in 1966.

Theater revenues increased in 1967 to $84,877,000 from $82,390,000 in 1966. Revenue from merchandise sales and other ABC activities rose to $38,750,000 from $43,898,000.

**Higher Color, News Costs** Mr. Goldenson explained that ABC's lower earnings were in no small way attributable to the prevailing uncertainty in the advertising community. ABC, he said, also experienced rising costs attributable to the TV network's colorization, news coverage of June's Middle-East crisis, the effects of two labor disputes and a
"lack of flexibility in planning and operations because of the long delay of the proposed ITT merger.

"Cumulatively, these factors affected over-all broadcasting results. Earnings from nonbroadcast activities, theaters and phonograph record operations, were ahead of the prior year," he said.

Mr. Goldenson added that while the second quarter of 1968 looks better than the comparable period last year, "earnings for the first quarter of 1968 will be substantially lower than for the like period of 1967," a development attributed to the continuing cost-earnings squeeze experienced in 1967, plus the start-up costs of ABC's four-network radio service.

Mr. Goldenson said the outlook for 1968 was considerably improved because program changes have increased the TV network's audiences; there has been an "increased advertiser demand for ABC prime-time availabilities; and "certain economy measures have been undertaken in all operating areas, particularly with respect to network programming and public affairs."

New Chain of Command • One economy measure just implemented brought a realignment of the chain of command at ABC-TV, resulting from the resignation of Edward Bleier as vice president in charge of public relations and planning. Under Mr. Bleier, ABC-TV's marketing, advertising and publicity departments were integrated in public relations. Each department now reports directly to Elton Rule, ABC-TV president.

ABC-TV's advertising and promotion is headed by Donald Foley and press relations by Ellis Moore. Both are vice presidents. Richard Swart Jr., who was director of marketing and sales under Mr. Bleier, has resigned to take a similar job with Life magazine. Jerome Zucker remains as director of sales development.

Mr. Bleier, a veteran of 14 years at ABC and a vice president since 1960, said he will start an "independent enterprise to combine television program production with marketing and promotional extensions in other media."

Despite recent across-the-board economy measures, ABC News announced last week that it has retained Audits & Surveys Inc., marketing research organization, to conduct all political polls during the year. Audits & Surveys will provide ABC News with information and statistics beginning with the New Hampshire presidential primary on March 12.

SEC Filing • In a registration statement, filed with the Securities and Exchange Commission in Washington last Wednesday (Feb. 21), ABC proposed to issue the debentures in multiples of $1,000. The notes are to be due March 1, 1993. The registration carried no interest or conversion price. These are to be filed later.

ABC plans to begin retiring $3 million annually beginning March 1, 1979; beginning March 1, 1973, it may also, it said, begin to retire an additional $3 million annually. The debentures would be redeemable at the option of the company on 30 to 60 days notice.

ABC said it had long-term debt of $63,750,000 in 4.5% notes running to 1985; and $6,024,697 in 4.5% to 6.5% mortgages and other loans payable through 1981.

In its consolidated financial statement as of Dec. 30, 1967, ABC showed total assets of $365,210,000, of which $199,223,000 were current assets; total current liabilities of $116,173,000, and long-term liabilities of $97,207,000. The company had $78,494,000 in retained earnings at the end of 1967.

In addition to its radio and television station holdings, ABC has agreed to buy KXYZ-AM-FM Houston for ABC stock plus assumption of liabilities, for a total consideration of about $3 million (BROADCASTING, Feb. 5).

ABC also has minority interests in TV in Australia, Canada, Lebanon, Japan, the Netherlands, Okinawa and the Philippines. It also owns 400 movie theaters, is a record manufacturer, is engaged in motion-picture production, owns tourist attractions at Silver Springs and Weeki Wachee, both Florida, and is building Marineworld at Redwood City, Calif., due to open later this year. ABC also owns the Prairie Farmer, Wallace's Farmer and the Wisconsin Agriculturist.

For 12 months ended Dec. 31, 1967:

<table>
<thead>
<tr>
<th>Earned per share</th>
<th>1967</th>
<th>1966</th>
</tr>
</thead>
<tbody>
<tr>
<td>Revenues</td>
<td>$574,952,000</td>
<td>$356,972,000</td>
</tr>
<tr>
<td>Operating earnings</td>
<td>11,759,000</td>
<td>17,860,000</td>
</tr>
</tbody>
</table>

Westinghouse Electric had gains in 1967

Westinghouse Broadcasting Co. had record revenue and profits in 1967, while Westinghouse Electric Corp., its parent company, in its annual report to stockholders reported an increase in sales, net income and earnings per share.

WBC coproduced 11 feature films in 1967 for local television distribution and has scheduled 13 for production this year. The broadcasting group also acquired CATV systems in Florida and New York, bringing the number of its CATV franchise interests to seven.

For the year ended Dec. 31: (Westinghouse Electric Corp.)

<table>
<thead>
<tr>
<th>Earned per share</th>
<th>1967</th>
<th>1966</th>
</tr>
</thead>
<tbody>
<tr>
<td>Sales</td>
<td>$2,909,008,000</td>
<td>$2,389,008,000</td>
</tr>
<tr>
<td>Net income after taxes</td>
<td>122,490,000</td>
<td>118,657,000</td>
</tr>
<tr>
<td>Average shares outstanding</td>
<td>37,731,000</td>
<td>37,382,000</td>
</tr>
</tbody>
</table>

Tax court gets IRS, Corinthian briefs

Network affiliation contracts are more uncertain today than ever before because of the growth of UHF and CATV, the potentials of pay television and direct broadcasting to the home from satellites and the development of home recording devices, Corinthian Broadcasting Corp. told the U. S. Tax Court last week.

Corinthian is fighting to overturn a ruling by the Internal Revenue Service disallowing amortization of Khou-TV Houston's CBS affiliation. The disputed taxes for 1957-59 total $316,078.36. Corinthian bought the then KGUL-TV Galveston from Paul Taft and associates in 1956 for $4.8 million. It allocated $2.7 million of the purchase price to the CBS affiliation, and was amortizing this sum over a 14-year period. The case was argued before tax court Judge John W. Kem last fall (BROADCASTING, Nov. 6, 1967).

In its brief last week, Corinthian stressed that the best estimate is that an affiliation contract, limited to two years by FCC rules, can be considered to have a life of six renewals (14 years). And, it added, TV affiliations "are no more immune to change than the structure of the television broadcasting economy . . ."

Because of technological, economic and political influences, Corinthian said, "there can be no reasonable certainty that any affiliation contract . . . would be renewed for more than six successive terms."

Because of the growth of UHF and CATV, and the portents of pay TV and direct-satellite broadcasting, Corinthian said, there is "no reasonable certainty that petitioner's [Corinthian's] affiliation contract would be renewed for more than six future terms and that there [is] at least one chance in three that it would not be so renewed."

Not so • Contradicting this approach, IRS maintained, as it has in other affiliation amortization cases, that an affiliation contract is automatically renewed for an unlimited number of successive two-year terms, and therefore has no determinable life.

An affiliation contract, IRS contends, is more like goodwill; it's not property, and, since it's not a "wasting" asset, it is not subject to an allowance for depreciation.

In fact, IRS said, an affiliation contract can fluctuate in value; it does not gradually diminish as an ordinary asset does. The CBS affiliation for KHOU-TV has increased in value since Corinthian acquired the station, it noted.

IRS added that there is no evidence
to show that any network ever disaffiliat-
ed from a VHF station in favor of a UHF station. The fears of industry "turbulence" from CATV, it continued, "is more imagined than real." IRS said, the FCC is determined to keep cable TV as a supplement to over-the-air broadcasting. As for direct-satellite broadcasting and home recording, these were not a threat for the years at issue, it noted. IRS also attacked Corinthian's argument that affiliations should be treated like leaseholds.

This is Corinthian's second try in the tax court to win approval of network-affiliation amortization. In 1966, it won a tax court ruling in favor of straightline, 20-year amortization for the CBS affiliations of WISH-AM-TV Indianapolis and WANE-TV Fort Wayne, Ind. It bought those stations in 1956 from C. Bruce McConnell and others for $11 million. A federal appeals court, however, reversed the tax court, and the U.S. Supreme Court refused to re-

The next move in the current case is Judge Kern's decision, expected in a month or two.

Comsat goes into black for first time

Communications Satellite Corp. (Com-
sat), Washington, reported a profit for the final three months of 1967—the first profit since the corporation was founded in 1962.

Earnings for the fourth quarter to-taled $1,740,000 or $0.17 per share. Comsat reported a 1967 net income of $4,638,000 or $0.46 per share and a net operation loss of $642,000, which was offset by other income totaling $5,-

Operating revenues increased in 1967 to $18,664,096 from $4,273,000 for 1966. Comsat leased 717 full-time half-
circuits during 1967, compared with 73 in 1966, when Early Bird was the only full-time operational satellite. It now has four operating satellites—two over the Pacific and two over the Atlantic.

Comparative earnings figures were not available for 1966.

National General rises

National General Corp., Los Angeles, with theater exhibition and TV and motion picture interests, reports operating income in the first quarter of the current year that ended Dec. 26, 1967, amounted to $561,775, or 15 cents a share as compared to $425,776, or 11 cents a share for a comparable period last fiscal year. Revenues increased 7.4% to $21.2 million. Figures include operations of the Banner Productions subsidiary, producer of Tartan.

Chris-Craft's year shows slight rise

Chris-Craft Industries Inc., Oakland, Calif., a diversified company and a television group broadcaster, reported a new high in sales but only a slight in-
crease in earnings.

For 12 months ended Dec. 31, 1967:

<table>
<thead>
<tr>
<th>1967</th>
<th>1966</th>
</tr>
</thead>
<tbody>
<tr>
<td>Earned</td>
<td>$1.75</td>
</tr>
<tr>
<td>per share</td>
<td></td>
</tr>
<tr>
<td>Net sales</td>
<td>$76,970,000</td>
</tr>
<tr>
<td>Net earnings</td>
<td>2,966,881</td>
</tr>
</tbody>
</table>
| Average num-
ber of           | 1,950,137  | 1,661,389 |
| shares out-
standing        |           |           |

New publications cause Cowles's loss

Cowles Communications Inc., a broadcast and publishing group, re-
ported a loss during 1967 on record high revenues. The major part of the loss, ac-
cording to President Marvin C. Whatmore, was due to the "heavy costs of launching and establishing new publications," Suf
f

Cowles publishes Look, Family Circle, and Venture as well as special-interest magazines, four daily newspapers, books and educational materials. It owns three television and two radio stations. For the year ended Dec. 31:

<table>
<thead>
<tr>
<th>1967</th>
<th>1966(*)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Earned per share (loss)</td>
<td>($1.00)</td>
</tr>
<tr>
<td>Revenues</td>
<td>190,909,000</td>
</tr>
<tr>
<td>Net income</td>
<td>($3,454,000)</td>
</tr>
</tbody>
</table>

*Restated to include operating results of two foreign publications not previously included, and change in accounting for the Suf
f

Ameco shows less red ink in latest report

Ameco Inc., Phoenix, CATV equip-
ment manufacturer reported lower net sales for the fiscal six-month period ended Dec. 31, 1967, although it showed red ink in the profit column, its losses were less than half those of the same period in 1966.

For first half, ended Dec. 31:

<table>
<thead>
<tr>
<th>1967</th>
<th>1966</th>
</tr>
</thead>
<tbody>
<tr>
<td>Earned (loss) per share ($0.40)</td>
<td>($0.24)</td>
</tr>
<tr>
<td>Net sales</td>
<td>3,453,810</td>
</tr>
<tr>
<td>Net income (loss)</td>
<td>($104,768)</td>
</tr>
<tr>
<td>Common shares outstanding</td>
<td>1,200,000</td>
</tr>
</tbody>
</table>

Corinthian earnings up despite lower sales

Corinthian Broadcasting last week re-
ported lower sales but, because of re-
duced operating costs, slightly higher earnings during the third fiscal quarter and the nine months ended Jan. 31.

Per-share earnings declined, however, because of a greater number of shares outstanding.

C. Wrede Petersmeyer, chairman and president, said local sales for the com-
pany's five TV stations were up 19%, national sales were down 8% and net-
work revenues were level during the third quarter in comparison with the same quarter last year.

Revenues totaled $4,698,086, net in-
come, $1,014,747 and income per share 30 cents for the third fiscal quarter. This compares with $4,719,276, $1,-

For nine months ended Jan. 31:

<table>
<thead>
<tr>
<th>1968</th>
<th>1967</th>
</tr>
</thead>
<tbody>
<tr>
<td>Earned per share</td>
<td></td>
</tr>
<tr>
<td>Revenues</td>
<td>13,668,340</td>
</tr>
<tr>
<td>Net income</td>
<td>2,630,768</td>
</tr>
</tbody>
</table>

Plough sets records across the board

Plough Inc., Memphis-based drug, cos

matics and household company and group broadcaster reported 1967 sales, net income and earnings per share to be the highest in the company's 60-year history.

Net sales rose 11%, net income 18%, and earnings per share 20% over 1966.

The 1967 estimated sales and earn-
ings and the 1966 figures were reported on a pooling-of-interests basis to re-

ect the result of Maybelline Co., pro-
ducer of eye cosmetics, which Plough acquired in December 1967.

For year ended Dec. 31:

<table>
<thead>
<tr>
<th>1967</th>
<th>1966</th>
</tr>
</thead>
<tbody>
<tr>
<td>Earned per share</td>
<td>$3.84</td>
</tr>
<tr>
<td>Net sales</td>
<td>107,000,000</td>
</tr>
<tr>
<td>Net income</td>
<td>13,520,000</td>
</tr>
</tbody>
</table>
| Shares out-
standing     | 3,377,796  | 3,360,144 |

Avco to acquire

Carte Blanche

Avco Corp., a diversified company with interests in manufacturing, insur-
ance, finance, research and broadcast-
ing last week announced it was negoti-
ating for the acquisition of all class-A voting stock of the Carte Blanche Corp., a national credit-card operation, from the First National City Bank, New York.

In 1966, Carte Blanche earned $1.9 million on revenue of $123,494,000, and had 2,988,000 shares outstanding in each class-A voting and class-B non-

voting categories.

Avco also reported consolidated earnings for the fiscal year ended Nov. 30, 1967, before an extraordinary capital gain of $54,171,000 or $3.71 per share, compared with $52,600,000 or $3.30 per share in the previous fiscal year.
Major mergers in offing in Britain

Britain's television industry is still reverberating from two major merger developments—Thorn Electric's $372-million bid for Radio Rentals and the proposed merger between Electric & Musical Industries and Associated British Pictures Corp. EMI, which has agreed to buy 25% interest in ABPC from Warner Brothers-Seven Arts for a reported $228 million, plans to bid for the remaining equity. But before it does, EMI wants to know how the Independent Television Authority will react. ABPC is the parent of London's ABC Television which, in turn, controls 51% of a new program contractor Thames Television (the other 49% is held by Rediffusion). ITA reserves the right to alter the Thames contract if control of ABPC changes hands. As a consequence EMI may suggest floating ABC Television as an independent sub-division—an idea it has under consider-

Good finish to '67

Britain's independent television companies netted $63 million in advertising revenue during the last three months of 1967, a rise of more than $2.4 million over the corresponding 1966 quarter. The total is after deduction of agency commissions and discounts, but before payment of the ex-

chquer levy, applied at varying rates up to 45%. Much of the increase is due to the independents offering extremely high discount rates to advertisers in the pre-

Christmas period. During December, for example, one company offered as much as 75%.

Filmex expands its Mexican production

Filmex Inc. is stepping up its film production activities in Mexico by scheduling more feature films, TV series and commercials there, according to Robert I. Bergmann, president.

Through the company's Filmex International, a producing organization...
called Filmexco S.A. has been organized. Already in production, according to Mr. Bergmann, are four theatrical films, "Trip to Death": "Requiem for an Assassin." starring Jose Ferrer and Dolores Del Rio; "Rezzada," starring Patrick O'Neal, and "Amor, Amor, Amor." The first three will be for English-Spanish release and the fourth for the Spanish market only. In preparation is "Shadow of a Bull" (for theatrical release) and two TV series, details on which will be disclosed at a later date.

Mr. Bergmann said that Filmex and several other companies have been asked by the Mexican government to produce TV commercials for Latin America as well as TV series. Overseen by the company's operation in Mexico is Frank Marerro, vice president in charge of Filmexco S.A.

Ohio State honors 39

Ohio State awards for "excellence in educational, informational, and public-affairs broadcasting" were presented to 22 television and 17 radio programs on Feb. 15. For network TV programs, the Institute for Education by Radio-Television, a part of Ohio State University, recognized NBC and CBS with three awards each and ABC with two. A special award was presented to NBC-TV for The Investigation, "a stark, graphic illustration of one extreme on man's relationship to man." It was cited because "there is no question that television's intimacy makes this drama incredibly compelling, thought provoking and insightful."

In addition to the special award, NBC-TV was recognized for Life on Other Planets and Project 20's "End of the Trail," both for children and youth. CBS News captured three awards for adult programming. In the fine arts and humanities it was cited for The Italians; in public affairs and community problems, Morley Safer's Viet Nam: A Personal Report, and in the personal problems category, Who, What, Where, Why: The Hippie Temptation.

ABC-TV was recognized for two adult productions: Robert Scott and the Race to the South Pole in the natural and physical sciences division, and General Eisenhower on the Military Churchhill, hosted by Alistair Cooke, in the social-sciences category.

Following is a complete list of the 39 awards:

- Television (Local formal instruction)
  Category I—Fine arts and humanities (for children and youths): WHDH-TV Boston, This Was Shakespeare: (for adults) two awards of equal merit); WBBK-TV and Schwartz-Wallace Productions, both Chicago, The World of Andrew Wпечат; WNBC-TV New York, Sandlot Ballad.
- Category V—Personal problems (for adults): WCBS-TV New York, Look the
NCTA alters film with FCC's Johnson

A tentative final chapter was written last week on FCC Commissioner Nicholas Johnson's budding film career, but the indications are that he'll have to live with his star performance in a CATV promotional film for some time to come.

The National Cable Television Association has agreed to dilute the effect of, for the present, and eventually delete the commissioner's remarks contained in an NCTA-sponsored $50,000 20-minute promotional film for the cable industry entitled "CATV: A Response to Public Demand." The film received a Washington premiere three weeks ago at which time the commissioner was caused no little discomfort (BROADCASTING, Feb. 12).

NCTA said last week that it will insert into current prints of the film (100 were made) an introductory statement by NCTA President Frederick W. Ford. The statement attempts to clarify the commissioner's participation as well as that of Representative Silvio O. Conte (R.-Mass.).

(Representative Conte appears in one brief segment to tell how he uses CATV to reach his constituents. It's understood that he did not object to the use of the film clip. Commissioner Johnson appears in five separate film segments or voice-overs for a total of just about five minutes. He objected, principally to the context in which his remarks were placed.)

Spoken Introductions • In connection with prints already in circulation, NCTA has requested that the Ford statement be read prior to each showing of the film. About 80 prints (either sold or leased) are in distribution throughout the U.S. Once the leased films are returned the statement will be inserted.

The statement by Mr. Ford: "In cable television, as in any new industry, there are problems still to be resolved in which the FCC and the courts are involved. The film you are about to see contains statements by FCC Commissioner Nicholas Johnson and Congressman Silvio Conte of Massachusetts. These gentlemen do not appear as spokesmen for cable television or for the bodies in which they serve.

"Their statements do reflect a keen interest in the present and future potential of the technology used by cable television systems, but should not be construed as endorsement of cable television service to prospective customers or an indication of their support of any governmental policies favorable to the cable industry. We gratefully acknowledge their participation in this project."

NCTA said that in revised or updated editions of the film Commissioner Johnson's remarks will be deleted.

A spokesman for the commissioner said that he was "satisfied" with the NCTA arrangements and considers the incident now "a closed matter."

AP radio-TV group gives station awards

The Associated Press Radio-Television Association has honored 22 member stations for cooperation in news coverage during 1967.

Special plaques for volume in contributions were given to WJZ Baltimore (1,482 stories), KYOK Oklahoma City (1,319 stories) and WQAM Miami (1,125 stories). Other stations receiving plaques were KGRT-TV Harlingen, Tex.; KAAV Little Rock, Ark.; WCBS Baltimore; KGLH Billings, Mont., and WALK Patchogue, N.Y.

Citations were awarded to runners-up: WMAK Nashville; KOEO Albuquerque, N.M.; WJZS Winston-Salem, N.C.; WSSA Huntington, W.Va.; WCKC Cincinnati; WGAU Athens, Ga.; KXKO Globe,
Drumbeats . . .

Getting the picture. KMTV(TV) Omaha, which bought the famed Bostwick-Frohardt collection of early Omaha and Nebraska scenes shot by one of the nation's most renowned pioneer photographers, has donated a collection of 180 of the historic pictures to the Omaha school system, according to Owen L. Saddler, executive vice president and general manager of KMTV. The large, panel-mounted pictures have been part of a public exhibit at the Joselyn Museum in Omaha during the Nebraska Centennial Celebration. School officials plan to make a mobile classroom and exhibit the pictures in a special truck, circulating it throughout the Omaha school system.

Mrs. America rates 50 states. Noyes, Moran & Co., suburban Chicago advertising agency which also specializes in promotion materials and services to radio-TV stations, has been signed by Mrs. America Inc., Chicago, as national broadcast consultant. The Noyes firm will seek to expand the annual Mrs. America contest into a broader national station promotion event than heretofore with local and state contests in all 50 states. The multiple-contest events provide unique tie-in possibilities for radio-TV station sponsors, according to the Downers Grove, Ill., agency. Mrs. America Inc. is now an interest of Don Young, head of his own Chicago public relations firm.

Community advice. WCCB-TV Charlotte, N. C., has formed a community advisory board. The board, consisting of 13 business, professional and civic leaders, will keep the station advised of the interests and needs of the community as far as television is concerned.

Swinging jingles. Paul Horn, a well-known flutist and composer, has put together an unusual orchestra for a singular purpose—to create radio jingles. The orchestra consists of eight brass; tuba; French horn; vibraphone and rhythm section, including two guitars—electric and 12-string—piano and harpsichord. The first result of this melting is a group of station IDs featuring swing waltz, bosa nova and contemporary rhythm signatures and styles. The jingles were created for KMPR Los Angeles.

The money problem

Secretary of the Treasury Henry H. Fowler last week called on broadcasters to help provide "increased knowledge and understanding" of the international monetary system and the balance of payments problem. He was the speaker at an International Radio and Television Society newsmaker luncheon in New York. Mr. Fowler explained the necessity of President Johnson's proposals in his State of the Union address to increase exports, restrict investments, lending, and travel abroad, increase taxes and enact other anti-inflationary measures. He asked radio and television to "render invaluable service" by creating public awareness.

Poster power. WQAM Miami has combined the current poster fad and requests for pictures of the station's air personalities into a popular promotion. The station offers a large lithograph poster featuring WQAM personalities in 1930's style, perched upon a vintage car, ready to make their getaway. They are giving the poster to listeners through contests both on and off the air.

Poverty-program citation. Dr. Peter C. Goldmark, president of CBS Laboratories, Stamford, Conn., has received a national award from the U. S. Office of Economic Opportunity for his efforts in the war on poverty. Dr. Goldmark is chairman of the Committee for Training and Employment. The award is part of the Urban Service Award Program, established to honor those persons "whose dedicated efforts have helped alleviate the problems of the poor in the cities."

TV founder cited. Dr. Vladimir Zwo- rykin, honorary vice president of RCA, has been named winner of the 1968 founder's medal of the National Academy of Engineering. The 79-year-old scientist, who was born in Russia, is the inventor of the iconoscope and the kinescope. His other inventions include infrared devices such as the "sniper scope," an early form of the "electric eye", an electronic diffraction camera and a clock that has no moving parts.

Accepting the replica of an early studio microphone is Reggie Martin (I), vice president and general manager, WSPD, from Clair R. McColough of the Steinman Stations, president of Broadcasters Foundation.

Library promotion. The State Library of Connecticut has purchased radio public service spot announcements from Public Library Productions Inc., New York. Connecticut radio stations will receive a kit containing 18 recorded announcements of various lengths, and a set of written spots to be supplemented during the year. The promotions are similar to those used on New York State radio and television stations during the past three years.

Pioneers honor 47-year-old WSPD

Honored in its 47th year as a pioneer station that has consistently rendered outstanding service to the public and to broadcasting, WSPD Toledo, Ohio, last week was presented with the eighth annual Broadcast Pioneers "Mike" award at a dinner ceremony in New York.

Among dignitaries attending the event were FCC Chairman Rosel H. Hyde; Vincent T. Wasilewski, president of the National Association of Broadcasters; Ohio community and political leaders, including Senator Frank J. Lausche (D-Ohio), and executives of the Storer Broadcasting Co. group. Participating in the program was George B. Storer, chairman of Storer Broadcasting (WSPD was its first station). The station commenced operations April 15, 1921, as WTL; Mr. Storer purchased it in 1927 and the call letters were subsequently changed to WSPD. The Storer group now owns six television and seven radio stations.

Proceeds of the dinner go to the Broadcasters Foundation, the philanthropic adjunct of the Broadcast Pioneers.

The awards were presented Feb. 17 in Beverly Hills, Calif.
BROADCAST ADVERTISING

Eugene J. McCarthy, VP and media director, Young & Rubicam, San Francisco, named director of media relations and planning for agency on West Coast with headquarters in Los Angeles. Eugene J. Grealish, director media relations, Y&R, Los Angeles, transfers to handle major assignment for agency in East.

John S. Bowen, senior VP and management supervisor, Benton & Bowles, New York, elected executive VP and appointed director of account management.

Alfred W. de Jonge, VP in charge of international operations for Benton & Bowles, New York, named senior VP and head of new corporate Benton & Bowles International, that city.

James Miller and Robert Berman, account group heads with North Advertising, Chicago, named senior VP's.

William M. Claggett, director of frozen products forRalston Purina Co., St. Louis, named director of newly created communication and marketing services department, consumer products division, to handle advertising, media management and promotion.

William H. Genge, member of board of directors, Ketchum, MacLeod & Grove, New York, elected executive VP.

Kevin Begos, creative associate with Knox Reeves Advertising, Minneapolis, elected VP.

Edward D. Brown Jr., account supervisor with Doyle Dane Bernbach, New York, elected VP.

Richard F. Best, administrative manager in creative department, and Irvin N. Lanning and Warren B. Wiethaupt, both senior account executives, elected VP's of Gardner Advertising, in St. Louis. James D. Weakley, account supervisor, New York, and Don Forbes, West Coast director of programming and manager of Los Angeles office, also named VP's.

William H. Coleman appointed general manager of Bozell & Jacobs, St. Louis, succeeding Lloyd Graff, assigned to agency's Omaha office.

Anne Tolstoi Foster, associate creative supervisor on Lever Brothers and Miles Laboratories accounts at J. Walter Thompson Co., elected VP.

Robert G. Ralske, account supervisor with AC&amp;R Advertising, New York subsidiary of Ted Bates & Co., named VP.

Ramon Lago, from Doyle Dane Bernbach, McCann-Erickson and Hicks & Greist, all New York, joins McDonald & Saussy, Nashville, as VP and creative director.

Jim Adair, senior art director with Geer, DuBois & Co., New York, elected VP.

Clifford Ray, account supervisor with Street & Finney, New York, named VP.

Jim Adams, copy chief with Street & Finney, named VP and creative coordinator.

Joseph A. Levy, account executive with Helitzer Advertising, New York agency, named VP.

Ira Slakter, from ABC, New York, joins CBS Radio Spot Sales as assistant to director of sales promotion.

Bruce N. Walien, from Geyer-Oswald and Clyne Maxon, both New York, joins Hicks & Greist, that city, as account supervisor.

Robert G. Patt, with Avery-Knodel, New York, named director of marketing. Ralph Crutchfield, director of station relations for Broadcast Advertisers Reports, joins A-K in New York as director of research.

Martin Cagan, media supervisor with Wesley Advertising, New York, joins Tatham-Laird & Kudner, that city, in similar position.

Emil Dispenza, with Carl Ally Inc., joins Spade and Archer, New York, as senior art director.

Joe Cifarelli, media supervisor at Dancer-Fitzgerald-Sample, and Jack Levins, TV salesman for Peters, Griffin, Woodward, join H-R Television, New York, as western division salesman and eastern division research manager, respectively.

Nancy Stevens and James Santora join Cunningham & Walsh, New York, as research project director and project director in copy research department, respectively.

Peter J. Dalton, VP and media director with West, Weir & Bartel, New York, joins Gardner Advertising, that city, as director of media department.

Kenneth Cowan, director of creative services and sales development for WOR-TV New York, assigned additional duties in charge of advertising and public relations for parent RKO General Inc.

Daniel R. Fineberg, with Gardner Advertising, St. Louis, joins Krupnick & Associates, that city, as director of media and market research.

Kenneth B. Hurd Jr., with Gaynor & Ducas, New York, joins Carl Ally Inc., that city, as account supervisor, American Home Products.

Charlie Moss, copy supervisor with Wells, Rich, Greene, New York, named associate creative director.

Robert Jordan joins Goodwin, Dannenbaum, Littman & Wingfield, Houston agency, as director of marketing and research.

Dick Calender, sales manager for KNBR San Francisco, joins television sales staff of Edward Petry & Co., that city.

Carlo Anneke joins WKBS-TV Burlington, N. J., as general sales manager and assistant general manager. He was general manager of KTLA-TV Los Angeles (Broadcasting, Feb. 12).

James K. Wasley, account executive with KSFR(FM) San Francisco, named general sales manager.


Diana Marstella, creative coordinator for Honig-Coope & Harrington, San Francisco, appointed personnel manager, succeeding Cecelia Miller, who retires.

Deanne Pearson, casting director for Foote, Cone & Belding, Los Angeles, joins Charles H. Stern Agency, that city, as head of children's department.

Alvin Mullenax, assistant general manager in charge of sales and marketing for WSVA-AM-FM-TV Harrisonburg, Va., named station manager. John T. McNamara, national-regional sales.
manager for stations, also named local sales manager.

Kay T. Jenkins, program-sales supervisor with WLCS-TV Asheville, N. C., appointed to newly created post of director of sales development.

William T. Hazard, with Doyle Dane Bernbach, New York, joins N. W. Ayer & Son, that city, as account supervisor.


Lee Redfield, general sales manager of Metromedia’s CKLW Detroit-Windsor, named to Chicago sales staff of Metro TV Sales.

Dick Calender, sales manager, KNBR San Francisco, joins San Francisco sales staff of Edward Petry & Co.

Ollie Hayden, account executive at CBS Radio Spot Sales, Chicago, transfers to New York office.

Phyllis Seifer, assistant manager of advertising promotion for WPIX-TV New York, joins Avco Radio Television Sales, that city, as director of information services.

James A. Sowards, account executive with KNXT-TV Los Angeles, joins CBS TV Stations National Sales, San Francisco, as account executive.

Harold Hinson, with sales department of WBT-AM-FM Charlotte, N. C., named general sales manager.

Lovell Waugh, head of sales service and continuity, named administrative assistant to general sales manager.

R. Douglas Oliver, account executive with WALT-TV Albany, Ga., named local sales manager.

William Morrison, assistant traffic manager for KNXT-TV Los Angeles, named national sales representative.

Gus Gourdin, general manager of KGGR (FM) San Diego, joins KBG, that city, as account executive.

Mary Arlis Bates, broadcast account supervisor at Foote, Cone & Belding, Chicago, joins Earle Ludgin & Co. there as manager of broadcast traffic.

MEDIA


William Mavrides, assistant professor of education and director of instructional media, University of Akron (Ohio), appointed general manager of university’s noncommercial WAUP-FM.

Ray McCles, assistant manager of WYCS Abilene, N. C., named general manager.

Herman Sitrick, manager of WYUS Chicago, resigns effective March 1.

Doug Berle, with WLEE Richmond, Va., as account executive, appointed station manager of WAVE, that city.

Edward F. McLaughlin, general manager, KBO San Francisco, elected VP.

James Parks, station manager of KNBC-TV Los Angeles, resigns effective April 15. Future plans indefinite.

Morris Schechter, treasurer of Reeves Broadcasting Corp., New York, since 1963, elected VP-finance. He will continue as treasurer.

PROGRAMING

Marilyn Hohmann, production assistant with Ralph Edwards Productions, Hollywood, named production assistant to VP and general manager of Hollywood Video Center.


Milton Greene, formerly with United Artists and Twentieth Century-Fox, joins Warner Bros.-Seven Arts, New York, in newly created post of office manager to administer unified operations.

Lawrence C. Einhorn, executive producer with WABC-TV Chicago, and Arno Marcacci, producer with WXYZ-TV Detroit, named program director and executive producer, respectively, at WXYZ-TV.


George R. Brown, newcomer with WOR New York, named VP and director of programing.

Jack Swindell, with National Television Associates, joins MGM-TV as head of new Dallas sales office.

Richard D. McHenry Jr., news director of commercial KUSC-FM Los Angeles, named talk program producer for...
KLAC Los Angeles. Mel Leeds, radio commercial producer, appointed assistant program director for KLAC and operations director for its affiliated KMET (FM) Los Angeles.

Gene Okerlund, music director for KOIL Omaha, joins KDWB Minneapolis-St. Paul as program director.

Walter L. Smith, with WRVA Richmond, Va., appointed operations manager.

Jackson Kane, with WNOB Norfolk, Va., joins KGK Spokane, Wash., as operations manager.

Jay Giles named programing coordinator for WFAA-AM-FM-TV Dallas. Bob Turner, assistant production manager, named production manager.

Barbara Schultz, executive story editor with CBS-TV, New York, named executive producer for CBS Playhouse.

Lawrence A. Rodkin appointed coordinator of public service-radio-television programming, University of Illinois, Chicago.

Bruce W. Goddes, producer-director with WTV(TV) Bloomington-Indianapolis, Ind., joins WKBV-TV Cleveland in similar position.

NEWS


Donald P. Myers, Denver bureau manager for UPI, moves to New York general desk as writer and editor. Peter A. Cosgrove, UPI engineer, Cleveland, appointed eastern division chief telephoto engineer, Trenton, N. J. Timothy J. Kelly, with AT&T, succeeds Mr. Cosgrove in Cleveland. Roland Lindsey, reporter for Austin (Tex.) American and Statesman, joins UPI, that city, succeeding Terry Young, who resigns to enter PR work. Richard Good joins UPI, Portland, Ore.

Christopher C. Minicier, writer and editor with AP, New York, appointed East African correspondent, Nairobi, Kenya, succeeding Dennis Neeld, named assistant to chief of Middle East services, Beirut, Lebanon.

Jerry Hammons appointed news director for KTVL-TV Texarkana, Tex.-Shreveport, La.

Dan Nelsen, administrative assistant to city manager of Sioux City, Iowa, joins KMEG(TV), that city, as news director.

Bill Winchell, reporter for WIL St. Louis, appointed director of news for WROK Rockford, Ill.

CBS News recasts six

CBS News has announced following network newsroom reassignments: Ralph Paskman, assistant director of TV news, assumes additional duties as executive editor, CBS News; Marshall Davidson, director of film operations, named director of operations; Robert Little, foreign assignment manager, and David Miller, national assignment manager, named foreign and national editors, respectively; Arthur Kane, manager, live and video-tape production, named assistant director of operations, and Charles Van Bergen, film supervisor, named manager of film production.

Fred Lewis, news and public affairs director for KGK San Diego, named director of news, sports and special events for KDBO El Cajon, Calif.

Doug Dudley, from KHFM(FM) Los Angeles, joins news staff of KHJ-TV Los Angeles.

FANFAR

John C. Burpee, formerly director of advertising and promotion, Avco Broadcating Corp., Cincinnati, named director of public relations for Ralph H. Jones Co., Cincinnati agency.

Richard Fehr, PR director, Needham, Harper & Steers, New York, joins Rockwell, Quinn & Wall, that city, in similar capacity.

Ed Poulsen and Tom Erwin join Goodwin, Dannenbaum, Littman & Wingfield, Houston, as director of public information and public relations communications director, respectively.

Fred Baum, West Coast publicity manager for Filmways Inc., appointed to newly created post of studio publicity director for CBS Films, North Hollywood, Calif.

Jim Pratt, production manager for WFAA-AM-FM-TV Dallas named promotion manager for TV. Bob Lawler named assistant promotion manager.

Wallace R. Westphal, producer/director with WOR New York, appointed director of public relations.

Jerry Hahn, manager of KXOL-FM Fort Worth, joins KXOL as head of newly created department of promotion and community affairs.

Carter G. Elliott, regional PR manager for Ampex Corp., Elk Grove Village, Ill., named manager, public relations and advertising, for International Video Corp., Mountain View, Calif.

Jim Cremins, with WBT-AM-FM Charlotte, N. C., named to newly created position of director of promotion and creative services.

Peter C. Weiglin, manager of Mohr & Co., Pittsburgh office, joins WJAS, that city, as manager, advertising and promotion.

Stephen Scott, chief supervisor for food stamp division of Marion county (Ind.) welfare department, joins WFBR-AM-FM-TV Indianapolis as assistant manager, public affairs.

EQUIPMENT & ENGINEERING


Glenn R. Peterson, marketing manager for communication products division of General Electric Co., Lynchburg, Va., named head of GE's mobile radio business section, that city.

Harry J. Craig, sales engineer in visual communication products division, GE, Schenectady, N. Y., appointed district sales representative, Cleveland office.

Wilford D. Wilkes, transmitter supervisor for noncommercial WPSX-TV Clearfield, Pa., joins noncommercial WVUW-TV Morgantown, W. Va., in similar position.

Paul M. (Mike) Hassett, sales manager, commissioned representatives, for Oak Manufacturing Co., division of Oak Electro/Netics Corp., Crystal Lake, Ill., named director of marketing for switch products division of Oak Manufacturing, that city.

Jim Bebee, with WXYC Cleveland, joins WCGO-AM-FM Pensacola, Fla., as chief engineer, succeeding Jon David Kiker, who joins United Air Lines, Denver.


INTERNATIONAL

Donald Edwards, general manager, local radio development, BBC, London, named to newly created post of managing director, Independent Television News, that city, effective May 1. Nigel Ryan, assistant editor for ITN, named editor, succeeding Geoffrey Cox, who
resigns to become deputy chairman, Yorkshire Television, Leeds, England.

Norman Young, account director at Ogivy & Mather, London, elected VP of New York office in addition to regular duties as transatlantic coordinator on Hertz International account. He will continue to be in London.

James E. Landy, sales manager with Central Dynamics Ltd., Montreal, named VP, general manager, for services and service of television switching and terminal equipment products.

Robert Lusty, vice chairman of BBC, London, since 1966 and member of board of governors since 1960, retires with no plans announced.

ALLIED FIELDS

A. Louis Read, president of WDSU-AM-FM-TV New Orleans, appointed by President Johnson to National Advisory Council on Supplementary Centers and Services, 11-man special-program evaluation team for elementary and secondary education.


Mr. Holt


Herbert E. Forrest becomes partner in Washington law firm of Stipete and Johnson.

DEATHS

John A. Cimperman, 60, director of practices for NBC, died, Feb. 16 at Memorial Sloan-Kettering cancer center, New York, after brief illness. Mr. Cimperman joined NBC in 1960 after 25-year government career with Federal Bureau of Investigation and the U. S. embassy in London. At NBC he conducted continuing research analyses of all practices followed in connection with TV and radio programs. He is survived by wife, Eileen, daughter and two sons.

Henry Parker Smith, 67, manager of WJWS Owensboro, Ky., since 1958, died of heart attack Feb. 17 at Our Lady of Mercy hospital, Owensboro. Mr. Parker started with WTJS Jackson, Tenn., and WLAC Nashville, in 1930's before joining WKYW Cincinnati in 1947 as commercial manager. He is survived by wife, Tona, daughter and son.

Howard Ellis, 76, senior member of law firm of Kirkland, Ellis, Hodson, Chaffetz and Masters, died at his home in Chicago Feb. 18. He had long been champion of freedom of news in law firm representing many broadcast station interests.

FOR THE RECORD

STATION AUTHORIZATIONS, APPLICATIONS

As compiled by Broadcasting, Feb. 14, through Feb. 21 and based on filings, authorizations and other actions of the FCC.

Abbreviations: Ann.—announced, ant.—antenna, aur.—aural, CATV—community antenna television, CH.—critical-hotel, CP.—construction permit, D.—day, DA.—directional antennas, ERP—effective radiated power, kc.—kilocycles, kw.—kilowatts, LS.—localussen, mod.—modulation, N.—night, PSA.—pre-annunciation service authority, SCA.—subsidary communications authorization, SIA.—specified hour, SAA.—special service authorization, STA.—special temporary authorization, TV.—transmitter, ultra high frequency, U.—unlimited hours, VHF—very high frequency, v.—visual, w.—watts, ~—educational.

New TV stations

FINAL ACTION

- Commission has waived provisions of short-spaced rules (Sec. 73.610) and granted application of St. Louis Educational Television Commission, licensee of KETC(TV) to relocate transmitter site southwest of St. Louis, 157 miles from center of Evansville and 188.1 miles from site proposed in a pending noncommercial TV application. Action Feb. 14.

OTHER ACTION

- Review board on Feb. 20 in Jacksonville, Fla., TV broadcast proceeding, Dols. 10884, 12882-84, granted motion for extension of time filed on Feb. 16 by Florida-Georgia Television Inc. and extended to Feb. 27 time for filing oppositions to joint petition for enlargement of issues filed by Florida Gateway Television Co., Community First Corp. and The New Horizionn Telecast Inc. on Feb. 9.

ACTIONS ON MOTIONS

- Hearing Examiner Millard F. French in Aurora, Ill. (AllJR Broadcasting Inc. and South Kane-Kendall Broadcasting Corp.) TV ch. 60 proceeding, reopened record; granted request by South Kane-Kendall Broadcasting Corp. for leave to amend application to update information with respect to additional business interests of one of its stockholders; and closed record (Dols. 17407-8). Action Feb. 12.

- Office of Observers and Review on Feb. 16 in Chicago (Chicagoland TV Co. and Chicago Federation of Labor and Industrial Union Council) TV ch. 38 proceeding, granted request by Chicago Federation of Labor and Industrial Union Council to extend time to Feb. 26 to respond to application by Chicagoland for review (Dols. 35669, 15681).

CALL LETTER APPLICATIONS

- Rochester Telecasting Co., Rochester, Minn. Requests KCTR-TV.

- Susquehanna Broadcasting Inc., Oneonta, N. Y. Requests WCAP-TV.

Existing TV stations

FINAL ACTIONS

- KECC-TV El Centro, Calif.—FCC granted modification of CP and waived Sec. 73.608 of rules and granted application of Telecasters of California Inc. for mod. of CP to change ERP, trans. location and ant. system. Condition. Action Feb. 14.

- WKID(TV) San Francisco — Broadcast Bureau granted CP to change type trans.; condition. Action Feb. 15.

- WMKD-TV Denver — Broadcast Bureau granted CP to change type trans. Action Feb. 15.

- WALB-TV Albany, Ga.—Broadcast Bureau granted mod. of CP to extend completion date to Aug. 15. Action Feb. 16.

- WFEV(TV) New Bedford, Mass.—Broadcast Bureau granted license covering changes in station and license to utilize formerly licensed main trans. as alternate main trans. Action Feb. 15.

- KSHO(TV) Las Vegas — Broadcast Bureau granted mod. of CP to change ERP to 104 kw visual, 40.7 kw aural.; transmitter and

EDWIN TORNBERG
& COMPANY, INC.

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

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West Coast—1357 Jewell Ave., Pacific Grove, Calif. • FR 5-3164

Washington—711 14th St., N.W., Washington, D. C. • DI 7-8531
CALL LETTER ACTIONS
- WXO-AM, United Television Inc., Washington, granted WNAT-TV.
- WFAM-TV, RIN Broadcasting Inc., Lafayette, Ind., granted WTQJ-TV.
- KONO-TV, The Outlet Co., San Antonio, Tex. Granted KFWL-TV.

CALL LETTER ACTIONS
- KMBO-TV Inc., Kalapell, Mont. Granted KECFV-TV.

New AM stations

Now! Class AAA Quality
Class A Costs with Marti STF
For information on complete line of 950 mhz Studio-Transmitter link and Inter-City relay systems, write MARTI Electronics, box 661, Cleburne, Texas 76031. Tel. 817-645-4091

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Electronics
A DIVISION OF MARTI INC.

BROADCASTING, February 26, 1968

studio location to 3349 South Valley View, Las Vegas, and new studio and transmitter at South Valley View, Las Vegas. Action Feb. 19.

The Broadcast Bureau granted CP to change ERP to 14.1 kw average power, and transmitter site. Action Feb. 15.

CALL LETTER APPLICATIONS
- WOCT-AM, United Television Inc., Washington, granted WNAT-TV.
- WFAM-TV, RIN Broadcasting Inc., Lafayette, Ind., granted WTQJ.
- KONO-TV, The Outlet Co., San Antonio, Tex. Granted KFWL.

CALL LETTER ACTIONS
- KMBO-TV Inc., Kalapell, Mont. Granted KECFV.

New AM stations

APPLICATIONS
- KXOW Hot Springs, Ark.-Seeks CP to make changes in ant. system (increase revenue). Action Feb. 19.
- KGOL Palm Desert, Calif.-Seeks CP to increase power from 500 kw to 1 kw, make changes in DA pattern. Action Feb. 19.
- KCQB San Diego, Calif.-Seeks CP to make changes in MEOV's. Action Feb. 19.
- WSSE Inverness, Fla.-Seeks CP to change hours of operation from 24 hrs. a day to 16 hrs. a day and make changes in ant. system (increase revenue). Action Feb. 19.
- WLZI Lake Worth, Fla.-Seeks CP to increase power from 500 kw to 1 kw. Action Feb. 19.
- WYFF Rockford, Ill.-Seeks CP to increase power from 500 kw to 1 kw. Seeks CP to move to location to Shaw Road, 5 mi. north of Guilford and install new trans. Action Feb. 19.
- WPVL Palenville, Ohio-Seeks CP to change hours of operation from unlimited, with power of 500 kw nighttime; from DA-D to DA-A. Action Feb. 18.
- WLYJ-AM Mount Olive, N. C.-Seeks CP to change hours of operation from unlimited to 24 hrs. a day; change station designation to Hobgood, N. C. Action Feb. 18.
- WQOW Wausau, Wis.-Seeks CP to change hours of operation from unlimited to 24 hrs. a day, change station designation to Weston, W. Wis. Action Feb. 18.

FINAL ACTIONS
- WOQI Atlanta-Broadcast Bureau granted license covering increase in daytime power and nighttime power. Action Feb. 13.
- WTCA Plymouth, Ind.-Broadcast Bureau granted license covering changes in ant. system; request made to change daytime power from 250 kw to 5 kw (1 kw CH). Action Feb. 13.
- KHEX El Paso, Tex.-Seeks CP to change hours of operation from unlimited to 24 hrs. a day, change business center of El Paso; make changes in daytime DA system and make changes in daytime and nighttime DA patterns. Action Feb. 19.

Application of former main trans. at main trans. location from $50,000. Action Feb. 4.

For Board of Review's consideration of its action granting CP for new AM station, Action Feb. 4.

For Board of Review's consideration of its action granting CP for new AM station, Action Feb. 4.

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For Board of Review's consideration of its action granting CP for new AM station, Action Feb. 4.
**PROFESSIONAL CARDS**

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<tr>
<td>JAMES C. McNARY</td>
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<td>National Press Bldg. Wash., D. C. 20004</td>
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<td>GEORGE C. DAVIS</td>
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<td>Phone: (201) 746-4000</td>
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<td>A. D. Ring &amp; Associates</td>
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<td>GAUTNEY &amp; JONES</td>
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<td>Telephone: (202) 223-4604</td>
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<td>A. EARL CULLUM, JR.</td>
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<td>216-226-6866</td>
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<td>ROY M. E. ROHRER</td>
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<td>Phone Kansas City, Laclede 4-3777</td>
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<td>E. HAROLD MUNN, JR.</td>
<td>BROADCAST ENGINEERING CONSULTANT</td>
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<tr>
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<td>JOHN H. MULLANEY</td>
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<td>MEASURING SERVICE</td>
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<td>445 Concord Ave. Cambridge, Mass. 01138</td>
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<td>FRANK A. ZOELLER</td>
<td>TELEVISION SYSTEMS CONSULTANT</td>
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<td>Box 866- San Carlos, Cal. 94070</td>
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**Service Directory**

**BROADCASTING, February 26, 1966**

71
SUMMARY OF BROADCASTING
Compiled by BROADCASTING, Feb. 15, 1968

STATION BOXSCORE
Compiled by FCC, Dec. 31, 1967

ON AIR NOT ON AIR Total

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Linc. 4,153a

1 In addition, two AM's operate with Special Temporary Authorization.


Commission has granted application of KLIF Dallas to increase nighttime power from 1 kw to 3 kw, with continued operation on 1190 kc. 50 kw local sunset, directionally ant. day and night, and change nighttime time to 1.5 miles south of intersection of Interstate Route 30 and State Route 349, Rockwall, Tex. Action Feb. 21.

WACO Waco, Tex.—Broadcast Bureau granted license covering changes in auxiliary trans. and studio location; changes in ant. system. Action Feb. 13.

WNBV Narrows-Pearlburg, Va.—Broadcast Bureau granted license covering changes in auxiliary trans. and studio location; changes in ant. system. Action Feb. 13.

KATI-AM FM Casper, Wyo.—Broadcast Bureau granted license covering changes in auxiliary trans. and studio location; change name to Mocom Corp. Action Feb. 14.

OTHER ACTIONS


Review board in Winnsboro, N. C., AM proceeding, Decs. 17988-88, granted petition for extension of time filed February 13 by Onslow Broadcasting Corp., and extended to March 1 time within which to file reply pleadings to Onslow County Broadcasting opposition to petition to enlarge issues Feb. 8. Action Feb. 18.

Commission has waived three-year ownership rule and granted application for assignment of license of WBLC Lenoir City, Tenn., from WBLC Radio Station Inc. to Livesay Broadcasting Co. Petition to deny application filed by WOLL Inc., licensees of WBLC Lenoir City, was denied. Action Feb. 18.


CALL LETTER APPLICATIONS

KMOG, Golden State Broadcast Inc., Tustin, Calif., Requests KHTT.

KQCY, Plumas County Broadcasting Co., Quincy, Calif., Requests KFCQ.

CALL LETTER ACTION

KEFT, Arco Inc., Seattle. Granted KNND.

New FM stations

APPLICATIONS

Shelbyville, Ill.—Shelbyville Broadcasting Co. Seeks 104.9 mc. ch. 285, 3 kw. Ant. height above average terrain 355 ft. P.O. address: 355 West Main, Shelbyville. Estimated construction cost $33,550; first-year operating cost $12,520. Estimated construction cost $33,550; first-year operating cost $12,520.

Bowling Green, Ky.—Daily News Broadcasting Inc. Seeks 98.3 mc. ch. 232, 3 kw. Ant. height above average terrain 300 ft. P.O. address: 8041 College Street, Bowling Green 42401. Estimated construction cost $37,000; first-year operating cost $12,000; revenue $35,000. Principals: J. R. Gaines, president and John B. Goss, vice presi- dent-treasurer (each 40.5%) et al. Messrs. Gaines are partners in Park City Daily News and Bowling Green Daily News.


Kenedy-Karnes City, Tex.—McCamel Co. Seeks 94.3 mc. ch. 235, 3 kw. Ant. height above average terrain 290 ft. P.O. address: 214 Sterling Building, Kenedy. Estimated construction cost $25,747; first-year operating cost $29,000; revenue $52,000. Principals: Charles W. Balthrope, president and treasurer (95.5%) et al. Balthrope is majority stockholder in Kenedy-Karnes City; KERZ(FM) San Antonio and KATI-AM FM Corpus Christi, all Texas. Mr. Balthrope is also majority stockholder in music publishing and advertising firm and also a Mussak Branch Inc. Action Feb. 20.

FIII ACTIONs

Salem, Ore.—Oregon Radio Inc. Broadcasting Bureau granted 163.1 mc. ch. 226, 8 kw. Ant. height above average terrain 380 ft. P.O. address: Box 631, Salem 97308. Estimated construction cost $40,000; first-year operating cost $24,000; revenue $25,000. Principals: Mrs. Lou McCormick Paul, secretary-treasurer, and Ray Paul, president. Oregon Radio Inc. is owned and operated by applicant.


Maricopa, P. R.—WAIL Inc. Commission granted (CP for Box 118 FM. Seeks 104.3 mc. on chs. 341, 98.1 mc. ERP 10 kw. and ant. height of 195 ft. Estimated construction cost $35,000; first-year operating cost $35,000; revenue $35,000. Principals: Mrs. Louise Pirillo, president and treasurer (86.7%). Carlos Pirillo, owner and president, and Joseph Luis Pirillo, vice president (3.3%). Manuel and Jose Pirillo have interests in WIAM, Phoenix, and have interests in WIKO, Tucson, P. R. WAIL Inc. is licensee of WAIL Mayaguez, P. R. Ann. Feb. 15.

OTHER ACTIONS


APPLICATIONS ON MOTIONs

Hearing Examiner Basil P. Cooper in San Dimas, Calif., hearing on Motion Broadcasting Corp. and South Coast Broadcasting Co. for dismissal proceeding granted expenditure of funds by applicants and continued from Feb. 12 to April 12 for date of exchange of written ex- hibitions. Date of closing extended from Feb. 27 to April 29, or to earlier date which may be specified by Commissioner in consultation with all parties (Docs. 17648-9). Action Feb. 18.

Chief Hearing Examiner James D. Cunningham in Pleasantville, N. J. (WMID Inc. and Valdosta City Broadcasting Inc.) for dismissing proceeding, designated Examiner Thomas H. Donahue to serve as presiding officer; scheduled a prehearing on March 9 and hearing for May 27 (Docs. 18065-6). Action Feb. 18.

Hearing Examiner Millard F. French in

BROADCASTING, February 26, 1968

72 (FOR THE RECORD)
Thomasville, Ga. (Triple C Broadcasting FM Inc.)—Bureau granted completion date to Feb. 28, and ordered that presently scheduled hearing date of Feb. 28 shall remain same (Docket 1968; BPH-6234).

RULEMAKING PETITION

Caden, S. C. — The Kershaw County Broadcasting Inc. (AM) has filed a petition with the Commission for the establishment of rule making to amend the FM Table of Assignments.

CALL LETTER ACTIONS

WILLIAMS, T. J. (Magnolia, Ark.)—Granted KFMV(FM).


DESIGNATED FOR HEARING

Pompano Beach, Fla.—The World Christian Foundation Inc., Almaden Inc. of Florida, and Sunrise Broadcasting Corp., has been designated for consolidated hearing. The Commission has found the new FM station to be able to operate on ch. 274, 20.7 mc, with ERP of 150 kw, and with ant. height of 470.5 ft. Ant. type and ant. height 560 ft. Action Febr. 15.

Existing FM stations

FMTN


KVEZ(FM) San Mateo, Calif.—Broadcast Bureau granted mod. of CP to install new, vertical polarized ant. Action Feb. 18.

KREW(FM) Stockton, Calif.—Broadcast Bureau granted mod. of CP to install new, vertical polarized ant. Action Feb. 18.


WNWC(FM) Arlington Heights, Ill.—Broadcast Bureau granted renewal of license for FM station and SCA. Action Feb. 16.

WLIT(FM) Lowell, Mass.—Broadcast Bureau granted license authorizing new FM station.


KCMY(FM) Alexandria, Minn.—Broadcast Bureau granted mod. of CP to extend compliance date to Aug. 31. Action Feb. 12.

KDIN(FM) St. Louis—Broadcast Bureau granted mod. of CP to specify ant., change in ERP, and remote control location as 4037 Westminster, St. Louis, Mo. Ant. height 90 kw. Action Feb. 12.

WCCA(FM) McComb, Miss.—Broadcast Bureau granted license authorizing new FM station.

WNKE(FM) Newkirk, N. J.—Broadcast Bureau granted mod. of CP for extension of compliance term and of CP.

Commission has returned as unacceptable for filing application of WBHT(FM) Newark, N. J. to change station location to Newark, N. J.—New York

Cosmotown Broadcasting Inc.—App. for modification of license of WBHT(FM) had asked waiver of Sec. 73.902(b) of the commission, and WSEN-FM Baldwinsville, N. Y.—Broadcast Bureau granted mod. of CP to extend compliance date to Aug. 13. Action Feb. 13.

WGR-FM Buffalo, N. Y.—Broadcast Bureau granted mod. of CP to extend compliance date to June 1. Action Feb. 12.


WCRK-FM New York—Broadcast Bureau granted license covering installation of new ant., change in ERP, and remote control location, installation of new ant. and change in ERP. Action Feb. 13.


WCRK(FM) Wilmington, N. C.—Broadcast Bureau granted license to replace expired permit with new CP, to change ERP to 170 kw, and with ant. height of 503 ft. Action Feb. 15.

Commission designated for consolidated hearing—Broadcast Bureau and Great River Communications Inc. on petition for granted license covering installation of new ant., and increase in ERP and ant. Action Feb. 14.


KBOO(FM) Portland, Ore.—Broadcast Bureau granted mod. of CP to extend compliance date to April 30. Action Feb. 12.


KQND(FM) Visalia, Calif.—Broadcast Bureau granted mod. of CP to install new, polarized ant., change in ERP, and ant. height. Action Feb. 15.

WHGM(FM) Bellwood, Pa.—Broadcast Bureau granted mod. of CP to extend compliance date to Aug. 31. Action Feb. 12.

WWSW-FM Pittsburgh—Broadcast Bureau granted mod. of CP to extend compliance date to April 30, Action Feb. 13.


KXIX-FM Corpus Christi, Tex.—Broadcast Bureau granted mod. of CP to change type ant., install dual circular polarized ant., and change in ERP. Action Feb. 18.


WJSU(FM) Charlottesville, Va.—Broadcast Bureau granted mod. of CP to change type ant., install dual circular polarized ant, and change in ERP. Action Feb. 18.

WPVU-FM Pullaski, Va.—Broadcast Bureau granted license authorizing new FM station.


FME

WDDS-FM Syracuse N. Y.—Broadcast Bureau by letter of Feb. 14 notified WDDS-FM that it has decided to deny renewal licenseability of $200 for violations of rules, including non-performance of tests and performance measurements at yearly intervals.

RULEMAKING PETITION


CALL LETTER ACTIONS

KHJ(FM) San Francisco, Calif. — Requests Institution of rulemaking looking toward amendment of sec. 73.2111, Action Feb. 16.

KGME-FM, KEKA, Corp., Centralia, Wash. Requests Institution of rulemaking looking toward amendment of sec. 73.2111, Action Feb. 16.

MODIFICATION OF CP’S, ALL STATIONS

Broadcast Bureau granted mod. of CPs to each of following stations: WAOA Opelika, Ala. to July 15; WCOV-Tampa, Fla. to July 15; WPSM-Flagstaff, Ariz. to July 4; KUZZ-FM Bakersfield, Calif. to July 15; KYOR Byrline, Calif. to July 15; WBGO-Tulsa, Okla. to April 23; KCBQ San Diego, Calif. to Aug. 1; WBZQ Miami, Fla. to Aug. 1; WMBG-FM Colorado Springs to July 10; WDFZ Bridgeport, Conn. to June 13; KJYU Washington, D. C. to July 8; WAMU-FM Washington, to July 31; WTJU East Canton, Ohio to April 15; WJTS-Keene, N. H. to July 13; KOAG Idaho to July 8; KGAR Red Oak, Iowa to Aug. 1; KRCH(FM) St. Louis to Aug. 1; WDXK Paducah, Ky. to April 13; WLYW Water Valley, Miss. to March 13; KFML, Marshall, Mo. to Aug. 27; KDIF(FM) St. Louis to June 1; KJLC Paducah, Ky. to July 31, WMU-FM Salem, Ore. to Aug. 16; WMEN承担, Cape Girardeau, Mo. to April 16; WBTP Cambridge, Ohio to July 15; WZNG-White Plains, N. Y. to May 1; WSHF Carlisle, Pa. to March 25; WGET-FM Des Moines, Iowa to May 1; WZNT Elkhart, Ind. to Aug. 21; WATW-Atlanta, Ga. to Aug. 12; WMAT Manist, P. R. to July 15; KEBX-Tulsa, Okla. to Aug. 1; WERE-FM Westerly, R. I. to April 11; WJOY Burlington, Vt. to July 15; WSTM-Atlanta, Ga. to July 15; WGDN-Edmonds, Wash. to June 24; KIXI-FM Las Vegas, Wash. to June 24; KKBZ-Charleston, W. Va. to June 28. Action Feb. 14.

RENEWAL OF LICENSES, ALL STATIONS


LICENSE GRANTS, ALL STATIONS


Translators

KAQ Ketchum, Idaho. Broadcast Bureau granted license covering changes in VHF station.

KWHF Dubois and surrounding area, WNYH Madison, Ohio, new covering new VHF TV station. Action Feb. 19.

CATV

ACTIONS

Hearing Examiner Basil P. Cooper in Mutual Cable Corp. (General Electric Cable Corp.) CATV proceeding, granted petition by April 12 to April 15 date for hearing with exchange of written exhibits; from Feb. 19 to April 22 date for hearing of hearing, to be held by April 12 and earlier dates as may be specified by Examiner for holding hearing, to be held by April 12; and request for reconsideration (Doc. 1878). Action Feb. 13.

Chief Hearing Examiner James D. Cunningham in Akron, Lorain, Cleveland (except Mentor and Northfield), and Lorain Cable TV Inc. and Telemana Inc.) Continued on page 79
**Announcers—(Cont'd)**

**On the way up? This could be it! Mid-Atlantic market of 400,000 $k needs major personality announcer. Good news, good morning drive, salary open.**

**WANTED TO BUY**

**ANNOUNCERS OF ALL TYPES**

**For full-time and part-time work in radio and TV. All talents are needed and welcome.**

**Contact: Broadcasting Company, 1735 DeSales St., N.W., Washington, D.C. 20036**

**Deadline Monday Preceding Publication Date**

**Display ads $25.00 per inch—stations for sale, wanted to buy stations, employment agencies and business opportunity advertising require display space. 5" or over billed at run-of-book rate. Agency commission only on display space.**

**All other classifications ad rate: $1.50 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**
Help Wanted

TECHNICAL—Continued

First phone man for transmitter, no an-
nounced deadline, Ohio. Applicant must be a beginner. Station WAMD, Aberdeen, Md.

Immediate opening—experienced engineer for WBBM, AM, Chicago. Applicants must have recent experience in the FM business. Heavy tourist resort area offers unlimited freedom. Salary open, opportunities for supplanting salary, if interested. Year-round activities if you're a sportman. Salary open. Contact Manager, WBBM, Chicago, Ill.

Immediate opening in top AM-FM market. Heavy tourist resort area offers unlimited freedom. Salary open, opportunities for supplementing salary, if interested. Year-round activities if you're a sportman. Salary open. Contact Manager, WBBM, Chicago, Ill.

News Director

News director for midwest radio and TV in community under one hundred thousand. These regional stations have excellent new equipment. Mature, well-organized, creative applicants with journalism degree and needed experience send complete resume and photo to Box A-230, BROADCASTING.

Experienced on-air news director needed by southern California contemporary station to expand and manage department. Send resume, tape, and photo to Box A-341, BROADCASTING.

Newman, , with experience, or poten-
tual team player, for AM-FM in upper south. Chance to grow, 6 person depart-
ment. Salaries required to Box B-138, BROAD-
CASTING.

Top rated TV news operation needs all-
around newsmen. Will consider radio ex-
perienced and TV newsmen. Send resume, tape and photo to Box A-341, BROADCASTING.

Newman wanted immediately for Central Florida’s top station. Should be experienced in gathering, writing, and on-air reporting. Phone Bob Raymon, News Director, 305-347-6161, Orlando, Florida.

Newman—experienced in gathering, writ-
ing and on-air reporting. Send resume, samples on tape, and advise minimum salary requirements to John M. Shilkovitch, President/Manager, WWKM, Key West, Florida 33040.

Suburban New York station needs new-
swoman with experience. Send resume, tape and photo to Box B-230, BROADCASTING.

Help! Need top notch newman. If you’re good and news is your “bag” we want to talk. We’re 10,000 watts! If you wish to be number one this year call 304-252-6452. No “collect.” Ask for manager.

We’re still looking for a radio-TV newman. On camera experience desirable, but not necessary. Must have good references. Good change for radio man to move up to TV. Contact Dave Bon, Ron Hall, AC 817-PL-4651, Waco, Texas.

Production—Programing, Others

First phone man for transmitter, no an-
nounced deadline, Ohio. Applicant must be a beginner. Station WAMD, Aberdeen, Md.

Production manager for five thousand watt full time AM suburban northern market station. Must have recent experience in management, programming, sales, community service, growing company. Mature, well-organized, creative applicants with journalism degree and needed experience send complete resume and photo to Box B-147, BROADCASTING.

Country music director, experienced. In current format Nashville radio, skilled in copywriting, creating programing, handling promotion. Send resume, personal data & samples of pro-
duction to Box B-147, BROADCASTING.

Production—Programing, Continuned

Wanted radio pro for forty hour board and production shift. Only experienced adults, creative persons—apply. Need for Florida based AM-FM stereo operation. Apply to Box B-150, BROADCASTING.

Situations Wanted—Management


California station owners—general manager available. Must have experience. Will prove aggressive, creative radio television record. Box B-119, BROADCASTING.

Let a rising star in your own market run your station. As your man-
ger, he’ll bring you the best of over twenty years experience in all phases of radio, an overwhelming amount of know-
how and ideas. He has worked for agency and di-
citory with retailers. Write or wire. Box B-230, BROADCASTING.

As station manager will increase revenue as your best salesman and offer aggressive sales direction. Increase station acceptance with 20 years uninterrupted experience, broadcaster thru station managership. Box B-281, BROADCASTING.

General manager with over ten years experience available to station sale. Now in top 100 market but will consider smaller mar-
ket. Striving to break (1st Strength)

khet. But, programs, FCC rules, and pro-
cedures. Box B-292, BROADCASTING.

Mr. Owner: interested in this man? College graduate, large family, hard worker, suc-
cessful all-around personality. Copy, news, programming, promotions, sales, management, growth services, adver-
tisement, community operation. FCC rules, presently employed in blind alley. He has over 15 years experience and has a record of personal successes that he will discuss in person if interested. He’s interested in your station only if it offers long term growth possibilities in a community where he feels he can make a difference. If you think he’s the man you need—contact him. Reply Box B-313, BROADCASTING.

Sales

Experienced salesman with broadcast en-
dorsed 3rd, married, age 36. Have combo experience. Desire to sell adult sound per-
manently. Box B-288, BROADCASTING.

Announcers

Sportscaster. Experienced. Superlative play-
by-play. Fine voice. Some TV. Box B-29, BROAD-
CASTING.

First phone combo; experienced, college man, part time, like? Box B-156, BROAD-
CASTING.

DJ, tight board, sold news commercials. First position and eager to move up. Box B-137, BROAD-
CASTING.

Attention cities by the sea: Talented disc jockey who can do everything. . . . interviews, promotions, production, fill-in news management. 10 years experience. Am not excluding small market by the sea. Box B-246, BROADCASTING.

Help! Pioneer in medium market! Have creative top-40 show, humorous voices, four years experience, college. Must escape! Key hidden in Box B-287, BROADCASTING.

Singing rock & roll DJ with 3rd phone and broadcast endorsement desires small to medium market. Must have experience for tape and references. Box B-261, BROADCASTING.

Former university basketball star, now ac-
ctively working as sports commentator and play-by-play radio—desires sports position in major mar-
tel. Box B-364, BROADCASTING.

Ambitious young family man, draft exempt; at least class ticket, 21 yrs experience, excellent references. Will do production. Refers to top 40 or MOR. Looking for permanent position in Florida with advancement. Write Box B-263, BROADCASTING.

Lively young top 40 jock. First phone. Ex-
periences, 5 years. For top 40 position. Box 308-524-4996. Box B-284, BROADCASTING.

Radio-television, all phases, I can do any job better. Box B-285, BROADCASTING.

Situations Wanted—Production


Almost two years experience, some college. Dealership experience. Box B-289, BROADCASTING.

Announcer with professional sound, mature, MOR personality, college graduate, five years experience. Box B-278, BROADCASTING.

Excellent voice and references, young pro-
essional west coast announcer. Immediately available due to unprecedented circumstances. Box B-255, BROADCASTING.

Sportscaster, 21, play-by-play, college, draft exempt; eight months experience. Box B-294, BROAD-
CASTING.

Busy manager’s right hand man! Top flight air man, strong copy and production. Seven years experience. Would consider exchange, or useable, stable, straight. Box B-285, BROAD-
CASTING.

You name it, talk to television. 20 years ex-
perience with world’s largest radio-television network. Full July ’80. Box B-298, BROAD-
CASTING.

Announcer, dj, authoritative newscast. Mu-
ture sound, looking to settle. Box B-307, BROAD-
CASTING.

Authoritative newscaster, dj, announcer. Family man, no foater. Box B-308, BROAD-
CASTING.

Great sound, clever, creative, witty! I lie a lot, but do have 1 years large market experience. Good copy writer, authoritative newscaster, 3rd endorsed, responsible. Need P.I., or announcer, or both. Let’s talk about what you need. Box B-399, BROAD-
CASTING.

Large market drive time lock now at mod-
countryside station. Six years experience. Family man. Prefer top-forty or modern country. In far west will consider other large markets. Good solid production, com-
plexing, delivery. Box B-310, BROADCASTING.

Versatile, young, experienced, third phone successful all-around personality. Only in Florida only. Specially: MOR combo work, but can adapt to any format. College, single, draft exempt. Prefer to any market. Box B-315, BROAD-
CASTING.

First phone. Married. Top 40. Five years ex-
perience; Medium, MOR. Specially: Draft exempt veteran. William. 612-PAI-9057.

Radio-TV announcer, college grad, 24, draft exempt. Seeking first position and eager to work hard. Free to relocate. Jim Blume, 12530 Elmo, Blue Island, Ill. 60401, or (312) 388-2172.

Mature announcer—strong voice—MOR-

First phone major market experience ma-
ture voice available immediately. 309-MA- 
1409.

Available March 15—announcer—10 years experience. First class license—modern country or middle-of-the-road—Bob Millipas, Rt 6, Box 2351, Hot Springs, Arkansas 71901, phone CO 2-1706.

Announcer, first class license, Broad-
casting. Please contact: Massachusetts. Con-
tact Paul Bell 807-854-3864.

Proflcient experienced writer Anthony do
Situations Wanted—Announcers—(Cont’d)

Bright air personality, not a floater, or prima donna. BROADCASTING.

Experienced French dj seeks employment on French speaking stateside station, preferably on New York station, now on the most powerful commercial station in the world. Box 282, Montserrat, British West Indies.


Full experienced British ex-pirate dj, previously with British Forces Network, now with the most powerful commercial radio station in the world. Sought in all major radio markets. Seeks a good swinging stateside station. Box 107, L.A. Mason, Radio Antilles, Box 282, Montserrat, British West Indies.

Hard worker loves west; 3rd/end. Personality exists in all phases. 7118 Amber, Stockton, California 95207.

TELEVISION—Help Wanted—Technical—(Cont’d)

Maintenance supervisor—group operation, expansion opportunity, midwest. Send resume and photo to Box B-218, BROADCASTING.

Immediate openings for experienced television engineers with first class licenses for major midwest station. Send resume and photo to Chief Engineer, WTVQ-TV, Eureka, California 95551.

Immediate openings for experienced television technicians in all color stations. Experience desirable. Call or write to: R. L. Renties, Chief Engineer, WTVJ-TV, 622 Lafayette Blvd., Detroit 48231. Phone (313) 224-2525.

Television studio VTR and transmitter engineers for maintenance of ETV system. Send resume to R. L. Renties, Chief Engineer, WTVJ-TV.

Television studio VTR and transmitter engineers for operation, maintenance of ETV system. Send resume to R. L. Renties, Chief Engineer, WTVJ-TV.

Top rate air anchor operation needs all around Newman. Will consider radio experience. Excellent opportunity with growing group. All color NBC affiliate in mid-west. Send resume to Box B-254, BROADCASTING.


News producer for major broadcast, at least 5 years experience, complete familiarity with video tape and film production. Must be prepared to produce an aggressive 1/2 hour multi-talent newscast. Box B-200, BROADCASTING.

Production—Programming, Others

Combined TV-FM-AM station in Iowa needs first class technical personnel for other operations or maintenance. Previous experience not essential. Box B-205, BROADCASTING.

Stage manager and assistant to film director. Two men with good TV background and independent minds. Production man must have thorough knowledge of color lighting, sound operation, and directing potential. Film man must have grounding in film handling and on air procedures. "Take charge big man" is wanted for experience and advancement in full color Illinois CBS affiliate. Box B-287, BROADCASTING.

If you are a truly creative television producer, interested in working in ETV, an individual who knows television production well, can write, is flowing over with ideas, and has the ability to translate informational material into imaginative, creative, stimulating television programs, send a resume and salary requirements to Associate Director, Mississippi Authority for Educational Broadcasting, P.O. Drawer 2470, Jackson, Mississippi.

Situations Wanted—Management

Television station manager with impressive commercial and technical management, sales, programming, film buying, personnel training, and design/construction/opera tion/management experience in larger market. Married, industry and civic leader, degrees, and experience in sales, management, and future more important than salary. Box B-990, BROADCASTING.

Now v.p. general manager, 41, Experienced in all phases of television and CATV. Community oriented, with wide experience in direction and emergency contagious. Adapts in orienting groups techniques. Subordinates admire consistency and decision making. Must do well in major cities move. Confidential, Box B-288, BROADCASTING.

Situations Wanted—Sales

TV/radio general manager, experience all phases of TV/radio, advertising. Looking for challenge and long association. Resume available. Box B-231, BROADCASTING.

Sales

Need a TV salesman? College degree in radio-TV, family man, military complete. 7 years experience in most phases of broadcasting, past two in top 10 market. Limited sales experience but have area delivery. Want opportunity to grow with progressive organization in Texas or Florida. Box B-282, BROADCASTING.

Situations Wanted—Announcers

Experienced, authoritative airman and reporter. A pro on and off the air. Move to administrative position in a top market in mind. Box B-286, BROADCASTING.

TV staff announcer. Mature, long experience. Excellent salary, $750 weekly, Box B-289, BROADCASTING.

Radio/television, all phases. I can do any job better. Box B-306, BROADCASTING.

Situations Wanted—News

I'm trapped, frustrated as assignment editor in top six market. I want to return as news director at a station where my name counts. Am using my 14 years news director experience. Can film, edit, write and air, sponsor getting, award winning newscasts and documentaries. Excellent recommendations. Box B-185, BROADCASTING.

News director: 31 years old, 12 years experience with 8 in television. Want opportunity to move up in markets, gain larger salary and more challenge. B. A. degree and two years television experience a must. Box B-324, BROADCASTING.

University television Instructor with commercial, educational, and consulting experience in station management, programming, sales, and production. Desires association with large television operation or educational institution. Box B-182, BROADCASTING.

Bottom rung TV artist seeks move up. Photo, and production background. Box B-285, BROADCASTING.

Have gun—will travel! Trailing partners with good spread, savvy TV executive, poolable grade 45er. Experience in management, creation, production, direction, budgets, liaison. Spread can be industrial, entertainment advertising, national, educational, scholastic, etc. Moneyhold holds average 18-22. Write to: Box B-306, BROADCASTING.

Executive producer: creative, energetic, productive. Age 29. Seeks to develop executive producing role on first, then second, line for aggressive station. Experienced in programming and play writing. Box B-180, BROADCASTING.

Now v.p. general manager, 41, Experienced in all phases of television and CATV. Community oriented, with wide experience in direction and emergency contagious. Adapts in orienting groups techniques. Subordinates admire consistency and decision making. Must do well in major cities move. Confidential, Box B-288, BROADCASTING.

Situations Wanted—Managers

TELEVISION—Help Wanted—Sales

Southwest TV major market network VIP.

TELEVISION—Help Wanted—Announcers

Major VHF color CBS affiliate needs immediate replacement for announcer answering service. Hourly rate 14th; Overtime paid. Opportunity for "up and coming" performers to expand their community. Resume im mediately to Box B-83, BROADCASTING, station management in letter.

Newman capable of 18mm silent and sound filming, writing, reporting, air work and interviews. Send resume and VTR or 8 Track to Stan Scott, News Director, WTVJ-TV, Station Manager, Orlando, Florida.

Experienced television producer, chance for weather and news shows. Contact Barry Bixell, Local/Regional Sales Manager, WFPY-TV, Greensboro, N. C.

TELEVISION—Help Wanted—Announcers

First class engineers for operations, transmission and maintenance. Midwest network TV/RF and FM/AM. Send resume and salary requirements, Box B-176, BROADCASTING.

Front air personality, not a floater, or prima donna. BROADCASTING.

Experienced French dj seeks employment on French speaking stateside station, preferably on New York station, now on the most powerful commercial station in the world. Box 282, Montserrat, British West Indies.


Full experienced British ex-pirate dj, previously with British Forces Network, now with the most powerful commercial radio station in the world. Sought in all major radio markets. Seeks a good swinging stateside station. Box 107, L.A. Mason, Radio Antilles, Box 282, Montserrat, British West Indies.

Hard worker loves west; 3rd/end. Personality exists in all phases. 7118 Amber, Stockton, California 95207.
FOR SALE—Equipment—(Cont'd)

FOR SALE—Audiovox, Box D. C.

WANTED TO BUY—Audiovox, Box D. C.

WANTED TO BUY—Audiovox, Box D. C.

FOR SALE—Audiovox, Box D. C.

FOR SALE—Audiovox, Box D. C.

FOR SALE—Audiovox, Box D. C.

INSTRUCTIONS—(Cont'd)

INSTRUCTIONS—(Cont'd)

INSTRUCTIONS—(Cont'd)

INSTRUCTIONS—(Cont'd)

INSTRUCTIONS—(Cont'd)

INSTRUCTIONS—(Cont'd)

WANTED

Help Wanted

We are looking for a
DYNAMIC NEWS DIRECTOR
Here is your opportunity
to join a live wire radio group & live in "The Land of Sunshine" in
JACKSONVILLE, FLORIDA
FULL TIME 5000 WATT STATION
ALL NEW EQUIPMENT—STRONG YOUNG
MANAGEMENT TEAM.
If you feel you can qualify
send your photo, tapes & resume to
R. T. OLDENBURG 1435 Ellis Road
JACKSONVILLE, FLORIDA 32205

Situations Wanted—Management

Program Director-Manager
12 years experience in top 50 mar-
kets, heavy sales promotion, write
3636 SW 9th St., Apt. 28, Miami,
Fla., or call 305-379-3846, ext 78.

TELEVISION

Help Wanted—Management

BUSINESS MANAGER
Network owned VHF station in a top
10 market has executive opening for a
top man to assume responsibility for
management and control of all business
affairs. Position offers good potential
for advancement in several areas of
management. If you are looking for a
challenge in the active direction of all
aspects of company business and corpo-
rate advancement send a resume with
photo that outlines your qualifications
and a letter that tells us why you can
help us run a successful business. Reply
to Box B-173, Broadcasting.

Technical

Television Chief Engineer
Opening at midwest UHF. Two
hours from Chicago. Must know
transmitter, remote, microwave
PCC, remote, etc. Expects to work
color this year. Excellent living
midsize university community.
Assistant and supervisor seri-
ously considered. May have a few
years experience. Must be able
to manage and train others. Send
resume or letter to
Box B-280, Broadcasting.

TV ENGINEERS Wanted
IN Florida
VHF color station
Executive positions
send full resume & references
Box B-256, Broadcasting.
TELEVISION—Help Wanted

Technical—(Cont'd)

BROADCAST FIELD ENGINEERS
RCA

If you have experience in the maintenance of UHF or VHF transmitters, television tape or color studio equipment we can offer you a career opportunity as a field engineer. Relocation unnecessary if you are now conveniently located near good air transportation service.

RCA offers outstanding benefits, including liberal vacation, paid holidays, life insurance, retirement plan. Plus free medical insurance for you and your family.

WANTED TO BUY—Stations

| AM Radio, fulltime or daytime, Minimum 1000 Watts, Minn., Iowa, N.D., S.D., or area. Must be room for improvement, Individual. | Box B-303, Broadcasting. |

WANTED TO BUY—Stations

Continued from page 73


■ Commission directed Athens TV Cable of Alabama Inc., owner and operator of CATV system at Athens, Ala., to cease and desist from failing to provide program exclusivity, not be ordered to cease and desist from refusing to provide program exclusivity to WSNT-TV Huntsville, Ala., in violation of sec. 74.1103 of rules. Action Feb. 14.

■ Commission has granted requests by Northwest Illinois TV Cable Co., Monmouth and Kewanee Perfect Pictures TV, etc., R. Kewanee, both Illinois for waiver of hearing requirements of sec. 74.1107 of rules. Same action commission denied requests by Clinton TV Cable Co., Clinton, Iowa, for waiver of sec. 74.1107 of rules and designated petitioner for hearing. Action Feb. 27.

■ FCC granted Salyer Radio Co., owner and operator of 217 subscriber, 5-channel CATV system in Whitesburg, Ky., waiver of program exclusivity requirements of sec. 74.1101(1) for rules for signals of WOBJ-TV for Johnson City, Tenn. Action Jan. 31.

■ Commission has authorized operation of CATV systems at Malden, Mo., and Providence, Ky., denying opposition petitions of TV licensees in Paducah, Kentucky Ind. and Cape Girardeau, Mo. Action Feb. 14.

■ Commission has denied :action on complaint by Ashtabula Cable TV Inc., in which the CATV system operator at Ashtabula, Ohio, charged that Ashtabula Telephone Co., has undertaken construction of a new service to the public and associated facilities to provide transmission and distribution of signals to competing CATV operators without first obtaining certification as required by sec. 214 of the Communications Act. Ashtabula Cable TV Inc. filed the complaint by letter Feb. 7. The commission denied the action by letter Feb. 14.

■ Commission has granted request of Shenango Cable TV Inc. for waiver of hearing requirements of sec. 74.1107 of rules to permit CATV systems in Sharon, Hickory Township, and Sharpsville, all PA. the maintenance of WQED(TV) Pittsburgh signals to import distant signal of WQED(TV) Pittsburg to certain subscribers, public and private schools in communities until activation of the WQED(TV) signal in those communities. Action Feb. 14.

■ Commission has directed Center TV Inc. owner and operator of CATV system at Warwood, W. Va., to show cause why it should not be ordered to cease and desist from interfering with or attempting to afford program exclusivity to WSTV-TV Steubenville, Ohio, and WTRF-TV, Wheeling, W. Va., in violation of sec. 116 of rules. Action Feb. 14.

■ Commission dismissed petition for issuance of a cease and desist order filed by Circle L, Inc., licensee of KCRJ(TV) Reno.

Envision Engineering Consulting Firm
Senior Engineer, Applicant must possess background of experience and responsibility in all phases of broadcasting or CATV and a willingness to travel. Engineering Degree Desirable. Send Resume and references to: William B. Carr & Associates P.O. Box 13297, 4028 Daley Fort Worth, Texas 76118 817-284-9311

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(For the record) 79
**COMMUNITY ANTENNA ACTIVITIES**

The following are activities in community antenna television reported to BROADCASTING, through Feb. 21. Reports include applications for permission to install and operate CATV's, grants of CATV franchises and sales of existing installations.

**Indicates franchise has been granted.**

**Milotpas, Calif.—**H & B Communications Corp., Nation Wide Cablevision and Teleprompter Corp. (all multiple CATV owners), each have applied for the franchise. Industry sources report the proposed 12-channel system with a monthly fee of $9.95, no installation charge. Each city would receive 15% of the firm's annual gross revenue. A franchise would be $50,000, net of tax, and be renewable.

**WOKO-AM/FM** Sunbury, Pa.—Seeks transfer of control from WOKO-AM/FM to WOKO-AM/FM, Inc. by Walter W. Hager, president and license, and Scott F. Hager, treasurer, respectively. Contestant: William G. Fulianti.

**KMOO Mineola, Tex.—**Seeks assignment of license from WSLA-TV, Dallas, to WSLA-TV, Dallas. Principals of WSLA-TV: Dr. W. A. McElwee, president; J. E. Bigelow, secretary and treasurer.

**FBCS-FM** Calgary, Alberta, Canada—Seeks assignment of license from KISR-AM/FM, Medicine Hat, by W. A. Lockhart, president, and J. E. Bigelow, secretary and treasurer.

**BWO-FM** Coos Bay, Ore.—Seeks transfer of control from WMJF-FM, Seattle, to WBO-FM, Inc., by Donald J. Fontaine, president and general manager. Contestant: Don J. Fontaine.

**KXOK-AM-FM** Laredo, Tex.—Seeks assignment of license from KGUA-AM-FM, Kingsville, by W. J. Brame, president, and W. S. Brame, Jr., secretary. Contestants: W. J. Brame, president, and W. S. Brame, Jr., secretary.

**WJKE-FM** Jackson, Miss.—Seeks a license for a new station at Jackson, Miss. Principals: J. R. Peavy, president; T. M. Banks, vice-president and general manager. Contestant: J. R. Peavy.

**KXLY-FM** Yakima, Wash.—Seeks a license for a new station at Yakima, Wash. Contestant: Harold L. Young.

**KBTR-AM** Bluefield, W. Va.—Seeks a license to replace KBTR-FM, Bluefield, W. Va. Contestant: Harold L. L. Young.

**KZOK-AM-FM** Oklahoma City, Okla.—Seeks assignment of license from KGUA-AM-FM, Kingsville, by W. J. Brame, president, and W. S. Brame, Jr., secretary. Contestants: W. J. Brame, president, and W. S. Brame, Jr., secretary.
VICTOR G. Bloede is the man in the driver's seat at Benton & Bowles, an agency that bills over $192 million worldwide. He was elected president and chief executive officer on Feb. 2, two days after his 48th birthday, and already it has meant new responsibility and readjustment.

To hear him tell it, "the days are longer and busier, though my work is not too much different in scope."

As one of his associates puckishly phrases it: "Vic Bloede the other day stepped down to the presidency." This was a colleague's interpretation of Mr. Bloede's revelation, made during an interview with a reporter several days after the announcement of his election, that "one change in my habits" was the renting of a one-room apartment in Manhattan.

His workday, Mr. Bloede said, was hopefully not "typical" in the job, since he now spends many hours with clients at lunch well into the afternoon as well as at dinner. The apartment is there for him and his wife to use two or three nights a week, so "we'll see a little of each other."

From one wag's point of view, a one-room apartment is not a step up for a family that enjoys a stylish Georgian home in suburban Plandome Manor on Long Island Sound.

It also might be said that a qualification of a Benton & Bowles president is that he be unpretentious and unassuming. The agency is elbowing itself out of its present home at 666 Fifth Avenue; office space is particularly tight on the executive floor (17th).

Vic Bloede's current quarters is a two-window affair that's pantry-sized in comparison to some of the sprawling presidential suites at other New York agencies. In contrast to offices he has previously had at B&B, this is also a "step down."

New Billings • But everything else about Vic Bloede's new job, including the responsibility, is up and that's the direction in which he is looking for the agency's immediate future. There's no doubt that Mr. Bloede's energy will be devoted to raising the sights of the agency and the billing.

"A considerable portion of my time," he said, "will be in the creative area. It is what I like to do. The creation of advertising is the most important single function of the ad agency. I have a personal sense of responsibility for the quality of advertising."

But Mr. Bloede, a triple-threat man (copy, client work, company management), emphasized that "most important" in the agency's view is the client. Hence, much of his load will be concerned with that area, he said, "leaving a relatively small amount of my time for administrative duties." The latter sentiment appeared to be expressed more in hope than in fact.

"There is room for much growth at Benton & Bowles," he said. Several areas in which the agency "would very much like to become active" and "would like to be represented in," he indicated, are new automotive, beer, liquor and air-travel accounts. "These [areas] are all open to us and we can do a superlative job."

Benton & Bowles, which bills almost $145 million in the U.S., is weighted to package-goods accounts (General Foods and Procter & Gamble are two of its biggest), and that's where television comes in. Last year, B&B billed almost $105 million in TV alone.

B&B's Bloede steps down to new heights

It's obvious there's an advantage for the man in command at this agency to know his television. Mr. Bloede not only knows it, he talks about how he sees it both today and tomorrow.

A few months ago, broadcasters attending the Television Bureau of Advertisers' annual meeting in New York heard Mr. Bloede predict what television will be like in 1972.

For one thing, he was quite definite that the 30-second commercial will become the basic unit of sale. Other predictions: There will be more commercials in television, he said, and they will be higher priced, grouped in bigger clusters, and will be delivered by leased line and totally handled by computers.

As would be expected, his views haven't changed in such a short time. But showing the subtle reaction that's part of Vic Bloede, he also qualified his remarks to add that, if anything, his predictions are "coming around much sooner." He said, for example, that "within a year or two" advertisers would already be splitting "time segments" into three units instead of two.

None of these views is a sudden shift of opinion—he expressed similar ones nearly a year ago before the Association of National Advertisers.

Mr. Bloede's career in advertising was whetted just after World War II when he was associated with John Orr Young (cofounder of Young & Rubicam) in Mr. Young's public relations firm of Young & Myers, New York.

It was Mr. Young who assured the young writer that he would make a good advertising man, that he appeared to have "an interest in and a feeling for advertising itself."

The Efforts = Recalling the campaigns that have given him the greatest satisfaction thus far in his career, Mr. Bloede, a wordsmith, perhaps didn't realize the products he named seemed a pun within a pun. He cited the zest of creating a campaign (he named Zest, a P&G product that the agency introduced by using advertising that was revolutionary) and the crest of activity (he also named P&G's Crest toothpaste, an account he was involved in from the beginning through the product's market dominance). Mr. Bloede's enthusiasm for advertising also applies to his activities with General Foods' Yankee coffee and S. C. Johnson's Pledge furniture wax.

For the nonce, Mr. Bloede has his long days, the one-room apartment and some advertising to attend to. He's postponed a 10-day holiday in the British West Indies for snorkeling and skin diving and restricted his continuing interest in reading. Once he gets his job well under wing, he may undertake "a personal survey to see if there is any other president of an advertising agency who doesn't play golf."

WEEK'S PROFILE

50 rounds to go

THE news media lost a round to the American Bar Association last week when the ABA’s House of Delegates adopted a code that would rigidly restrict the reporting of criminal arrests and prosecutions. But there are many rounds to go. The ABA code becomes effective only if adopted individually by state bar associations.

The House of Delegates’ action last week may indeed represent the true feelings of a majority of members, but it also was taken in response to energetic persuasion by a coterie of senior lawyers whose professional reputations had become involved with advocacy of the code. These lawyers took it as a personal challenge to push the code through, despite the reasonable request by the news media for a year’s postponement of action.

Now that those personal interests have been satisfied, the leaders of state bars may be in a mood to listen to further argument. There is much to be said in opposition to the code that was passed in Chicago last Monday. Not the least to be said is that the code, if rigorously applied, would lead to a conspiracy of silence among police, prosecutors, defense counsel and courts that could frustrate investigative journalism.

The various organizations of news media that failed in their resistance to the ABA campaign must now intensify their efforts among state bar associations. Their mission passes to broadcasters, broadcast newsman, newspaper publishers and editors within individual jurisdictions to carry the word to leaders of the bar in their own cities and states.

But these in-state efforts must be begun at once. The action by the ABA’s House of Delegates is bound to be taken by at least some state bars as the signal for prompt imitation.

Ray of light

IT isn’t in the bag yet, but there are signs of improvement in television business. Salesmen at all three networks say sales for the second quarter are running higher than they were a year ago, and that sounds promising indeed, because at this time last year the slowdown had not yet struck. In the spot-TV business it’s a little early to be talking about the second quarter, but there are indications that spot, too, may be starting to emerge from the softness that slowed all advertising media in 1967. Among the guardedly optimistic reports is one from a leading rep who says that for the stronger stations, at least, February and March show the brightest promise since last June.

Anything can happen, as unsuspecting salesmen discovered to their horror less than a year ago, but the current trends seem at least—and at last—to be running in the right direction. They suggest, even if they do not prove, that advertisers are beginning to shake off their doubts about the course of the economy and face the future with growing confidence. When that happens, of course, recovery will be in the bag.

Slow start

PRESIDENT Johnson, after months of deliberation, has completed his nominations of 15 members of the bipartisan board of the Corp. for Public Broadcasting, thus activating Phase II of this country’s boldest venture in the subsidizing of a medium of mass communication.

Implementation of the project will constitute Phase III, which presumably will get under way after the Senate confirms the 15 nominees and Congress provides the seed money in excess of that pledged by private interests ($1 million each from CBS Inc. and the Carnegie Foundation).

It is obvious that the project, since being rushed through Congress last session, has lost some of its steam. The Vietnam war and the urban civil-rights problem have unquestioned priority. Moreover, this is an election year.

Add to these disturbing events the dismal showing of the Public Broadcast Laboratory, endowed by the Ford Foundation, since its debut last fall. Although unrelated to the legislative project, its failure to revolutionize viewing habits has affected some of the ardor for CPB. The PBL Sunday intellectual adventure, as far as most of the public and even the usually fawning critics are concerned, has practically disappeared from view.

Basic to Phase III is financing. How will the money to sustain CPB programming be funded? And how can this be done in a manner that will completely divorce the project from both congressional and executive-branch control?

Several plans have been advanced, but none has received anything approaching acceptance of the disparate groups involved. The most prudent proposal, from the Carnegie Commission whose report formed the basis for CPB, was an excise tax on the sales of television receivers, which might yield $100 million a year. But the manufacturers, understandably, have screamed bloody murder and supported a counter-proposal to impose a tax on television advertising profits.

The task of the 15-man board isn’t easy. There are no precedents or guide lines. The enabling legislation does not limit the programing of noncommercial broadcasting to educational, instructional or cultural purposes. There’s no barrier to competition with commercial programing, although that obviously is not the intent of the act.

With conditions what they are, it is doubted whether CPB will make great strides in this election year. The board, once it is confirmed, will probably find it necessary to undertake in-depth planning before it embarks on a definitive course.