Increasing threats face radio-TV as NAB convention opens. p35
Leading rep firm developing plan to cut TV clutter. p46
Request to share campaign costs startles CBS-TV affiliates. p58
NBC-TV affiliates hear Goodman flay federal restrictions. p66

New Horizons For Radio?

Some pointed questions about the American Broadcasting Company's new 4-network concept.

Pages 27 to 30
SAVE CASH

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*Figures from Boston Radio Audience — American Research Bureau Survey Jan/Feb 1968. Any figures quoted or derived from audience surveys are estimates subject to sampling and other errors. The original reports can be reviewed for details on methodology.

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Federal Communications Commissioners July 3, 1934 to March 18, 1968

* Served as Chairman  ** Deceased

Ice jam

FCC’s one-to-a-customer multiple ownership rulemaking (see page 78) has caught many proposed traders by twist and between. Station brokers also are in virtual trauma because current transactions in works are frozen, but they do see pot of gold for them at end of rulemaking if one-station-per-category-per-market (to maximum of 21 entities in as many markets) sticks.

Also in quandary are numerous pending applicants for UHF TV stations who are licensees of AM, FM or both in the same market. They're precluded from consideration even during pendency of proposed rulemaking. Also blocked are several known proposals for mergers of combination AM-FM-TV facilities looking toward going public. Comment around Washington and from elsewhere all adds up to final comment: "It's a new ball game."

Call from home

With presidential campaign heating up, there's inside talk that U. S. Ambassador John S. Hayes, former president of Washington Post-Newsweek stations, will resign to assist President Johnson in re-election campaign in media liaison—particularly broadcast. Mr. Hayes, who has been envoy to Switzerland since November 1966, was identified with both 1960 and 1964 Johnson campaigns and handled media strategy.

Minow’s price

Envious word around FCC last week was that former colleague, Newton Minow (chairman 1961-63), is due legal fee of $30,000 for representing Gale Broadcasting Inc. in sale of its WFMT (FM) Chicago to Weston Continental Broadcasting. This may be biggest legal fee ever paid by seller in FM-transfer case. WFMT was case that triggered harsh new FCC rulemaking (see page 78) but, like others pending before rulemaking was begun, was approved last week. Mr. Minow is in private practice in Chicago.

Air races

Students of political campaigns are predicting emphasis on broadcasting this year will be heavier than ever before. They say this will be especially true for TV, but that radio seems due for unusually heavy run too. They're predicting more sophisticated use of TV this time around, with candidates tending to conduct "advertising campaigns," with emphasis on minute and split-minute commercials, rather than "political campaigns" dominated by speeches and other program-type buys.

Carl Ally Inc., New York agency, reportedly will take over advertising chores for campaign of Senator Eugene McCarthy. Minnesota Demo­crat's bid for his party’s presidential nomination so far has been aided by top New York agency talent on volunteer basis. Some of talent, however, reportedly comes from agencies with other political accounts, for example, Pappen, Koenig, Lois Inc., which reportedly may handle Senator Robert Kennedy's bid for Democratic nomination. After Wisconsin primary tomorrow (April 2) both candidates will be in face-to-face contest. Top Ally officials over past weekend were in Wisconsin with McCarthy staff.

Movies by any name

Even with NBC-TV expanding to third night of features next season, making total of seven nights per week for all networks, movies still seem to be getting bigger and bigger in TV's future. NBC-TV Insiders confide that new 90-minute Name of the Game series is nothing more than, full season of "World Premiere" features, which in fact, gives them four nights per week of movies. Also Roy Huggins, through his Public Arts Inc., is developing 90-minute "Movie of the Week" series for 1969-70 season, which would present different "World Premiere"-type production regularly without even pretense of series theme such as Name of the Game is using. Huggins concept is for 8:30 p.m. start for program so that it would have half-hour lead on other movies, which he feels will be competing against each other by that time at 9 p.m. on other networks.

High-level sex

What's probably most expensive dramatic hour series to be produced for network television is about ready to become first major program buy of 1969-70 season. Called The Survivors, it's been developed and will be written by best-selling novelist Harold Robbins. Series is ABC-TV's property and initial plan was to have subsidiary organization, Selmur Productions, handle production. But now feeling is that scope of production, which will cost some $250,000 per week, is too broad for any but major lot to handle, and Universal TV has all but signed to turn out series. Setting for story has been described as "upper class Peyton Place," with program unfolding in continuing form, like novel. Possibility is that Lana Turner and George Hamil­ton will star.

Back under the rug

After three years, National Association of Broadcasters Code Authority has quietly stopped listing radio and TV stations that either quit or are asked to leave codes. Since late 1964 monthly code newsletters have contained lists of stations joining and stations withdrawing. Lists of withdrawals were instituted by former code director, Howard Bell (now pres­ident of American Advertising Federation), as means of strengthening code enforcement by publicizing those who leave code for one reason or another.

Sweet account

Alberto-Culver Co., Melrose Park, Ill., hefty TV advertiser which has been rapidly diversifying its toiletries lines into household and other products, is expected to add strong TV budget in support of new sugar substitute product, Sugar-Twin. Low-cost item recently was acquired from Northmore Corp., Cudahy, Wis.

Unexpected guest

President Johnson, who likes surprises may make impromptu appearance before National Association of Broadcasters convention in Chicago this week. It isn't certainty by any means, but standing invitation is in and could be picked up at chief executive's option. In any event, Vice President Hubert Humphrey, who will be in Mexico at time, will make color film appearance at opening festivities.

Postmaster: Send Form 3579 to BROADCASTING, Washington, D. C. 20036.
WBBM-TV knows
CHICAGO, a city of style...
And there's nothing quite so stylish on the syndication scene as
U.N.C.L.E.

WBBM-TV snapped up the smartest put-on in local TV programming for a key early-evening time slot. They recognized that every program has a life-style that's reflected in the audience it attracts.

U.N.C.L.E. is a stylish show. It attracts equally stylish viewers—viewers with a marked preference for the better things in life, for convenience foods, for products and services that are new as well as different. It's a modern audience...a modern market for the look-ahead station.

WBBM-TV saw it. Chicago will see it. U.N.C.L.E.—the style-setter for syndication.

At the NAB, Chicago, visit us at the Executive House—38th Floor—every evening after 5:00 P.M.
46th annual NAB convention in Chicago finds industry looking into muzzle of loaded shotgun: regulatory threats from FCC, Congress, Justice; potent network competition for spot dollar, trend toward shared 30's. See ...

BROADCASTERS' COUNTDOWN? ... 35

Leading rep firm is developing plan that would eliminate station-break commercials, reduce number of messages and put all in programs. Most all commercial positions lost by networks would be in nonprime time. See ...

RADICAL WAY ... 46

CBS affiliates are up in arms over network plan to waive compensation for political conventions, election coverage. Network says stations should share in huge losses incurred because of campaign coverage. See ...

AFFILIATES ON WARPATH ... 58

Senate Antitrust Subcommittee hears FCC Chairman Hyde say media cross-ownership can be handled on case-by-case basis, but Subcommittee Chairman Hart sees problem in newspaper ownership of TV. See ...

FCC FIRM ... 60

FCC adopts multiple-ownership stance in proposed rule-making, but comments from broadcasters are already being heard. "Ridiculous," "dreadful," "dumbfounding" are typical reactions from coast to coast. See ...

ONE PER CUSTOMER ... 78

HOOPER RATING PLAN ... 98

C. E. Hooper Co. may market new local television ratings service by May. Firm plans to present results of its comparison between diary, meter, pure-coincidental techniques at NAB convention. See ...

PORTABLE GEAR READIED ... 100

Chicago appellate court tells FCC to go ahead, revise personal-attack rule, but it won't hold up court argument on rule. FCC adopts changes, but not without Cox and Loewinger engaging in war of words. See ...

FAIRNESS FIGHT ... 111

Canadian government completes its appointments to new Canadian Radio-TV Commission, which is to replace present Board of Broadcast Governors. Pierre Juneau will head new agency. See ...

NEW CANADA RADIO-TV BOARD ... 122

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Join us in the Embassy Room on the First Floor of the Sheraton-Blackstone (across from the Conrad Hilton).

We look forward to seeing you at the NAB. We'll be there on Sunday, March 31, from 12:00 noon until 10:00 p.m.; on Monday, April 1, and Tuesday, April 2, from 10:00 a.m. until 8:00 p.m. Come on over!

SCREEN GEMS
Okays transfers, but orders stations sold

FCC in rare if not unprecedented action has approved transfer of control of four commonly owned AM and FM stations on condition that new owner sell them within six months. Commission also notified licensee corporation it was liable for $10,000 fine.

At issue is transfer of control of Areawide Communications Inc., through its parent, Red Owl Stores Inc., to Gamble-Skogmo Inc. Areawide is licensee of KBSI-AM-FM St. Louis Park and WREB Duluth, both Minnesota, and WNAK Yankton, S. D.

Condition was imposed on grant of transfer application and forfeiture proposed for Areawide because of two unauthorized transfers of control.

De facto transfer occurred in April, when James F. Bell Jr. who, through stock he and associates owned, controlled 17% of Red Owl, sold his interests to Gamble-Skogmo. Legal control was transferred in July, when Gamble-Skogmo acquired 78.4% of Red Owl stock.

Commission said that statute prohibiting unauthorized transfer of control of stations “must not be violated when mergers, as here, are contemplated.”

Accordingly, commission said it could not make finding that unconditional grant of transfer application would be in public interest.

Commission noted that it could have picked alternative course of designating application for hearing. However, it decided against that on ground it did not believe applicants deliberately flouted commission rules.

Red Owl is retail and wholesale food business in upper midwest. Gamble-Skogmo is publicly held general merchandising chain whose stock is traded on New York stock exchange.

Commission vote on order was 5-to-1, with Commissioner Nicholas Johnson dissenting and Commissioner Robert T. Bartley absent.

Signs for inaugural

Station officials attending NBC Television Network Affiliates convention were notified by Don Durgin, NBC-TV president on Friday (March 29) that order was received previous night from Eastern Airlines for full sponsorship of TV network’s coverage of presidential inauguration ceremonies in January 1969. Agency for Eastern is Young & Rubicam, New York.

At conclusion of Mr. Durgin’s speech (see page 68), affiliates saw and heard live-film presentation, titled 20-20 Vision, dramatic-musical revue touching upon television’s past and reviewing NBC-TV’s 1968-69 prime-time program schedule.

CATV won’t replace TV

Broadcasting: Schneider

“Yes, I see cable in our future,” John A. Schneider, president, CBS/Broadcast Group, told Chicago Broadcast Advertising Club communications seminar Friday (March 29). But cable TV won’t replace conventional television despite mounting spectrum pressures, he said (see page 68).

“It would be unconscionable for the FCC or anyone else to decree that the American public will henceforth pay for what it heretofore received free,” Mr. Schneider said, “and this would be the net effect of displacing TV or any segment of TV from the spectrum.”

Monthly CATV charges would penalize low-income homes most of all if no free TV were to be had, he noted.

He also predicted satellite TV won’t become as universal and instant as some predict, not because of language barriers so much, but because of time barriers.

Stoddard to KLAS-TV

Howard Hughes group Friday (March 29) finally made decision as to who will run their recently approved KLAS-TV Las Vegas operation. Appointed general manager is Paul Stoddard, one-time sales manager and then general manager for KRO General-owned KFRC San Francisco.

Weighing in at 98 lbs.

RCA is announcing at National Association of Broadcasters convention in Chicago over weekend new 98-pound, “full-size” color TV camera utilizing three-tube pick-up system. Called TK-44A, camera uses Plumbicon tubes and is priced at $74,800 (camera chain including “10-to-zoom” lens, black-and-white picture and waveform monitors and mounting equipment). RCA said deliveries will begin next January.

ASCAP members sue for copyright infringement

Groups of members of American Society of Composers, Authors and Publishers have filed copyright infringement suits charging that two Washington state radio stations played their songs without authorization, ASCAP said Friday (March 29).

Leonard Bernstein, Frank Loesser, Richard Rodgers and Warner Bros-Seven Arts were listed among 18 ASCAP members as filing against KEEM Moses Lake and Jessica Longston, its president, and also were among 32 said to have filed against KVAW Vancouver and Cathryn C. Murphy, owner.

Suits seek restraining orders against future performances, plus statutory damages of not less than $250 for each unauthorized performance.

Super-agency? Not yet, says O’Connell

Head of Office of Telecommunications Management, James D. O’Connell, told Senate appropriations subcommittee Friday (March 29) he is not recommending communications super-agency at cabinet level to supersede FCC, although he didn’t rule out such move in future.

Mr. O’Connell, covering wide range of issues in response to questions from Senators Warren G. Magnuson (D. Wash.), subcommittee chairman and chairman of Commerce Committee, and Gordon Allott (R-Colo.) offered off-record briefings on two classified matters—actual defense spectrum usage and needs and steps being taken to guard radio-TV transmitters against takeovers during domestic disorders.

That topic was judged so sensitive that Chairman Magnuson even put discussion about need for further discussion off record.

Mr. O’Connell iterated belief ex-
WEEK'S HEADLINERS

Willard C. Mackey, executive VP and manager of Atlanta office of Interpublic's Marschalk Co., elected senior VP of The Interpublic Group of Companies, New York. He will be responsible for all agency relationships with Coca-Cola, including its USA and foods divisions, and with Coca-Cola Ltd. in Canada.

Richard C. Wald, VP, Whitney Communications Corp., New York, and last managing editor of now-defunct New York Herald Tribune, named VP, NBC News. Also at NBC News, William T. Corrigan, director of news operations, named general manager, news operations; and Russel C. Tornabene, director of news, NBC-owned TV stations, named general manager, owned TV stations and radio news.


KROY sale approved

FCC approved sale of KROY Sacramento, Calif., by Lincoln Dellar and wife to group broadcaster Atlantic States Industries Inc. for $1,325,000 on Friday (March 29).

Atlantic States, principally owned by Ralph Guild, Daren McGavren and George Fritzinger, is holding company for McGavren Guild-PGW station-representative firm and owns WORTY Boston, WLOB Portland, Me., WNYV Pensacola, Fla., and XMK A Fresno, Calif.

In same action, FCC dismissed petition filed by KHAI Honolulu for denial of transfer application.

FCC claims fairness rules aren't unfair

FCC told U.S. Court of Appeals in Chicago today (Monday) that fairness doctrine does not raise constitutional question, since it does not impair broadcasters' right of free speech.

Furthermore, it said doctrine is in "full accord with the fundamental principle of our Constitutional system that the welfare of the public demands the opportunity for free political discussion and robust debate.

Commission made statements in brief replying to attack that Radio Television News Directors Association, CBS and NBC have made on fairness doctrine rules applying to personal attack and political editorializing.

Commission said that Communications Act provides authority for adoption of rules. It also argued that broadcast interests have failed to sustain burden of demonstrating those rules, affording right of reply when personal is attacked over station, or where station editorializes for or against political candidate, are arbitrary or unduly burdensome.

Rules do not involve censorship, commission said, nor do they contain any penalty or sanction for expression of views. Requiring stations to give notification of personal attack or editorial, and to offer opportunity for reply, FCC said, "does not interfere with the station's choice of program material or any other right of speech, but does make meaningful the basic principle of fairness."

Appellants have 15 days to respond to commission arguments. FCC brief was filed in accordance with federal court's order, permitting challenged personal-attack rule to be revised but denying request for delay in case (see page 111).

Feature film firm

Formation of Riveria Productions Inc., New York and Hollywood, to produce feature films announced by Robert H. Yamin and Henri Bollinger Friday (March 29). Mr. Yamin has resigned as president of LIN/Medallion Picture Corp. to form company. Mr. Bollinger will continue to conduct his public relations business while serving as vice president of Riveria.

Back to shows

Iconoclast Stan Freberg, in recent years devoted primarily to commercial production, has joined producer-director Barry Shear in developing half-hour situation comedy for Paramount Television in time for 1969-70 season. Messrs. Freberg and Shear have formed TV production partnership and this is to be first product of that union.

Projected series is being planned with Negro comic Godfrey Cambridge as lead. Mr. Shear will direct NBC-TV's new Phyllis Diller hour variety series in fall.

Names advisory group

American Bar Association has named seven-man legal advisory committee on fair trial and free press, to help implement controversial Reardon Report; adopted by ABA in February (Broadcasting, Feb. 26). Advisory group will "encourage" cooperation of both bar and press, and "assist in effectuating" those standards which discourage pretrial publicity considered prejudicial to fair trial.

Named chairman was U. S. District Judge Edward J. Devitt of Minneapolis. Other members include National Association of Broadcasters general counsel Douglas A. Anello, and Toledo (Ohio) Blade general counsel George S. Bradley.

NBC tops Nielsen

NBC-TV was able to cite this ratings news for affiliates Friday (March 29) at convention in New York: In Nielsen 30-market report out Friday and covering March 18-24, 7:30-11 p.m., NBC had 19.7, CBS had 19.2 and ABC 16.4, with NBC taking top five shows (Dean Martin, Bob Hope, Jack Benny, Bill Cosby, Ie Capades; all but first special).

For other personnel changes of the week see FATES & FORTUNES

Pressed at House panel discussion on spectrum shortage (Broadcasting, Feb. 26) that collection of basic usage data must precede intensive spectrum engineering to squeeze maximum use from frequencies now allocated. OTM, he said, is preparing large pilot project in Los Angeles area that will apply engineering approach to municipal radio needs.

Despite soft-pedaling super-agency idea (in almost same phrases used by FCC Chairman Rosel H. Hyde in appropriations hearing Thursday (see page 92)), Mr. O'Connell alerted subcommittee to major changes in nation's telecommunications policies expected later this year, when report of President's task force is released. Mr. O'Connell is vice chairman of task force, but he gave no inkling of proposals to come.

OTM is seeking only minor budget increase this year; $1,986,000 figure for fiscal 1969 is only $4,100 over 1968 total.

10

Broadcasting, April 1, 1968
What a racket Ward Huey has. There's no way he can get enough tennis practice, but he talks a great game. He spends more time selling, and talks more often of WFAA-TV, the Dallas-Ft. Worth market, and good avails. Television anyone? Call WFAA-TV and ask for Ward. He's General Sales Manager.

**WFAA-TV DALLAS-FT. WORTH**

ABC, Channel 8, Communications Center. Broadcast Service of the Dallas Morning News

Represented by Edward Petry & Co., Inc.
for stations who dream in color

(In 72 cities, the dream has already come true!)
In an astonishing two months, 72 stations have acquired U-50... fifty of Universal's most recent motion pictures. U 50 is the tightest list of important features ever assembled to stay current throughout the playoff period.

And all 50 are in color!

Why be caught napping in black and white?
DATEBOOK

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

indicates first or revised listing.

APRIL

April 3-4—National Association of Educational Broadcasters' Educational Broadcasting Institute on supervisory management, co-sponsored by American Management Association. Travel Lodge, Fisherman's Wharf, San Francisco.

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

April 4—Awards presentation in the fourth annual competition for the ANDY awards, given by the Advertising Club of New York. New York Hilton hotel, New York.

April 5—Region II conference of the National Association of Educational Broadcasters. Atlantic Cabana hotel/motel, Atlanta. Speakers include: Ralph S. Eagleson, publisher of the Atlanta Journal and Constitution; William G. Harper, NAB president; Harold Wigren, NAB consultant, and Richard Kellerman, director, Public Broadcast Laboratory.

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—Biannual meeting of board of trustees of National Academy of Television Arts and Sciences, at which will be presented NATAS' 1967-1968 International Award for best entertainment and news-documentary programs produced outside U.S. Washington.

April 5—Meeting of Iowa AP Broadcasters Association. Des Moines.

April 7—International Association of Educational Broadcasters' Educational Broadcasting Institute on supervisory management, co-sponsored by American Management Association. Purdue University, West Lafayette, Ind.

April 8—Tenth annual Broadcasting Day, co-sponsored by Florida Association of Broadcasters and University of Florida. Speakers include Charles Stone, NAB vice president for radio; Wally Bristoe, managing director, NCTA, and David 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 10—Meeting of National Association of Broadcasters-National Cable Television Association committees on CATV copyright, Washington.

April 11—Annual meeting of stockholders of Aveo Corp. to elect directors and independent auditors, to vote on resolution relating to pension plan, and to transact other business. North Charleston, S.C.

April 15—Deadline for filing comments on FCC's proposed rulemaking that would permit type-approval of AM modulation monitor

tors that do not incorporate monitoring meters.

April 15—Foreign policy conference held by Department of State for editors and broadcasters. Speakers will include Secretary of State Dean Rusk. Interested parties may request invitations from: Office of Media Services, Department of State, Washington, D.C. 20520.


April 16-19—18th annual broadcast industry conference sponsored by San Francisco State College. Broadcast media awards are voted to entries of unusual merit in both radio and television. San Francisco State College, San Francisco. Inquiries about entry details should be addressed to Professor Benjamin Draper, radio-TV film department, San Francisco State College, San Francisco 94132.

April 17—Annual shareholders' meeting of American Telephone and Telegraph Co. to elect directors and auditors and to act upon other matters. Boston.

April 17—Annual stockholders' meeting of General Telephone & Electronics Corp., to determine number of and elect directors: to consider and act upon proposal to amend certificate of incorporation and upon proposal concerning cumulative voting and pre-emptive rights. Conrad Hilton, Chicago.

April 18—Annual stockholders meeting, Time Inc., to elect directors; to eliminate limitations on number of directors and to transact other business. Time & Life Bldg., New York.

April 18-19—Seventh annual college conference held by the International Radio and Television Society; IRTS first faculty conference to be held concurrently on the second morning. Speakers include Walter A. Schwartz, president, ABC Radio; Richard S. Salant, president, CBS News and Dan Durgin, president, NBC-TV. Roosevelt hotel, New York.

April 18-25—Seventeenth Cine-Meeting, held by International Film, TV film and Documentary Market (FED) for producers, renters and distributors of feature and documentary films for cinema and TV presentation. For information contact: Largo Domodossola 1, 1945-Milan, Italy.

April 18-20—Annual spring convention of Oregon Association of Broadcasters. Speakers include Douglas Anello, NAB general counsel. Thunderbird motel, Eugene.

April 19—Eighth annual Western Heritage Awards Presentation, sponsored by National Cowboy Hall of Fame and Western Heritage Center. Civic Center Music Hall, Oklahoma City.

April 19-21—Spring convention of Louisiana Association of Broadcasters. Holiday Inn, Monroe.

April 21—National Association of Educational Broadcasters Educational Television
Why not let your audience hear you at your best?

These professional products from CBS Laboratories guarantee it! They make transmitters behave ... beautifully. They don't shout. They don't whisper. And they increase effective coverage for you. What a market you'll reach!

Audimax. An automatic level control years ahead of any other of its kind! It controls the level of program audio while maintaining original dynamic fidelity. Boosts your signal to a higher average level. Guarantees a considerable increase in your effective audience coverage.

Volumax. Outmodes conventional peak limiters! Automatically controls your peak modulation level. Can double your effective listening area. Fact is, the combination of Audimax and Volumax not only guarantees you a maximum increase in effective coverage ... it also insures a smoother, more pleasant sounding program.

Wide Range Program Monitor. A meter so sensitive there's no such thing as silence. And so easy to read — it measures program levels clear across a 60 decibel range on a linear scale. Monitors full dynamic range ... without switching scales.

Loudness Controller. Exclusive! The only instrument that guarantees your audience's listening comfort. Automatically reduces excessive loudness levels. Ends listener complaints. Unconditionally guaranteed.

SEE THEM AT THE NAB-BOOTH 307

PROFESSIONAL PRODUCTS

CBS LABORATORIES

Stamford, Connecticut

A Division of Columbia Broadcasting System, Inc.
Ready for stations May 1—
broadcast news that tunes in executives and other investors:

Dow Jones Business Newscasts

National Distributor: Scantlin Electronics, Inc., 2231 Barrington Avenue, Los Angeles, California 90064. (213) 478-8251. Att: Mr. George Levine, Vice President
Nine rip-and-read programs daily, designed to win the attention of your community's choicest broadcast audience.

Today, increasing millions of men are management executives, whether in small businesses or great corporations. At the same time, over 24 million Americans own securities. Business publications have steadily grown in circulation and influence. Now it's your turn to convert the public's huge interest in business and the stock market into profitable advertising revenue!

The programming vehicle specifically designed to win this choice audience now is here. The staffs of the Dow Jones News Service and The Wall Street Journal have created a new kind of newscast, expressly edited for the broadcast industry: Dow Jones Business Newscasts.

Now, your station can strengthen its programming by adding to your news desk...in effect...the largest, most experienced group of business/financial news reporters and editors in the world.

This world-recognized corps of experts will provide far more than routine statistics of the stock markets. Dow Jones Business Newscasts will tell the significant world news developments behind the market movement. They'll offer expert analyses of events and their possible ramifications.

This is one program millions of businessmen and investors, small or large, men and women, can tune to regularly for the kind of news they want—at their offices, during drive time, at home. They'll follow it as attentively as millions read The Wall Street Journal and the famous Dow Jones news ticker.

This will be an intelligent, affluent audience...a premium market for the advertising of banks, utilities, insurance companies, brokerage firms, "big ticket" products, and many other similar prestige sponsorships.

Prepared in audio format, suitable for radio and TV use, the Dow Jones Business Newscasts are distributed nationally by Scantlin Electronics, Inc. For rates and all other information, contact Scantlin at the addresses below. Act quickly to become the station in your community for business-minded people...the choicest broadcast audience in any community.

AT THE NAB CONVENTION—BOOTH 422

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AM Frequencies...

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Secondary Frequency Standard

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Using any general coverage communications receiver the International Model 1120 provides the necessary standard signals for measuring frequencies. Easily calibrated against WWV to provide an accuracy of $1 \times 10^{-6}$ for measuring the frequency of harmonics of FM subcarrier frequencies. The Model 1120 is designed for field or bench use with its own self contained rechargeable battery and charger. Long term stability of ±10 cycles over range 40°F to 100°F. Short term stability of better than $1 \times 10^{-7}$ can be obtained. Zero adjustment for oscillator on front panel. All transistor circuits provide outputs at 1 mc, 100 kc and 10 kc. Level of signal can be set with gain control.

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TVB REGIONAL SALES CLINICS
April 18—Omaha, Sheraton Fontenelle.
April 19—Huston, Kings Inn.
April 20—Jacksonville, Fla., Downtown Holiday Inn.
April 21—Minneapolis, Sheraton Ritz.
April 22—St. Louis, Sheraton Jefferson.
May 1—Charlotte, N.C., Holiday Inn.
May 2—Chicago, Continental Plaza.
May 3—Washington, Sheraton Park.
May 4—Detroit, Sheraton Motor Inn.
May 5—Columbus, Ohio, Sheraton Columbus.
May 6—Pittsburgh, Hospitality Motor Inn.
May 14—Oklahoma City, Downtown Holiday Inn.
May 15—New Orleans, Sheraton Charity.
May 17—Memphis, Sheraton Peabody.
May 24—Boston, Sheraton Plaza.
May 27—Buffalo, N.Y., Sheraton Motor Inn.
June 17—Los Angeles, Sheraton Wilshire Motor Inn.
June 18—San Francisco, Sheraton Palace.
June 19—Portland, Ore., Sheraton Motor Inn.
June 20—Denver, Sheraton Malibu.

Stations Division meeting. Statler Hilton, New York.
April 23—Annual stockholders meeting, General Precision Equipment Corp., to elect directors, approve appointment of independent public accounts, and other business. Biltmore hotel, New York.
April 23—Annual stockholders meeting of Zenith Radio Corp., Chicago.
April 23—Annual stockholders meeting of Foote, Cone & Belding Inc., to elect directors, approve new class of 100,000 shares preferred stock, increase common stock to 4,000,000 and transact other business, Continental Plaza, Chicago.
April 23-25—Annual conference, Petroleum Industry Electrical Association. Among speakers is Frederick W. Ford, president of the National Cable TV Association, who will speak on "Tomorrow’s Television Technology." Galveston, Tex.
April 24-27—National convention of Alpha Epsilon Rho, national honorary radio-television fraternity, Tulsa, Okla.
April 25-May 2—The Golden Rose of Montreux eighth annual TV competition held by the Swiss Broadcasting Corp., and the town of Montreux under auspices of the European Broadcasting Union. Open to programs in color and in black and white.
April 26—institute of Broadcasting Finan-

Indicates first or revised listing.
presents more lively entertaining programming for the coming season leading off with HAL MARCH’S New Panel Show ‘GOLD RECORD’ with big name headliners Henry Mancini/Connie Stevens Frankie Avalon/Paul Revere and the Raiders/Joanna Moore Johnnie Ray/Harpers Bizzare
MAKE THE NOW TV SCENE WITH THOSE SWITCHED ON TUNED IN..."IN" PEOPLE! IT'S THE GROOVIEST - GET WITH IT...

AMERICAN INTERNATIONAL TELEVISION presents

YOUNG ADULT THEATRE

26-swinging action-packed films in COLOR

ALREADY PRE-SOLD TO THESE STATIONS

WABC-TV
New York, N.Y.
KABC-TV
Los Angeles, Calif.
WBKB-TV
Chicago, Illinois
KGO-TV
San Francisco, Calif.
WXYZ-TV
Detroit, Michigan
KUTV
Salt Lake City, Utah
KBTV
Denver, Colorado
KBMT-TV
Beaumont, Texas
KHOU-TV
Houston, Texas
KGMB-TV
Honolulu, Hawaii
KLAS-TV
Las Vegas, Nevada
KRDO-TV
Colorado Springs, Colorado
KARK-TV
Little Rock, Arkansas
KLZY-TV
Lafayette, Louisiana
WANE-TV
Fort Wayne, Indiana
KOTV
Tulsa, Oklahoma
KTXV
Sacramento, Calif.
KTVK
Phoenix, Arizona
KOAT-TV
Albuquerque, N.M.
WGAN-TV
Portland, Maine
WVUE-TV
New Orleans, Louisiana
WSOC-TV
Charlotte, North Carolina
KSAT-TV
San Antonio, Texas

AMERICAN INTERNATIONAL TELEVISION Inc. · 165 West 46th Street · New York, N.Y. 10036 · Circle 5-3035
four generations of Nelsons...
in one of the longest running, highest rated
fully sponsored family entertainments ever!

...and
American International T.V.
has selected 200 of the
top-rated programs
for syndication as

The Adventures
of Ozzie and
Harriet

American International
Please visit Stan Dudelson in the Salon Blue Suite at the Ambassador East Hotel and meet the stars of AI-TV's new syndicated shows the NELSON FAMILY in "The ADVENTURES of OZZIE and HARRIET" and HAL MARCH star of "GOLD RECORD"

and also starring from AI-TV

HOLIDAY STORY BOOK OF FABLES
the screen awakens to a big wide wonderful world of enchantment.

DOMINANT 10
fast paced, thrill-packed exciting stories top drawing names.

CINEMA 20
twenty distinguished motion pictures combining the most exciting award-winning talents in the entertainment industry today.

REAL LIFE ADVENTURE SPECIALS
all color documentaries high adventure fierce action.

SINBAD, Jr.
130 brand new five-minute swashbuckling action-packed, seafaring cartoons in glorious color with full animation.

15 NEW SCI-FI
weird, way out, science fiction at its explosive best.

AMERICAN INTERNATIONAL TELEVISION Inc.
165 West 46th Street • New York, N.Y. 10036 • Circle 5-3035
cial Management board of directors meeting, WGN Chicago.


April 28-29—Annual spring convention of Texas Association of Broadcasters. Flagship hotel, Galveston.

■ April 28-30—William Allen White Centennial symposium on theme "Mass Media in a Free Society." Speakers will be: Theodore F. Koop, CBS vice president; Carl Rowan, syndicated columnist and former director of USIA; Bill Moyers, publisher of Newsday and former Presidential news secretary; Stan Freberg, advertising consultant and head of own agency; Bosley Crowther, New York Times, movie editor, and Ben Bagdikian, news analyst, University of Kansas, Lawrence, Kan.

April 28-30—Annual meeting of affiliates of ABC-TV. Los Angeles.


■ April 20—Deadline for filing reply comments on FCC proposed rulemaking to permit type-approval of AM modulation monitors that do not incorporate indicating meters.

MAY

■ May 1-5—17th annual National convention of American Women in Radio and Television, under theme of "Century of Communications." Speakers include: Ronald Reagan, governor of California; John Guedel, John Guedel Productions; Irving Stone, novelist; Leonard Marks, director of USIA. Panelists include: Thomas Saroff, vice president, NBC; Dr. Fred Adler, vice president, Hughes Aircraft Co.; F. G. Rogers, president, IBM's Data Processing Division; John Paul Goodwin, chairman of board, Goodwin, Dannenbaum, Littman and Wingfield Inc.; William Dosier, president, Greenway Productions; Dr. Lee du Bridge, president, California Institute of Technology; Arch Madison, chairman of board, Bonneville Broadcasting Corp.; Norman Felton, president, Arena Productions; Daniel S. Parker, chairman of board, Parker Pen Co. Century Plaza hotel, Los Angeles.


■ May 6-8—Annual meeting of Canadian Association of Broadcasters. Chateau Champlain, Montreal.

■ May 3-4—Annual convention of Kansas Association of Radio Broadcasters. Speakers include: Vincent Wasilewski, NAB president. Holiday Inn Midtown, Wichita.

■ May 5-10—103rd technical conference of Society of Motion Picture and Television Engineers. Papers will be presented on following topics: Instrumentation and high-speed photography; laboratory practices and color-quality control; photographic and allied science; photosensitive materials for motion pictures and television; theater presentation and projection; small-format films; studio practices; sound; education, and medicine. Century Plaza hotel, Los Angeles.

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

■ May 9-10—Spring meeting of Washington State Association of Broadcasters. Speakers include: Arthur Hambler, Washington attorney. Chimeck hotel and Motor Inn, Yakima.

■ May 8-9—First annual Instructional broadcasting conference sponsored by National Association of Educational Broadcasters, on theme "Communication Technology and the People Left Behind." Sessions have been scheduled on: early childhood education for people left behind.
Who Belongs On Your "Top 20" Drug Market List?

WHO

...that's who!

In DRUG SALES...
we deliver the nation's 16TH MARKET!

- $1,863,000 more than Newark!
- $75,279,000 more than "metro Des Moines!"

OUR P.M.A. PROVES IT!

WHO's "Prime Market Area" (PMA) includes 79 Iowa counties surveyed in our latest 93-county area Pulse study. Whether it's people, food, drug, gasoline sales, etc.—our PMA statistics prove that WHO delivers the vast, rich Iowa market area that deserves to be on your "top 20" list. We're not just "metro Des Moines".

<table>
<thead>
<tr>
<th>WHO P.M.A.*</th>
<th>Metro Des Moines</th>
</tr>
</thead>
<tbody>
<tr>
<td>Retail Drug Sales</td>
<td>$92,575,000**</td>
</tr>
<tr>
<td>Retail Drug Outlets</td>
<td>769</td>
</tr>
<tr>
<td>Population</td>
<td>1,991,000**</td>
</tr>
</tbody>
</table>

*Sept-Oct, 1966 93-County Area Pulse
**1967 "Survey of Buying Power"

WHO RADIO • Des Moines, Iowa
1-A Clear Channel • 50,000 Watts

Please send

Broadcasting
THE BUSINESS NEWSLETTER OF TELEVISION AND RADIO

SUBSCRIBER SERVICE

Name
Position
Company
Business Address
Home Address
City
State
Zip

Payment enclosed
Bill me

1968 Yearbook $10.
January 1966

BROADCASTING, 1735 DeSales St., N.W., Washington, D.C. 20036.

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

---

Offering public an option

EDITOR: Back in 1964 I made a proposal to the three TV networks that they try to do something constructive about their political-convention coverage plans. I had polled a number of stations in regard to the question of alternating coverage, with one network carrying the conventions and the other two continuing their regular programs, or with two networks carrying the convention and one providing regular programming.

The reaction was overwhelmingly in favor of the alternating plan, and I so informed ABC-TV.

Since CBS focused the spotlight on the identical problem with its policy concerning coverage of the Rusk-Fulbright hearings, CBS has been castigated for its efforts despite the fact that it was, and still is, the only feasible method of serving all segments of the public.

ABC, which might have reaped the benefits of a great public-relations contribution earlier this year, missed the boat and NBC, in its statements on the CBS policy, once again put its competitive stance ahead of the network's service in the public interest policy—all of the public, that is.

I sincerely hope that before the political conventions roll around with their complete usurpation of all channels, the three networks get together and work...
Only the sunshine covers South Florida better than WTVJ*

* Of Miami's "Top 20" minute availabilities
  20 are on WTVJ-ARB*
  19 are on WTVJ-NSI*

*Based on total homes reached in survey area, ARB and NSI for Miami, November 1967. (Audience data are based on research techniques which yield statistical estimates only, and are limited in their accuracy by any sampling deficiencies inherent in the survey from which these data were derived.)

Complete color facilities / Represented by Peters, Griffin, Woodward, Inc. / A Wometco Enterprises, Inc. station / CBS affiliate
is adventure in your programming plans?

I'm Col. John D. Craig and would like to discuss with you 260 one-hour color video taped shows titled

OF LANDS AND SEAS

If you are attending the NAB convention, we can meet in the Olas Corporation hospitality suite at the Continental Plaza. I look forward to seeing you.

out a realistic policy which will provide coverage of the conventions in the most effective manner possible, but will still offer the country's viewing audience an alternative in program choices.

—Thomas P. Chisman, president, WVEC-TV Hampton-Norfolk, Va.

Seeks radio programs

EDITOR: I have been preparing material for a documentary on radio from the 1920's through the 1950's. For this I need recordings of music, instrumental or vocal, from the 1920's through the mid-1940's and on-the-spot news reporting of important events, sports events, and old comedy and mystery programs.

I would be most happy to receive any material listed above, recordings or tape.

—Bob Barry, station manager, WXUR-AM-FM Media, Pa.

Memo draws responses

EDITOR: The letter responses [to my Monday Memo, BROADCASTING, Feb. 26] have been gratifying and I thank you for allowing me to philosophize in the pages of your excellent publication.—Eddie Smardon, vice president and director of media, Carson/Roberts/Inc., Los Angeles.

WNAC background material

EDITOR: I am working on a project to compile and edit material concerning WNAC as a precedent setter in radio. Employees of the station have furnished me with facts and fiction, but I need even more material, especially reprint newspaper ads as well as articles and photographs. All such material will be returned to its owners and will be given credit in the publication. I appreciate any help that can be given.—Don Azars, WNAC-AM-TV, 21 Brookline Avenue, Boston, Mass. 02215.

School seeks old records

EDITOR: As a principal of a school of culturally deprived students, I am interested in ways to keep the children out of trouble and increasing their cultural interests. I have found that they are "hip" to records and music in general.

With this in mind, I am trying to organize a record library in order that students may check out records to dance to, play and enjoy... I am appealing to radio stations for audition records, old records, etc. The students' interests are broad... from soul music to western.—Loran Dannheiser, principal, Boynton and Columbus schools, Benton Harbor, Mich., 49022.
Some pointed questions about The American Broadcasting Company's new four network concept.
Q: "I'm a highly rated independent in my market. Why do I need a network affiliation?"

A: You will have an open line to every news scene in the world through the large network radio news organization in our business. It's a strong statement...but the track record of ABC Radio News hasn't been approached by anyone else! The sound of your news and all your network's programming will fit your format...increase the scope of your format, yet demand far less of your time than any other major network has ever required. Because the quality of your programming product cannot be duplicated, affiliation will help you keep a firm competitive edge. It will discourage imitation of your style and increase the distance between you and the competition. You have availabilities within network programming that will permit you to offer local clients an effective, expensive, prestigious advertising vehicle at no extra cost to you.

Q: "If I join one of your networks, won't I lose national spot dollars?"

A: It's possible, assuming you were a strong candidate for those dollars to begin with. But there's more working against that proposition than for it. First, there is not enough total inventory on any one network to provide advertisers with an alternative for local weight. Second, being part of a "target audience network" (two-hundred stations delivering similar demographics because of their similar formats) new dollars will very naturally come into the radio medium. This kind of national target marketing has never been available before at radio's efficiency. Third, because a network can't sell the "target" concept without selling the individual stations that deliver it, your station will receive constant and valuable exposure every time a network presentation is made to major clients and to agencies in markets like New York, Chicago, Detroit, Los Angeles. Fourth, rather than turn from your station because of a network schedule an advertiser buying a "target" audience will lean more toward additional weight on the station he knows will deliver his kind of audience.

Q: "How much time will one of your networks take out of my day?"

A: Generally from 5 to 9 minutes of programming per hour, including time for local sale. It varies from one network to another, but an American Radio Network needs
from 56% to over 211% less time than any other major network today. Because we're selling four different networks, we don't need nearly as much of your day as the fellow who has to make a living selling one. A glance at our program schedules will give you the exact amount of programming by network, along with the total number of availabilities in it for local sale.

"How can I keep my identity different from your other affiliates in my market?"

By doing exactly what you're now doing. Each of the networks is separate and distinct. The sound and pace of programming, the method of news presentation, the voices and personalities, length of programming, the sound logos, visual logos, promotion materials—all differ from network to network. Because our programming is produced every day to blend with four basic radio formats, we keep you as unique and independent as your format permits...maybe even a little more so.

"Is it true that all three of your AM networks have given up station compensation payment?"

No. ABC has set up a fair and equitable formula for payment which is based essentially on market rank. Together with local availabilities, compatible sound and the sales value of ABC-produced news and sports, you should find that an affiliation makes good bottom-line sense. We planned it that way.

"Is this new 4-network concept here to stay?"

Yes! ABC management has made a major commitment in terms of new equipment (over $3,000,000), a greatly expanded radio news staff, and a general beefing up of all service departments. The concept is too sound and necessary not to succeed.

"Do I have to carry all commercial programming the network feeds?"

Yes. Some db's are permitted in the case of certain conflicts, but these are exceptions. Since the amount and style of all programming offered is tailored specifically to local formats, with no excess programming, full clearance should complement your local programming.
Q: "Aren't you having trouble signing up stations?"

A: Yes, some, or we wouldn't be running this ad.
There is a logistical problem in establishing contact and sitting down with the hundreds of individual stations in hundreds of markets necessary to fill all our station needs.
In most cases where we have been able to sit down, explain and answer basic questions about the concept and how it applies to each station, we have an excellent record of success.
The over 700 affiliates who have joined us after only a few short months of operation, attest to this.
We thought an ad like this might answer the most asked questions for a large group of stations at one time; or better still, might prompt you to think of further questions you would like to ask us.
Radio reaches SAS's tourist and business markets

Scandinavian Airlines Systems Inc. (SAS) has changed its accent—in advertising, that is—to attract more U.S. tourists and businessmen and their products to the shores of Scandinavia.

Our advertising theme stresses "a change of people" for sightseers and "change of markets" for businessmen. This revamped marketing posture relies heavily on radio—and expanded radio, at that—to drive home a message to the ever-growing target groups of American tourists and industrialists that Scandinavia can be a land of opportunity.

The role that radio has played in our advertising program can best be judged by the amount of money we place in this medium. Without pinpointing actual expenditures, SAS is spending during the 1967-68 fiscal year three times as much money in radio advertising as it did last year.

Can there be a better testimonial to the effectiveness of radio than a threefold increase in spending?

In short, we have found that radio has contributed to outstanding sales results for us. Our experience has been that radio offers us an efficient buy and gives us a high degree of flexibility as we attempt to reach our twin objectives: the consumer and commercial publics.

Markets Before our expanded marketing effort, our radio advertising was confined to what we called our "gateway concept." This approach consisted of running radio commercials in the cities where our gateways to Europe were located—New York, Chicago, Montreal, Los Angeles, Seattle and Anchorage.

Since SAS served the U. S. and Canada with more direct and nonstop trips to Scandinavia than other airlines, we decided this year to expand our radio programming. In addition to our gateway cities, we are now going into other major markets such as Boston, Philadelphia, Minneapolis, San Francisco, Toronto and Vancouver, B.C.

These additional markets were selected on the basis of past sales experience and estimates of future potential. In most of our 11 radio markets, our commercials are being placed on two stations. These stations are primarily of the well-balanced variety that offer news, sports and music and cater to a sophisticated audience.

In order to appreciate how radio advertising has been important to SAS, I think it is best to point out the overall objectives of our advertising campaign.

We are interested in attracting the person traveling to Europe for the first time, but are also interested in the seasoned traveler who has been to Europe, but never to Scandinavia.

People to People Our advertising agency—Gaynor & Ducas Inc.—developed our basic theme: "Maybe what you need is a change of people." This theme was decided upon because, in the final analysis, sightseeing is sightseeing. But Scandinavia has much to offer in the warmth and sincerity of its people.

From the commercial side, our program's theme is "maybe what you need is a change of markets." You can see how this very closely parallels and complements the over-all tourism theme. Beamed to the businessman, we had success with the "market-change" theme because Scandinavia enjoys the highest standard of living in Europe. And in the world, it's second only to the U. S.

Through our radio advertising, we have found flexibility in getting across our consumer and commercial messages, offering booklets to both segments, and inducing the public to go on tours through Scandinavia.

We have found that radio has been ideal for localizing our advertisements. All our radio spots—regardless of whether they are taped or read by the local disk jockey—contain at least a short tag line pointing out to the listener that he can make flight reservations through his local SAS office or his travel agent.

We also localize our radio spots and emphasize locally sponsored SAS tours and our regional flight service. Studies by our advertising agency indicate that this segment of each spot has helped make the public more aware of the SAS as a local entity.

In scheduling our radio commercials, we also have taken into consideration the time of day when our ads will have the greatest impact and the seasons during which we are most concerned with building travel.

Selective Period We schedule the majority of our commercials during "drive time"—6-9 a.m. and 5-7 p.m. During these hours the demographics of the listening audience most closely match our target-audience profile. Our major emphasis is placed in the spring. With the interest in skiing booming, SAS has found that many ski buffs are lengthening their season through the month of April by attempting to conquer the Scandinavian slopes. Emphasis is also being placed on the months of May and June, when Scandinavia offers its famous festivals and opening of the Tivoli Gardens of Copenhagen.

In many ways, our radio commercials have proven to be our most effective method of reaching the public, while giving additional impact to our print advertising.

You would think that our background music for our spots would be one of Scandinavia's traditional polkas. However, our advertising agency found that the polka didn't fit the American concept of what Scandinavia is really like. Therefore, a distinct Scandinavian sound—bright, lively and interesting—was created to exude the charm and warmth of the Scandinavian people.

We have found that radio has communicated in an effective manner the personality of SAS, and, at the same time, has described graphically the rewards of Scandinavia for the tourist and the businessman.

Albert Chioda, staff manager—advertising, Scandinavian Airlines Systems Inc., gained his first experience in broadcasting with WLWC(TV) Columbus, Ohio, where he was an assistant promotion manager while attending the Ohio State University School of Journalism. He joined SAS in 1958 as assistant to the publicity manager; was promoted to manager of the news bureau in 1964, and assumed his present post in 1967. Formerly Mr. Chioda was an editor for Fairchild Publications in New York.
The Embassy of Great Britain

His Excellency Sir Patrick Dean, Ambassador of Great Britain, and Lady Dean, in the Ballroom at the Embassy... another in the WTOP-TV series on the Washington diplomatic scene.

WTOP-TV
WASHINGTON, D.C.
Represented by TVAR
A POST-NEWSWEEK STATION

Photograph by Fred Maroon
EQUATION FOR TIMEBUYERS

ONE BUY = DOMINANCE

X WKRG-TV • MOBILE

ALABAMA

*PICK A SURVEY --- ANY SURVEY

Represented by H-R Television, Inc.

or call

C. P. PERSONS, Jr., General Manager
A countdown for broadcasters?

46th annual NAB convention in Chicago finds industry faced with increasing threats from government and internal economic stresses

The National Association of Broadcasters opens its 46th annual convention in Chicago this week with its 8,000 members and associates looking straight into the muzzle of a cocked and ready multi-barreled shotgun.

On the one side are the grape-shot-loaded government regulatory threats of the FCC, Congress and the Justice Department.

On the other the equally potent network competition for the spot dollar, chief profit-maker for the individual station, and a trend toward shared 30-second commercials.

Altogether broadcasters have never faced a period with more ominous promise for their corporate well-being. And while few of the problems appear at first glance on the four-day agenda they will be the explosive forces beneath the surface of every session, every conference and every closed-door conversation.

At the top of many broadcasters’ lists of high priority issues is the threatening noise coming from FCC headquarters: the possibility that the commission may supplant its long-time multiple ownership rules with a new statute designed to limit station acquisition to one per market (see page 78).

They are also concerned, albeit on a more long-term approach, with the covetous eyes many have been making at broadcaste’s share of the spectrum. The land-mobile forces feel they should get some of that spectrum space to alleviate alleged overcrowding in their bands. And wary eyes are focused on the spectrum studies being conducted by President Johnson’s Telecommunications Task Force.

Broadcasters in Chicago are also going to be discussing several items that are now in the hands of the courts: the fairness doctrine and CATV. And they will be showing concern over continued attempts by recording artists to tack performance fee rights on the pending new copyright bill.

Although none of these items appears on the formal NAB agenda, most of not all of them, will be touched on by both NAB President Vincent Wasilewski in his state-of-the-industry speech on Monday and FCC Chairman Rosel H. Hyde in his convention address on Tuesday.

Other trade associations, which meet in conjunction with the NAB conclave, will be spending more time and taking a more extensive look at the problem areas.

Ownership is Question - The interest of the FCC, Congress and the Justice Department in station ownership overlaps most other issues.

The FCC’s new notice of proposed rulemaking on its multiple-ownership rules would prohibit any full-time licensee from purchasing another full-time broadcast outlet—regardless of service—in that market. Ostensibly the commission is seeking to eventually create a system of single-unit ownerships within communities.

The transfer that brought this proposal to a head at the FCC is WGN Continental Broadcasting’s proposed purchase for $1 million of WPMT(FM) Chicago. Some of the commissioners voiced concern that WGN, which already owns WGN-AM-TV and is controlled by the publisher of the Chicago Tribune and Chicago’s American, would have just too much in Chicago if an FM were added to the communications package. However, the commission approved the transfer last week, 6-0 (see page 70).

Tied into the commission’s potential attack on ownership concentration, the Senate and House have been beating around on the fringes of the subject and may wind up plunging into it with both feet.

Last week the commissioners went before the Senate Antitrust and Monopoly Subcommittee, which is holding hearings on the failing-newspaper act, but has broadened the inquiry to cover newspaper-station cross-ownership (see page 60).

Senator Philip A. Hart (D-Mich.), chairman of that subcommittee, has noted that questions had been raised concerning stations owned by newspapers, the number of newspapers with CATV ownership and the commission’s role in limiting concentration of media.

Another witness at the Senate hearing was to be Donald F. Turner, chief of the Justice Department’s antitrust division (see page 9). It’s been only a few weeks since Justice asked the FCC to hold a hearing on the proposed sale

Vincent T. Wasilewski (l), NAB president, will make his annual report to the membership at the luncheon today (April 1); FCC Chairman Rosel H. Hyde (c) will address the Tuesday (April 2) luncheon and Senator Everett M. Dirksen (R-III.), Senate minority leader, will address the Wednesday (April 3) luncheon meeting of the convention.
of KFDM-TV Beaumont, Tex., to the Enterprise Co., publisher of Beaumont's two daily newspapers (Broadcasting, March 11 et seq.). Justice felt the sale raises "serious" questions under the Clayton Antitrust Act. The FCC has not yet said whether it will accede to the department's request.

And like the Senate subcommittee, Justice has been checking into ownership combinations involving TV stations, newspapers and CATV's.

On the other side of Capitol Hill, the House Commerce Committee Chairman Harley O. Staggers (D-W. Va.) is still looking into the FCC's multiple-ownership policy. A hearing was centered on last year's approval of the five Daniel Overmyer UHF construction permits to the AVC Corp.

Although the Overmyer transfer angered the committee chairman, he really blasted the FCC in February, offered in February, is a revised version of a 1967 bill. Both were offered by Representatives Moss, Dingell and Richard L. Ottinger (D-N. Y.). Although the bill does not seem to pop up in this session, the thought behind it will still be around.

As drafted, the bill would put the TV networks out of any other business, ban network syndication of TV programs and flatly prohibit any network ownership of programs, except those to be shown on the network-owned stations. The original bill provided for direct regulation of the networks by the FCC, proposed strict limits on the amount of prime-time programming the networks could offer, would limit sports-program blackouts to home-team areas and would prohibit rigging of time-outs in sports contests for commercial placement. The network-regulation bill was the target of the Overmyer transfer.

The network-regulation bill, meeting are (l to r) Grover C. Cobb, KVBG Great Bend, Kan., joint board chairman; Richard Dudley, WSAU Wausau, Wis., radio board chairman; Daniel W. Kops, Kops-Monahan Communications, New Haven, Conn., radio board vice chairman; Robert W. Ferguson, WTRF-TV Wheeling, W. Va., TV board chairman; John T. Murphy, AVCO Broadcasting, Cincinnati, TV board vice chairman, and Everett E. Revercomb, NAB secretary-treasurer and convention manager for the association. The NAB has already anted up $50,000-$100,000 for studies that will be presented to the Telecommunications Task Force and other government agencies. Although task force staff members, in meetings with broadcasters, maintain they have no locked-in point of view at present, some of the studies they have underwritten aim to show the reasons and cost of turning on-air broadcasting in the U. S. into a giant wired grid system.

Currently in the courts are the questions of the fairness doctrine and CATV copyright liability and the FCC's right to regulate CATV's. The Supreme Court has heard the CATV cases and is waiting to sit on the fairness-doctrine issues.

It already has before it Red Lion Broadcasting's appeal that the personal-attack provision of the fairness doctrine is illegal. But before hearing that case

(Continued on page 40)
Last week your commercial was seen 500,000 times by Pittsburghers*.

But... you failed to reach 320,000 other Pittsburgh viewers like Ben Burdulis.

And 64,000 Pittsburgh viewers like Jim Sloan don’t remember it!

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

TO HELP YOU SELECT SPOT PURCHASES THAT WILL PROVIDE THE BROADEST AND MOST EFFECTIVE REACH OF THE PITTSBURGH TELEVISION AUDIENCE, WIIC-TV HAS OBTAINED COMPLETE INFORMATION ON 250 DIFFERENT SPOT POSITIONS.

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

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

*An example extracted from Instant Cume analysis. Any figures quoted or derived from audience surveys are estimates subject to sampling and other errors. The original reports can be reviewed for details on methodology.
ON TAP AT THE CONVENTION

Official agenda for the 46th annual National Association of Broadcasters convention, March 31-April 3, at the Conrad Hilton hotel, Chicago, follows. Also listed are unofficial and related meetings and activities. All events take place in the Conrad Hilton unless otherwise noted.

Registration • Sunday, March 31—8 a.m.-6 p.m. Monday, April 1—8 a.m.-6 p.m. Tuesday, April 2—9 a.m.-5 p.m. Wednesday, April 3—9 a.m.-5 p.m.

Exhibit Hours • Sunday, March 31—10 a.m.-7 p.m. Monday, April 1—9 a.m.-7 p.m. Tuesday, April 2—9 a.m.-7 p.m. Wednesday, April 3—9 a.m.-5 p.m. North, East and West Exhibit Halls, Continental Room, Normanie Lounge and Writing Room.

SUNDAY, March 31

9:30 a.m.-noon—Association for Professional Broadcasting Education membership meeting. Avenue West, Pick-Congress.

9:30 a.m.-noon—National Association of FM Broadcasters FM Day session. Great Hall, Pick-Congress.

10 a.m.—ABC Radio Affiliates business meeting. Gold Coast Room, Drake.

10 a.m.-4 p.m.—Broadcast Music Inc. board meeting and luncheon. Room 414.

10:30 a.m.—Association of Maximum Service Telecasters technical committee meeting. Sheraton-Blackstone.

10:45 a.m.—Third annual National Association of Broadcasters convention mass offered by Bishop John A. Donovan, D.D., episcopal chairman of the Catholic National Office for Radio and Television. Upper Church, Old St. Mary's Church, Wabash and Ninth Street.

11 a.m.—First annual National Association of Broadcasters Protestant worship service by Dr. Ralph Sockman; lay speaker, Eldon Campbell, WFRM-TV Indianapolis; music by the Medinah Temple Chanters. Central Church of Chicago, Orchestra Hall, 216 South Michigan Avenue.

12-2 p.m.—Association for Professional Broadcasting Education reception and luncheon. Gold Room, Pick-Congress.

1 p.m.—ABC-TV Primary Affiliates Association meeting. Guildhall, Ambassador West.

2-5 p.m.—Association of Maximum Service Telecasters board meeting. Bel Air Room.

NAB FM Day Program • 2:30-5 p.m. Great Hall, Pick-Congress.


Operation Go!: Moderator, Mr. Krelstein. Panelists: Charles F. Bowman, WLMF-FM Gadsden, Ala.; Gary Gielow, KPEN-FM San Francisco; Hugh W. Dickie, WTMB-FM Tomah, Wis., and Peter V. Taylor, WJIB-FM Boston. [NOTE: Delegates to the NAB convention are invited to attend the program of the National Association of FM Broadcasters in the Great Hall beginning at 9:30 a.m. Sunday, March 31.]

3 p.m.—Association on Broadcasting Standards technical committee meeting. Room 412.

3-7 p.m.—Society on Broadcasting Standards technical committee meeting. Williford C.

4 p.m.—ABC Radio Affiliates reception. Gold Coast Room, Drake.

5-7:30 p.m.—Television Film Exhibit reception. International Ballroom.

6-9 p.m.—NBC reception (invitation only). Guildhall, Ambassador West.

6:30 p.m.—CBS-TV Affiliates reception and banquet. Crystal Foyer and Grand Ballroom, Sheraton-Chicago.

MONDAY, April 1

8-10 a.m.—TV Stations Inc. membership breakfast meeting. Crystal Ballroom, Sheraton-Blackstone.

8 a.m.—Mark Century Corp. breakfast and programing seminar. Waldorf Room.

General Assembly (Management and Engineering Conferences): 10:30 a.m.-noon, Grand Ballroom.


Salute to Distinguished Service Award Recipient: Dr. Norman Vincent Peale. Presentation of NAB's Distinguished Service Award to Lowell Thomas, veteran newsmen, by Vincent T. Wasilewski, NAB president.
Management Conference Luncheon • 12:30-2:30 p.m. International Ballroom.

Presiding: John T. Murphy, AVEO Broadcasting Corp., Cincinnati, convention co-chairman. Invocation: Rabbi Mordecai Simon, executive director, Chicago Board of Rabbis.

Introduction of the Speaker: Grover C. Cobb, KVOB Great Bend, Kan., chairman of NAB board of directors.

Address: Vincent T. Wasielewski, NAB president.

Radio Assembly • 2:30-5:30 p.m. Grand Ballroom.


Annual RAB Presentation: Miles David, president Radio Advertising Bureau; Robert H. Alter, executive vice president; Carleton F. Loucks, director, regional sales.


Television Assembly • 2:30-5 p.m. Waldorf Room.

Presiding: John T. Murphy, AVEO Broadcasting Corp., Cincinnati, vice chairman of NAB TV board.


Radio-Television Labor Relations Workshop (3:45 p.m. concurrent): Williford Room.


Radio Automation Workshop (3:45 p.m. concurrent. Management and Engineering Conferences): Avenue West, Pick-Congress.


3 p.m.—Harvard Business Seminar smoker. Bel Air Room.

TUESDAY, April 2

8 a.m.—Society of Television Pioneers breakfast. Lower Tower.

8 a.m.—All-Channel Television Society breakfast symposium. Sheraton-Blackstone.

8-11:30 a.m.—Association of Maximum Service Telecasters membership meeting. Waldorf Room.

Radio Assembly • 9:30 a.m.-noon, Grand Ballroom.


Your Part in Armed Forces Radio: Colonel Robert Cranston, deputy director, Armed Forces Radio Service. Meet "Miss National Radio Month": Chris Noel, hostess of AFRS's A Date with Chris.

The Radio Code and You: Stockton Hellfrich, NAB Code Authority director.


Management Conference Luncheon • 12:30-2:30 p.m. International Ballroom.

Presiding: Daniel W. Kops, Kops-Monahan Communications Inc., New Haven, Conn. convention co-chairman. Invocation: Right Reverend Gerald Francis Burrill, bis-
A COUNCIL FOR BROADCASTERS? continued

the Supreme Court is waiting for the U. S. appeals court in Chicago to sit on the constitutionality of the doctrine and its provisions on editorializing.

In the light of the broadcasters' charges in the Chicago court, the FCC asked and received court permission to liberalize the rules on personal attack. Those new rules were passed last week (see page 108).

However, the FCC didn't win all the marbles in that game. It had also asked the federal court to hold the case in abeyance until the rules could be revised. The court's retort: you can revise but the case will go on.

Compensation Issue = There is also sure to be plenty of conversation about last week's letter from CBS-TV to its affiliates saying the network does not intend to compensate the stations for the convention and election coverage this year (see page 58). In the past the network had paid the networks for about 15 hours coverage of each con-
vocation and had asked the remainder be carried without compensation. Now CBS is asking that all that programming be carried by the affiliates gratis.

CBS, like NBC, plans gavel-to-gavel convention coverage this year while ABC has announced it plans 90-minute nightly summaries of convention activities. Whether ABC and NBC will go CBS's route is still up in the air. But it seems certain that the affiliates will be looking for definite answers from their network representatives this week.

Among the TV networks only ABC is trying to hold out against what seems to be the trend of pairing 30-second spots by different advertisers. In one form or another CBS and NBC are using shared 30's. The networks claim the move is based on advertiser economics and will allow more advertisers to put money into network TV.

However, the affiliates feel that the more money that goes into the network coffers means less money is available for spot buying and in this contention the affiliates are being backed to the hilt by the station reps.

ABC's position, which seems certain to be set forth to its affiliates at the Sunday (March 31) meeting in Chicago, has been that it is holding the line against the paired 30's, but can't hold out forever if the trend keeps building. Reportedly ABC has turned down American Tobacco and AT&T orders that were contingent on their minutes being shared with other advertisers. American Tobacco has shared 30's on CBS and NBC and AT&T has such spots on NBC.

Artist's Copyright = Although the radio portion of the industry has been relatively free of the turbulence swirling about their TV brethren, one major piece of legislation still pending in Washington remains under radio's scrutiny. For more than a year recording artists have been pushing hard with a well-financed war chest to get performance fees tacked on to any new copyright bill. Broadcasters have been fighting just as hard to keep the amendment, offered by Senator Harrison Wil-
lians (D-N. J.), from being part of the bill.

At the moment the whole matter seems at an impasse and the new copy-right bill is not expected to be voted on in this session of Congress, but if it doesn't come to a vote this year it undoubtedly will in the next session of Congress and the battle will continue.

Altogether it promises to be a busy four days in Chicago. As always few of the problems foremost on every broadcaster's mind will be on the agenda. But the gathering of most of the top executives of networks, groups and stations as well as representatives of the FCC and other government agencies give representatives of the nation's most important communications media and their regulators a chance to share information and opinions on a face-to-face basis. It is not surprising that the nose count at the NAB's annual get-together can always be expected to exceed that of the year before.

TV programers bullish for '68
Increased activity on UHF front, need for program balance cited

With a record number of television programing distributors attending the National Association of Broadcasters convention and Television Film Exhibit '68 in Chicago, representatives of leading syndication companies last week intensified the view of 1968 as an excellent year for the industry.

First results of a Broadcasting study (Broadcasting, March 25) found syndicators generally agreed that the trend was bullish with more sales this year than last. Primary new market, several pointed out, was the growing number of UHF stations.

Further inquiries have substantiated that view. Those interviewed stressed that new UHF stations and the need for programing balance by outlets of all types are pointing the way to a bright syndication marketplace.

Abe Mandell, president of Independent Television Corp. (ITC), reported that sales in 1967 rose by more than 30% over 1966, and he said he is "very bullish" about 1968. He noted that ITC is issuing in the U.S. The Baron, first-run action series, plus a 90-minute special and 21 one-hour specials in color, starring top entertainment personalities.

"Stations tell us they want specials," Mr. Mandell said. "And we are hoping to fill the bill. Our over-all business has been good and we are particularly pleased with the market that has been building up for all of our product from UHF outlets in major cities."

Edward A. Montanus, MGM-TV director of syndication sales, said he is "very optimistic" about prospects for 1968. He noted that a distributor's success is tied largely to the nature of his product, and he pointed out that MGM-TV recently placed in syndication 128 episodes of The Man from U.N.C.L.E. This series, he noted, already has been sold to leading stations and groups in 33 markets.

Fewer Features Mr. Montanus said he looked forward to a good year, largely because of the market created by UHF stations and the requirements of many stations for syndicated product to offset the diminishing supply of feature films. He added that features are still a staple of local TV sales, but said that the expansion of movies in prime-time network slots is presenting additional opportunities for other types of syndicated programing.

Krantz Films announced last month an ambitious project, offering TV stations up to 20 hours of first-run color programming that is being produced in Canada. Called TAPE/NET, the new division of Krantz has been making sales to network affiliates as well as UHF and independent stations that were considered originally to be the prime prospects according to Steve Krantz, president. He said last week that he was confident that the programing offered by TAPE/NET, covering talk series, sports, drama, country music and children's programing, will find ready acceptance by stations throughout the country.

A spokesman for Hartwest Productions reported an excellent year in 1967, the best in the company's history, and predicted an even better 1968. Particular bright spots cited by a company official are more creative efforts by distributors and stations in programing.

Hartwest's new series being introduced at the convention include one television program, Involvement, a 90-minute, color video-tape series once a week, and five radio shows: Live with Confidence with Dr. Norman Vincent Peale (52 episodes, five minutes, five per week); Kaleidoscope of Specials from the BBC (26 half-hours); Earl Wilson Show (52 five minute programs, five per week); Joey Adams Show (either five minutes, five per week, daily half hours or one-minute drop-ins); and Involvement (one hour, five per week).

WHERE TO FIND IT

Exhibits of equipment manufacturers are located in the lower lobby. Continental Room, Writing Room and Normandin House of the Conrad Hilton hotel during the NAB convention. Exhibit space and/or the hospitality suites assigned as of March 21 are shown. All rooms and space designations are at the Conrad Hilton unless otherwise indicated: Symbols: Acsc is Ascot House; Cont. Plaza is Continental Plaza; Essex is Essex Inn; Executive is Executive House; P-C is Pick-Congress; Sh-B is Sheraton-Blackstone.

EXHIBITORS

Addressograph-Multigraph Corp. ......Space 231-W
Advance Industries ..................Space 319-C
Albion Optical Co. ..................Space 251-W
Alford Manufacturing Co. ............Space 208
Alloy Impex Corp. ..................Space 421-N
Alpha Engineering ..................Space 406-N
Altec Lansing .......................Space 207-W
Amoco Inc. .........................Space 310-C

SPACE 231-W

Broadcasting, April 1, 1968

BPI's team in Chicago

Broadcasting and Television magazines has 19 representatives in Chicago to cover the National Association of Broadcasters 46th annual convention, engineering Conference and related events. The editorial and advertising representatives of Broadcasting Publications Inc. are holding open house during the convention in Suite 706A of the Conrad Hilton.

A separate newsroom is covering convention news.


Representing Television are John Gardiner and Frank Chizzini.

Broadcasting's April 18 post-convention issue will report in full on events during the convention and on the many additional sessions that are not on the formal NAB agenda.

Broadcasting's April 15 postpost-convention issue will offer in-depth text and photo coverage of the new equipment introduced at the convention.
Now there's more to see than ever: a new package! PERRY MASON II: new episodes never before released for local sales plus an additional run of episodes now in syndication.

PERRY MASON is the most successful off-network series on television today, by far. Better see us about PERRY MASON II. Right away!

CBS Enterprises
Suite 2325 at the Conrad Hilton
WHERE TO FIND IT continued

PROGRAM SERVICES

ABC Films..................................................2316-2319
Allied Artists TV Corp............................523A-533A
Alt Filmic Programing Inc.....................1400A
American International TV...............Ambassador East, Suite 326
Boston Symphony Transcription Trust......1140A
Broadcast Productions Inc...........739A-739A
CBS Enterprises inc..................2325
Embassy Pictures Corp.........................539-539
Emery Pictures...................................Conrad Hilton
Filmways Syndication Sales..............561
Four Star Enterprises.......................2513-2515
Four Star Television Corporation .........512-512
Sandy Frank Program Sales Inc............509
Fifth Central Films Inc.........................P-C
General Media Associates...............230 N. Michigan
Golden Eagle Films Ltd......................1018-19
Hartwest Productions Inc...........1322-1324
Hollywood TV Service..............500-515A-517A-521
Identiﬁtions Inc...................................Executive
Independent TV Corp.........................501-502-549
King Features Syndicate.............512A-513A
Kranitz Films Inc..............................558-558
Kriston Productions Inc..............Unassigned
Lin/Medallion.........................................506A-516A
M. & A. Film Syndication.................2517-2517
Mark Century Corp.........................1722-23-24
MCA......................................................2400
Medallion TV Enterprises Inc............550A-551A
MGM-TV........................................Represent 38th ﬂoor
National Teleﬁlm Associations.............503-515A-517A-521
NBC Films Inc..................................Executive
Nightline-Demarest Inc......................Essex 1502
North American TV Associates.............553A
Ofﬁcial Films Inc.................................528A-530A
Off-Networ Productions Inc........Unassigned
Olas Inc........................................Cont. Plaza
Olympus Television Inc....................P-C
Pams Inc..................................................919A
Paramount TV Enterprises...........Sh-B, Regency Room
Pepper & Tanner Inc.........................700
Walter Reade Organization............535A-536A-537A
RKO General Productions...............516-529
Peter M. Roback & Co.........................509A-520A
Walter Swimmer Inc......................1522A-23A
Screen Gems Inc..................................Sh-B Embassy Room
SESAC..................................................900
Showcorporation...............................516-529
Spangler Television Inc.......................2514A
Spot Productions Inc.......................1118-20
Frank Stone Associates..............Sh-C
Storer Programs Inc.......................1005A
Teledeunins Corp..............................557-557
Television Inc................................533-534-536
TM Productions................................16-17
Trans-Lux TV Corp..........................556A-557A-520
Triangle Program Sales...................2300
20th Century-Fox Television...........Sh-B Hubbard Room
United Artists Television.................504-505-507
Warner Bros.-Seven Arts..............539A-542A-544A-545A-545A-546A
WBC Productions Inc.........................2500-2501
WGN Continental Productions............Cont. Plaza, Gold Suite
Wolper Productions Inc.............504A-505A-507A

STATION REPRESENTATIVES

ABC-TV Spot Sales..Cont. Plaza Governor's Suite
Avvo Radio TV Sales........................Cont. Plaza
Avery-Knodel................................Sh-B
Bassett & Co........................................407-408-410
Brian Charles Bernard (Co. Music Network)
..................................................Unassigned
John Blair & Co., Blair TV, Blair Radio.....Sh-B
Jones, Battersby & Co............................Park East
CBS Radio Spot Sales......................1406
CBS-TV National Sales.................Unassigned
Henry I. Christo Co.........................1305
Roger Coleman Inc........................Palmer House
Denton Television Organization...........Palmer House
Robert E. Estamco & Co.................Cont. Plaza

Gill Perma Inc.................................1800
Greener, Hiken, Sears......................Executive
Herbert E. Grotkin & Co..................Palmer House
Harrington, Righter & Parsons.....Sh-B 808-09-10
George P. Hollingerby Co...............600
Hal Holman Co..................................Essex 1401
Hartman & Haines Co......................Conrad Hilton
H-R Representatives......................Knickerbocker 1028
The Katz Agency................................Water Tower Inn
Major Market Radio........Sh-Chicago 26th floor
Jack Masia & Co.........................Executive
McGraw-Beech-PGW Radio............Cont. Plaza
The Meeker Co.....................................1700
Metro Broadcasting.......................410 N. Michigan
Metro TV Sales................................EXECUTIVE
National TV Sales Inc..............Essex 1401
NBC Spot Sales.........................Unassigned
Peters, Griffin, Woodward............Sh-B 705
Edward Petry & Co.........................1400
Vic Pascali Networks.....................Unassigned
PRO Time Sales...........................Executive
Quality Media Inc......................Executive
Radio Advertising..........................Astor Towers
Paul H. Raymer Co.........................Essex 1401
RKO General National Sales........Cont. Plaza
Saville/Conrad Hilton....................1410
Stone Representatives Inc................1300
Storer Television Sales.............333 N. Michigan
Television Advertising..................Cont. Plaza
Alan Torbet Associates Inc............2100
Grant Webs & Co............................2000
Weed Radio & TV Corp..............20 N. Wacker Dr.
Adam Young—VIT.........................800

STATION BROKERS

Blackburn & Co.................................P-C 801
Chapman & Co..................................P-C
R. C. Crister & Co.........................Executive
Charles Cowling & Associates........Conrad Hilton
Wild Gunmendoor & Associates.........Conrad Hilton
Hamilton-Landis & Associates.....P-C 1229
Hogan-Feldmann..............................2516-2530
Lafayette Media Brokers Inc..........Dante G. Basen & Larson Inc.
Storer Programs Inc.......................1005A
Howard Stark..............................Executive
John Stebbins Inc.........................Essex 701
Jack L. Stoll & Associates.............William T. Stubblefield
Weed Radio & TV Corp..............20 N. Wacker Dr.

WGN Continental Productions............Cont. Plaza, Gold Suite
Wolper Productions Inc.............504A-505A-507A

NETWORKS

ABC Radio........................................2104A-06A
Broadcast Engineering..................2104A-06A
ABC-TV.........................................2300
ABC-TV Stations.............Cont. Plaza Governor's Suite
CBS Radio........................................1804-06
CBS Stations.....................................1804-06
CBS-TV........................................5305A-530A-11A
CBS Stations.....................................Unassigned
Keystone Broadcasting System.......504
Mutual Broadcasting System...........1804A-06A
NBC Radio....................................Sh-B, Presidential Suite
NBC-TV........................................Sh-B, Presidential Suite
Sports Networks Inc.....................P-C

RESEARCH ORGANIZATIONS

American Research Bureau................605
Broadcast Advertisers Daily Reports......Conrad Hilton
Home Testing Institute/TYQ...........Essex
Media Statistics Inc.............2159A-2140A
Media Supervisor................................Essex
A. C. Nielsen Co.........................1000
The Pulse Inc..............................2200

MISCELLANEOUS

Advertising Age.........................505A-25A
All-Channel Television Society......1922A-23A-24A
Associated Press........................Sh-B Sheraton Room
Association of Maximum Service Telecasters Sh-B

Also in Chicago

Other ﬁrms at the NAB convention not included in last week’s listing are:

EMERY PICTURES

Conrad Hilton, 6th ﬂoor (suite unassigned)

Headquarters: 655 Madison Avenue, New York.

Personnel: E. S. Bode, president; Csa-

ba G. Toth, vice president; Richard Perin,
southern-southwestern
division manager; Elmo Legg, western
division manager.

Programs available, number of epi-
godes in parentheses:

Solid Gold Group (20)

FRANK STONE ASSOCIATES

Sheraton-Chicago, suite unassigned

Headquarters: 7922 East Drive, Miami

Beach.

Personnel: Frank Stone, president; Frank Parton, southern-southwestern
division manager; George Condon, midwestern sales manager.

Programs available, number of epi-
godes in parentheses:

Post ’65 Feature Films (7)

BROADCASTING, April 1, 1968
Wild and wonderful things are in store when you schedule television's comedy queen Lucille Ball in "I Love Lucy." She's the number one syndicated attraction in all New York television. She's tops in her time period in Fresno, Indianapolis, Kansas City and Spokane. She's raising the roof in Albuquerque (150% more homes, 289% more viewers), Chicago (69% more homes, 96% more women), Detroit (34% more homes, 200% more women), Flint-Saginaw-Bay City (19% more homes, 27% more women), Harrisburg (40% more homes, 67% more women) and Jacksonville (150% more homes, 600% more women). 179 half hours available.

CBS Enterprises
Suite 2325 at the Conrad Hilton
Radical way to clean up clutter

Leading rep firm is developing proposal to eliminate station-break commercials, reduce number of messages and put all in programs

A plan to reduce so-called commercial clutter in television by eliminating station breaks and providing in-program positions for all TV advertising—network, spot and local—is being developed by a leading station-representation firm, which hopes eventually to win industry-wide acceptance for the concept.

The proposal, applied to one real-life station situation for one specific week, would have reduced the number of network commercial minutes from 494 to 435, or 11.9%, and the number of station commercial minutes from a few seconds under 609 to 481, or 21%.

A spokesman for the rep, who asked not to be identified at least until the plan has been further researched and refined, said that for the viewer, who doesn’t distinguish between local and network commercials, the reductions would total 186 minutes and 50 seconds of commercial time, a cut of 16.9%, and would probably seem to be greater than that.

The Main Points - In its present stages, the plan’s highlights are as follows:

- It would eliminate all station breaks. There would of course be provision for station identification to comply with FCC requirements, but there would be no commercials associated with these IDs.
- In prime time there would be four commercial minutes per half-hour: three for the network, one for the station. Probably the positions would be rotated, so that neither the network nor the station would have the same positions each time.
- There would be a maximum of two program interruptions per half-hour in prime time. This is in accord with the new commercial provisions of the National Association of Broadcasters television code, but positioning currently permitted before and after billboards would be eliminated.
- In prime time, there would be a maximum of two minutes of commercials, and a maximum of four products advertised, in each interruption.
- In nonprime time, there would be no more than six commercial minutes in each half-hour: five for the network, one for the station.
- Program interruptions in nonprime time would be limited to three per half-hour, with no more than four products and no more than two minutes in each interruption.

Under this plan, one of its prime architects noted, virtually all of the commercial positions lost by networks

SRA, AAAA approve standardized availabilities form

A standard spot-TV availabilities form, to be introduced this week at the National Association of Broadcasters convention, was approved last week by the Station Representatives Association and the station relations committee of the American Association of Advertising Agencies.

Preparation of the form followed months of study of more than 20 forms in current use and involved two experimental versions (BROADCASTING, Jan. 15). The form heading provides space for the following information: agency, schedule dates, market, budget, contract and rating service.

The 15 vertical columns are for (1) agency use; (2) day; (3) time—from, to; (4) type; (5) participation or adjacent; (6) “SNR”—subject to nonrenewal; (7) codes listed qualifying rating information in columns 8-11; (8) rating; (9) homes; (10) and (11) additional demographics; (12) fixed, (13) pre-emptible, and (14) identification (e.g. plan, flat, package, units, etc.) of costs; (15) is for agency use.

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BROADCASTING, April 1, 1968
Join the family.

Who can resist? Certainly not audiences! Danny Thomas in "Make Room for Daddy" is the only situation comedy in network television history to rank in the top dozen for seven consecutive years. Now it's repeating its success in local showings: Albany-Schenectady (tops in its time period), Burlington (tops in its time period), Chicago (69% more homes reached, 110% more women), Hartford-New Haven (tops in its time period, 46% more women reached), Lansing (tops in its time period, 44% more homes reached, 156% more women) and New York (64% more women reached). 195 half hours available.

CBS Enterprises
Suite 2325 at the Conrad Hilton
COMMERCIAL PREVIEW: Lou Rawls psyches in

Spur Malt Liquor goes psychedelic in a series of spots produced by Wells, Rich & Greene, New York, for Sick's Rainier Brewing Co.

Lou Rawls, Downbeat magazine's number-one jazz singer of the year, is "chromakeyed," i.e., superimposed live, on a psychedelic pattern created by the Middle Earth Light & Power Co. The sales message that Spur is the "happiest . . . happening-est" that can be served is also presented with the image of Mr. Rawls chromakeyed onto a video-tape transfer of an animated film sequence.

The spots were produced at the Videotape Center in New York for an early air date on the West Coast.

would be in nonprime time. Stations would gain in prime time, since they have relatively few minutes in these periods, but would lose far more in nonprime under the one-in-six ratio of station to network minutes proposed by the plan.

Benefits for All • Aside from reducing both the viewer's impression of clutter and the number of commercials he actually sees, this official said, the plan holds advantages for advertiser, station and network.

The advertiser, he said, will benefit from less competition with other commercials, especially in daytime and fringe periods, so that his advertising should prove to be even more effective than it is now.

Networks and stations would both lose commercial positions, he acknowledged, but he said he wasn't at all sure that "there would be that much financial loss over a period of time." If commercials prove to be more effective, he suggested, advertisers should be willing to pay more for them.

Another advantage, he said, is that local advertisers for the first time would have access on a regular basis to what is now available only to national advertisers: in-program rather than primarily in-break positioning.

Unsolved Problems • He also recognized that the proposal still has problems to solve—getting agreement on the handling of fully or cosponsored shows, for example—and, undoubtedly, resistance to overcome.

He acknowledged that opposition by networks in particular had been freely predicted, though he said he was inclined to doubt that the networks would—if they thought it through realistically—offer as much objection as some people seemed to think.

He said his associates also wanted to research the plan further and subject it to additional tests to make sure it is as workable as they now think it is.

At the same time, he said, he and his associates want to sound out other leaders quietly and use the plan as a springboard for further discussions from which hopefully will come agreement on improved code standards incorporating this concept if not its precise details.

Code sounds warning on news-type ad breaks

Interrupting the commercial to bring the listener a special message may be cute, but it isn't necessarily kosher, according to the National Association of Broadcasters Code Authority. Faced with a rash of commercials that use a news-type opening, the code authority has reminded subscribers and advertisers that the use of attention-getting devices, sound effects and language normally reserved for news reporting and related to news techniques should not be used.

Among the examples of recent commercials that the code authority found unacceptable:

• "We interrupt this message to bring you . . ."
• "We interrupt our commercial to bring you . . ."
• "And now a public service announcement . . ."
• "Stand by for the latest news from one of (the area's) most eminent commentators . . ."
• A simulated police radio report: "4-X-55, 4-X-55 — a traffic accident at . . ."

Noting that such commercial approaches can sometimes be slightly revised to meet code standards and still have a news-like angle, the code authority pointed to this acceptable version of the second item above: "(Product name) breaks into this commercial to bring you . . ."

Durham files suit against Interpublic

"Without merit" was the way spokesmen for the Interpublic Group of Co.'s described a $1.75-million suit filed against it last week in the New York State Supreme Court.

The complaint was brought by Robert Durham on behalf of himself and Robert Durham Associates Inc., New York. Mr. Durham reportedly is suing for $1 million in damages and $750,000 in payments allegedly due for services. Mr. Durham was the new-business aide to the now-deposed Interpublic head, Marion Harper Jr. (Broadcasting, Nov. 27, et seq.).

Mr. Durham is said to claim that Interpublic has violated contracts, one covering himself as an employee, the other covering his company, which served as a consultant to Interpublic.

Interpublic last week acknowledged that the complaints had been filed, but characterized them as "without merit." Spokesmen for the agency said the matter was in the hands of attorneys.
Pronounce it “Password”: one of network television’s most successful celebrity quiz shows, now proving a sensation in local showings. Tops in its time period in Miami, Phoenix, Salt Lake City, Tampa and Tucson. Sending audiences soaring in Dallas-Ft. Worth (11% more homes, 50% more women), Ft. Wayne (12% more homes, 33% more women), Houston (74% more homes, 71% more women), Los Angeles (15% more homes, 93% more women), Philadelphia (64% more homes, 59% more women) and Seattle-Tacoma (67% more homes, 73% more women). 195 color half hours available.

CBS Enterprises
Suite 2325 at the Conrad Hilton
New twist for TV’s best customer

P&G buys ‘Gavilan’, new half-hour program, for placement on spot basis on at least 100 stations

In an unusual move for an advertiser in recent years, Procter & Gamble Co., Cincinnati, has bought a new half-hour TV series, Gavilan, for placement on a market-to-market basis on more than 100 stations, starting in the fall.

Dancer-Fitzgerald-Sample, New York, a P&G agency, is in the process of lining up stations and is seeking prime-time slots, wherever possible. The 100-market figure is a minimum and the line-up may run considerably longer, according to a D-F-S spokesman. The project was announced last week by Robert Stabler, president of Madison Productions, Hollywood, which has produced a pilot of Gavilan, a police-drama series centering around a Mexican-born American detective sergeant operating on the California-Mexico border. The pilot will be available for screening this week for station executives attending the National Association of Broadcasters convention in Chicago, at the D-F-S suite in the Palmer House.

First for P & G • Mr. Stabler said the series marks the first time that P&G will have taken first-run product into syndication. He said the series was developed in association with Dancer-Fitzgerald-Sample.

An agency spokesman would not reveal the cost of time and production, but said it will be “very substantial.”

The agency, with P&G’s approval, decided to proceed with the venture because it wants a vehicle to supplement P&G’s network and regular spot-TV efforts. This approach, he said, permits D-F-S to exercise some control over the quality and cost of the production and to distribute it on a more economical basis, than would be possible for standard syndicated programs with built-in distribution fees.

Mr. Stabler has been active in first-run TV production and has been with Death Valley Days for 10 years.

Business briefly ...


The American Gas Association, through J. Walter Thompson Co., both New York, will sponsor for the third time The Julie Andrews Show special on NBC-TV Wednesday, April 17 (9-10 p.m. NYT). It was first broadcast Nov. 28, 1965 and repeated March 23, 1966. Another special buyer, Eastman Kodak Co., Rochester, N.Y., through J. Walter Thompson Co., New York, will sponsor NBC-TV’s The Big Little World of Roman Vishniac, Friday, May 24 (7:30-8:30 p.m. NYT). The program will emphasize Dr. Vishniac’s photographic techniques in microbiology. Buying participations in NBC-TV programs are the J. B. Williams Co., through Parkinson Advertising Agency, both New York, in Frank McGee Sunday Report and 12 nighttime series; Thomas J. Lipton Inc., Englewood Cliffs, N. J., through Edward H. Weiss & Co., Chicago, in six prime-time entertainment programs; and Abbott Laboratories, through Tat-ham-Laird & Kudner, both Chicago, in The Frank McGee Saturday Report and three nighttime series.

Hotpoint Co., Chicago, division of General Electric, will expand its television advertising in a major spring promotion for a new "harvest"-colored appliance line. In addition to NBC-TV’s

<table>
<thead>
<tr>
<th>BAR network-TV billing report for week ended March 17</th>
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<tbody>
<tr>
<td>Broadcast Advertisers Reports’ network-TV dollar revenue estimate—week ended March 17, 1968 (net time and talent charges in thousands of dollars)</td>
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<tr>
<td></td>
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<tr>
<td>Day parts</td>
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<tr>
<td>Monday-Friday</td>
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<tr>
<td>Sign-on 10 a.m.</td>
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<td>Monday-Friday</td>
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<tr>
<td>10 a.m.-8 p.m.</td>
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<td>Saturday-Sunday</td>
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<td>Sign-on 8 a.m.</td>
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<td>Monday-Saturday</td>
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<td>8 p.m.-7:30 p.m.</td>
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<td>Sunday</td>
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<td>Monday-Sunday</td>
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<tr>
<td>Total</td>
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</tbody>
</table>

Correction: NBC 7:30 p.m.-11 p.m., Monday-Sunday totals for week ended March 10 was reported as 7,007.2; the correct figures is 6,827.2. The above year-to-date figures reflects this correction.

50 (BROADCAST ADVERTISING)
When the UPI announced its broadcasting award winners, one name came up...

again (WHDH-TV, Boston)
won the award for the Best Television News Story of the Year — "34 Hours: The Escape of Albert DeSalvo."

again (WHDH-TV, Boston)
won the award for the Best Television Election Coverage of the Year.

again (WHDH-TV, Boston)
won a special "Citation of Excellence" for a television documentary — "The Impossible Dream."

again (WHDH-Radio, Boston)
won the Best Radio Documentary of the Year for "The Impossible Dream" — the radio version of the Red Sox dramatic run for the American League Championship.

So from WHDH-TV and Radio, a heartfelt "thank you" to the Tom Phillips Awards Committee of the UPI Broadcasters Association of Massachusetts. Again and again and again and again.

WHDH-TV and Radio
50 Morrissey Blvd., Boston, Mass. 02125. (617) 288-5000.
Represented nationally by Blair Television, a Division of John Blair & Company.
**Justie Dept.'s McCurdy aims to protect consumer**

An active, knowledgeable, 56-year-old Ohio lawyer, Merle M. McCurdy, who's taking over at the Department of Justice next week as the government's first consumer counsel, is Betty Furness's new partner. Miss Furness, the President's adviser on consumer affairs, uses persuasion and recommends legislation.

Mr. McCurdy will use the big stick of law in protecting the American consumer against fraud and deception.

Mr. McCurdy, who just wound up a year's service as general counsel to the National Advisory Commission on Civil Disorders, was named to the newly created post by the President last month. He aims to be the counsel for the people as well as the government, he said last week. He's particularly keen, he commented, on eliminating consumer frauds and deceptive practices on the part of merchants, particularly, he stressed, those that prey on unsophisticated customers.

"Merchants and manufacturers too," he said, "have a duty to the consumer. The public has the right to know what the products they buy will actually do and what their actual price is." And, he added, he's especially eager to reduce the financial manipulation that unscrupulous merchants engage in, particularly where the ghetto poor are involved.

As for advertising, Mr. McCurdy has a simple approach: "Advertising should be fair and aboveboard, that's all we can ask. I'm against deceptive advertising. I'm against bait advertising. I'm in favor of publicizing manufacturers' suggested retail prices. This gives the buyer a base to gauge prices."

The news media, he feels, can play a large part in getting the consumer program across to the public, "especially in educating unsophisticated consumers," he said.

**Midwesterner** ★ The trim, active Ohioan has strong midwestern roots. He was born and raised in Conneaut, in the northeastern corner of the state on Lake Erie. He attended Western Reserve University and was graduated from WRU's law school in 1947. After five years in private law practice in Cleveland, he became assistant prosecutor for Cuyahoga county in 1952; eight years later he was named the county's public defender.

In both posts, he notes, he was engaged in many prosecutions of fraud and consumer deceptions. In 1961 he was named U. S. attorney for Northern Ohio, his responsibilities covering federal crimes in 40 counties. He was appointed general counsel to the civil-disorders commission last year. The commission is winding up its affairs this week, having published its report early last month (BROADCASTING, March 4).

**Good Works ★** If there's any question of Mr. McCurdy's bona fides to represent the public, a look at the roster of his civic and philanthropic associations should dispel it. He's connected, principally at the board or trustee level, with the National Conference of Christians and Jews, the Cleveland Mental Health Association, the Cleveland-area YMCA, the Cleveland Legal Aid Society, Western Reserve Law School, Society for Crippled Children, DePaul Maternity and Infant Home and Forest City Hospital.

He's past president of the Cleveland chapter of the Federal Bar Association, a trustee of the Cuyahoga County Bar Association and of the Cleveland Bar Association. He's a member of the executive board of the local American Cancer Society chapter and was city campaign chairman twice.

And he's a member of the National Association for the Advancement of Colored People, the Urban League, the American Bar Association, American Judicature Society and the American Law Institute.


He's been married for 31 years to the former Rosetta Gertrude Scott and is the father of two daughters, both married. He worships at and is a trustee of Cleveland's Zion Congregational Church. He's a Democrat, of course, and a senior partner of the President's Club (which means he donates $1,000 or more to the Democratic Party).

---

**Tonight Show,** the company will use the Today show to support consumer magazine advertising, Compton Advertising, Chicago, is the agency.

**Polaroid Corp.,** Cambridge, Mass., through Doyle Dane Bernbach, New York, sponsored yesterday's (March 31) New York production of Hal Prince and Hal David's *Young People's Concert* with Leonard Bernstein on CBS-TV (4:30-5:30 p.m. EST).

**Best Foods Co.,** New York, subsidiary of National Corn Products Co., will sponsor the *National College Queen Pageant* on NBC-TV Monday, June 17 (9-10 p.m. EST) for the second year. McCann-Erickson, New York, made the purchase for Best Foods' Mazola, Karo, Hellmann's Mayonnaise, Rit and Skippy peanut butter.

**Bristol-Myers Co.,** New York, and Men-ley & James Laboratories, Philadelphia, through Foor, Cone & Belding, New York, will sponsor *Preview,* a half-hour ABC-TV special Sunday, April 14 (10:30-11 p.m. EST). Adam West will be host-narrator for the preview of music, fashion, movies and sports. Also on ABC-TV, a Leslie Uggams special, *Hallelujah, Leslie,* will be sponsored by General Mills Inc., Minneapolis, through Dancer-Fitzgerald-Sample, New York, International Playtex Corp. and Colgate-Palmolive Co., through Ted Bates & Co., all New York, and Bristol-Myers Co., through Doyle Dane Bernbach, both New York. Miss Uggams' musical, also starring Robert Morse, Noel Harrison and The Rascals, will be televised Wednesday, May 1 (8:30-9:30 p.m. EST).

*BROADCASTING,* April 1, 1968
Give a smart girl a little leeway.

You might win an award. WMAL-TV did.

Mery Griffin, Phyllis Diller, Katherine Anne Porter, Norman Norell, Mrs. Robert McNamara, Dr. Michael DeBakey—and as just about everybody knows, even Mrs. Lyndon Johnson—have been Barbara Coleman's guests on "Here's Barbara." So have hundreds of other brilliant and exciting people. That's part of Barbara's special appeal to her busy daytime audience: the fascinating people she introduces them to and the places she visits.

How does Barbara do it? We wouldn't tell you if we could. But we will tell you this: She's our girl, and we're mighty proud of her. We're especially proud of her latest award: The 1967 Program Award from the National Association of Television Program Executives for the "daily interview program...of interesting people...made more interesting by planning, by performance, and by a unique television attention to visual illustration."

WMAL-TV
The Evening Star Broadcasting Company
Washington, D.C.
National Representatives: Harrington, Righter & Parsons
Papert hits his ad peers

Critizes political ads that don't show the candidates' warts

Advertising agencies that are, or hope to be, involved in political campaigns will be getting some formal advice in about two or three weeks from fellow practitioners who have had experience in the field. And in New York last week, one such practitioner, Frederic Papert, president of Papert, Koenig, Lois, New York, volunteered some personal observations on TV political advertising.

The formal material will be published by the American Association of Advertising Agencies, hopefully by mid-April, according to AAAA spokesmen. It will include what's described as a "code of campaign ethics" for agencies, as well as suggestions on what to do, or not do, in the handling of political campaigns. The data is being written and prepared from memoranda submitted by a 15-man ad hoc study group on political advertising. The group, whose chairman is Donald P. Nathanson, North Advertising, Chicago, is made up of agency executives who have had extensive political-campaign experience.

It's Mr. Papert's opinion, he told Broadcasting last week, that professionalism in political advertising "means seeing to it that nothing gets between the candidate and the voter; no slogans, no theme songs, no theatrical devices."

This was what he had expressed in previous talks before advertising people and essentially what he attempted to establish during an informal talk at a luncheon of the newly formed Advertising Lodge of B'nai B'rith last week.

Critizes Peers • In his talk, Mr. Papert was critical of political advertising — particularly on television — prepared by Doyle Dane Bernbach for the Democrats during the Johnson vs. Goldwater campaign and by Jack Tinker & Partners on behalf of Governor Nelson A. Rockefeller in his campaign against Frank O'Connor for the New York governorship. The candidates in both instances won victories at the polls but, in Mr. Papert's view, though the advertising used was "brilliant" it could be considered dangerous in its approach.

Mr. Papert's view the danger lies in thrusting an element, other than the candidate himself, between the candidate and the voter. And if all candidates used techniques designed to win the admiration of TV viewers of the advertising the candidates with the best ad agencies might conceivably be the winners. Such a result, says Mr. Papert, would be "a hazardous situation."

Mr. Papert said he was most critical of those political campaigns in which the voice or the face of the candidate is used (as in Governor Rockefeller's), thus leaving it to the voter to choose on the basis of the skill with which the commercials were made.

PKL's — and Mr. Papert's — experience in handling political advertising included the winning senatorial campaigns of Senators Robert F. Kennedy (D-N.Y.) and Jacob javits (R-N.Y.). In both instances, Mr. Papert recalled, the candidates were shown on TV (via taping of actual sessions with audiences) in situations in which they were at ease and comfortable. So far as these campaigns were concerned, he said, the agency's role was not one of a "wart removal service" — the candidates were revealed as they are, "warts and all" — and elected because a majority of voters "liked what they saw."

Agency appointments . . .

• The Campbell Soup Co., Camden, N.J., has assigned a new product, Swanson Frozen Entrees, to Needham, Harper & Steers, New York. According to an agency spokesman, the account will bill close to $1 million, with at least 50% in television.

• Taylor-Reed Corp., Glenbrook, Conn., has transferred its entire account to Hicks & Greist, New York. The agency, already handling Q-T Frostings, will also be in charge of Coca Marsh milk amplifier, fudge and topping, and E-Z Pop popcorn, formerly at Bliss-Gruenwald Advertising, New York. Billings and media plans were not available.

• Daniel & Charles, New York, replaces Young & Rubicam, that city, on the Union Carbide Corp.'s jewelry products department account, for advertising of "Linde Stars." An agency spokesman estimated billings at $1 million.

• Mohasco Industries Inc., Amsterdam, N.Y., has named Smith/Greenland Co., New York, for advertising and sales promotion for Mohawk, Alexander Smith and Firth carpets, and Basic-Witz furniture. Billings are estimated at around $2 million. Previous agencies were Daniel & Charles and Tobey & Crothers.

• Adams Dana Silverstein Inc., New York, will take over the Trans-Texas Airways Inc. account from Glenn Advertising, Houston, effective May 1. The Houston-based airline plans to spend over $1 million in advertising.

• United States Intec Division of Zout-Organon, a Dutch company, has chosen Wyse Advertising, New York, to introduce a moisturizing cream, Endocil, in this country. Plans for 1968 are limited to testing in an undetermined number of major markets, with a national campaign scheduled for 1969.

• E & J Gallo Winery, Modesto, Calif.,
Before you get to your appetizer, you'll know that you're going to get more in this lunch than just food. Because, whether he's talking about trends in broadcasting in the United States, or who played the part of Houdini on Lucky Pup in the early days of television, Ben Holmes knows his business. The Edward Petry Company knows its business too. Exciting. Serious. Fast. Bright. Farsighted. All in all, a man and a company worth knowing.

If you're a broadcaster, the next time you're in our town, pick up the phone and dial MU 8-0200 and ask for Ben Holmes. We can promise you that you'll come away from lunch with a lot more than a full stomach. You'll come away from lunch with a full mind. Bon appétit.

The representative is sometimes the only part of your station that people ever get to see.

Edward Petry & Company

Have lunch with Ben Holmes
has split its specialty wines account between Young & Rubicam, Los Angeles and Erwin Wasey Inc., Los Angeles. Y&R, already handling Gallo table and dessert wines and the company's Eden Roc line, was awarded the Thunderbird brand. Erwin Wasey picked up the Ripple and Paisano brands. Kenyon & Eckhardt, Chicago and San Francisco, continues to handle Gallo's deanker line of table wines.

* E. B. Meyrowitz Inc., New York, a chain of retail opticians, has named Berger Stone & Partners, that city, for all its advertising. The agency has planned a local newspaper and television campaign for April through December, at an estimated $50,000.

* Daniel & Charles, New York, has been appointed advertising agency for Pilot Radio-Television Corp., Stamford, Conn., a subsidiary of National Union Electric Corp. Pilot manufactures consumer radio and television products. Advertising plans have not been determined.

Also in advertising...

Joining forces * Albert Chance Co. and Radio Time Sales, both San Francisco-based station representative firms, report they have entered into a business association that will provide the Chance stations with national representation. Radio Time Sales is headed by Sam Posner and the Chance organization by Bert Chance.


New Seattle agency * James R. Gerlitz and H. Ve Wright have combined to form a new advertising agency, Gerlitz/Wright, located at 500 Wall Street, Seattle.

New Jersey merger * Fletcher, Daniels & Co., Midland Park, N. J. and Walker & Gessell Inc. of Clifton, N. J. have merged operations under the name Fletcher-Walker-Gessell Inc. The new advertising and public relations agency will have offices in Ridgewood, N. J.

PHS evaluates the antismoking ads

Is the stepped-up campaign on radio and television against smoking taking effect? Dr. Daniel Horn of the U. S. Public Health Service thinks antismoking advertising may be turning teenagers away from cigarette smoking in significant numbers and last week he released statistics to document this contention.

Appearing at a symposium for science writers in San Diego, Dr. Horn disclosed a survey of teenagers that indicated there are fewer 12-18-year-old cigarette smokers in the country now than there were a year ago despite a population growth of some 3 million during the interval. The survey, conducted by the U. S. Public Health Service using a random telephone sampling technique among 4,414 boys and girls, was completed last month.

Among other things it apparently shows 10% fewer smokers than 10 years ago and indicates that 80% of teenagers who do smoke plan to quit.

In the last comparable survey in 1958, 34% of the 17-year-old boys and 25% of 17-year-old girls smoked. In the new survey, only 25% of the boys and 15% of the girls smoked.

Dr. Horn, director of the U. S. Public Health Service's National Smoking House, also reported that for three consecutive months from November 1967, through January 1968, there was a reduction of the number of cigarettes sold over the same months for a comparable period the previous year. It was said to be the longest uninterrupted period of decline since 1964, when the U. S. Surgeon general's report linking cigarette smoking and lung cancer was published. Dr. Horn also told the symposium, which was sponsored by the American Cancer Society, that there was a decrease of more than 2% in cigarette manufacture in the last year.

"The real turndown in teen-age smoking has happened very recently, probably within the last eight months," he said. He credited recent broadcast advertisements and news stories on the health hazards of cigarette smoking with a meaningful role in the decline.

Report shows TV a must for national ads

National advertisers consider network television their indispensable medium, even in a year when budgets are tightened, if data recently released by McCann-Erickson in its "Marketing Communications" is any indication.

That's the message of a report issued by NBC research authorities last week.

While expenditures in network TV increased 6% in 1967, expenditures in magazines declined 1% and in newspapers 4%, for a net transfer of advertising investment from the print media to television.

The McCann-Erickson figures also document 1967 as network television's fourth consecutive year leading print in total investment.

Rep. appointments...

* WOW-AM-TV Omaha: Katz Radio and Television, New York.

Surgeon general rebuts 'True' article

In the wake of heated controversy over an article printed in True magazine concerning cigarette smoking, Senate Commerce Committee Chairman Warren Magnuson (D-Wash.) last week released an analysis of the article that he had requested from the U.S. surgeon general's office.

The article maintained that current medical evidence on the harmfulness of cigarette smoking was questionable. The surgeon general's analysis indicates that the points expressed in the True magazine article are, in fact, the ones which are questionable.

In his report, Dr. William H. Stewart says that the article in question, which was widely distributed as a public-relations effort sponsored by the tobacco industry (BROADCASTING, March 25), "... presents much information not consistent with the known facts." Information concerning medical matters, he says, should be presented as accurately as possible and from an unbiased position. "This article failed to do so," he comments, "and we fear that it may encourage people to continue smoking who might otherwise quit, or encourage people to begin smoking who might otherwise have not started."
wsm radio

fact: wsm delivers as many adults, 18 and over, as the next 5 leading stations combined during M-F, 6-10am.

Source: ARB — Oct.-Nov. 1967
CBS affiliates on the warpath

Network's request that they waive compensation
for political coverage in move to have them
share in its losses answered with loud 'ugh'

Bonfires blazed last week as CBS-TV affiliates learned they were being asked to waive all network compensation for carrying CBS's Campaign '68 package of political conventions and election coverage and pre- and post-convention specials this year.

If the network's bid did not provoke a war dance by the affiliates, it at least moved the tribal chiefstains to mark it down as topic for a powwow over the past weekend.

The meeting of the CBS-TV affiliates board was scheduled for yesterday (March 31) in Chicago in conjunction with the National Association of Broadcasters convention.

The meeting of the affiliates board, headed by Tom Bostic of KIMA-TV Yakima, Wash., had been scheduled for some time as a more or less routine session, but no one expected it to be routine—or to deal with much else—after CBS-TV asked affiliates to waive the wampum.

The network made the request in a teletype message outlining its plans for political coverage and relaying firm orders placed by Travelers Insurance, through Young & Rubicam, for one-quarter sponsorship of the package and by Humble Oil, through McCann-Erickson, for one-eighth sponsorship.

The Proposition = "We propose your acceptance of these and, hopefully, subsequent orders for these broadcasts on the basis of no station payments," the affiliates were told in the message, signed by the network's station clearance department. "We are, in effect, asking you to share the enormous responsibility we have undertaken in the presentation of these events."

CBS authorities, elaborating later, said the dollar amounts were "nominal" but that station payments, even on the reduced basis used in 1964, would only add that much more to huge losses the network was already taking on campaign coverage. They said the total loss to affiliates would be less than one-fifth the network's losses.

Other sources estimated that total station compensation for the package, if based on the 1964 formula of payment for 15 hours of each convention, would total from $1.2 million to $1.4 million. On this basis affiliate sources estimated that if no compensation were paid this year the average loss across the entire CBS-TV line-up would be about $6,000 a station.

CBS sources contended that the losses the affiliates would take, whatever they might amount to individually, would be little enough for them to contribute the massive public-service effort involved in this coverage.

Affiliates, even when they did not quibble with this argument, challenged the move on other grounds—most frequently that it could lead, if it succeeds, to erosion of compensation in other areas of network programming.

Some, notably group owners, also pointed out that they were already making significant contributions through outlays of their own, often running into hundreds of thousands of dollars, to provide supplementary political coverage—nationally as well as regionally and locally—by their own newsmen.

NBC to Pay = NBC-TV officials meanwhile disclosed, during their own affiliates convention last week (see page 64), that they planned to pay compensation on the usual basis for station clearance of NBC's political package this year. The usual basis was said to be similar to CBS's 1964 formula in that affiliates were paid for carrying a certain number of hours of coverage and not paid for carrying the rest. One informed source estimated that political program payments to NBC-TV affiliates on this basis in 1964 totaled about $1 million.

ABC officials declined to comment on their political compensation plans or on the CBS move. But Elton Rule, the ABC-TV network's new president, reportedly was preparing to discuss the subject in a speech to the ABC affiliates in Chicago yesterday (March 31).

NBC's disclosure that it would pay compensation as usual did nothing to smooth the CBS affiliates' feathers. Those contacted were generally and often highly critical and many indicated they had filed protests or would do so. Almost uniformly, however, they refused to be identified publicly.

McGannon Protests = One of several protests said to have been received by CBS reportedly was lodged by Westinghouse Broadcasting Co. WBC would officially go no further than to confirm that President Donald H. McGannon had sent a protest. But it was learned on good authority that he objected strongly, not questioning the importance of carrying the programs but contending that CBS seemed to be moving toward a policy in which it would compensate for network pro-

Cobb to seek second NAB chairmanship

Grover C. Cobb, kVOB Great Bend, Kan., chairman of the National Association of Broadcasters, will seek a second one-year term to that post. His decision was made known Thursday, after he had informed other members of the executive committee.

Mr. Cobb will resign from the NAB nominating committee when it meets in Chicago this week. The committee is made up of NAB board members whose terms expire at the convention. Mr. Cobb was a member of that committee since his radio board term ended this year.

With Mr. Cobb's decision, it appears likely that Richard Dudley, WSAU Wausau, Wis., will seek a second term as chairman of the radio board and that Donald Thurston, WMNB North Adams, Mass., will seek the radio-board's vice chairmanship. Probable candidates for television board chairman are Willard Walbridge, WTRK-TV Houston, and Charles H. Tower, Corinthian Broadcasting Corp., New York: for vice chairman, Harold Essex, WLOX-TV Winston-Salem, N. C., and Norman Bagwell, WKY-TV Oklahoma City.

THE MEDIA

BROADCASTING, April 1, 1968
Two big family tours from 20th Century-Fox Television

Visit Our Sauna

Have Your Hair Done

Fireworks Every Saturday

Go-Go Girls

Guided Tours

Rent-A-Car

Cruise Director

Baby Sitters Available

Meet Interesting People

(That’s funny, you don’t look like a travel agent)
Who needs Nassau? Book these out-of-this-world travel shows

What have we got that you can’t get on a 10-day cruise? Space Monsters! Sea Monsters! Time Machines! Richard Basehart! David Hedison! Guy Williams! June Lockhart! And the longest list of guest stars since 1930 at the Palace.

All put together into two fabulous hour-long, top-rated family shows created by the incomparable Producer Irwin Allen.

Voyage to the Bottom of the Sea, one of the
from 20th Century-Fox Television and keep viewers home!

most successful adventure series to ever hit TV, racked up four fantastic years on ABC. Starring Richard Basehart and David Hedison and other top stars, it consistently pulled big-name advertisers and big-time ratings. 110 hour-long episodes, 78 in color are now available.

Lost in Space, a brilliant science fiction series starring Guy Williams and June Lockhart. Week after week exciting episodes have attracted big audiences and ratings. It ran for 3 years on CBS supported by top sponsors. 83 hour-long shows, 54 in color are now available.

Book one. Book both. Either way it’s the most spectacular travel package we’ve ever offered. Call 20th Century-Fox Television and make your reservation this minute.

Have a good time. And don’t forget to write.
## National Ratings

### Voyage to the Bottom of the Sea

<table>
<thead>
<tr>
<th>Year</th>
<th>Share (MNA)</th>
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<tbody>
<tr>
<td>1964-65</td>
<td>33</td>
</tr>
<tr>
<td>1965-66</td>
<td>31</td>
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<tr>
<td>1966-67</td>
<td>34</td>
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<tr>
<td>1967</td>
<td>30</td>
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### Lost in Space

<table>
<thead>
<tr>
<th>Year</th>
<th>Share (NTI)</th>
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<tr>
<td>1964-65</td>
<td>33</td>
</tr>
<tr>
<td>1965-66</td>
<td>31</td>
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<tr>
<td>1966-67</td>
<td>30</td>
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</tbody>
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The following shows how *Lost in Space* scored consistently high ratings in market after market. Remember . . . spot advertisers want high local ratings . . . you have them with *Lost in Space*.

### Market Share

<table>
<thead>
<tr>
<th>Market</th>
<th>Share (ARB-11/67)</th>
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<tr>
<td>Atlanta</td>
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<td>Baltimore</td>
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<td>Buffalo</td>
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<td>Chicago</td>
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<td>Cincinnati</td>
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<td>Dallas</td>
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<td>San Francisco</td>
<td>38</td>
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<td>Seattle-Tacoma</td>
<td>27</td>
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<tr>
<td>Tampa-St. Petersburg</td>
<td>40</td>
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<td>Washington, D.C.</td>
<td>30</td>
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*Top 30 markets

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20th Century-Fox Television, Inc., 444 West 56th St., N. Y. 10019, Tel. 212-957-5010
Chicago: Tel. 312-372-1584; Los Angeles: Tel. 213-277-2211; Dallas: Tel. 214-748-7221

NTI = Nielsen Television Index  
MNA = Multi-Network Area Ratings  
This data is presented subject to the limitations as listed in the reports used.
grams that stations can replace locally, such as movies and other entertainment shows, but not compensate for those hard or impossible to match on the local level, such as political coverage and professional football.

Some reports said Mr. McGannon had insisted to CBS that it must adhere to its affiliation contracts and continue to pay the Westinghouse stations involved on the same basis as in the past. The WBC stations affiliated with CBS are KDRA-TV Pittsburgh and KPIX-TV San Francisco.

In protesting that CBS seemed to be moving toward a policy of paying stations to carry programs they might easily preempt and not paying for those they can't, Mr. McGannon, according to some sources, likened this approach to a proposed new affiliation contract advanced by CBS some years ago in which station payments would increase more rapidly for clearances beyond a certain level than they did before that level was reached. This concept, which aroused the interest of the FCC and the Justice Department, was subsequently abandoned.

The Westinghouse affiliates not only have carried the full schedule of CBS political and public-affairs programs in the past, according to informed sources, but have gone even further: When CBS failed to carry the recent Senate testimony of Secretary of State Rusk live and in full, KDRA-TV and KPIX arranged to carry it from NBC.

CBS Surprised • CBS sources meanwhile said they were surprised by all the flak that the order containing the no-pay proposal had drawn. It was discussed in detail with the affiliates advisory board some time ago, they said, and although the advisory board did not approve the plan it should have come as no surprise to other affiliates because details were provided them in minutes of the meeting with the advisory group.

There seemed to be no immediate agreement among affiliates last week as to whether the plan would go through, be turned back or be modified in a compromise.

It was noted that CBS once proposed that stations waive compensation for National Football League games and then—apparently voluntarily—reinstated limited compensation but subsequently reduced it further.

Some affiliates said last week they get no compensation for NFL games. CBS sources said it pays on a limited basis—that is, for part but not all of a game—on second games of NFL doubleheaders and on nighttime NFL games, but not on single daytime games.

The Package • The political package outlined to affiliates by CBS included a total of 12 hours of campaign, convention and election specials, plus the Republican and Democratic conventions from 7:30 to conclusion on four nights each and the election-night coverage from 7 p.m. to conclusion. Many of the specials are in the 10 p.m. Tuesday-night news period.

The network's wire to stations said "all of the package's programs of one-hour duration will have a middle station break of 32 seconds, except those scheduled on Tuesday nights. In those instances programs will start 30 seconds late (10:00:30 p.m. New York Time) as in the present news format. Coverage of the actual convention ceremonies will provide 62-second station breaks approximately on the hour each night.

"Election-night coverage will be formatted to allow local stations to cut away for local returns during the last seven minutes of each half-hour... The network will not provide fill during these cut-away portions prior to 12 midnight so stations must be prepared to fill locally until that point."

The message also reported that in addition to anchorman Walter Cronkite, with other major posts filled by Eric Sevareid, Roger Mudd, Harry Reasoner and Mike Wallace, CBS has hired columnist Art Buchwald as "very special correspondent," quoting him as saying that "once all the funny stuff is over, I will do the serious wrap-up."
**FCC firm on cross-ownership**

Hyde tells Hart's antitrust subcommittee
that case-by-case policy preserves diversity
in control of broadcasting and the press

Whatever else it may feel about the concentration of control of media question—and it expressed its concern about it last week—the FCC is not disposed to closing the door to station ownership to newspapers. But its view that it can handle cross-ownership with a flexible, case-by-case approach apparently has not eased the key senator's concern about the matter.

The commission made its position clear Tuesday, when Chairman Rosel H. Hyde told the Senate Antitrust and Monopoly Subcommittee that, although the commission takes newspaper ownership into consideration in ruling on broadcast license applications, it does not recommend any limitation on entry into broadcasting based on outside interests.

"We have not found to date that outside business interests present an overall problem in terms of preserving impartial news and public-affairs coverage by broadcast stations," he said.

The commission's concern with concentration of control, as well as its proposed remedy, was revealed a day later. By a 6-to-0 vote, it issued a notice of proposed rulemaking aimed at barring licensees of one fulltime station from acquiring another station, in any service, in the same market (see page 78).

Chairman Hyde testified in connection with the proposed failing-newspaper act, which would exempt from the antitrust laws agreements under which newspapers cooperate in noneditorial functions, if one of them would otherwise fold. Broadcasting is involved since the bill defines a failing newspaper as one that, "regardless of its ownership or affiliation," appears destined to fail.

**Senator Hart’s Interest**  It was evident that Subcommittee Chairman Philip A. Hart’s (D-Mich.) interest extended to the whole question of media cross-ownership. He had requested, and was given, detailed information on the subject, including data on CATV ownership by newspapers having majority interests in broadcasting stations.

Chairman Hyde’s statement, which was approved by all six of his colleagues, who were present at the hearing, was designed to explain and defend the case-by-case approach to the cross-ownership problem that the commission has followed as policy since 1944. He said it is the most appropriate, in view of the changing nature of print and electronic communications media.

He also asserted that although the commissioners often differ sharply among themselves on particular cases, "our multiple-ownership rules have served a unique function in preserving diversity of control within broadcasting."

**Differences Expressed**  The differences among the commissioners that

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**Where radio, TV, joint newspapers meet**

Broadcasting interests are involved in 12 cases in which newspapers engage in the kind of joint operating agreements currently being explored by the Senate Antitrust and Monopoly Subcommittee in its hearing on the proposed failing newspaper act (S. 1312).

Information on the 12 became available last week, when the subcommittee released FCC-compiled data on newspaper-broadcast-media cross-ownership. This was checked against a list compiled by the International Typographical Union of 25 cities where joint operating agreements exist. The list was submitted to the subcommittee last year by the International Typographical Union.

The particulars of the newspaper-broadcast situations in these 12 areas follow:

- Birmingham, Ala.—WAPI-AM-FM-TV is licensed to Newhouse Broadcasting Corp., which is 100% owned by the family of Samuel I. Newhouse. Newhouse through a subsidiary, owns 100% of the Birmingham News Co., publisher of the Birmingham News. The News and the Birmingham Post-Herald are editorially and corporately separate, but since 1950 the News has acted as an agent for the Post-Herald in printing, circulation and selling advertising space.
- San Francisco—KRON-FM-TV is licensed to Chronicle Publishing Co., which publishes the San Francisco Chronicle. The Chronicle and the San Francisco Examiner while editorially independent, share joint advertising, circulation and business operations provided by San Francisco Newspaper Printing Inc.
- Miami—WIOD-AM-FM is licensed to Miami Valley Broadcasting Corp., a 100% subsidiary of Cox Broadcasting Corp. The Miami News is owned by principals of Cox while the Miami Herald Publishing Co. is the advertising and circulation agent for both the News and the Herald.
- Fort Wayne, Ind.—WOT is licensed to News-Sentinel Broadcasting Inc., which is a 100% subsidiary of the News Publishing Co., publisher of the Fort Wayne News-Sentinel. The Fort Wayne Journal-Gazette and the News-Sentinel are editorially and corporately separate but operate commercially under a joint publishing company, Fort Wayne Newspapers Inc.
- Shreveport, La.—KWKM-AM-FM is licensed to International Broadcasting Corp., which is the 100% owner of Times Publishing Co., publisher of the Shreveport Times. KSLA-TV Shreveport is licensed to KSLA Inc., which is 59% owned by The Journal Publishing Co., publisher of the Shreveport Journal. The Journal and the Times are editorially independent, but jointly own Newspaper
were touched on in the statement were expressed in the hearing room. Commissioners Robert T. Bardey, Kenneth A. Cox and Nicholas Johnson made clear their view that the commission’s application of its principles has not slowed the trend to concentration of control.

Commissioner Loevinger, on the other hand, ridiculed as “doomsayers” those who view with alarm an allegedly decreasing number of communication channels. He said that, with 7,000 broadcasting stations, the country has far more competing voices in the dissemination of news and public-affairs information than ever before.

But Senator Hart insisted “there is a problem.” He noted that in the top-25 markets 34 of the 97 television stations are owned by newspapers, with another 15 licensed to the three networks.

Down to Four • This indicates the day may come “when only four or five people are feeding us information,” he said. “We’ve got to guard against this.” Chairman Hyde fired back: “There’s no disagreement on this.”

But Senator Hart suggested that the commission’s processes might not be adequate to protect against concentration of control of media resulting from cross-ownership. He noted that although the commission routinely determines whether a station applicant owns other media, there appears to be nothing to prevent an individual—once he’s obtained his broadcast properties—from acquiring newspaper interests.

He said the subcommittee staff had come across a “chain” that had acquired broadcast and newspaper properties in that order. He did not identify the interests involved, but it’s understood the Department of Justice is examining the Gannett Co.’s purchase of a newspaper in Rockford, Ill., after acquiring WREX-TV Rockford, Ill. (CLOSED CIRCUIT, Jan. 15).

“If they did this in a manner to avoid examination by us, we would be concerned, because of our concern with diversification of ownership,” Chairman Hyde said. He noted that the commission could check into such matters when the broadcaster seeks a renewal of his license.

The questions by Senator Hart and subcommittee staff members indicated the expectation, or hope, that the commission would take a tougher stand on the cross-ownership question, at least as related to the kind of joint-operating arrangements with which the bill deals. But the answers indicated the commission doesn’t consider itself authorized or armed to do the job indicated.

Chairman Hyde, in response to questions from subcommittee staff member S. Jerry Cohen, said such agreements

Production Co., which handles advertising, circulation and business matters for both.

• Columbus, Ohio—WVNS-AM-FM is licensed to Radio Ohio Inc., and WENS-AM is licensed to WENS-TV Inc., which is 100% subsidiary of Dispatch Printing Co. (Both Radio Ohio and Dispatch are 99% controlled by Robert H. Wolfe and family.) Dispatch Printing publishes the Columbus Dispatch and is the agent in advertising, circulation and printing for the Columbus Citizens Journal (owned by E. W. Scripps).

• Pittsburgh—WWSW Radio Inc. in Pittsburgh holds the license for WWSW-AM-FM but is owned by the Post Gazette Publishing Co., publisher of the Pittsburgh Post-Gazette and subsidiary of Toledo (Ohio) Blade Co. The Pittsburgh Press enters the picture by being the advertising and circulation agent for the Post-Gazette.

• Knoxville, Tenn.—WNOX is licensed to Scripps-Howard Broadcasting Co., a subsidiary of E. W. Scripps Co. E. W. Scripps in turn owns the Knoxville News-Sentinel. The News-Sentinel shares circulation operations with the Knoxville Journal and certain advertising personnel serve both papers.

• Salt Lake City—The family of A. L. Glasman in Salt Lake City owns 65% of KUTV(TV) and 100% of KALL. The remaining 35% of KUTV is owned by Kearns-Tribune Corp., which publishes the Salt Lake City Tribune. Kearns-Tribune also owns Newspaper Agency Corp. jointly with the Deseret News. The agency handles business affairs for both newspapers.

The Deseret News has further broadcast connections through its parent, The Corporation of the President, Church of Jesus Christ of Latter Day Saints, which controls KSL-AM-FM-TV Salt Lake City, KBYU-FM-TV Provo, Utah; has 40% interest in KID-AM-TV Idaho Falls, Idaho; owns KIRO-AM-FM-TV Seattle, KMBZ-AM and KMBR-FM Kansas City, and WRPM(FM) New York, and an international station, WNYW New York.

• Spokane, Wash.—KQX-AM-FM-TV is licensed to KQX Inc. which is 100% subsidiary of the Spokane Chronicle Co., publisher of the Spokane Chronicle. The Chronicle and the Spokane Spokesman Review (a Cowles newspaper) are operated on a separate editorial basis but under joint business management.

• Madison, Wis.—Badger Broadcasting Inc. is licensee of WHA-AM-FM and is 100% owned by Capital Times Co., publisher of the Madison Capital Times. The Capital Times and the Wisconsin State Journal have joint business management under Madison Newspapers Inc.
don't bring the stations involved into a violation of the rules. Earlier, in his statement, he underlined that point in discussing in detail four cases involving broadcast-connected newspaper entities on which the subcommittee had requested comment.

Two of the cases involved situations—in Salt Lake City and Shreveport, La.—in which the companies owned broadcast properties in the same and other communities. But the broadcast holdings are not considered jointly, "even if the newspapers should be considered to be jointly owned because of the agreement," Chairman Hyde said.

A third concerned the charge, made earlier in the hearing, that the San Francisco Chronicle used profits from its KRON-AM-FM-TV to beat the competing Examiner into the position of a failing newspaper. (The two papers are now cooperating in a joint operating agreement.) But Chairman Hyde said the commission cannot direct that broadcast profits "not be used to strengthen a party's position in some other enterprise."

No Overlap = The fourth case involves the joint ownership of WWCO-AM-FM-TV Minneapolis-St. Paul by the evening Star and Sunday Tribune, owned by Cowles Publications, and the Pioneer Press and Dispatch, owned by Ridder Publications. Cowles and Ridder own or control a number of other stations throughout the country. But none of the signals of the stations overlap, the chairman said, adding that the Minneapolis-St. Paul situation is "a facet of the general newspaper question."

(However, an objection concerning the interlocking relationship involved in WWCO-AM-FM-TV was confined in a complaint filed with the subcommittee by Garfield Clark, manager of KSTP St. Paul. He said the Ridder family's part ownership of the Minnesota Vikings (football) and Minnesota North Stars [hockey] gives WWCO a competitive advantage in bidding for the broadcast rights to the professional football and hockey games of those teams. He also said the ability of WWCO owners to provide newspaper publicity was a factor in the Vikings and the Minnesota Twins baseball team selling game rights to WWCO.)

Finally, Mr. Cohen asked, "are there no criteria for dealing with such situations which may have a direct impact on the concentration-of-control question?"

Responsibility for action, if it belongs to any agency, Commissioner Loening said, belongs to the Justice Department's antitrust division (which he once headed). Since newspaper interests, not broadcasting, are directly involved, he said, "we will look to the antitrust division to act. If they don't, we won't be the policing agency."

Not a Court = The commissioner didn't stop there in his effort to disabuse the subcommittee of the idea of employing the commission as a policing agency. The commissioners, he said, are overwhelmed with their normal workload and "literally cannot operate in the way a court does"—hearing cases, reviewing evidence and exhibits.

Furthermore, he said, the commission should exercise restraint in moving from areas in which it is expert and where its legislative mandate is clear—as in the matter of allocations—into other areas, where it has no expertise, especially where the question of freedom of speech may be involved.

Regulatory agencies, he said, "tend to exaggerate their importance and expertise."

Commissioner Cox, who vigorously urges an activist role on the commission, replied: "I think that if the commission exaggerates its importance, the Congress will tell us."

Loening's Suggestion = Commissioner Loening had a suggestion for unsnarling the problem: exclude from the bill's protection those papers allied with broadcast interests. He said that to extend a "blanket exemption" to parts of a regulated industry, like broadcasting, might give rise to unforeseen problems.

However, the idea, if adopted, could kill the bill. Broadcasting-connected interests are now among the bill's most ardent supporters, but they would be sure to fight against a measure that would, in effect, force them to choose between their broadcasting properties and the proposed act's protection.

Communication lectures offered at Northwestern

Leaders from various segments of the TV and communications industry are participating in a 12-lecture symposium being presented this spring at Northwestern University by the Chicago chapter of the National Academy of Television Arts and Sciences. This is the fourth year the college credit series has been held.

The lectures began Tuesday on Northwestern's Evanston, Ill., campus and will continue through the spring semester. Instructor for the course is Dr. Charles Hunter, director of the school's radio-television department.


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Ford accuses FCC of harassing CATV

The chief spokesman for cable-television interests let fly at the FCC last week for deliberately setting out to obstruct CATV development.

Appearing as a panelist at an all-day seminar sponsored by the Chicago Broadcast Advertising Club, Frederick W. Ford, president of the National Cable Television Association, said legislation was needed to create a new Department of Communications to supersede the FCC.

Mr. Ford, a former FCC chairman, charged that the commission "is apparently determined to devise new ways to harass" CATV. He said that only recently the commission "discovered a way to make the use of microwave facilities more expensive for cable operators by moving us to new and higher frequencies." On top of this, he added, "we hear increasing talk in broadcast and commission circles about banning commercials on CATV," disregarding constitutional guarantees of free speech.

"Suppose the newspaper and magazine industry had tried and been successful in banning advertising on programs originated on radio," Mr. Ford said, "that the radio industry had tried and been successful in banning commercials on television when that medium was in its infancy. Just suppose radio and then TV had been told—originate all the programs you want, but don't interconnect and don't carry commercials. Would radio or TV be as successful in making their contribution?"

Mr. Ford hoped "the much needed new Department of Communications will be established by Congress within the near future." Congress should also, he urged, "repeal and revitalize our communications laws."
The Invaders have joined the Syndicate.

Roy Thinnes is our lookout at the Syndicate. He kept telling us
'The Invaders' were coming. Now they're here!
'The Invaders' are for real.
They'll be taking over the U.S. market by market.
They're sure to take over your audience, too.
43 color hours from ABC Films.

Visit Syndicate Headquarters at the NAB Convention: Suite 2319, Conrad Hilton.
NBC-TV affiliates hear glowing report

Optimistic mood prevails at New York meeting as network's business moves please stations

Reports of rapid recent strides, plans for new gains in the near future and the prospect of a booming television economy in the years ahead cast a rosy glow over last week's annual convention of NBC-TV affiliates.

The convention, held Thursday and Friday (March 28-29) in New York, found the assembled representatives of more than 150 NBC-affiliated TV stations in an apparently good and generally optimistic mood even though, for them as for television generally, the months since their last convention had not added up to one of best growth years television has ever had.

Along with the promising picture of past gains and future prospects painted for them by NBC officials, the affiliates were given a sobering warning of governmental intrusions in a major address by NBC President Julian Goodman (see page 66).

They also were given the more cheering news that they would get an extra 32 seconds of time to sell in each of NBC's three weekly nighttime movies next fall, added to the two 62-second breaks they now get.

And NBC officials also got the word that, despite CBS-TV's move to eliminate station compensation on its political-campaign specials and convention and election coverage (see page 58), NBC would compensate for such coverage this year as it has in the past.

Solid Bonus - This last news alone was worth approximately $1 million to the NBC-TV affiliates. That's the estimated total NBC paid in station compensation for political coverage in 1964, the last presidential election year.

There was, according to affiliate sources, some grumbling among station officials about the apparent trend toward 30-second announcements on the networks, particularly the sharing of minutes by different advertisers.

But these same sources also said that no major issue was made of it, and many affiliates indicated privately if not openly that they either thought the trend was unavoidable or felt it had already gone too far to be reversed.

Some also reported that NBC officials had told them the pressures for network 30's had not mounted as much as expected, giving some hope that the trend might be slowed if not completely contained.

In their own private meeting Thursday morning the affiliates adopted a resolution commending NBC management for its past year's accomplishments.

Fast Pace - After a reception to get things rolling Wednesday night, the convention was officially opened Thursday morning with greetings by NBC Chairman Walter Scott and the address by President Goodman, then moved briskly through sessions concerned primarily with the future.

The more immediate future, including the 1968-69 program schedule, as well as NBC-TV's more recent accomplishments, were covered in a session headed by NBC-TV President Don Durgin on Friday morning (see page 68).

H. M. Bevillé Jr., NBC vice president for planning, was moderator during a panel discussion of "Television in the '70s" and gave the affiliates a summary of expected developments that are likely to have an effect on TV in the next 10 years.

He projected that by 1972, which he said will be a trillion-dollar-gross-national-product year, total advertising should top $23 billion, and by 1977 should rise to a total of $31.3 billion.

In touching upon TV's projected billing for 1977, Mr. Bevillé placed the total at $56 billion, a figure that was mentioned last fall by Walter Scott, NBC board chairman, in a talk before a symposium arranged by TV Stations Inc. (Broadcasting, Oct. 2, 1967).

"The network total is expected to double during the next decade, growing from about $1.5 billion to $3 billion," Mr. Bevillé said. "The other segments will grow at an even faster rate, with national spot zooming from last year's $1 billion to $2 billion by the end of the decade. Local television revenues will be the fastest growth segment, exceeding $1 billion in 1977, over twice last year's total."

More Color TV - Mr. Bevillé forecast that color would be the most significant technical development in the 1970's with more than 56-million homes equipped with color by the end of the decade.

Among other projections made by Mr. Bevillé: the 20- to 34-year-old group will be a dominant force, playing an active and perhaps decisive role in government, education and perhaps in business; CATV will service 14-million homes by 1977; 100% of U. S. TV homes will be equipped with at least one all-channel (UHF and VHF) TV set; direct-satellite-to-home television will not be part of the scene.

Richard H. Scammon, director, Electronics Research Center, Governmental Affairs Institute, voiced some predictions on the demographic character of the population in the 1970's. He estimated that the U. S. population would jump to 225 million or more by 1977 and that women would constitute four million to five million more of this total than men.

The population, Mr. Scammon said, will become more urban in character than it is today; will become less tied to the "old country" because of a virtually complete assimilation of immigrants and their descendants, and will be increasingly middle-class "in fact and in mind."

Richard M. Everett, business economist, Chase Manhattan Bank, New York, predicted that the decade ahead would be one of economic growth, punctuated by short recessions of minor duration and marked by a steady inflationary curve. He voiced the view that advertisers and the media, including television, would have the opportunity

Affiliates board changes

Robert J. Rich, WDSM-TV Duluth, Minn., was elected last week as a vice chairman of the NBC-TV affiliates board of delegates. Elections were held during the NBC-TV affiliates convention in New York (see this page). Mr. Rich, who was a board member, succeeded Robert W. Ferguson, WTRF-TV Wheeling, W. Va., whose term on the board expired. Walter E. Bartlett, Avco Broadcasting, Cincinnati, was elected to the board seat formerly held by Mr. Ferguson. Douglas Mansfield, WRJZ-TV Baton Rouge, was elected a board member and secretary and treasurer. He succeeded Irving C. Waugh, WSM-TV Nashville, whose term on the board expired. Harold Grams, KSD-TV St. Louis, continues as board chairman, and Harold P. See, KRON-TV San Francisco, continues on the board as a vice chairman.
Virginia Graham is a big girl in the Syndicate.

Virginia Graham is our mouthpiece. She's been getting the goods on the girls for over seven years. When she starts grilling her gang of guest stars they just can't resist telling the truth. And that's just what makes her the top girl at our Syndicate.

'Virginia Graham's Girl Talk' is for hire—she'll slay the girls in your market.

ABC FILMS Daily color half-hours from ABC Films.

Visit Syndicate Headquarters at the NAB Convention: Suite 2319, Conrad Hilton.
for added revenues from both producers of hard goods (automobiles, washing-machines and other household products) and services (banks, insurance companies, transportation and resorts).

3-D TV • Dr. James Hillier, RCA Laboratories vice president, focused on electronic devices and services that are likely to become available to the consumer over the 10 years. Included in his list were three-dimensional television, home video recorders, electronic newspapers, wall television and a cigarette-sized TV camera. Mr. Hillier said these developments are technically feasible and may become economically feasible over the next 10 years.

The NBC-TV affiliates, in a closed meeting of their own on Wednesday, adopted a resolution commending the network's management for its accomplishments during the past year. It cited particularly NBC-TV's responsibilities in covering the "great issues and events" on live television; its skill in developing a full schedule that promises "broad appeal; competitive strength and distinction in public service," and its judgment in recognizing the needs and interests of the affiliated stations.

At the Wednesday luncheon, NBC News presented a panel of four news correspondents who commented on current news events, with particular emphasis on the coming elections and their relationship to the Vietnam war. Chet Huntley was moderator and the panel comprised Sander Vanocur, Ray Scherer, Nancy Dickerson and Howard Tuckner.

The convention wound up Friday night with a banquet and entertainment program that was scheduled to star Bob Hope.

Goodman hits federal regulation

NBC president tells affiliates they've become 'too accustomed' to fairness, news restrictions;
Dingell's network bill gets heavy attack

Government restrictions on broadcasting practices and programing were challenged by Julian Goodman, NBC president, in a keynote speech at the opening session last Thursday (March 28) of the annual convention of NBC Television Network Affiliates in New York.

Mr. Goodman claimed that the industry has become "too accustomed" to some of these regulations, and he listed as examples the equal-time rule, the fairness doctrine and limitations on broadcast access to the news in public places. "Other restrictions proposed but not applied," he added, "remain as threats: proposals to cut back on station ownership, to regulate the financing of program production, to shift frequencies from television to other services. These are threats that could become realities unless they are vigorously and persistently opposed, with evidence and determination."

He referred to a bill introduced in February by Representatives John Dingel (D-Mich.), John E. Moss (D-Calif.) and Richard L. Ottinger (D-N. Y.) as the "most sweeping" in recent years in proposing broadcasting restrictions (BROADCASTING, Feb. 12). Mr. Goodman said it would not only authorize the FCC to regulate networks, but would prescribe the particular regulations.

Government Review • The bill, he pointed out, would authorize open-ended government review of programs by requiring networks to offer "a balanced program structure," for which the FCC would have to establish program standards and make program judgments. It also would impose program quotas by source, Mr. Goodman continued, prohibiting networks from supplying more than 14 hours of entertainment programming a week between 6 p.m. and 11 p.m.

"Although it's hard to believe this was intended," he observed, "it would also put networks out of the news business by barring them from offering programs in which they had ownership interest—which, of course, would eliminate all news programs networks produce."

Among other restrictions of this proposed legislation, as described by Mr. Goodman: it would require networks to make programs available to "the maximum number" of TV stations, apparently regardless of economics, competition or duplication; it would prevent the networks from owning a radio network if they also owned a television network and seems to provide that a television network company cannot own any other business, except stations, and cannot be owned by any other business.

"The stated purpose of the legislation is to promote the public interest," Mr. Goodman stated, "and I have no doubt that was its genuine intent. But broadcasting rests on a complex and delicately balanced economic and operating structure that could be thrown into chaos by such unrealistic provisions, however well-intended they may be."

Public Served • Mr. Goodman noted that broadcasting has served the public well; has broadened its scope as it has matured and has gained public acceptance best documented by the millions of sets bought each year and by the increased hours spent in viewing and listening.

"In the face of this wide public acceptance," he asserted, "the burden should be on those who would force basic changes on the system by government action. And this burden should not be met by abstractions or theories, but by evidence of specific deficiencies and a demonstration of how the regulation will cure the deficiency."

Mr. Goodman prefaced his remarks by saying that he was not suggesting that the government is intent on damaging broadcasting. He acknowledged that the licensing of frequencies and the management of the spectrum are "vital functions that only government can perform.

"We know also that today's economy, technology and society call for large resources in government, as they do in business," he stated. "Government will always have—and should always have—something to do with major businesses that affect the public interest."

But Mr. Goodman contended that in a free-enterprise system, the power of the government should not be turned against business enterprise and growth, but should help industries to flourish.

GOODMAN ON THE BROADCASTING BUSINESS

Mr. Goodman
The Syndicate is proud of its Combat record.

Vic Morrow and Rick Jason are our muscle-men. Whenever the opposition tries to move in on our territory, the men of 'Combat' put them down. They'll do the same for you when you pit them against any show the enemy has.

The 'Combat' men are selling protection. Buy some.

152 hours from ABC Films.
High marks for NBC-TV strips

Durgin cites record audiences, sales for weekday series, news

Through the accent at the NBC-TV affiliates' convention last week was on the future (see stories pages 64, 66), President Don Durgin dwelt at length on achievements by NBC-TV during the current season before looking ahead to prospects for the new network programming for 1968-69 season.

Speaking Friday morning (March 29), Mr. Durgin said he considered the "most important accomplishment" of the past year to be the record levels in audience and sales attained by each of the Monday-through-Friday strip operations—Today, the 12-daytime series, the Huntley-Brinkley Report and Tonight.

"Taken individually or together," Mr. Durgin stated, "these programs represent unique broadcast leadership not only in different day parts but also as elements of a diverse and balanced schedule, each unique unto itself and unique as network service to affiliated stations and the viewing public."

He said in one season NBC has turned "the daytime tables," reporting that to date in 1968, the network's daytime schedule has attracted 4,710,000 women per average minute, "more than CBS' daytime and more than double ABC."

Young Crowd - In the nighttime segment, according to Mr. Dugin, NBC has "built leadership where it counts for the long term—among younger adults and among college-educated viewers." He added that the latest Brand Rating Index report for the 1967-68 season, which ranks programs in terms of weekly grocery expenditures, shows NBC with seven out of the top-10 prime-time programs returning for 1968-69. And in terms of households with family income of $10,000 or more, he added, NBC has "a good lead over CBS," according to Nielsen.

Mr. Durgin claimed that in 1968-69, NBC had "more new nighttime hits than the other two networks combined." He noted that NBC will have five new programs of the 1967-68 season returning in 1968-69 (High Chaparral, Ironside, Kraft Music Hall, Jerry Lewis Show and Mothers-In-Law).

The reason NBC decided to launch a third evening (on Mondays) of motion pictures, Mr. Durgin revealed, was that "we knew we had the power of the industry's two biggest individual feature-film acquisition deals ever made." He said the agreements with United Artists and Universal and continuing acquisitions from other major studios and independents provided NBC with "the greatest features in the business in both number and quality."

Mr. Durgin said that during the past year NBC has continued an active position with news and entertainment specials and will emphasize these areas again in 1968-69.

Upturn - Turning to the business outlook for 1968-69, Mr. Durgin struck an optimistic note. He pointed out that NBC felt television was "upward and therefore has increased its prices."

"We recognize the tough market you and we have come through," he remarked, "I am pleased to report we are having an excellent second quarter."

Mr. Durgin told affiliates that the network's 1968-69 schedule has been "well received" by agencies and advertisers. Orders booked through last Monday (March 25) total $157,588,680, he reported, of which more than $126 million is firm—"much of it firm for 52 weeks, most of it firm for the span of 26 weeks."

"We have received to date the largest nighttime order ever received by NBC-TV from Procter & Gamble, the first General Foods NBC-TV program buy since 1957, the major portion of American Tobacco's nighttime business after none this season and the return of Colgate to NBC-TV," Mr. Durgin said.

The affiliates also watched a presentation of the NBC-TV 1968-69 nighttime schedule.

KBEA to join NBC

KBEA Mission, Kan., will affiliate with NBC Radio effective May 1. The station is reportedly dropping its affiliation with Mutual, Sam Molien is president and general manager of KBEA, which operates on 1480 kc with 1 kw daytime and 500 kw nighttime. The licensee is K. L. Broadcasting Inc.

Will TV run 24 hours a day?

Litton's Lewis predicts universal, all-day TV by the year 2000

What's that brave new world of tomorrow going to be like? For one thing programing guys can forget about those dead hours between midnight and 6 a.m. James R. Lewis of Litton Industries Inc. thinks this nonproductive broadcast time will soon disappear. Instead he predicts "universe-wide TV and radio operating on a 24-hour broadcast basis," all in color, live, in stereo and "on your living room wall."

Addressing the 23d annual western meeting of the association of National Advertisers on March 22 in Pebble Beach, Calif. (BROADCASTING, March 25), Mr. Lewis, corporate director of public relations and advertising for the Beverly Hills-based electronics giant, pointed out that communications in the year 2000 will be a universal struggle for attention, with the spoils going only to those with the cleverest messages.

"Undoubtedly, a supra-national equivalent of today's FCC will police wave bands, allocate transmission frequency and time availability," he went on with his forecast. "Wrist-watch radios and TV devices for both sending and receiving may accentuate the message and virtually fractionate the medium. Discretion and selection will be a constant chore for listeners who must cut through the proliferation of messages being beamed to everyone all the time—from all over."

Humor's Role - Mr. Lewis suggested that humor may be a key to advertising effectively in the future and offered animation as a possible form of universal dialogue. He reminded the advertising executives in the audience that their counterparts of tomorrow will have to be able to understand and think in two or three languages. "Imagine translating an Excedrin ingredient, anogesic sodium atheso solici- late, into Luganda or even Esperanto," he observed, and then decided that it's enough to give anyone an Excedrin headache.

Summarizing the communications dimensions of the future, Mr. Lewis concluded that among other things the competition for audience will be "both total and totally competitive" and that "the individual will become more and more important as a message recipient." He predicted that new motivational and
A towering new 50-story bank building! The State Capitol at Olympia. Magnificent ski slopes! The beautiful San Juan Islands! The busy Lake Washington Bridge! A fine new hotel! The huge Boeing plant at Renton. • KOMO Country is 21,000 square miles of real estate reaching from Canada to the Columbia River and from the Cascade Mountains to the Coast. It has an exploding population of almost two million. Living is good, interests varied, tastes distinctive. KOMO Radio and Television programs are planned to meet the needs and wants of these discriminating people. • Channel 4 Television and the 50 popular kilowatts of KOMO Radio cover them all.

KOMO RADIO 1000 THE VOICE OF KOMO COUNTRY | KOMO TV ALL COLOR CHANNEL 4
ABC RADIO & TV FOR SEATTLE & WESTERN WASHINGTON • REPRESENTED NATIONALLY BY KATZ

THIS IS KOMO COUNTRY
marketing measurement techniques using computers will lead to new management methods for "telling, selling and showing."

Mr. Lewis said the challenge for today's media is in "forging an environment of education, opportunity and training" for the senior communications experts of tomorrow, who he suggests may be bearing the title of communication systems complex vice president by the year 2000.

Creative Work • In another speech delivered on March 22, William Bernbach, chairman of the board, Doyle Dane Bernbach Inc., New York, focused on creativity and advertising. He stressed that the "primary responsibility of good creative people is not just to exercise creative freedom, but to know what is good creative work and what is merely pretentious acrobatics."

Citing today's tremendous political and social pressures and fierce competition, he explained that "more and more people will look at tremendous artistry with words and pictures to touch and move the reader." As Mr. Bernbach, one of advertising's most creative thinkers, sees it, the individual in the audience is so exposed "to banalities, to self-conscious artificial attempts to arrest his attention, that he looks, but does not see; he listens, but does not hear; and what is worse, he does not feel."

LIN group gets New York outlet

Receives FCC approval for three other properties; commission okays WFMT sale to WGN Continental

Less than 24 hours after LIN Broadcasting Co. had received FCC approval for the purchase of a TV station and two radio stations in separate markets, the diversified, Nashville-based company that includes group broadcasting and CATV properties, announced the purchase of a radio station in the New York metropolitan area.

The station is WJRZ Hackensack, N.J., and LIN is paying $5.5 million for the fulltimer (on 970 kc with 5 kw).

Earlier, the commission approved LIN's purchase of WAVY-TV Portsmouth-Newport News Norfolk, Va., for $7.4 million, and of KILT and KZAP(FM) Houston for $6.5 million.

In other approvals last week, the FCC assented to the sale of WAVY Portsmouth to Seaboard Broadcasting Inc. for $600,000; of WFMT(FM) Chicago to WGN Continental Broadcasting Co., for $810,000, and of WAAB-AM-FM Worcester Mass., to WAAB Inc. for $675,000.

Commissioner Nicholas Johnson dissented in all four of the sales approvals, and Commissioner Robert T. Bartley did not participate. Commissioner Kenneth A. Cox dissented to the Houston sales.

The New Jersey station was sold by Lazar Emanuel and his associates who bought WJZ in 1962 for $2.5 million. Mr. Emanuel remains with the station as chief executive officer and general manager.

Broker for the sale was Blackburn & Co.

Art for LIN • Simultaneously with the announcement of the purchase of WJRZ, LIN Broadcasting announced its acquisition of the Scherle Art Galleries, an eastern seaboard chain of 51 franchised outlets, with headquarters in Baltimore. The Scherle chain deals in original art and oil paintings. Charles Scherle, president, will continue as chief executive officer. The chain will become a division of LIN's direct marketing group, based in New York. No price was disclosed.

The WAVY-TV transaction has LIN paying Hunter C. Phelan and associates $8 million for the two stations. In turn, LIN is selling the radio station to Daniel P. Weinig, for $600,000.

Mr. Weinig is former general manager of WPAT-AM-FM Paterson, N. J. WAVY-TV was founded in 1957 and operates on channel 10 with an NBC affiliation. WAVY is 25 years old, operates full time on 1350 kc with 5 kw, and is also affiliated with NBC.

The Houston radio stations were bought from the McLendon Corp. for $7,250,000. Originally, LIN negotiated to buy the Houston stations and McLendon's KLIF Dallas for a total consideration of $15 million. This was renegotiated last fall when, it was reported, the sale of the three stations by McLendon would have caused the seller "insurmountable" tax problems. KILT, begun in 1947, operates full time on 610 kc with 5 kw; KZAP is six years old and is on 100.3 mc with 16.5 kw.

LIN owns KEEL Shreveport, La., WAKY Louisville, Ky. (both purchased from the McLendon Corp. several years ago), WBBF-AM-FM Rochester, N. Y., WIL-AM-FM St. Louis and WAND-TV Decatur, Ill. Last year it sold WMAK Nashville to George P. Mooney for

In April. How television could get bloodied in the raging war for spectrum space. What computers are really doing to television advertising. The problems television networks face in all that high-priced news coverage of this year's political campaigns and elections. And much more. Call or write Television Magazine, 1735 DeSales Street, N.W., Washington, D.C. 20036. (202) 638-1022. Or bureaus in New York, Chicago and Hollywood.
THE USED KEY IS ALWAYS BRIGHT

BEN FRANKLIN’S LITTLE HOMILY MIGHT HAVE BEEN WRITTEN ABOUT WTIC TELEVISION AND RADIO. A BRIGHT KEY TO THE THRIVING MARKET OF RICH, RICH SOUTHERN NEW ENGLAND, WTIC TELEVISION AND RADIO CAN OPEN DOORS IN A BUSTLING AREA WHERE SALARIES ARE HIGH AND CONSUMERS ARE EVER ALERT TO THE GOOD THINGS OF LIFE.

WHAT’S MORE, OUR COVERAGE CLOSELY MATCHES THE DISTRIBUTION AND WAREHOUSING PATTERNS FOR RETAIL FOOD SALES. OF THE $1,100,000,000 FOOD SALES IN HARTFORD-NEW HAVEN AND SPRINGFIELD-HOLYOKE DURING 1966, TWO-THIRDS WAS DISTRIBUTED FROM WAREHOUSES WITHIN THE AREA. AND OF THIS FIGURE, $532,000,000 CAME FROM THE WAREHOUSES OF THREE MAJOR CHAINS ALONE.

NO VEHICLE OF ADVERTISING CAN MATCH ITS COVERAGE OR CIRCULATION TO THIS IMPORTANT DISTRIBUTION PATTERN AS EFFICIENTLY AS OURS.

OPEN NEW DOORS FOR YOUR PRODUCT IN SOUTHERN NEW ENGLAND. OUR BRIGHT KEY IS AT YOUR DISPOSAL.

[Signature]

PRESIDENT
BROADCAST-PLAZA, INC.

WTIC TV-AM-FM
BROADCAST-PLAZA, INC, 3 CONSTITUTION PLAZA, HARTFORD, CONNECTICUT 06115
WTIC-TV IS REPRESENTED BY HARRINGTON, RIGHTER AND PARSONS, INC.
WTIC-AM-FM IS REPRESENTED BY THE HENRY I. CRISTAL COMPANY

BROADCASTING, April 1, 1968
$787,500. It also owns cable-TV systems in Kentucky, Tennessee, Alabama, Florida and New Mexico; Teen American Associates, producer of the yearly Miss Teen-Age America Pageant; LIN/Medallion Pictures Corp., distributor of feature films for TV; a direct-mail sales firm in New York, telephone answering service and an information learning corporation.

President and principal stockholder (5.8%) of publicly held LIN Broadcasting is Frederic Greg Jr.

No Crime * In approving the sale of WFMT to the Chicago Tribune group, the commission apparently found no substance in the warning from the Department of Justice that a question of monopoly might be involved (Broadcasting, March 25).

Undoubtedly, however, the Justice Department's interest in the WFMT-WGN Continental transaction acted as a spur to the commission's action last week proposing to establish a strict one-to-one customer ownership limit in broadcasting (see page 78).

The Chicago FM station, founded in 1951, is owned by Bernard Jacobs, who will remain as a lifetime consultant to the station and who agreed not to render service for any other broadcaster located within 100 miles of the city.

WGN Continental Broadcasting, owns wgn-AM-TV in Chicago, and through subsidiaries kdal-AM-TV Duluth, Minn., kwon-AM TV Denver, and a cable TV system in Houghton-Hancock, Mich. The Tribune Co., the parent company, owns the Chicago Tribune and Chicago's American, and through interlocking ownership of the McCormick-Patterson families, the New York Daily News and the News wpix-FM-TV New York and wirc Bridgeport, Conn. The Tribune Co. also owns the Fort Lauderdale News, Pompano Beach Sun-Sentinel, and Orlando Sentinel-Star, all Florida.

The commission's action was made with no prejudice to the outcome of the the pending government antitrust suit against the Chicago Tribune-New York News Syndicate among other comic strip-column-specialty-variety features syndicates filed last November. The government charged that the newspaper syndicates permit wide-area, territorial exclusivity to big-city newspapers, foreclosing neighboring city and suburban newspapers from carrying the same features.

WFMT is on 98.7 me with 135 kw. The Worcester, Mass., stations were sold to the former owners of Atlantic Recording Co., New York. Atlantic was sold to Warner Brothers-Seven Arts late last year, although Ahmet and Neshui Ertegun and Gerald Wexler, who are the principal owners of the buying corporation, WAAB Inc., remain as officers and directors of Atlantic.

Covenant * The selling price consisted of $650,000 plus $25,000 to Barnard Waterman for an agreement not to compete for five years within 50 miles of Worcester.

A petition to deny the assignment, filed by worc Worcester, was dismissed by the commission. The petition claimed that Atlantic Recording had discriminated against worc in the release of Atlantic Records. In dismissing the complaint, the commission said wroc had failed to show it was a party in interest, that its petition was filed late, and that it had failed to show that the alleged failure to receive records was due to any discriminatory practice by Atlantic Records. Neshui Ertegun, as secretary-treasurer of Atlantic, informed the commission that Atlantic Records policy "has always been and will continue to be" to accord wroc the wildest possible distribution of records, and that "there has never been, nor will there be any preference accorded to worc-AM-FM in this regard."

WAAB began operating in 1931, and is full time on 1440 kw with 5 kw. WAAB-FM was founded seven years ago and operates on 107.3 with 1.4 kw.

Changing hands...

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

* WJRZ Hackensack, N. J.: Sold by Communications Industry Corp. to LIN Broadcasting Co. for $5.5 million (see page 70).

* WDIO-TV Duluth, Minn.: 43% interest sold by WMT-TV Inc. (wMT-TV Cedar Rapids-Waterloo, Iowa) to Frank Beferra, William B. Quarton and other stockholders giving them 100% ownership. Consideration: $625,000. WDIO-TV is on channel 10 and is affiliated with ABC. Broker: Hamilton-Landis and Associates.

* KAND Corsicana, Tex.: Sold by R. E. Lee Glasgow to kand general manager Richard C. Parker for more than $325,-000. Mr. Glasgow retains full ownership of waco-AM-FM-TV Waco, Tex. Mr. Glasgow purchased kand in 1954. Founded in 1937, kand is a daytimer on 1340 kw with 250 w.

* WRAC Racine, Wis.: Sold by William J. Priault and associates to Kirby W. O'Connell and associates for $288,750. Mr. O'Connell is TV director and majority stockholder of wisu(TV) Chicago. WRAC, founded in 1950, is a daytimer on 1460 kw with 500 w.

* Wotr Corry, wkrz and wdr(FM), both Oil City, all Pennsylvania: Sold...
Jacksonville to hold its radio stations

Talk of selling the city-owned WJAX-AM-FM in Jacksonville, Fla., is considered at an end, with a recommendation by a special committee of the city council that the broadcast stations be retained. The report was submitted March 15 by City Commissioner Clyde Simpson, chairman of a special radio-study group, which also suggested that "necessary funds be found to make minimum improvements ... and to move station to new quarters."

No action is expected to be taken by the city authorities until after Oct. 1 when a new governing body takes command of the merged city and county, but speculation seems to point to retention.

WJAX, founded in 1925, operates full time on 930 kc with 5 kw. WJAX-FM began operating in 1949 and is on 95.1 mc with 7.7 kw.

FCC discovery rules suffer maltreatment

The FCC's newly instituted discovery rules in hearing cases were adopted to facilitate preparation, eliminate surprise and expedite decision making. But, in practice, their use (or misuse) has apparently confused the whole hearing process.

That was the complaint last week of David I. Kraushaar, who is presiding over the WOQD-TV Moline, Ill., case. The hearing examiner noted that 16 extensive requests for and oppositions to information filed between the opposing parties were disrupting the commission's processes.

The Moline case involves a consolidated hearing on WQAD-TV's license-renewal application and a competing application for the facility from Community Telecasting Corp. (Broadcasting, Feb. 26, Feb. 12). The examiner's comments came in a sharply worded order setting a conference for a new hearing date.

Depositions Allowed • He complained that the parties failed to follow the commission's edict to apply "intelligent selection" to requests for business records. The rules, patterned after those used in federal courts, allow parties to be examined by depositions on any matter that is not privileged and that is relevant to hearing issues.

But, the examiner said, this "helter-skelter invocation" of the rules left him no choice but to grant all opposing motions for discovery and to let the parties sort out the undisputed areas where the rules might apply.

Examiner Kraushaar is permitted to assure proper use of the procedures and to prevent their use to delay matters or to abuse parties or witnesses.

In the order he noted it wouldn't serve a useful purpose "to encourage indiscriminate pretrial invasions of privacy and 'fishing'" into business, and that if limitations are not now imposed, the commission's hearing processes "will become a shambles, with purely selfish private rights virtually drowning every vestige of the public interest."

EXCLUSIVE LISTINGS:

CALIFORNIA—Only independent FM station in major market. Equipment is new and plentiful. Station has had its ups and downs the past five years. Could be made a very profitable property under experienced management. Large metro area assures good potential and station appreciation. Price $100,000—29 per cent down—balance to be negotiated. 

Contact Don C. Reeves at our San Francisco office.

TEXAS—Single station market daytimer in South Central area. Well established in the community for 18 years. Operation has been profitable and potential is good. You won't make a million, but it beats working for the other guy while building an equity for yourself. Price $115,000, $30,000 down—Balance 8 years.

Contact George W. Moore at our Dallas office.
Is FCC stuck in its own muck?

Rep. John Moss calls commission a ‘quagmire’ and ‘labyrinth of nonregulation’, proposes five reforms

A long-time member of the House Interstate and Foreign Commerce Committee went to Hollywood last month and took the word from Washington with him. And the word according to Representative John E. Moss (D-Calif.) was a devastating attack on the FCC for becoming “a graveyard of good intentions and good ideas.”

In an address delivered at a luncheon meeting of the fifth annual Hollywood Festival of World Television March 23, Congressman Moss tore into the commission for nonregulation in the allocation of space within the radio spectrum, for refusing to regulate the commercial networks, for lack of concern about program balance and for an equal apathy about public broadcasting, for waiving of administrative rules and for failure to harness communications technology.

“I must tell you in all candor that the commission is not fulfilling its responsibility to either the Congress or to you and me...” Mr. Moss made clear from the outset.

He quoted an unidentified “colleague” as confiding in private: “It is one of the true wonders of the world that the American communications industry has survived despite this so-called regulatory agency.” Pursuing the attack relentlessly, Representative Moss pointed out that the independent regulatory agencies are sometimes called the “headless fourth branch of the government” and that while in most cases the term is used figuratively, as concerns the FCC, “there is little stretching of the fact to apply the term in its literal as well as its figurative sense.”

Quagmire - The California congressman observed that the commission started “as a bright light on the horizon in 1934,” but that now he is hard pressed to describe “this governmental quagmire.” But he gave it a determined try, taking his audience “on a short journey through this labyrinth of nonregulation.” He started with the allocation of space within the radio spectrum and the use of this space, which he called “the most urgent, pressing problem facing this commission for the past several years.”

Representative Moss as a member of the Subcommittee on Investigations is one of those charged with studying and evaluating the activities of the FCC. The commission, he said, recognizes the problem of land-mobile spectrum space as “acute,” “critical,” “extreme,” yet in typical fashion “farmed the problem out to an advisory group...and enjoined the group to make its recommendations on the premise that spectrum space for land-mobile would remain exactly what it has been since 1952. The commission instructed the advisory group not to recommend any reallocation of spectrum space which would increase land-mobile’s use.”

Pointing out that he does not advocate taking commercially useful space from other broadcasters, Mr. Moss suggested a study of how unused spectrum space might be made available to police and disaster units in time of crucial need. But, he apparently has little hope this suggestion will be taken seriously because the commission, “like Nero, fiddles while Rome burns.”

Citing a “classic example” of nonregulation, he said that “although the commission has jurisdiction over every broadcast station” it licenses, “it has no jurisdiction over the networks which control the content of most stations’
Walter Schwimmer Division of Bing Crosby Productions invites you to Suite 1522-23A at the NAB Convention March 31-April 3 Conrad Hilton Hotel to meet all our people: Arthur E. Pickens, Jr., Howard Christensen, Charles Pratt, Jack Martin, Wade Crosby, Ted Swift, Bob Talamine, Bud Thompson, Ed Broman, Ed Simmel, Walt Miller, Jack Jeneson


Announce two new shows Allen Ludden's Magazine and Win with the Stars

Walter Schwimmer Division of Bing Crosby Productions A subsidiary of Cox Broadcasting Corporation
prime time.” He brought in CATV as an analogy and said that the same seven commissioners who claim they have jurisdiction over CATV because it affects conventional broadcasting, maintain that they have “no jurisdiction over network broadcasting because the word ‘network’ is not included in the act of 1934. It is both irresponsible and irrational for the governmental agency which is by statute the final arbiter of how the public interest can best be served by broadcasting to refuse to attempt to assert its regulatory jurisdiction over the persons who in reality control the medium.”

The congressman went on to question the commission’s position in regard to program balance. “How many of you know that within the past year the commission granted a license to a radio broadcaster who avowed that 33 out of every 60 minutes his station would broadcast commercials?” he asked. “Does anyone in this room seriously believe that this fulfills the commission’s responsibility to regulate in the public interest?”

**Peculiar and Unique** • He labeled the commission’s concern for public or educational broadcasting “insignificant,” and said its approach to administrative practice “has acquired a peculiar and unique characteristic. In many important areas—when the heat is on, from the public or from the Congress—the commission announces the adoption of rules and regulations such as those concerning CATV and limitation on transfers of broadcast licenses... but “there is always a gimmick—a twist.” At fault, Mr. Moss claimed, is the commission’s willingness to waive rules “under what we are led to believe may be very special circumstances.” The waiver, he charged, is used “with indiscriminate and wholesale abandon. The rules are honored more in the breach—the waiver—than in their enforcement.”

Yet the congressman said he did not want to merely recount a list of transgressions without offering proposals for correcting them. He made five specific proposals that he feels, “in lieu of abolishing the commission in totality,” could bring “reason back to communications regulation and may result in some form of true regulation in the public interest”:

- The number of commissioners should be cut from seven to three, thus reducing responsibility for policy and decision-making. Commissioners should also be freed of “an insurmountable paper load,” which will give them time to cope with problems of policy, adjudication and administration.
- The adjudicatory and the rule-making machinery within the commission should be separated. “In the field of law, this would be equivalent to forbidding the same persons to sit as judges as well as prosecutors,” he explained.
- The jurisdiction of the commission should be expanded to include responsibility for regulating the commercial networks as well as individually licensed stations. Network practices should be within commission control and regulation.
- A more responsible form of license-renewal procedures must be introduced. “It is time to make every single broadcast license-renewal application subject to a public proceeding within the city or region where the station is located.”
- The transfer of broadcast licenses should be allowed to become more competitive. Parties other than the holder of the license and his customer should be allowed to participate in approval proceedings.

Commenting on this last proposal, Representative Moss said: “Opening every proceeding for approval to transfer a license to every party interested in securing the license should result in competition which will sift out and eliminate mediocrity and promote quality and excellence within the industry.”

**Talent Needed** • The congressman concluded his talk with a reminder to each administration that the commission requires “the most outstanding talent available—men who are willing to stand against the pressures which are ever increasing, men who will regulate and act only in the public interest.”

In another featured speech at the four-day television film festival (March 21-24), held at the University of California at Los Angeles, Frederick Ford...
"By 1970," the marketing men tell us, "50% of the population will be under 25 years of age."

Fine! That means we have a strong, vital future group of buyers. But... it doesn't mean that the buying power has suddenly shifted to the youth market. It still rests with the adults... and always will.

At WBBM Radio, we key our programming... total talk, news and information... to deliver the adult buying audience that can afford to buy your product or service. Right now, that adult segment of the population is responsible for over 90% of total discretionary family income. That's buying power!

For more information, call your nearest CBS Radio Spot Sales Office... or John Lauer, General Sales Manager at (312) 944-6000.
outlined the current status of CATV systems in this country. Mr. Ford, president of the National Cable Television Association, predicted that CATV will develop 750,000 jobs within 10 years and spend millions on new plants. He cited the over-all goal of CATV as giving the maximum number of people the maximum choice of television signals.

In a dinner speech, British TV personality David Frost said he doesn't endorse the "give them what they want" concept of the U.S. commercial networks. "There's no doubt that television is the mass medium, and it is up to the industry to pour its creative best into this mass," he stated. Mr. Frost said that it is "vital" to keep television under control. "It should be like a teacher in school," he remarked. "Those in charge should use the medium not only to entertain but to instruct..."

During a special panel on satellite communications on the second day of the TV festival, Kevin Corrigan, former manager of ABC International's Worldvision network, called for the use of satellites to establish new television networks. Mr. Corrigan, now a New York-based international television consultant and producer, said: "The emergence domestically of an alternate television system which is not dependent primarily on the existing networks is essential to full use of the medium." He emphasized, however, that "such a system will lack the vitality which is the life blood of television unless it possesses live interconnection." He referred to the simultaneous emergence of global, UHF and public television as "television's second spring."

Other members of the satellite panel were Robert E. Button, director of policy planning, Communications Satellite Corp.; Colonel Harold R. Johnson of the U.S. Air Force, and Lee J. Fishkin of the Office of Telecommunications Management, executive office of the President.

One per customer per market

In harshest attack on multiple ownerships,
FCC acts to limit station acquisitions
to one of any kind in any town; fight promised

Broadcasters reacted first with shock and then with outrage last week when the FCC issued a proposed rule to limit station acquisitions to one to a licensee in a market.

Though the FCC's intentions had been forecast earlier in Broadcasting's issues of March 18 and 25, the official action was greeted with dismay. It was inconceivable that the FCC was actually thinking unthinkable thoughts. And acting to bring the thoughts to life.

Once the fact sank in that the commission was indeed serious, expletives split the air from coast to coast. "Ridiculous," "dreadful," "dumbfounding" were among the printable comments that were heard.

Grover Cobb, board chairman of the National Association of Broadcasters, said that the organized broadcasters—already confronted by other grave troubles in Washington (see page 35)—would give first priority to resistance against the new FCC proposal.

The Limit * As expected, the commission's proposed rule would prohibit any licensee of any full-time station from acquiring another station of any kind in the same market. An owner of a daytime AM station, however, could acquire an FM or TV.

No divestiture of existing ownerships is immediately contemplated.

The commission said its purpose was "to promote diversity in the viewpoints expressed over the air in individual localities." It set the deadline for comments as June 26 and for reply comments as July 8.

As surprising to broadcasters as the action itself was the unanimous vote by which it was adopted: 6 to 0. It would have been 7 to 0 if Commissioner Robert T. Bartley, absent on official business elsewhere, had been at the Wednesday meeting when the issue came up.

Wrong Approach * In the immediate aftermath, broadcasters and their Washington lawyers found all sorts of reasons to quarrel with the commission's position. Some said they endorsed the objective of avoiding concentrations of control of media, but they objected to what they considered a broad-brush treatment. What is concentration in one situation doesn't approach it in another, in their view. "The commission should deal with the issue on a case-by-case basis," one said.

Others were gloomy about the impact on prices for FM stations. Selling a money-losing FM in tandem with a profitable AM isn't much of a problem, one communications attorney said. But separately? That's another matter.

The same attorney was equally pessimistic about the effect of the proposed rule on the news programing of AM and FM stations that are separated, geographically, from commonly owned TV stations. "Television spends more on news than radio stations," he noted, "and the affiliates benefit. But if AM's and FM's are separated from the television station, they will be hurt."

Other industry spokesmen foresaw higher operating costs, generally, for licensees acquiring properties under the proposed rule. They noted that economies of operation are available to broadcasters owning combination properties.

Long Feared * A commission move to adopt the kind of rule it proposed last week has long been the subject of speculation among communications lawyers. The commission since 1943 has had rules prohibiting ownership of more than one station of a kind per market. When the lawyers wondered, would the commission seek to extend the principle to bar ownership of more than one station of any kind in a market? Some time in the dim future was the usual answer.

Now there is speculation that, if the commission adopts the proposed rule, it will move to extend the principle.
A NEW SWITCH ON REGIONAL NEWS: You'll find it in every AP bureau throughout the country: a new and exclusive electronic device that does a vital job for every AP member. Every time we switch it on, we switch you ahead of your competition with faster regional news.

When a regional bulletin reaches your Associated Press bureau, flip goes the switch and AP electronics is in action. It breaks into the national tape, then stores the incoming information. (Instead of letting it go by.) And when the regional item is over, the national tape picks up right where it left off. That way you get all the news, fast. Without waiting for a regional split. And without missing a single item of national news.

So if you’re an AP member (and there are now 3,000 of them in broadcasting) remember, just the flip of an AP switch gives you a regional competitive edge that no other news service can deliver. If you aren’t an AP member, maybe you’d better pull a switch of your own. Contact your nearest Associated Press representative for further details. Or call Bob Eunson at AP headquarters: 50 Rockefeller Plaza, New York, New York 10020. (212) PL7-1111. THE ASSOCIATED PRESS
in the scope of the proposal and that are filed while the rulemaking proceeding is pending will not be acted on until the commission decides what course it will follow.

But the commission is processing such applications currently on file. And last week it announced approval of three packages of sales, involving six stations, none of which would be granted if the proposed rule were in effect (see page 70).

Ironically, one of the assignment applications approved last week had sparked the commission’s interest in tightening its multiple-ownership rules. It provides for the sale of WFM(FM) Chicago to WGN Continental Broadcasting Co. for $810,000. Continental owns a 50 kw, clear-channel station, WGN, and a VHF outlet, WGN-TV, in Chicago, and is the subsidiary of the Tribune Co., which publishes the Chicago Tribune and, through another subsidiary, Chicago’s American.

When the application first appeared on the commission’s agenda last month, several commissioners said it should be designated for hearing on a concentration-of-ownership issue. When it was pointed out—by Chairman Panel and H. Hyde—that the commission would be according won different treatment from that given other applicants in similar situations, the majority decided to propose a change in the rules.

**Matter of Fairness** Commission officials said the applications now on file are being processed in accordance with existing rules as a matter of fairness. They noted that the applicants had filed their papers on the assumption those rules would be applied.

For a notice proposing such a major change in commission rules, the one issued Wednesday is remarkably short—two pages.

It notes that “one of the purposes of the multiple-ownership rules is to promote maximum diversification of programming sources and viewpoints,” then adds: “As part of its continuing study of problems dealing with concentration and diversification of the broadcast media and of allied interests in other public opinion media, the commission is proposing to amend its rules to promote diversity in the viewpoints expressed over the air in individual localities.”

The action comes at a time when the Justice Department and members of Congress are showing interest in commission transfer and assignment matters. And a day before the proposed rulemaking was issued, Senator Philip A. Hart (D-Mich.), chairman of the Antitrust and Monopoly Subcommittee, let the commission know he was concerned about the concentration-of-control-of-media question as it relates to newspaper ownership of broadcast properties (see page 60).

**New Connection** Commission officials said there was no connection between such outside pressures and their notice of proposed rulemaking. But the unanimous vote by which the proposal was issued was seen by some as an effort on the part of the commission to show its critics it is prepared to seek ways of diversifying programming sources.

Chairman Hyde’s vote for the notice was not taken to mean he had had a complete change of heart since registering the only dissent to the instructions originally given the staff to prepare the rulemaking notice. Rather, he is said merely to be maintaining “an open mind” on the subject.

Like Chairman Hyde, Commissioner James J. Wadsworth had been expected to vote against the notice of proposed rulemaking (Closed Circuit, March 25). But he, too, is keeping an open mind. He joined Commissioner Lee Loewinger in a concurring statement in which they said they regard rulemaking proceedings as a means of obtaining information and, therefore, “are reserving full freedom to reach whatever judgment may seem appropriate to us in the light of the record . . .”

But they also said that the proposal appears to be “a consistent evolutionary step in development of commission policy to insure maximum diversity of ownership without unreasonable inhibition of economic strength and growth.” Another apparent virtue of the proposed rule, they said, is that it provides “a guide that is sufficiently specific and clear” to be easily applied.

Commissioner Loewinger is believed to have been the principal architect of the proposed rule. However, it seems unlikely he will have an opportunity to participate in a final decision on it. His term expires June 30, and he has indicated he does not want reappointment.

**CWA’s strike to cause few network problems**

The existence of extensive automation and the use of supervisory personnel to maintain transmission most likely would limit effects on networking of a telephone workers strike against the Bell Telephone System, according to television network officials.

The Communications Workers of America (CWA) last week authorized a strike that would be called on April 12 in a dispute over wages.

Network executives in New York said they saw at worst only “minor effects, if any” and discounted possibilities of interruption to network lines.
We're Just a Little Bit More Than Three Times As Happy As Any Other Station Group.

Each year, the National Academy of Television Arts and Sciences honors outstanding local programs in a regional Emmy Awards competition.

NBC Owned Television Station programs won three of the nine regional Emmy honors bestowed this year. No other station group won more than one.

Why are we more than three times as happy? Because we also had two of the seven programs singled out in this year’s new Special Citations category.

As we've said many times in the past, we program for people, not prizes.

But maybe that's why the prizes keep coming.

REGIONAL WINNERS:

“A Matter of Life” WNBC-TV, New York

“The Giants and the Common Men” WMAQ-TV, Chicago

“The Other Washington” WRC-TV, Washington

SPECIAL CITATIONS:

“The Invisible Minority” KNBC, Los Angeles

“The Other Washington” WRC-TV, Washington
A busy opening day for CPB

CBS PUTS UP $1 MILLION; HOUSE HEARING RAKES OVER FINANCING

The Corp. for Public Broadcasting had its first big day last week as an officially constituted corporate body. After simultaneously filing its papers of incorporation and undergoing its first hearing before members of the House Commerce Committee, the newborn corporation also received its first funds—a $1 million check from CBS.

The check represented the fulfillment of a pledge made by CBS President Frank Stanton shortly after CPB's conception was announced to the world in the Carnegie Commission's report on educational television (Broadcasting, Jan. 30, 1967). And its presentation on the corporation's date of birth gave a partial answer to a question raised during the House hearing: Would the collection of pledged private funds be contingent on receipt of federal funds?

CPB, designed to fuse federal and private money to subsidize noncommercial programming and interconnection, amassed $2,125,000 in private pledges, including the $1 million from CBS, before passage of the Public Broadcasting Act last year that chartered it.

The House hearing was officially on a technical amendment to the Public Broadcasting Act, already passed by the Senate (which held no hearing), that would move the CPB's authorization for a $9-million appropriation from the current fiscal year (ending June 30) to fiscal 1969. But the occasion soon proved that a major function of a House hearing is to give House members a chance to be heard.

**Hares Raised** Issues raised ranged so wide afield that at one point Representative Horace Kornegay (D-N.C.) left the Communications Subcommittee hearing room muttering in not so sotto voice that the proceeding had turned into a "real rabbit hunt." Commerce Committee Chairman Harley O. Staggers (D-W. Va.) felt compelled to remind everyone that the bill before the subcommittee was an exceptionally simple one and that discussion ought to be confined to the bill's merits. The warning, although later echoed by Subcommittee Chairman Torbert Macdonald (D-Mass.), did little good, and by the end of the morning members' tempers were so aroused that strategy dictated postponing a vote on the amendment until early this week.

Both Chairman Staggers and Subcommittee Chairman Macdonald, despite their efforts to narrow the discussion, also contributed to the opening of what a Senate observer termed a "Pandora's box." In his opening statement, Mr. Macdonald sought enlightenment on plans or at least possibilities for long-range federal financing for public broadcasting. He also asked for clarification of language in the President's message on education that called for the secretaries of the treasury and of health, education, and welfare, and the budget director to consult with the CPB board and "appropriate committees of the Congress" in formulating long-range proposals.

Responses by Treasury, HEW and Budget Bureau representatives, (who appeared as a panel after the appearance of Joseph D. Hughes, a CPB board member who read chairman Frank Pace's statement) suggested that the Commerce Committee might not be the only star in public broadcasting's firmament. Possible inclusion of the appropriations committees as "appropriate" was accepted without too much argument, but a suggestion that the Ways and Means Committee (which rules on all new taxation plans) might also be included in the consultations was too much for Chairman Staggers.

"It's going to be a rough road for any attempt to take legislation away from this committee," he warned, adding that if the administration wants the authorization-change bill, "they had better change their tactics."

**Pay TV Suggested** The Bureau of the Budget testimony, given by William D. Cary, assistant director of the bureau, opened up the discussion on long-range financing with an analysis of three major approaches under consideration. The final choice, he indicated, could be a combination of any of the three, adding that he welcomed suggestions on other ideas. One was forthcoming later, from Representative Clarence J. Brown Jr. (R-Ohio). He said he was surprised that pay TV was not under consideration as a source of revenue for public broadcasting, a suggestion that was rebutted on grounds that ETV programming should be freely available to all members of the community, including the poor.

In the process of discussing one
KING BROADCASTING COMPANY

Salutes the "Oscar" nomination of

THE REDWOODS

by its film division

KING SCREEN PRODUCTIONS

Nominated for best documentary of 1967

BROADCASTING, April 1, 1968
Solace to CATV: It all happened before

J. Leonard Reinsch, president of Cox Broadcasting Corp., last week drew a historical parallel between the difficulties now being experienced by CATV as far as federal regulation is concerned and the regulatory headaches experienced by broadcasters in the early days of radio. He said cable television must now take its turn and go through the same throes of government regulation and supervision.

Speaking before a session of the Southern CATV Association at Calway Gardens, Ga., Mr. Reinsch said he thought most cable operators believe that some form of regulation is needed in order to obtain the full growth inherent in the cable industry.

He noted, however, that Congress has always tended to lag behind technical progress in the communications field. New laws have been enacted to meet the need of new developments, he said, “only after the need has become so urgent as to demand immediate attention.” The same is true, “perhaps to a lesser degree,” of the FCC.

Between 1921 and 1927, he recalled, more than 15 bills were introduced in Congress to regulate radio broadcasting, but all of them died in committee. Finally, the Radio Act of 1927 was enacted, and a Federal Radio Commission was created on an experimental basis for one year. Congress then renewed the FRC, first for two years, then for nine months, and then, in 1929, indefinitely.

Mr. Reinsch said the radio commission didn’t function well at all, that it had difficulty in recruiting high-caliber men to serve on it, that the commissioners didn’t understand their new regulatory child, radio broadcasting. “As a result, in the years following adoption of the 1927 law, radio policy was being dealt with by trial and error—much like CATV regulation has been up until now.” A flurry of bills and proposed amendments were introduced, and much criticism was received because of the ineffectiveness of the new FRC, Mr. Reinsch said.

By 1980, things were so bad, he said, that Louis Caldwell, a former general counsel of the FRC, “proposed a bill be adopted somewhat as follows: “Be it enacted by the Senate and House of Representatives of the United States of America in Congress assembled:

“Sec. 1. That a licensing authority is hereby created and established to be known as the Radio Czar of America.

“Sec. 2. The Radio Czar created by Section 1 shall do the best he can.

“Sec. 3. For the purpose of this Act the United States is divided into two zones, as follows:

“(1) The first zone shall embrace the area comprised within a circle having a radius of one block to be drawn around the office of the Radio Czar; and

“(2) The second zone shall comprise the rest of the United States, its territories and possessions.

“Sec. 4. It is hereby expressly forbidden that any Senator, Congressman, politician, president of a women’s club, or broadcaster shall set foot within the first zone, under penalty of capital punishment.”

financing possibility—a tax on commercial broadcasters’ gross revenues—the Treasury representative, Gerard M. Brannan, director of the office of tax analysis, said it was possible that initial rates are highly arbitrary. In response to a question from Mr. Kornegay, he replied that initial levels of such a tax, if enacted, would probably be “a fraction of 1%.” The tax might build up, over the years, he added, to “a point or two over 1%.” One advantage of a tax on broadcasters over a levy on TV sets (the financing method recommended by the Carnegie Commission and given an inside track by Senator Warren Magnussen[D-Wash.], chairman of the Senate Commerce Committee and the Independent Offices Appropriations Subcommittee) was that a revenue tax could be expected to rise along with ETV’s growing needs, whereas a set tax might be expected to level off once consumers have substantially completed conversion to color.

Government Control • Both taxes are regarded by the Treasury as highly regressive, placing a proportionately higher burden on lower-income groups. The third major alternative, financing from general governmental revenues, however, would avoid the problems of being regressive but, on the other hand, would run the danger of eroding the “insulation” that has been placed around the CPB to protect it from unwarranted governmental interference.

Possible ways of keeping the corporation insulated from pressures by appropriations committees and other members of Congress were explored in the Budget Bureau testimony. One way would be establishment of a trust fund, filled and replenished according to a statutory formula, perhaps by appropriations made every three years. Payments from the trust fund to the CPB would be automatic unless Congress took negative action to stop them. The trust fund appropriations could be keyed to the number of ETV stations on the air, it was noted, and disbursements to the CPB could be keyed to amounts donated to local stations.

Two of the witnesses took the opportunity to ask for the restoration of $10.5 million in facilities grants for fiscal 1968. The money, authorized in Title I of the Public Broadcasting Act, has been lost in the budget shuffle. Mr. Macdonald added moral support as James Robertson, chairman of the executive board of the National Association of Educational Broadcasters, and Ben Kubasic, executive director of the National Citizens Committee for Public Television, urged prompt inclusion of the facilities funds in this year’s appropriations. The matter, however,
Want a punch in the nose?

Just try to change things in conservative Rockingham County

Harry Abbott got a phone call a few months ago threatening him with a punch in the nose. Harry is vice president and general manager of WWSVA which had taken an editorial stand on a hot local issue. The caller was a justice of the peace.

On WWSVA radio and television, the editorials were calling upon the county Board of Supervisors to hire a full-time executive secretary to keep up with the board's growing volume of work.

You have to know Rockingham County, Va., to savor the story. One of the richest agricultural counties in the nation, our industry is now booming, too. And we raise more turkeys here than any other county in the U.S.A. But tradition is sacred in Rockingham County. Just try to change things . . .

To hire a full-time executive, or not to hire? Rarely had an issue raised so many hackles. But the WWSVA editorials helped to bring about the election of an all-new Board of Supervisors for the first time in more than 70 years. And the new board established the executive position. That was on Monday, January 8, 1968. A new day in Rockingham County. A proud day for WWSVA, punch in the nose and all.
would have to be approved by the appropriations committees.

Mr. Kubasik charged that project requests for funds under the facilities-grants program at HEW are already three-and-one-half times that amount that was to have been appropriated. A subcommittee request for the exact figure produced no corroboration from Dean Coston, HEW undersecretary, but he promised to submit figures for the record. The grants program, now completely out of money, has long been popular with congressmen and was cited as a successful program by CPB advocates during passage of the Public Broadcasting Act. The full amount authorized for fiscal 1969—$12.5 million—has been cleared by the Budget Bu-

reau, but the fiscal 1968 authorization is presently slated to remain unused.

Secure for ’69 * Despite objections raised, on some point or another by every congressman present, the authorization-change bill for the CPB’s $9 million seems assured of passage. Only one member, Representative James Harvey (R-Mich.), announced his out-and-out opposition to the bill, on grounds that other programs in a time of budgetary stress should have higher priority. Mr. Kornegay probably spoke for the majority when he admitted that he had probably “chased as many rabbits as anyone,” but concluded that he would vote for the bill.

The first formal CPB board meeting is tentatively scheduled for late April. By that time Mr. Pace, who was expected to leave the hospital late last week for a two-to-three-week convalescence from his kidney-stone operation, will be back on the job. The meeting, which will probably be held in Washington, will be concerned with basic organization: the adoption of bylaws, renting office space and hiring of a staff.

While awaiting Mr. Pace’s recovery, James R. Killian Jr., chairman of the Massachusetts Institute of Technology, has been serving as acting vice chairman of the CPB. He was unofficially elected to the post at the only meeting that has been thus far held by the board—an informal gathering that met after the Senate confirmation hearing (Broadcasting, March 11).

Is the future out of control?

Chicago Broadcast Advertising Club seminar hears communications specialists describe the problems they think technology will raise

The communications explosion, and how to manage it, were examined last Friday during an all-day seminar conducted by the Broadcast Advertising Club of Chicago.

Leading figures in government, technology, education and communications media spent the day grappling with a future that, in at least some views, may already be out of control. One speaker called the existing Communications Act obsolete. Others worried that man may be psychologically unprepared to use the profusion of communications now or soon to be at his disposal. Technologists laid out a dazzling array of devices and systems to speed huge volumes of intelligence around the nation and the world.

Society’s accelerating demands for a greater distribution of knowledge will be met by a more versatile telecommunications network that is now emerging, Dr. William O. Baker, vice president-research, Bell Telephone Laboratories, told the seminar.

Dr. Baker pointed out that today’s vast communications network includes an “envelope” of aerial signal waves enclosing the earth. Already it requires great skill to prevent hopeless interference. Coming into use are recently developed directional antennas, satellites and advanced microwave systems for transmitting signals through the atmosphere, plus sophisticated systems of wires, cables—and perhaps, in the future—waveguides, or even confined laser beams on the ground.

In the past 50 years, Dr. Baker said, message-carrying capacities have grown from “six voice channels in the original carrier system of open wires to a hundred thousand channels in the latest microwave system. A helical waveguide system would provide 400,000 channels and the laser, perhaps a billion.”

Space Stations * The success of satellites internationally is focusing increased attention on this mode of communication to meet domestic requirements, according to Siegfried H. Reiger, vice president, technical, Communications Satellite Corp. He noted that the Soviet Union is reported already to have a domestic system in operation in which 24 earth stations, ranging from Moscow to Vladivostok, bring TV to homes in isolated regions.

He recalled that to expedite initial U. S. capability, Comsat asked the FCC in March 1967 for authorization to establish a pilot domestic system that Comsat would finance—at an estimated cost of $58 million—and operate as trusteed until matters of ownership were resolved. However, he noted, the application is still pending.

A satellite that could broadcast directly to the home is “technically feasible,” Mr. Reiger said, although it would require much greater power than satellites now have. But, he said, “there seem to be strong questions of economic justification for such satellites at this time in view of the substantial total national investment by individuals in new antennas and other costs that would be required for each home.”

The technical and economic considerations of direct-broadcast satellites must also be placed alongside the national communications policy issues that would have to be resolved, he noted. Mr. Reiger felt that the evolving communications system in countries like the U. S. where the terrestrial facilities are highly developed may follow a different course. “Some of us at Comsat,” he said, “envision an expansion of the present system of terrestrial broadcast facilities in metropolitan areas so that a variety of communications services would become available to all users in their homes and places of business through local switching centers. Communications among the metropolitan areas within the U. S. and to and from other countries would be relayed through nearby earth stations via satellite.”

Machine Talk * A computer expert, Paul W. Knaplund, vice president of International Business Machines, pointed out that communications systems of the future will be called upon to transport vastly increased volumes of data transmission.

“The volume of such traffic and some of its unique characteristics,” he explained, “will undoubtedly influence the evolving design of communication networks and the services they offer.” Anticipated computer uses “will increasingly involve handling information in forms such as graphic display and voice response,” he said, “in addition to the more traditional handling of digital data. These factors, among others, point to an increasing area of common interest between the broadcasting and computer industries.”

Dr. Wesley T. Hanson Jr., assistant director of Eastman Kodak’s research
When it gets too crowded at the Conrad Hilton...

relax with us at the Sheraton-Blackstone.

Paramount Television, 20th Century-Fox Television and Screen Gems, Inc., are determined to make the NAB Convention as pleasant as possible for you foot-weary delegates. So we have our hospitality suites in the Sheraton-Blackstone, just across the street from the Conrad Hilton. Paramount is in the Regency Room, 20th Century-Fox TV is in the Hubbard Room, and Screen Gems is in the Embassy Room. Come on over!
laboratories, described facsimile and other photographic transmission advances of concern to broadcasters. He noted photography "is of prime importance in the links of the communications chain which are concerned with the gathering of information and its ultimate display."

Future information systems, Dr. Hanson said, "will rely much more heavily on the photographic process for the active storage of information. Such systems will combine the function of photography, computers and transmission systems to produce widespread and immediate availability of large amounts of information."

Among current developments, he cited new methods for rapid and economical mass production of 8mm color films from 16mm and 35mm masters. Another, he said, is a film system in which heat alone is the method necessary to develop and fix the picture.

Management - With all these developments coming into use, how are they to be fitted into a coherent system? James E. Greeley, Washington lawyer, said sweeping revisions of communications law would be required.

Mr. Greeley said the communications explosion it not a future event; "it has happened." More than 80% of today's spectrum uses have come into being in the past two decades.

He warned that "congestion is here. Saturation will follow and inevitably ineffectiveness will render telecommunications useless unless something is done and soon."

Now, he maintained, is the time to "reassess our national communications policy and to overhaul the archaic and in many respects obsolete 1934 Communications Act. It would appear that we are at a point where two guidelines are absolutely essential."

"First: The primary function of the legislative policy, through the delega-
tions to the FCC, should be to make more efficient utilization of spectrum. To some extent this has been done sometimes with and sometimes without FCC or government prodding. For example, through technical ingenuity we have adopted a color television system compatible with a black-and-white system. In FM we are able to provide stereo and multiplexing without additional spectrum use. We are told that in television there are studies which indicate that through technical means it may be possible to increase television assignments from 19% to 40%.

"The second national goal should be to divert people from the use of spectrum where other means of communica-
tion are available. To some extent this is happening—with somewhat less than enthusiastic support from the FCC—in the CATV area. Of course, we are all aware that CATV is the only means today to provide a truly local television service in many communities through local organizations. For example, in the area around Chicago, there are such communities as Waukegan, Evanston, Highland Park and Arlington Heights—all of which have populations in excess of 30,000 and which do not have television allocated to them." (Mr. Greeley's law firm represents a number of CATV as well as broadcast clients.)

If the FCC is to do the job, he continued, the nature of its operation must change. Of the commission's present $19-million budget, he said, only $600,000 is for research and development.

He called that figure an "insignificant amount to explore the means by which spectrum usage may be maximized. However, it does represent a substantial increase over the $280,000 expended two years ago for research and development."

Under the present regulatory structure, Mr. Greeley contended, "a lot of talent, time and energy are being wasted. The FCC commissioners are able, knowledgeable and experienced. However, when this battery of talent is compelled to devote valuable and sub-
stantial time to such things as how much public service programing did an applicant promise and how much did he broadcast; whether the John Birch Society or DuBois Club is entitled to time under the fairness doctrine; did a particular licensee violate the logging rules, then something is wrong."

The commission should have time at the top level to study crucial problems, Mr. Greeley said, because "it is a philosophy of scarcity that requires top-
level people to concern themselves with the details of program content and the length of commercial continuity. This can be changed only by maximizing the use of the spectrum and accommodating existing and developing technologies."

Certainly, if a 20-channel CATV system commences operation there will be no substantial reason to be concerned about balance. For if a viewer does not like what he is watching on one channel, he will have 19 other choices."

Wrong Way • University of Chicago Professor Landes, H. Coase said the FCC should abandon most of its present activities and concentrate on promoting "the best use of the nation's resources."

He felt the FCC "got off to a bad start and has never been able to re-
cover." The FCC, he charged, "had the task of disposing of a valuable resource, the radio frequency spectrum, and instead of leasing or selling it the obvious and simplest thing to do—it was decreed the FCC should give it away."

As a result, he said, the FCC had to develop criteria to decide which of
Chickenman is back with the original cast.

By popular demand, the Fantastic Fowl returns with all-new episodes of radio's most successful comedy series featuring the original cast of Jane and Jim Runyon with Dick Orkin.

Hear the brand new Chickenman episodes — plus a Chickenman Bonus Contest.

"Sneak" preview a warm, wonderful vignette featuring the voices of the most delightful children ever! Plus a campy collection of other Spot productions. Stuff like: Robin The Hood, Doctor Souse Call, and Vandy Amybilt. And three new Top Pop ID's, Soul City for hip r&b stations, and The Soft Touch.

Meet The Winged-Warrior In Person

SUITE 1120 — CONRAD HILTON

Your hosts: John Maxson, Charles Grood & Roger Bland
many claimants should get the use of this valuable resource. "Consequently it found itself involved," he added, "and began to assume that it should be involved, in questions which were none of its business and which it could not in any case handle properly."

Professor Coase called this evolution especially dangerous since "it threatened the doctrine of the freedom of the press" and made for inefficiency too.

Professor Coase is an advocate of pay TV. "I do not object to the market for advertising time on radio and television," he said. "It is a fine market, beautifully organized and highly competitive... My objection is that the only people who are allowed to buy time are advertisers. It is a market from which the consumers are barred."

If the FCC would allow pay television, he maintained, programming would improve, and he said if people are willing to pay, a legitimate supplier should not be restricted. The same analogy, he contended, applies to CATV and its development.

The FCC should not attempt to do what the marketplace can do better, Professor Coase said.

Present Company * At one point Professor Coase remarked: "I must say I get irritated with these speeches attacking the profit motive made by these young men who go to Washington to serve the public interest and leave it to serve their own." Moderator of the panel on which Mr. Coase appeared was Newton Minow, former chairman of the FCC and now in private law practice in Chicago.

George Ackerson, Boston Herald-

Traveler (WHDH-AM-TV) publisher, introducing a broadcaster-CATV panel, observed that most newsmen "accept that the newspaper of the future will be delivered electronically to the home, probably with the home owner viewing the morning index on his TV set and then dialing the sections of the paper he wants." But before this can evolve, he said, the FCC will have to resolve its policy conflicts in the CATV field.

Mr. Ackerson moderated a panel including J. Leonard Reinsch, president of Cox Broadcasting Corp.; Frederick W. Ford, president of the National Cable Television Association (see box, page 62), and James Robertson, board chairman of the National Association of Educational Broadcasters.

Mr. Reinsch said that as the communications explosion continues "we will see a breakdown of the distinctions which have tended to separate communications media in the past. Firms will either be organized to create knowledge or to have some part in the storage, retrieval, distribution and reception of information."

The impact on traditional media will be enormous, he said. He pointed to Cox Broadcasting as an example of diversification with radio and TV station operation, program production and syndication, publishing, CATV and microwave transmission. CATV, he maintained, will help, not hurt, broadcasting, for where "more channels of information and entertainment are available, increased viewing time among our audiences may be the result." TV's greatest service in better race relations will be in a ghetto educational process. Are We Ready? * Dr. John C. Malone, Northwestern University associate professor, warned there is a serious danger that rapid advances in communication technology will outdistance our understanding of human communication processes, especially in the sensitive area of race relations.

Also research director of the Urban Journalism Center at Northwestern, Dr. Maloney said: "We could easily find ourselves caught up in a super heated and poorly planned—in terms of human needs—communications machinery for which we are emotionally and intellectually ill prepared."

To respond to this danger, he continued, "we must develop a true science of human communications, drawing upon all relevant behavioral and social-science disciplines to examine all crucial aspects of man's response to the communications explosion."

D.C. ch. 50 appeals turned down by FCC

The FCC decided last week that it wouldn't "sing along with Mitch" or "ride along with Roy" in the Washington channel-50 case. The FCC upheld a review-board decision that granted the facility to Theodore Granik, a lawyer who is also a veteran radio-TV syndicator-producer (Broadcasting, July 31, 1967).

That decision had been appealed by All American Television Features Inc., headed by bandleader and radio-TV producer Mitchell W. (Mitch) Miller, as well as by T.C.A. Broadcasting Inc., controlled by O. Roy O'Hall, whose interests include D.C. Transit and Trans-Caribbean Airlines. All American also asked the commission to reopen the case to consider whether Mr. Granik gave truthful testimony regarding plans of his Riverdale, N.Y., CATV system to originate local programming (Broadcasting, Jan. 1).

The commission denied the requests saying "no questions of law, fact or policy which warrant our review" had been raised. It also said that the allegations raised by All American were "inquired into and considered" during the course of the hearing.

Radio code adds nine, TV one

The National Association of Broadcasters radio code added nine stations and the TV code added one station between Jan. 15 and Feb. 15. The TV addition was XTSB Topeka, Kan. Radio: KYAK Anchorage; KAJR Redding, Calif.; KTRY Bastrop, La.; KBRK Brookings and KFCH Redfield, both South Dakota; KHEM Big Spring and KWMC Del Rio, both Texas; KWWZ Everett, Wash.; WTSU Brattleboro, Vt.

Indianapolis TV's aid ETV effort

Three Indianapolis TV stations have joined in an effort to put the city's first educational television station on the air.

The stations—WFBM-TV (Time-Life Broadcasting), WISH-TV (Corinthian Stations) and WELVi(TV) (Avco Broadcasting)—announced plans last Friday for equipment and operating grants to the Metropolitan Indianapolis Television Association Inc., a local ETV group.

Proposals for the new outlet, however, will require both FCC approval and matching facilities grants from the Department of Health, Education and Welfare. The ETV community corporation will shortly apply to the FCC for UHF channel 20 there. Dr. I. Lynd Esch, president of Indiana Central College, is president of MITA. WISH-TV will be applying for a new antenna site and, if approved, will provide tower space.

The commercial stations have pledged the matching funds required for an HEW facilities grant for transmitting equipment at the new antenna site. Additional funds have also been pledged to start ETV operations. Temporary studio facilities will be supplied by the Christian Theological Seminary, located on the Butler University campus. The Indianapolis stations in the past have given the seminary TV studio equipment. With expeditious processing at the FCC and HEW, it was hoped the ETV station would be operating by the end of the year.

Warren Wright, program manager of WFBM-TV for the last eight years, is taking leave to become general manager of the proposed station.
Hartwest Productions, Inc. introduces Dr. Norman Vincent Peale in a unique new radio series "Live With Confidence"

"Live With Confidence" is a new radio program, five minutes in length, five times a week, featuring Dr. Norman Vincent Peale's challenging and vital comments. Dr. Peale's message—the power of positive thinking—has affected the lives of millions of people. He speaks of subjects of interest to everyone—self-confidence, enthusiasm, optimism. He is an activist and a catalyst, exhorting others to think and to do.

And now—his outspoken message, his vigorous manner of speaking, his warm voice, his challenging personality have all been captured uniquely in a new radio program—"Live With Confidence."

"Live With Confidence" provides broadcasters and advertisers with a program and a personality that will assist them in projecting and fulfilling their community service aspirations at the highest level.

Hartwest Productions, Inc., will maintain selectivity in the exposure of this program in keeping with the special esteem in which Dr. Peale is held by the American public.

Hear "Live With Confidence" at the NAB, suite 1322, Chicago Hilton

Hartwest Productions, Inc.
635 Madison Avenue,
New York, N.Y. 10022
(212) 421-2070

and (continued on next page)
FCC warned of budget cuts

Hyde tells Senate hearing commission is preparing for land-mobile use of UHF

The FCC made an early appearance before the Senate Appropriations Subcommittee last week and was told by Subcommittee Chairman Warren G. Magnuson (D-Wash.) that Congress may "be forced" to cut the agency's proposed budget.

The early testimony—sought in advance of House action on the FCC's budget, which traditionally takes first action on all appropriations bills—was instituted by Senator Magnuson in an attempt to save legislative time in an election year. But he said the commission might have to go back to the Hill for "a short hearing" after the House votes on the appropriation. He also said: "I think we have to talk to you later" on over-all reductions that are threatened for all nondefense government activities and programs.

As with most Senate appropriations hearings, the testimony ranged beyond direct money matters, touching on most of the controversial issues that have concerned the FCC in recent years. Foremost among these, as it was in the Senate hearing last year, were problems of land-mobile radio.

Relief in Sight • FCC Chairman Rosel H. Hyde cited the commission's channel splitting in the 450-470 mc band as a step in the right direction (providing relief for the affected services for "two or three years") and told the subcommittee that a rulemaking was in preparation ("to be announced shortly") that would contemplate use by land mobile of unused TV channels.

Chairman Hyde said the commission "is working on the papers right now" and suggested that the rulemaking, when issued, would "ease fears" in the industry, which at present is not sure what's planned. (It is expected that the rulemaking will follow at least the general outline of staff-study recommendations that were made public two weeks ago [BROADCASTING, March 25].)

When pressed by Senator Gordon Allott (R-Colo.) on an expected date for issuance of the rulemaking, Mr. Hyde replied "three or four months."

The FCC's budget request for fiscal 1969 is $27,271,000, up more than $2 million for the 1968 figure. The increase will provide for a staff increase of 73, which Mr. Hyde defended in the light of expanding workloads (especially in CATV regulation, but including a 3% increase in staff for the broadcast area). Mr. Hyde noted that the commission, even with the proposed increases, was not planning to undertake any new programs.

Funds for expanded research efforts are also asked by the commission, particularly for long-range investigations, including studies on "the extent to which alternative distribution systems might be employed" and "alternative allocations of frequencies."

Mr. Hyde said a proposal put forward by the Department of Transportation that leasing services operating land-mobile equipment could be shifted among unused frequencies on a temporary basis was "being studied," and that the commission has asked the secretary of transportation to supply any backup material to the DOT's study that might be needed by the FCC.

One problem of frequency allocation—the amount used by the government ("more than half," said Mr. Hyde)—would have to be a subject for congressional attention, Senator Magnuson told the commission.

Fairness Issue • Other areas of concern for Senators Magnuson and Allott were political broadcasting (free time ought to be free, Senator Magnuson said, and not offered solely on the broadcasters' terms regarding time and format) and applications of the fairness doctrine, including its extension to product advertising. Senator Allott, who is in the process of drafting a bill that would revise the fairness doctrine, drew admissions from Chairman Hyde that it was difficult to draw a line between commentary and editorializing and that under commission rules it was conceivable that a station could be forced to air the viewpoints of, for example, the American Nazi Party.

The commission found it had an ally in Senator Allott on the question of the establishment of a super-agency of communications that would supersede the FCC. Raising the issue to build a record for future confrontations, Senator Allott solicited and got Mr. Hyde's opposition to radical changes in communications policy as presently set forth in the Communications Act. Mr. Allott is on record as favoring a strengthened and revamped FCC.

The Office of Telecommunications management, caretaker of the government's portion of the spectrum, was set for an appearance Friday (March 29) before the appropriations subcommittee. Senator Allott indicated he wanted to get the commission's reaction to the super-agency idea on the record.
Hartwest Productions, Inc. introduces
"A Kaleidoscope of Specials"

a unique new series of outstanding radio specials encompassing today's vital issues and human problems...from Korea to Vietnam...from suicide to smoking...and intimate revelations of some of the world’s most prominent personalities.

Utilizing the unequalled production resources of the BRITISH BROADCASTING CORPORATION, Hartwest has selected a group of unusual specials which was designed specifically to meet American radio's commercial and programming needs.

Among those whose voices and views make each of these special programs a unique and timely listening experience are Marlene Dietrich, Alfred Hitchcock, H.R.H. the Duke of Edinburgh, Graham Greene, Agatha Christie, Randolph Churchhill, Gore Vidal, Malcolm Muggeridge, four American presidents, Senators, international leaders, scientists, journalists.

Particularly timely today is "Inquest on a Reputation," an examination of the "Kennedy Myth," as well as three full hours documenting American foreign policy from "Korea to Vietnam."

"A Kaleidoscope of Specials" contains twenty programs, each one-half hour in length, and three programs which may be broadcast as full hours or divided into six thirty-minute programs.

Hear "A Kaleidoscope of Specials" at the NAB, suite 1322, Chicago Hilton

H Hartwest Productions, Inc.
635 Madison Avenue,
New York, N.Y. 10022
(212) 421-2070

and (continued on next page)
NAFMB studies medium's potential
BROADCASTERS LOOK AT PROMOTION, PROGRAMING, SALES

"1968—The Year of Opportunity and Challenge" was the way the FM broadcasters billed their national convention. And for three full days in Chicago, the best doors to the opportunities and the wisest methods of coping with the challenges were assayed.

The March 29-31 sessions of the National Association of FM Broadcasters were also permitted a closer look at FM by means of brand-new FM listener data from ABC Radio (see page 96).

Station identification, program awareness and station image are problems common to most FM stations, but ones that can be "attacked successfully with good station promotion," John T. Lawrence, general manager of Taft Broadcasting Co.'s FM division, told the NAFMB.

Promotion • He also felt promotion could help in increasing the percentage of actual FM listenership now that set penetration has reached into the 60% and 70% range in many major markets.

FM's intricate dial positions pose a peculiar problem in station identification, he admitted, but giving call letters and dial position "every time there is a break for anything—commercials, news, weather or what have you" can promote identification awareness.

He urged cross promotion of programs "particularly if your format is different at different times of the day." And he suggested that new shows be promoted "as hard as possible." A station, he said, cannot presume that its programing "will sell itself, no matter how good. Make your audience aware of it through promotion. Tell them how good it is and they'll appreciate it even more."

Programing • The name of the game is programing and programing cannot be treated as a second-class citizen, Marlin R. Taylor told the NAFMB. The music director of Kaiser Broadcasting Corp.'s San Francisco and Boston FM stations stressed that management must establish basic format guidelines and limits.

Mr. Taylor touched on six points that play a major role in a station's image to the listener:

• The sound must be consistent "from shift to shift, regardless of the varying whims and moods of your operators." He cautioned against being all things to all people "unless you're the only station in the market."

• Make the on-air sound and image simple and easy to listen to. "Stations that try to do a lot of fancy features and gimmicks beyond the capabilities of their staff and facilities come out sounding amateurish and second-rate."

• Make the programing different from all the other sounds in the market. "Look for a way to innovate . . . do a good job of presenting it and you'll stand out from the crowd. . . . Have the complete format worked out in advance, along with a complete promotional and sales plan."

• Make the sound interesting and keep it from becoming "tired, stale and boring . . . Keep your staff interested in their jobs. A bored staff can lead only to boring programing."

• Use common sense in determining who the listeners are, the type of listeners desired and whether the programing fits those people.

• Automation can benefit a station if used properly, but a machine can't be the music director and do a good job. "The purpose of the machine is to handle the mechanics of programing while the staff works at creative activities."

Advertising • Unlike AM, which depends on the action of big agencies in big markets, FM's future is in the small market and to survive it "must adopt the logic, the rationale and the thinking of the people it serves," according to Edwin D. Gimzek, president of OAC Advertising Inc., Endicott, N. Y.

FM is losing "a golden opportunity to sell me, my clients and the hundreds of local advertisers who do not buy FM," because stations are not coming up with "justifiable reasons for spending my budget—all or part of it—in that particular medium," he said.

He reminded the NAFMB that in a small agency, like his, things have to work the first time "because there is no second chance. We can't afford to lose business." In FM, he said, "the commercials must work. They must hit the first time around or you lose a client. Few small-market advertisers have the kind of dollars, the kind of budget that can sustain a public-service-image campaign. Every commercial must produce tangible results or else."

Mr. Gimzek noted that he is "interested in buying FM for the sales it can deliver for my clients. Tell me what I want to hear, illustrate how it can be done and I'll buy FM. Tell the dry cleaner down the street what he wants to hear, illustrate how it can be done,

LBJ's CATV finds consensus with UHF

The "whip-sawed" dispute between an Austin, Tex., UHF and the CATV in which President Johnson's family holds a 50% interest is over—for the moment.

KHFT-TV and Capital Cable Co. have reached a two-year pact in which the station will receive simultaneous nonduplication protection solely for its NBC programs. Capital, during those periods of program protection when a channel carries no programing, will carry KHFT-TV on the blank channel as well as its present channel position on the system. The agreement is renewable at two-year intervals.

Capital is equally owned by multiple-CATV-owner Midwest Video Corp. and Texas Broadcasting Co., licensee of KTBC-TV Austin. Texas Broadcasting is owned by Mrs. Lyndon Johnson and her two daughters. Their TBC holdings have been placed in trust as long as Mr. Johnson is President.

The last such pact between the two was a two-month experiment in nonduplication. That fell apart and led to a dispute during which KHFT-TV made its celebrated "whip-sawed" complaint. The station said that since KTBC-TV (at that time) held primary affiliations with all three networks, it was "precluding" KHFT-TV from securing such an affiliation, while Capital was attempting to escape nonduplication protection on the basis of KHFT-TV's multiple-network programing (BROADCASTING, May 8, 1967, et seq.).

Much of that argument was dispelled when KHFT-TV affiliated with NBC this year. But the dispute still involved a wrangle over commission CATV procedures and managed to land on Commissioner Robert E. Lee's desk (BROADCASTING, Jan. 1 et seq.).

Now that an accord has been reached and the various complaints withdrawn, the parties want the matter to "be considered closed."
“Christmas Kaleidoscope”
newest success story from
Hartwest Productions, Inc.

read the success story of ...

WBMM, CBS O&O, Chicago
“In less than one week... it was sold in its entirety... This year’s sale alone returned to us over three times the investment we made...”

WMAL, Washington, D.C.
“Our salesmen were on the street only two days... and had it sold! The client’s reaction was excellent and audience reaction most favorable.”

KID, Idaho Falls, Idaho
“We sold it to a local manufacturer... and he was delighted with it. He received phone call after phone call, as we did, from listeners who were delighted with the quality of the programs.”

KKAM, Pueblo, Colorado
“We couldn’t have made a better buy for both programming and sales... Every facet is superbly done and recorded to perfection... so different from the ‘run-of-the-mill’ Christmas programming.”

WSOC, Charlotte, N.C.
“. . . a thoroughly enjoyable listening experience... with music and programming to fit every conceivable mood.”

ask...

WFLN, WSPD, WCOA, KCMO, WJIN, WROC, KDEN/KDEN-FM, KWHK, WCRB, WKKV, WERE, WSTA, KPEL, WVMY, KEBB, KOLT, KITE, WAKP, WPAM, WSNY, WAIK, WELK, KBAR, and many, many more.

CHRISTMAS KALEIDOSCOPE
Produced by the BBC
Sir Ralph Richardson, Sir Malcolm Sargent, Gracie Fields, Vera Lynn, the Westminster Abbey Choir, the Royal Choral Society, the Cecilian Singers and the famous Philomusica of London are only a few of the internationally known performers featured in “Christmas Kaleidoscope.”

Music, comedy, variety shows, dramatic productions—10½ hours of superb programming specially created by the BBC, the world’s largest producer of radio programs.

“Christmas Kaleidoscope” contains 21 complete programs plus 15 short talk features and vignettes selected by Hartwest to fill the need of your station and your sponsors for unusual holiday programming of unparalleled quality.

Also from the British Broadcasting Corp

BBC MUSIC SHOWCASE
A 90-minute classical music program featuring the world’s most prominent concert artists and orchestras in performances recorded in stereo at concert halls and music festivals throughout the British Isles. This distinguished series of 39 programs with 13 selected repeats includes several premier performances and historic musical events which cannot be duplicated. The narrator is Antony Hopkins, well-known composer, conductor, musicologist and lecturer at the Royal College of Music in London. Produced by the BBC, “BBC Music Showcase” is individually customized for your station and your advertisers at the famous BBC production centers in London.

ROUND THE HORNE
A weekly series of fun-filled half-hours in the best comic tradition of Fred Allen, Parody, fantasy, outrageous innuendo starring radio-TV comedian Kenneth Horne, featuring top performers and writers. Currently one of the highest rated shows on the BBC and in Canada... available now in the United States.

FOLK SONG CELLAR
Singers and musicians from the British Isles and all parts of the Commonwealth brought together by the BBC in an unusual series of 60-minute programs. Recorded live at a well-known coffee house in London, each show captures the enthusiasm and spontaneity of the Folk Song Cellar. Listeners will delight in hearing hitherto uncollected folk songs and original compositions, as well as their old favorites.

Hear These BBC programs at the NAB, suite 1322, Chicago Hilton

H Hartwest Television, Inc. 635 Madison Avenue, New York, N.Y. 10022 (212) 421-2070

and (continued on next page)
and he'll buy FM—and keep buying it.”

Congressman’s View * What amounted to a congressional plug for pay television and CATV came from Representative Lionel Van Deerrlin (D-Calif.) in the NAFMB’s Friday luncheon. He said it would be sad if “we have not learned a lesson from the history of FM and refuse to let new inventions in radio and other forms of communication be tested by the public, the ultimate judge of whether there is a need for goods and services.”

Mr. Van Deerlin, a member of the House Commerce Committee and its Communications Subcommittee, noted that the proponents of pay TV and developers of broadband CATV are having problems “in bringing their currently new inventions into the marketplace” and those problems are “remarkably similar to the early years of FM.”

Noting where FM stands today, the congressman pointed out that there are more than 1,800 FM stations; that revenues now exceed $32.3 million in 1966, a 50% increase over the previous two years; more than 60% of FM stations are programing stereo. All these figures, he added, support the “general agreement that FM has arrived” and that an “FM franchise is no longer cynically referred to as a license to lose money.”

The Audience * At a Saturday morning session Philip Lesley, president of the Philip Lesley Co., Chicago public-relations firm, said that FM programing must be developed with the audience always in mind “no matter what temporary trends or fads may come across the scene. And it means working constantly to associate the station in the minds of the public—and the advertising fraternity—with that specific purpose and that specific identity.”

Mr. Lesley noted that advertisers and agencies are trying hard to find ways of reaching segmented publics and that when a station has found one of those routes it should be told.

He told the NAFMB that FM stations have attracted many listeners because the stations offer something different in programing and he advised against putting too many commercials on FM.

Station sponsors meeting on area development

WOOD - AM - FM - TV Grand Rapids, Mich., a Time-Life Broadcast Inc. station, provided the opportunity for community leaders in western Michigan to discuss urban challenges by conducting a two-day conference last week in Grand Rapids.

The conference, titled “West Michigan—1980,” concerned itself with land and water resources, transportation, housing, government organization, the role of law, the structure of society, education, religion, medicine, business and industry, communications and the computer.

About 170 community leaders from western Michigan attended the sessions. Also participating were Allen R. Cooper, director, corporate planning, NBC, New York, Eugene Katz, president of The Katz Agency, and Bill Mainey, NBC News.

Andrew Heiskell, chairman of the board of directors of Time Inc., opened the conference on Monday. Mr. Heiskell is also chairman of the board of trustees of Urban America Inc. and co-chairman of the Urban Coalition.

FM data a pot of gold?

ABC Radio study gives varied information on average FM listener

Members of the National Association of FM Broadcasters were to get a close look at their medium Saturday (March 30) when ABC Radio was to present listener data calculated to put a smile on the face of every FM operator.

Presentation of data on FM-listener characteristics was to be made by Josh Mayberry, director of research and sales planning at ABC Radio and the man responsible for collating RADAR and Brand Rating Index information used in the study. Mr. Mayberry’s report is billed as the first national audience survey of the FM medium (BROADCASTING, March 25).

According to the study, the dimensions of FM and the characteristics of the medium’s listener shape up as something like this:

- During the average quarter-hour, Monday through Sunday from 6 a.m. to midnight, over two million adults (18 years or older) listen to FM stations. AM’s quarter-hour audience is 14.5 million. Put another way, for every 100 adults listening to AM radio 15 are tuned to FM.
- In terms of cumulative, unduplicated listening, about 32 million different adults listen to FM during the seven day, 6 a.m.-midnight period. This compares with 118 million listeners to both AM and FM radio. FM then garners 27% of the unduplicated audience to all radio.
- FM’s highest average quarter-hour adult audience is from 9 a.m. to 4 p.m., with an average of 2.5 million listeners. The average quarter-hour audience in the evening (6 p.m. to midnight) is 1.5 million, Mr. Mayberry’s figures show.
- FM also earns a substantial share of the drive-time audience: 2.3 million average listeners during the morning traffic period (6 to 9 a.m.) and 2.4 million in the afternoon period (4 to 7 p.m.).
- The average adult FM listener spends 7 hours 20 minutes a week with the medium.

The ABC study shows that FM listeners are more affluent than the average listener to radio (AM and FM). With the help of BRI data, Mr. Mayberry concluded that FM listeners are likely to drink more diet soft drinks, more regular soft drinks, consume more domestic and foreign wines, buy more soap for automatic dish washers (which means they are more likely to own an automatic dish washer), and purchase more toilet soap.

Male FM listeners, the study shows, are more likely to own a high-priced car, to own two or more cars, to buy their car new, and to use their cars more than the average radio listener.

The FM listener—both male and female—is likely to travel more, rent more cars, use more travelers’ checks, and have more credit cards.

The inescapable conclusion, the study says, is that FM families are larger, have more money, and are more willing to spend what they have.

FM Foundation * Earlier in the week, Mr. Mayberry told BROADCASTING that RADAR data and the ABC study based upon it will provide a foundation on which to build a body of acceptable information with which FM can attract more advertisers.

“Until now, we’ve really only had FM set-penetration figures. But with this RADAR and BRI data, we’re able to come up with some pretty definite ideas about the size and the demographics of the FM audience.

“Our study shows that FM listening habits are similar to AM,” he continued. “FM is more and more being considered as radio. However, FM can still offer an affluent mass of listeners.”

Mr. Mayberry said the ABC study was based on RADAR data gathered early last year and on BRI material collected shortly before that. “Hopefully, our study will stimulate other FM broadcasters to make demographic studies of their local audiences,” he said.
"The Joe Pyne show" took the lead and kept it ... in radio and TV.

...coming soon from Hartwest

The Earl Wilson show—
The most talked about people talk candidly to this top syndicated columnist on a 5 minute, 5 times a week program.

Involvement—
A new Television series and a new Radio series. A unique programming concept designed to stimulate, entertain and involve your audience in what's happening now.

The Joey Adams show—
Comedy and humor—featuring headline performers—in a 5 minute, 5 times a week program...also in a daily half hour series and in one minute drop-ins.

Hear and see The Joe Pyne Show at the NAB, suite 1322, Chicago Hilton

Hartwest Productions, Inc. Hartwest Television, Inc. 635 Madison Avenue, New York, N.Y. 10022 (212) 421-2070

James Ward, Pres. WLAC—Nashville, Tenn.
John Hicks, Pres. & GM KLVI—Beaumont, Texas
Roy Bucus, GM WBAP-TV—Dallas-Fort Worth, Texas
Frank Stewart, VP & GM KTRH—Houston, Texas
Howard Zuckerman, Pgm. Mngr. WTTV-TV—Bloomington-Indianapolis, Indiana
Hugh Boice, Jr., GM WNFL—Green Bay, Wisconsin
Lloyd Cooney, Exec. VP & GM KIRO-TV—Seattle-Tacoma, Wash.
Eldon Campbell, VP & GM WFBM—Indianapolis, Indiana
Robert Harter, VP & GM WHC-TV—Des Moines, Iowa
Roger Davison, Sta. Mngr. WJBO—Baton Rouge, Louisiana
Crawford P. Rice, Mngr. KHTV-TV—Houston, Texas
Kenneth Haste, Sta. Mngr. WMT—Cedar Rapids, Iowa
M. C. Greiner, Jr., GM WAYV-TV—Memphis, Tenn.
Jack Timmons, GM KWKH—Shreveport, Louisiana
John Vath, GM WSMB—New Orleans, Louisiana
Owen Saddler, GM KMTV-TV—Omaha, Nebraska
Ray Smucker, VP KTAR—Phoenix, Arizona
George Hatch, Pres. KUTV-TV—Salt Lake City-Ogden-Provo, Utah
Joseph Kruger, GM WHIL—Boston, Massachusetts
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for the full story ask...

Lee Fondren, Sta. Mngr. & Dir. of Sales KLZ—Denver, Colorado
Stanley Hubbard, Jr., VP & GM KSTP-TV—Minneapolis-St. Paul, Minn.
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Don Sbarra, Exec. VP KARD-TV—Wichita-Hutchinson, Kan.
Hai Levin, VP & GM WINQ—Tampa, Fla.
Bill Brazzil, VP in Charge WTVJ-TV—Miami, Fla.
Bob Watson, GM KGNC—Amarillo, Texas
Carl E. Lee, Exec. VP & GM WKZO-TV—Grand Rapids-Kalamazoo, Michigan
Fred Wagenvoord, Exec. VP WJIN—Atlanta, Georgia
Virgil B. Wolff, VP & GM WXII-TV—Atlanta, Georgia
Stephen Bellinger, GM WZD—Decatur, Illinois
Roger Rice VP & GM KTVU—San Francisco, Calif.
Robert Crohan, Sta. Mngr. WJAR—Providence, Rhode Island
Milt de Reyna, GM WEAR-TV—Mobile-Pensacola, Fla.
Harry Weaver, GM WOKE—Charleston, South Carolina
Cliff Braun, PD WFLD-TV—Chicago, Ill.
Hooper may offer TV rating service

COMPARISON WITH OTHER SERVICES TO BE SHOWN AT NAB CONVENTION

The C. E. Hooper Co. "could be ready to market a new local television ratings service—using the telephone coincidental recall technique—by May 1," Bill Harvey, vice president and director of broadcast development, said last week.

Simultaneously, Hooper planned to present the results of its large-scale study comparing diary, meter and pure-coincidental techniques for local ratings at the National Association of Broadcasters convention this week and to begin testing of its coincidental-recall technique on a multimarket basis.

Tests will go on for the first two weeks of April, piggy-backed with Hooper's regular radio surveys. With another two weeks for evaluation of the results, Mr. Harvey said, Hooper could be ready to go with the new service at the beginning of May.

**Designed for Stations** The new service would be "broadcast-orientated" in its conception, according to Mr. Harvey, and designed to redress the damage he says has resulted from "27 years' use of the inadequate diary technique."

At a recent meeting of the Radio-Television Research Council in New York, Mr. Harvey presented the initial findings (BROADCASTING, March 18) of Hooper's methodology study, part of which was a comparison of meter and diary information carried separately in American Research Bureau's New York report for October. According to Hooper, the diary technique generally understated viewing relative to meter.

With diary levels expressed as percentages of meter, the day-part viewing levels in the ARB study were: Monday-through-Friday, noon-5 p.m.—64%; 5-7:30 p.m.—89%; Monday-through-Saturday, 7:30-11 p.m.—104%; Monday-through-Friday, 11:11:30 p.m.—64%; 11:30 p.m.-1 a.m.—64%. Percentage for Monday-through-Saturday, sign-on to sign-off was 77%, or an understatement, according to the Hooper study, of 23%.

Last week Hooper released the second audience-composition set of figures from its comparative study. They indicate, officials said, that the diary technique understates viewing in all demographic groups.

**Lower Figures** In the figures for viewing by day part (figure 1) all viewing is shown as understated by the diary with the single exception of teen-age viewing in the early fringe period (5-7:30 p.m., Monday-Friday). During the daytime, both men's and women's viewing are shown as understated by about 10%, while teen-age and children's viewing are understated by more than 30%.

In the early fringe and Monday-through-Saturday prime-time periods, the emphasis of diary understatement shifts so that teen-age viewing is least understated, while women's viewing is most understated (18%), and children's viewing is most understated during prime time, between 23% and 27%.

Indexes of diary viewing as percentages of coincidental viewing levels during prime time for the seven New York VHF stations (figure 2) again indicate general understatement. While independent and noncommercial station viewing are understated for some demographic groups, they are most nearly accurate for others.

Mr. Harvey claimed the following advantages of coincidental-recall over diary technique: a higher return rate, "at least twice as high as the current 40% or so for diary;" self-reporting, in which each member of the family reports only his own viewing, rather than one member reporting the entire household; 24-hour recall, as opposed to "what boils down in many cases to seven-day recall with the diary technique," and the use of trained interviewers to elicit the desired information, rather than "an untrained individual interviewing himself, as in the diary technique."

**Figure 1**

Hooper comparison of television rating methods, New York, Feb. 23-29, 1968; preliminary audience composition findings; By day parts

<table>
<thead>
<tr>
<th>Viewers per 100 viewing homes*</th>
<th>18-40</th>
<th>18-40</th>
<th>12-17</th>
<th>2-11</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Men</strong></td>
<td><strong>Women</strong></td>
<td><strong>Teen-Agers</strong></td>
<td><strong>Children</strong></td>
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<td>Mon.-Fri. 9:00 a.m.-noon</td>
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<tr>
<td>Diary</td>
<td>18</td>
<td>51</td>
<td>9</td>
<td>46</td>
</tr>
<tr>
<td>Coincidental</td>
<td>20</td>
<td>56</td>
<td>13</td>
<td>70</td>
</tr>
<tr>
<td>Diary—coincidental</td>
<td>90</td>
<td>91</td>
<td>69</td>
<td>66</td>
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<tr>
<td>Mon.-Fri. noon-5:00 p.m.</td>
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<tr>
<td>Diary</td>
<td>24</td>
<td>70</td>
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<td>89</td>
<td>90</td>
<td>83</td>
<td>74</td>
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<td>Mon.-Fri. 5:00-7:30 p.m.</td>
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<tr>
<td>Diary</td>
<td>42</td>
<td>56</td>
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<td>Coincidental</td>
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<td>Diary—coincidental</td>
<td>84</td>
<td>82</td>
<td>109</td>
<td>90</td>
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<td>Mon.-Sat. 7:30-11:00 p.m.</td>
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<td>Diary</td>
<td>61</td>
<td>80</td>
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<td>Coincidental</td>
<td>79</td>
<td>93</td>
<td>26</td>
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<tr>
<td>Diary—coincidental</td>
<td>77</td>
<td>86</td>
<td>88</td>
<td>73</td>
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</tbody>
</table>

* Coincidental metro 2/23-29; diary total survey area 1/10-2/6; service X indicates 85-90% of total survey area audience comes from metro.

**Figure 2**

Prime time by station

<table>
<thead>
<tr>
<th>Viewers per 100 viewing homes*</th>
<th>18-40</th>
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<th>12-17</th>
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<td>Channel 2</td>
<td>80</td>
<td>81</td>
<td>81</td>
<td>75</td>
</tr>
<tr>
<td>Channel 4</td>
<td>78</td>
<td>90</td>
<td>100</td>
<td>92</td>
</tr>
<tr>
<td>Channel 7</td>
<td>79</td>
<td>92</td>
<td>75</td>
<td>71</td>
</tr>
<tr>
<td>Channel 9</td>
<td>70</td>
<td>90</td>
<td>100</td>
<td>75</td>
</tr>
<tr>
<td>Channel 11</td>
<td>81</td>
<td>89</td>
<td>84</td>
<td>50</td>
</tr>
<tr>
<td>Channel 13</td>
<td>80</td>
<td>96</td>
<td>92</td>
<td>58</td>
</tr>
<tr>
<td>Total viewing</td>
<td>77</td>
<td>86</td>
<td>88</td>
<td>73</td>
</tr>
</tbody>
</table>

* Coincidental metro 2/23-29; diary total survey area 1/10-2/6; service X indicates 85-90% of total survey area audience comes from metro.

BROADCASTING, April 1, 1968
...zeros in on your customer profiles

The new NSI Target Audience Guide (TAG)
helps you match customer profiles with program demographics...quickly and easily. TAG profiles consist of a series of "weighted" audience estimates developed in collaboration with leading agencies and advertisers. These combinations of age, sex, and household characteristics are designed to typify 15 targeted audiences...each suited for selected products.

For example: one group reflects adult male interests...an audience that would be right for shaving creams, cigarettes. Another profile is for younger families and children...an audience of value to a toy manufacturer.

A NSI Target Audience Guide is issued as a supplement to each V.I.P. Report in markets which are measured three or more times a year.

Ask for a free Demonstration TAG Report which spells out the details, shows weights assigned for demographic combinations, and illustrates a typical report page. There is no obligation.
Portable gear readied for conventions

NBC HAS 'MAN PACK'; CBS WORKS ON MODEL; ABC TO USE AMPEX

The use of portable, wireless color cameras by all three TV networks in covering this year's political conventions appeared certain last week.

NBC said it will use RCA's new portable, ABC said it will use Ampex's and, although there was no announcement from CBS, it was learned that CBS Laboratories has developed a new portable to be put into use during the conventions if not earlier—possibly in coverage of the Kentucky Derby.

NBC announced it will use four of RCA's new Man-Pack color cameras in addition to 45 nonportable cameras at both the Republican and the Democratic presidential nominating conventions.

The camera and its portable power supply and transmitting and receiving equipment, announced and demonstrated by RCA last fall (Broadcasting, Oct. 23, 1967), weigh 56 pounds and can transmit to a base station up to a mile away.

Unannounced • Although development of the new CBS Labs camera had not been announced, there were reports late last week that details might be made available during this week's National Association of Broadcasters convention. There were no plans to demonstrate the camera at the NAB sessions, however.

This camera is also said to be capable of transmitting a mile or more without wires, and in addition is said to be digitally controlled so that a single base station can control up to six different cameras. All normal camera functions are said to be controlled—by microwave transmission from the control point including beam, focus, centering, registration, gain, encoder, subcarrier etc.

The three-tube camera head reportedly weighs 18 pounds complete with zoom lens and three-inch viewfinder, while its associated back-pack equipment is said to weigh 30 pounds. The camera head uses one-inch hybrid Plumbicon-type tubes.

Authorities familiar with the CBS Labs camera, developed under the direction of Renville H. McMann, vice president and director of engineering, say that the camera can also be used with a cable that need be only a single-conductor, quarter-inch size.

Studio Use Too • They suggest that it may revolutionize studio design. Its basic design concept, they say, lends itself to studio as well as portable cameras in that it enables a small number of operating consoles to control a large number of cameras without elaborate camera cable-switching systems. Its ability to work on a quarter-inch cable, they say, could eliminate the need for today's bulky cables.

CBS officials apparently have not decided whether CBS itself will manufacture and market the camera or license others to do so. As to probable price, authorities would say only that it would probably exceed somewhat the cost of a standard color camera now in the $70,000-to-$75,000 range but would be competitive.

Portable cameras will broaden the range of coverage of political conventions—and similar events—by enabling cameramen to move freely on the floor and in other areas that standard cameras cannot reach.

"You would not be able to get onto the [convention] floor with the conventional cable-connected color cameras," William H. Trevarthen, operations and engineering vice president of the NBC-TV network, said in announcing NBC's plans to use four of RCA's new cameras at the conventions.
Free Sample

Mike Douglas: "You know on each show...when you do 'I Spy', you're always mentioning your mother and Philadelphia..."
Ill: "Yes..."
Mike: "What kind of a woman is your mom?"
Ill: "Raunchy..."
Mike: "Oh, Bill...Oh, Bill...come on now..."
Ill: "Well, what did you expect me to say..."
Mike: "I'll back up and do this over if you'll put that cigar out. Do you like those, really?"
Ill: "I hate cigars. I do not like cigars. I do not think that I look nice with cigars sticking out of my mouth or anything, however I have never since I've been smoking cigars had any trouble with camels following me...

"Camels followed you before you smoked cigars?"
Bill: "Yes, they did. They followed me everywhere I went, nasty camels following me down the street..."
Mike: "Ugly animals..."
Bill: "Awful...Ughh...and I said to my grandad, 'Grandad, camels are following me everywhere I go' and my grandfather said—'You should smoke cigars and you won't have that problem'...so... do you see any camels around here?
No, you don't.'"
Mike: "You're not going to have many friends following you either if you keep that up."

Nutty conversations like this, plus a surprise visit by Bill's mother later in the show, are only part of what makes The Mike Douglas Show so popular with daytime viewers in 172 markets. For more information about what the antics of Mike and his famous friends can do for your schedule drop in at Suite 2500-01 in the Conrad Hilton while at the NAB convention. Or contact Westinghouse Broadcasting GROUP Company Program Sales, 240 West 44th Street, New York, N.Y. 736-6300.
Color-TV sales jump 29.5% in January

Sales of color-TV receivers by distributors to retailers for the first month of 1968 rose 29.5% over the same month last year, but black-and-white-TV sales continued their downward move. Home radio sets started the new year off at a 1.5% rise in January 1968 compared to the same month in 1967, and auto radio sales showed a 4% rise.

The first 1968 report of receiver sales was issued by the Electronic Industries Association last week:

<table>
<thead>
<tr>
<th>Period</th>
<th>TV Sales</th>
</tr>
</thead>
<tbody>
<tr>
<td>TV</td>
<td>Monochrome Total</td>
</tr>
<tr>
<td>TV</td>
<td>Color Total</td>
</tr>
<tr>
<td>Jan. 1967</td>
<td>450,725</td>
</tr>
<tr>
<td>Jan. 1968</td>
<td>711,512</td>
</tr>
<tr>
<td>Radio</td>
<td>Hourly Auto Total</td>
</tr>
<tr>
<td>Period</td>
<td>(with FM) (with PM)</td>
</tr>
<tr>
<td>Jan. 1967</td>
<td>720,600</td>
</tr>
<tr>
<td>Jan. 1968</td>
<td>1,200,040</td>
</tr>
</tbody>
</table>

The cable-connected camera freezes you to one point on the floor, probably against a wall, and that operation would be too restricted to be of value.

Another big advantage of the new camera, aside from mobility, is ability to get close-ups, according to Trevarthen. The camera NBC will use was developed to NBC's specifications by RCA's Astro-Electronics Division and was two years in conception and development, NBC reported. Planning started after the 1964 political conventions.

NBC described the camera as a radio-frequency-connected portable color-TV unit, designed to operate on broadcast TV standards, small enough to be carried and operated by one man and also small enough to be carried by an astronaut exploring the moon. RCA also has described it as having been designed with an eye toward use in manned lunar explorations but at the same time completely compatible with commercial-TV standards and providing broadcast-quality color (BROADCASTING, Oct. 23, 1967).

ABO officials said they would use an unspecified number of the new Ampex portable color units in convention coverage and use them in the wireless mode rather than with the small cable usually employed in football coverage last winter.

The camera head weighs less than 20 pounds and its associated back-pack, fully equipped for microwave operation, weighs 30 pounds. Equipped for cable, the back-pack weighs 15 pounds. The unit was developed for ABC by the Ampex Audio/Video Communications Division and was announced last fall (BROADCASTING, Nov. 6, 1967).

AM-monitor change sought

The FCC has issued a notice of proposed rulemaking that will consider whether to permit type approval of AM modulation monitors that don't incorporate indicating meters. The rule change was urged by Collins Radio Co., which wants approval of its new monitor that uses, instead of a meter, a battery of four indicating lights calibrated at various preset peak levels. Comments are due April 15 with replies April 30.

Is GE set to reveal TV-projection gear?

General Electric was reported last week to be preparing to announce at the National Association of Broadcasters convention a new "light valve" large-screen TV projection system for color or black and white.

The company withheld comment last week on the report, but said that details of what it described as "a unique, exclusive major new product for the broadcast industry and related businesses" would be presented by James M. McDonald, general manager of GE's Visual Communication Products Department at a Sunday (March 31) news conference at the Conrad Hilton hotel in Chicago.

Reportedly GE hopes to demonstrate at that time the projection of a three-by-four-foot quality picture in color on a wall or screen behind which the projection device will be housed. This device, it was said, has the capability of projecting live telecasts either originated expressly for the purpose of showing on the light-valve system or by picking up telecasts off the air.

When in operation, the system would be capable of projecting a picture in color considerably larger than three-by-four and still larger in black and white, according to reports last week.

Its immediate application in commercial broadcasting would be in the studio—as in news programs—and in the TV commercials field for client viewing. The system also would have applications for large-scale business or professional meetings and conventions.

Philips's engineers reveal minicamera

Scientists and engineers of the Philips Research Laboratories at Eindhoven, the Netherlands, last week announced, through their U.S. subsidiary North American Philips Inc., the development of a color-TV camera no larger than a 16-mm movie camera, a cigar-size color-camera tube, and a camera tube sensitive to deep red colors.

The ultra-portable color camera weighs six and a half pounds (10½ pounds with associated electronic circuits and zoom lens), its performance, Philips says, is surprisingly good even when compared to present day Plumbicon studio cameras. The tiny experimental camera is being used as a test bed for miniature color tubes.

One of the experimental tubes is a miniature Plumbicon five inches long and five-eighths of an inch in diameter. The tube employs electrostatic focusing and magnetic deflection and a variant of the photoconductive layer of the extended red sensitive Plumbicon tube. Philips says miniature TV tubes of this type can be used as attachments in microscopes, endoscopes and surgical lamp units as well as for broadcasting.

Philips's third new creation is the development of a processing technique whereby the lead monoxide layer capable of picking up deep reds is reproduce for quantity manufacture. In fact, Philips's tube division has taken over the process and is producing such tubes.

The new extended red Plumbicon tube, to be used in the red channel of a color camera, enables cameras to pick up the long-wave part of the visible spectrum, that is, deep reds and magentas. Cut-off wave length of the experimental Plumbicon tube has been extended from 640 millimicrons to beyond 800 millimicrons, which is beyond visible red.

Rule for automatic FM transmitters?

The possible type acceptance and use of automatic FM transmitters that would eliminate the need for constant surveillance by licensed operators will be studied by the FCC.

That's the intent of a proposed rulemaking the commission set up last week, although it refused to propose specific rule changes because of the complex questions raised and the numerous changes that may be required. The rulemaking was proposed by

BROADCASTING, April 1, 1968
Milt: "So, how have you been, Milt?"

Merv: "Tense. All the time I’m tense."

Merv: "Have you ever been self-analytical about it? What causes your tension?"

Milt: "...like I worry about Nixon... I worry about what’s going to be with him... Like, 'What are you doing?' I want to say to him. 'Stop it already... You have a nice job—stay there. Don't go running around, you make me nervous.' Yet, I want him to do good and at the same time I don’t want him to do anything."

Merv: "He’s not tense though—you’re tense."

Milt: "That’s it... that’s funny... I’m tense about Rockefeller. Ohh, I’m tense about him!"

Merv: "Do you remember the night I introduced you to Gov. Rockefeller? Tell them what you said to Gov. Rockefeller."

Milt: "I said to him... I was very at ease with him because his name has been a household name in my house all my life... because whenever I wanted any money my father used to say: 'Who do you think we are? Rockefeller?'"

Merv: "And then what did you say?"

Milt: "And then I asked him what did his father say to him? 'What are we? DuPont?'"
Collins Radio Co., Dallas, which claimed that "the time has arrived to incorporate applicable electronic techniques into broadcast systems." What's involved is a transmitter that will automatically maintain its frequency, power and quality of emissions within certain tolerances and, in case of failure, will shut itself off.

Such equipment would make unnecessary the need for keeping logs on a repetitive basis to verify proper operation. It would also eliminate the constant overseeing of the equipment by a licensed operator.

**Big Change** - The commission noted that the proposal marks a significant departure from the present requirement of the "physical attendance" of a licensed operator either at the transmitter or at a remote control position. So it requested comments on whether or not the requirement should be removed or modified to allow for the use of "minimum grade operators" to call out-of-tolerance conditions to the attention of qualified personnel.

The commission further expressed concern over eventual program automation, which it said, reflects "deliberate judgments by individual licensees based on community needs and acceptance." Although it said transmitter automation wouldn't necessarily accelerate a trend toward program automation, it wants comments on a possible interrelationship between the two.

Comments are also requested on whether or not it's feasible to modify existing transmitters for automatic operation, and what changes would be necessary in type-acceptance procedures to insure transmitter reliability. In addition, the commission asked for comments regarding frequency and power control, modulation and distortion control, carrier logging, automatic logging devices, compliance with Emergency Broadcast System procedures and the effect on FM's involved in stereo broadcasting.

Comments are due June 27 with replies due July 26.

**Associations join in land-mobile council**

Formation of a Land Mobile Communications Council took place last week in Washington, with Ray L. Ransom, Shell Communications Inc., as first president.

The council consists of more than 24 associations of land-mobile services. Among its first actions was a vote to maintain the autonomy of the landmobile-sponsored Allocation Research Council. ARC is studying the feasibility of using the lowest seven UHF television channels for land-mobile use.

Other officers: Max Gulbranson, state of Washington, vice president; Claude D. McDoulett, Halliburton Co., secretary, and E. William Downer, Cleveland Electric Illuminating Co., treasurer.

**CBS Labs device enhances TV image**

CBS Laboratories has developed an electronic technique that increases the sharpness and detail of color television images.

Called image enhancement, the technique is said to be particularly effective in telecasting sporting events, such as football games. A CBS Laboratories spokesman said last week that on fast-moving plays the viewer often cannot identify the ball, and, in some instances, the players. Image enhancement enables the viewer to distinguish clearly the ball and player movement.

Image enhancement was developed by Renville H. McMann, CBS Laboratories vice president and director of engineering, in cooperation with CBS-TV engineers and is being patented by CBS Inc.

The technique uses a small, solid-state electronic device weighing less than 20 pounds that examines coded color signals as they are transmitted for viewing and automatically adjusts vertical and horizontal picture details, as needed, to eliminate color softness by taking all the elements of a picture and rearranging them so that contrast is much sharper.

Another feature of image enhancement, called "crispening," is said to overcome picture noise (or snow) on the home screen by sharpening the picture details without increasing the picture noise.

The image enhancer is part of a wide range of audio and video products being shown by CBS Laboratories to broadcasters at this week's National Association of Broadcasters convention. These include a digital-display system originally developed for CBS News election coverage and now used for weather reports, stock market issues and sports coverage; a pair of solid-state electronic devices called AUDIMAX and VOLUMAX; a masking processor, and a loudness controller.

**WJBK gets approval for increased power**

The FCC last week approved a construction permit authorizing improved facilities for WJBK Detroit. WJBK is an unlimited-time class-II station on 1500 kc with 10 kw day and 1 kw night. The improved facilities call for an increase in daytime power to 50 kw an nighttime increase to 5 kw.

The permit had been opposed by WROP, a I-B station on that frequency, which alleged the new facilities raised the possibility of interference. But the commission said the limits specified in the CP are "more than adequate" to assure the required degree of nighttime protection to WROP.

**X-radiation discussed in Washington meeting**

Over 100 representatives of government and industry sat down in Washington last week to discuss the problem of X-radiation from color-TV receivers. Their objective was to determine proper detection instrumentation. After two days of meetings some progress toward that end was made.

The meeting, sponsored jointly by the U. S. Public Health Service and the Electronic Industries Association, heard Robert W. Galvin, Motorola Inc. president of EIA, call for a solution to the problems of X-radiation detection. But he also warned that the consumer must not be burdened with unnecessary controls and expense.

Over 130 million TV receivers made by U. S. manufacturers have been sold. Mr. Galvin noted, and the manufacturers believe that they have "produced a product which has given the public high standards of quality and performance, as well as fullest measure of consumer protection."

James G. Terrill Jr., director of the Public Health Service's National Center for Radiological Health, told the conference that its principal function was "a rapid exchange of information between interested groups" on the problems of detection and measurement of X-radiation from color-television receivers.

The color-TV-radiation scare erupted early last year when General Electric announced that it was recalling 100,000 of its color sets because it had found excessive radiation from a shunt regulator tube. Virtually all such sets were corrected by GE.

Publicity, however, spurred a hearing in Congress, and resulted in the passage of a bill by the House giving the Secretary of Health, Education and Welfare authority to establish standards for radiation from color-television receivers as well as other devices.

Only last month, PHS reported that it had found 66 out of over 1,100 color-TV sets owned by its Washington employees radiating in excess of the accepted maximum of 0.5 million retngens per hour (Broadcasting, March 18).
Well, no, you can't take anything for granted in England now. The Duke of Marlrough would confirm that. Leaving his valet behind at Blenheim Palace, he went to y recently as a guest in someone else's house. His hostess was surprised to hear him complain that his toothbrush "did not foam properly," so would she get him a new one. He had to be told, gently, that without the aid of toothpaste or tooth powder, usually applied for him each morning by his valet, even a new toothbrush would not foam properly.

One of David Frost's many facets is a rather keen sense of the absurd. No matter where he finds it. (The Duke would confirm that, too.) David's special way of looking at the world around him is what prompted Group W to sign him to do four specials for American television. The first of which will be a unique Frost-eye-view of the Presidential elections. For more information about the David Frost Specials drop in at Suite 2500-01 in the Conrad Hilton, while at the convention. Or call us at WBC Program Sales, 240 West 44 Street, N.Y.C. 736-6300.
Meet The Family... America's First Family of Plumbicon Color Cameras.

*Registered trademark for television camera tubes.

The PC-70 Studio-Field Color Camera. Now used by all three networks on prime-time shows. Plus a growing list of groups, independents, and videotape producers. Why? Because it offers pictures of truest fidelity. Unquestionably, the finest Plumbicon camera in the world. Because it offers lowest maintenance, simplest set-up, widest selection of lens types around today.

The PCP-70 "Little Shaver" Portable. It can do anything the PC-70 can do... but it gets around a lot more. It's the broadcast quality portable. For news, special events, sports. You'll see them all over the place this year, wherever the networks go, and at pace-setting independents. They're lightweight, easy to set up, can get the closest, most intricate shots in beautiful, faithful Norelco color.
Last year, more Norelco Plumbicon cameras were sold than any other kind. If you haven't met America's first family of Plumbicon Color Cameras, now's the time to get acquainted. We have modified and improved it further. For example, the new-generation PC-70 has the revolutionary extended red sensitivity Plumbicon tube (as do other members of the family), separate-mesh Plumbicons for finer overall resolution and improved highlight handling capability, external filter wheel control and new, no-guesswork set-up accessories. It's remarkable. The entire family is endowed with those important traits that mean so much: All offer extraordinary resolution and color fidelity. They offer camera control unit compatibility from camera to camera. They have interchangeable CCU modules. Stability. Low maintenance. Simplicity and ease of set-up. Economy. Backed up by total Philips Broadcast service. You must meet the family. Call or write, today.

The PCB-701 Remote Pan and Tilt. The swinging Robot. Works all by itself. It pans, tilts, focuses by remote control. Ideal for small studios or networks. You can mount it in a studio, a stadium, an operating room...a mountaintop. It offers economy, low maintenance and the superb color reproduction that has made Norelco the number one name in color cameras.

The PCF-701 Film Camera. The only three-Plumbicon color film camera in the world! This telecine camera is the heart of a complete film system, and its beam split optical assembly is specifically tailored to the colorimetry requirements of color motion picture film. Now you can show movies and filmed commercials with the breathtaking fidelity that distinguishes Norelco three-Plumbicon color.
General Tire sales increase but net drops

General Tire & Rubber Co., parent company of RKO General Inc., a group broadcaster, reported a slip in net earnings, despite an increase in sales and pretax income for the first three months of 1968, ending Feb. 29.

M. G. O'Neil, General Tire president, attributed the drop to lower net from Aerojet-General Corp., the company's space and missile unit, and RKO General Inc.

Mr. O'Neil said RKO's drop in net earnings from $3,260,000 to $1,235,-000 reflected rising TV-program costs.

For three months ended Feb. 29:

<table>
<thead>
<tr>
<th></th>
<th>1968</th>
<th>1967</th>
</tr>
</thead>
<tbody>
<tr>
<td>Sales</td>
<td>222,018,662</td>
<td>210,903,492</td>
</tr>
<tr>
<td>Pretax income</td>
<td>15,576,000</td>
<td>14,335,000</td>
</tr>
<tr>
<td>Earnings</td>
<td>8,589,000</td>
<td>9,085,000</td>
</tr>
</tbody>
</table>

Reeves stockholders approve new stock

Stockholders of Reeves Broadcasting Corp., New York group broadcaster and CATV owner, have voted approval of a management proposal to create a new class of 100,000 shares, no-par preferred stock. The stock will be issued in series and will be used primarily for corporate expansion and acquisitions. The first series, a maximum of 15,000 shares, will be issued around April 1 for the acquisition of Video Cable Systems Inc., Huntsville, Ala. This series will be designated 2% convertible preferred stock.

Reeves has announced record-high 1967 revenues of $10.4 million (BROADCASTING, March 18).

Falling TV-tube sales cited at National Video

A net loss and a considerable decrease in sales of TV-picture-tube product were reported last week by National Video Corp., Chicago, a major supplier of color tubes. The report covered both the fiscal third quarter ending Feb. 29 and the nine-month period to that date.

Asher Cole, National Video president, said the company recently was granted a basic patent for a three-point suspension system for rectangular color-TV-picture tubes, a system used widely by set makers. He said they have been advised that National Video will license them under this patent. The firm also recently acquired control of Precision Ultrasonics Corp., Garden City, N.Y., as a diversification move.

For the nine months ending:

<table>
<thead>
<tr>
<th></th>
<th>Feb. 29,</th>
<th>Feb. 28,</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>1968</td>
<td>1967</td>
</tr>
<tr>
<td>Earnings per share</td>
<td>$0.49</td>
<td>$0.53</td>
</tr>
<tr>
<td>Pretax income</td>
<td>210,903,492</td>
<td>210,903,492</td>
</tr>
<tr>
<td>Earnings</td>
<td>9,085,000</td>
<td>9,085,000</td>
</tr>
</tbody>
</table>

1967 was banner year for United Artists

United Artists Corp., New York, announced the highest net earnings in the company's history and increases in gross income, earnings before taxes and earnings per share during 1967.

For year ended Dec. 31:

<table>
<thead>
<tr>
<th></th>
<th>1967</th>
<th>1966</th>
</tr>
</thead>
<tbody>
<tr>
<td>Earnings per share</td>
<td>$3.22</td>
<td>$2.87</td>
</tr>
<tr>
<td>Gross income</td>
<td>197,788,000</td>
<td>170,560,000</td>
</tr>
<tr>
<td>Earnings before taxes</td>
<td>30,287,000</td>
<td>25,946,000</td>
</tr>
<tr>
<td>Net earnings</td>
<td>15,308,000</td>
<td>12,616,000</td>
</tr>
</tbody>
</table>

Multimedia report shows slight gains in 1967

Multimedia Inc., Greenville, S. C.-based group broadcaster-publisher, reported at its first stockholders meeting last week a slight increase in gross and net incomes during 1967.

The company also reported that it would pay dividends of 25 cents per share for each quarter of 1968, payable in March, June, September and December and 6 cents per share on common stock outstanding, which is payable April 25 to stockholders of record April 10.


For year ended Dec. 31:

<table>
<thead>
<tr>
<th></th>
<th>1967</th>
<th>1966</th>
</tr>
</thead>
<tbody>
<tr>
<td>Earnings per share</td>
<td>$0.87</td>
<td>$0.86</td>
</tr>
<tr>
<td>Gross revenue</td>
<td>10,025,704</td>
<td>18,814,942</td>
</tr>
<tr>
<td>Net income</td>
<td>2,429,265</td>
<td>2,469,965</td>
</tr>
</tbody>
</table>
William F. Buckley, Jr. will appear as a special correspondent for ABC News at the 1968 national political conventions.

"His fans and they include many liberals—tune in to hear Buckley perform verbal mayhem. More and more viewers are coming to see him as the best act on television."

George Gent, New York Times

"Far and away the best talk on television. The quality is swift, literate, informed, often witty."

Shana Alexander, LIFE Magazine

"What sets FIRING LINE apart is largely Buckley's personality, his biting wit, his charm, his erudition, his polished stage business and his talent as a merciless debater."

Paul Jones, The Atlanta Constitution

"My choice for the most fascinating regular performer on television."

Terence O'Flaherty, San Francisco Chronicle

"Delights both conservatives and liberals. Irresistible."

Dean Gysel, Chicago Daily News

"The dialogue is the liveliest and most literate on the air."

TIME Magazine

Recent Guests: Percy, Reagan, Dulles, Spock, Wallace, Goldwater, McKissick, Hefner, Preminger, Nixon, and Hatfield.


For other markets, contact:

SHOWCORPORATION
10 EAST 49 STREET, NEW YORK, NEW YORK 10017 / (212) 421-8830

SUITE 516 HILTON
Kaiser Industries
reports new high

Kaiser Industries Corp., parent com-
pany of Kaiser Broadcasting Corp., a
group broadcaster, reported record
high earnings and an increase in sales
during 1967.

According to its annual report,
Kaiser extended its penetration into the
major markets with the start of opera-
tion of KBHK-TV San Francisco and
WKBV-TV Cleveland, bringing the num-
ber of Kaiser stations to six. The six
stations, which are being fully equipped
to colorcasting, are located in the
country's top eight markets, the report
noted.

Kaiser Broadcasting has sustained an
operation loss in each of the last three
years due to the costs of establishing
new TV stations. And, according to the
report, it is expected that greater losses
will result in 1968. However, revenues of
the Kaiser-managed television and
radio stations rose to about the $4 mil-
lion level in 1967, the report said.

Kaiser stations, besides KBHK-TV and
WKBV-TV are: KFOX(FM) San Fran-
cisco, KMTW-TV Los Angeles, WCBS,
WJIB(FM) and WKBV-TV Boston-Cam-
bridge, WKBV-TV Detroit, WKBV-TV Bur-
lington, N. J.-Philadelphia. The Boston
Globe shares a 50% interest with
Kaiser in the Boston stations, and Frank
V. Mavec and associates share a 50%
interest with Kaiser in WKBV-TV.

Kaiser is exploring the possibility of
forming a television network in the
1970's with its present stations serving
as a nucleus, according to the report.

For the year ended Dec. 31:

<table>
<thead>
<tr>
<th>Earned per share</th>
<th>1967</th>
<th>1966</th>
</tr>
</thead>
<tbody>
<tr>
<td>Gross sales</td>
<td>$794,900,000</td>
<td>$609,473,000</td>
</tr>
<tr>
<td>Net earnings</td>
<td>71,187,000</td>
<td>20,107,000</td>
</tr>
<tr>
<td>Number of shares outstanding</td>
<td>23,172,299</td>
<td>22,914,141</td>
</tr>
</tbody>
</table>

Financial notes . . .

- 20th Century-Fox Film Corp., New
  York, has declared a quarterly cash
  dividend of 25 cents per share of com-
  mon stock, payable March 30, to stock-
  holders of record March 15. Dividend
is an increase over the 20 cents per
share paid for the previous year.

- Cohu Electronics Inc., San Diego,
  last week reported 1967 net income of
  $361,829, or 27 cents a share, up 70%
  over 1966's net of $213,317, or 16 cents
  a share. Sales increased by 25% to
  $8,446,646 from $6,753,644 in 1966.
  In their annual report, La Motte T.
  Cohu, chairman, and William S. Ivans,
  president, noted that equipment sales
to television broadcasters reached rec-
  ord levels.

- Transamerica Corp., diversified San
  Francisco firm and parent company of
  United Artists Corp., reached agreement
last week to acquire Liberty Records
Inc., Hollywood record and stereo tape
producer in an exchange of stock.
Terms of the proposed transaction were
not revealed. Liberty is privately held
and the merger is subject to approval
of boards of directors of both compa-
nies.

- Technicolor Inc., Los Angeles, leading
  TV and theatrical film processor, and
  Eversharp Inc., Milford, Conn. last
week guaranteed an interim loan of $3
million for Schick Electric Inc., Lan-
caster, Pa. Technicolor and Eversharp
are the largest Schick shareholders, each
claiming a 13¾% interest. Indications
are that additional financing for Schick
is contemplated.

- Gross Telecasting Inc., licensee of
  WJIM-AM-FM-TV Lansing, Mich., re-
  ported a quarterly dividend of 40 cents
  a share, payable May 10 to share-
holders of record April 25. The quar-
  terly 75 cents a share was also con-
  tinued on class B shares. Gross is one
  of the applicants receiving a CATV
  franchise for Lansing, Mich. (BROAD-
  CASTING, March 18).

- Crowell Collier and Macmillan Inc.
in its annual report to stockholders an-
nounced that the sale of its last radio
station, KDWB Minneapolis-St. Paul to
Valjon Inc. for $1 million (BROADCAST-
ING, Dec. 18, 1967), netted the corpo-
ration approximately $500,000 after
taxes.

- Metromedia Inc. reports it has bought
  American Theatre Press Inc., a printing
  and publishing company whose activi-
ties include the publication of Playbill
magazine. The publication has been in
existence for 84 years and is distributed
every week to theaters in all major mar-
kets in the U. S. It has a monthly circu-
lation of more than 1.6 million readers,
according to Metromedia.

- Doyle Dane Bernbach Inc., New
  York, has declared a 10% increase in
  its quarterly dividend payable April 15
  to stockholders of record March 29.
  New dividend is 22 cents per share for
  class A and B stock. Dividends since
  March 1967 have been 20 cents.

- United Artists Corp. reports its board
of directors has declared a quarterly
cash dividend of 25 cents per share on
its common stock. It is payable April
24 to stockholders of record at the
end of business on April 10.

- Audience Studies Inc., New York, a
subsidiary of Screen Gems, Inc., has ac-
quired Grudin-Appel Research Corp.,
New York, marketing research organi-
ization. Shim Grudin, board chairman
and Dr. Valentine Appel, president, will
continue to direct Grudin-Appel.
Fairness fight pace quickens

Chicago court tells FCC to file brief, commission adopts planned revision, as Cox and Loevinger cross pens again

The challenge to the FCC's fairness rules accelerated last week when a federal appeals court told the commission to go ahead and revise the personal-attack rule, but denied its request to hold the litigation in abeyance.

The seventh circuit appeals court told the FCC to file its brief today (April 1) and give the appealing parties (Radio Television News Directors Association, NBC and CBS) 15 days to respond.

Lawyers anticipate court argument early next month, with the strong likelihood that the court will hand down its decision before it recesses for the summer in June.

Moving rapidly, the FCC last week adopted the revisions it had disclosed to the court two weeks ago (Broadcasting, March 25). The revisions, which become official after publication in the Federal Register, were opposed by Commissioners Lee Loevinger and Robert T. Bartley. Mr. Loevinger's objections were countered by Commissioner Kenneth A. Cox.

The new rules exempt from the personal attack requirements commentary and analysis in newscasts, spot coverage of news events and news-interview programs. Also exempt are bona fide news interviews.

The U. S. Court of Appeals for the Seventh Circuit action was by Circuit Judges Latham Castle, Luther M. Swaygert and Walter J. Cummings Jr. The case is due to be consolidated with the Red Lion case now awaiting argument in the Supreme Court, also on the FCC's authority to impose fairness requirements on broadcasters. The Supreme Court has denied hearing argument on the Red Lion case until it receives the Seventh Circuit litigation.

No Added Rulemaking - The commission said no additional rulemaking was needed to make the latest amendments official. It did say, however, that the latest revisions are subject to petitions for reconsideration. Since they are considered liberalizing amendments, however, no such moves are expected.

Under the commission's fairness policy and rules, a broadcaster is required to send to a person or group that has been personally attacked a tape, transcript or accurate summary of the broadcast, a notification of the time of the attack and an offer of reply time. Shortly after the rule was promulgated last July, it was amended to exempt bona fide newscasts and on-the-spot coverage of news events.

Under the new amendment, the ex-

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Not exempt, however, are documentaries and editorials. The commission said that personal-attack right of reply in news documentaries "is clearly germane and important to informing the public fully." There is no inhibition, the said, since the documentary is assembled over a period of time.

As to editorializing, the commission said this right carries with it also the duty of notifying the appropriate person or group attacked and offering opportunity to respond.

Two Objecting * The commission's action stems from two sources: Early this month, it was advised by Donald F. Turner, chief of the antitrust division of the Department of Justice, that although the department was ready to side with the commission in the litigation, the rules pose "possible problems that might be minimized by appropriate revision." (Broadcasting, March 4). Also, in briefs filed for the appellants, CBS made a sustained attack on the effect of the rules as then written on commentary and analysis by its newscasters. The commission's action last week is believed to have been spurred also by this analysis, although some outside lawyers in the case aren't sure that the new amendments fully meet the CBS complaint.

RTNDA and NBC have consistently challenged the constitutionality of the FCC's authority to establish rules on fairness. CBS's argument has been principally on the procedure by which the commission adopted the rules. The Loevinger-Cox dialogue was extensive. Mr. Loevinger's dissent ran 10 pages of single-spaced typewritten text; Mr. Cox's rebuttal, nine pages, also single-spaced.

In a stinging rebuke to his colleagues, the former Minnesota state supreme court justice and ex-chief of the Department of Justice's antitrust division, dissented "because I believe that the commission reasoning and procedure throughout this case have been wholly inadequate to the issue, and that the rules as now revised are unwise, invalid and unconstitutional in abridging free speech."

Although Mr. Loevinger acknowledged that he went along with the adoption of the original personal-attack rules, he recalled that he expressed the belief then that the rule would have been better if it were clearer on scope and operation. Now, he said, he's had second thoughts: "I have come increasingly to doubt the ability of the commission either to formulate a clear and practical statement of the principle or to administer such a principle wisely and justly."

At another point, Mr. Loevinger expressed the belief that "perhaps it is inherent in the institutional administrative process, particularly of agencies burdened with the overwhelming volume of the FCC's docket, that scope of consideration will be limited, specialized and parochial, and the skills will be technological . . . ."

The personal-attack rules as revised, he added, "seem clearly to burden and thus abridge, free expression through the broadcast medium."

Not Revision * Mr. Cox, in pointed rebuttal to his dissenting colleague, stressed repeatedly that the revisions adopted by the commission were not due to fears that the original rule would inhibit freedom of expression by broadcasters but "for the sole purpose of removing any possible grounds for concern that the rule would inhibit freedom of speech in the area of broadcast news."

He termed Mr. Loevinger's effort to "confess error" for the majority of his colleagues as "not only without factual basis but presumptuous."

Mr. Cox said he doesn't recall Mr. Loevinger offering any suggestions to make the rule clearer last July when it was originally adopted, although he agrees that Mr. Loevinger said it should be more clear. This Mr. Cox referred to as Commissioner Loevinger's "handy escape hatch." Mr. Loevinger, Mr. Cox said, "likes to complain of the poor quality of draftsmanship displayed by all of the rest of us, but is chary about contributing to improved performance of our duties in this area."

There is no difficulty in distinguishing between commentary and editorializing, Mr. Cox said. Over the years, he commented, the distinction has become quite clear; he even quoted from a 1963 National Association of Broadcasters booklet on editorializing.

He did add, however, one element of the newly changed rule that has not been obvious: commentary or analysis not included in any of the three exempt news-type programs clearly falls under the requirements of the personal-attack rule.

And, he added, the exemptions are applicable not only to Eric Sevareid but also to the "commentary of Richard Cotton and Carl McNitre if presented within such [exempted news] programs."

Unlike Mr. Loevinger, Mr. Cox said he "strongly believes that the fairness doctrine, including the personal-attack facet, promotes the First Amendment freedoms, rather than restricting them."

Georgia group seeks aid for ASCAP test

The Georgia Broadcasters Music Committee, on the eve of its proposed court case against the American Society of Composers, Authors and Publishers, has sent out a broadside mailing to all AM's asking for moral and financial support.

The letter, signed by Ed Mullinax, WLAG LaGrange, Ga., chairman of the committee, notes that "numerous stations have shown interest in the Georgia group's attempt to get lower ASCAP rates and that some have offered support. It asks all AM's interested to contribute $100 to the war chest, which now has more than $5,500. Of that sum, $2,500 was contributed by the Georgia Association of Broadcasters and the remainder came in $100 pledges from stations. The Georgia committee is "asking lower rates for all stations not using ASCAP music for more than 25% of their total music programming." Stations which have not signed the new ASCAP contract that was negotiated last year by the all-industry committee have been given until April 20 to do so by ASCAP. The Georgia group hopes to have the matter in court by then and intends to file in the New York federal court by April 12.

The Mullinax letter notes that a sur-

**NBC special to review campaign tactics**

NBC News will look at the nation's political campaigns, past and present, during a one-hour color-TV special scheduled for May 10.

Billed as an "affectionate, playful NBC News review of American political-campaign techniques," American Profile: Somehow It Works will explore the roots of campaign techniques and will try to forecast the future of campaigns, which are getting more expensive each year, the network notes. Historic film dating back to the turn of the century will be used, as will interviews with politicians, and film from the current gubernatorial primary race.

Stuart Rosenberg will produce the program, and NBC News correspondent Edwin Newman will be writer and on-camera reporter.

Sponsors are New York Life Insurance Co., through Compton Advertising, both New York; Abbott Laboratories, through Tatham-Laird & Kudner, both Chicago, and Lever Bros. Co., through J. Walter Thompson, both New York.
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San Diego Chargers sign with UHF

A one-year contract has been entered between KCST-TV (ch. 39) San Diego and the San Diego Chargers giving the independent UHF station exclusive local television rights to all 1968 games of the American Football League club. According to Irv Kaze, business manager of the Chargers, the new contract will provide "the most extensive television coverage of any pro-football team."

Under the supervision of sports director Bob Chandler, KCST will televise live coverage of two pre-season road games; Monday night video tape replays of three home pre-season games; regular AFL league games not shown by NBC-TV; a weekly show with coach Sid Gillman; highlights of all pre-season and league games, and a kickoff special.

Filmatlon lands another Saturday berth

Filmatlon Associates, six-year-old North Hollywood animation firm, sold its second half-hour network series in as many weeks last week. The company's latest sale is an animated version of Fantastic Voyage, the 1966 20th Century-Fox feature film release about miniaturized scientists fighting microscopic enemies in the bloodstream of humans. The TV series, which will be a coproduction between Filmatlon and 20th Century-Fox TV, is scheduled for a Saturday morning time slot on ABC-TV.

Last month, Filmatlon announced sale of a series based on the comic book character "Archie" to CBS-TV. It's also slated for the Saturday morning line-up. Filmatlon turns out three other animated shows for children on Saturdays. Superman and Aquaman are on CBS-TV, while Journey to the Center of the Earth is on ABC-TV.

NBC doesn't want to dance with CBS

But McCarthy says he'll dance with all or none

Competition between two network news operations last week resulted in a hassle over a Milwaukee hotel's ballroom.

NBC News relinquished its reservation for the ballroom in the Sheraton-Schroeder hotel, campaign headquarters of Senator Eugene McCarthy (D-Minn.) during his fight for the Wisconsin primary vote April 2.

The network had originally signed for the ballroom and reportedly promised the McCarthy staff that the senator, his supporters, and most other newsmen would be allowed to use the ballroom to meet after election returns came in. To be excluded from the ballroom reportedly would have been NBC News' principal rival, CBS News.

NBC, however, denied it had reserved the space in an effort to exclude CBS newsmen.

Senator McCarthy's aides were apparently miffed at the NBC tactic, and insisted that either NBC release the ballroom to them or they would move their meeting to another hotel where all news media would be granted equal access. NBC acceded to the request, granted ballroom rights to the mayor of Milwaukee, who, in turn, gave the ballroom to the senator.

Red-hot Competition - The minor contretemps over the Milwaukee ballroom was characterized by newsmen from both networks as one more example of the intense competition among the electronic news media, especially between CBS and NBC, over coverage of 1968 politics.

Following the recent New Hampshire primary, CBS "scooped" NBC by interviewing Senator McCarthy at a hidden location. Later, CBS invited the senator to WAB-TV Green Bay, Wis., where he was campaigning, to watch Senator Robert F. Kennedy (D-N.Y.) announce his entrance into the race for the Democratic presidential nomination. CBS newsmen were on hand at WAB-TV, a CBS affiliate, to immediately record his reaction to Senator Kennedy's announcement. NBC had to wait until CBS finished.

Whatever turns the competition takes, all three networks—ABC, CBS, and NBC—will be in Wisconsin on April 2 in force.

ABC News will present a televised report 11:30-11:45 p.m. (EST) and a special five-minute telecast at 10:55 p.m., when a projected winner is expected to have been determined.

CBS-TV will analyze the day's voting during a news special broadcast in color, 10:10-10:30 p.m. (EST), in some parts of the country, and 10:30-11 p.m. in others.

NBC's Huntley-Brinkley Report will originate in Milwaukee on April 2 and April 3. When the polls close at 9 p.m. (EST), NBC will present a one-minute TV report. There will also be three five-minute TV reports interrupting NBC's Tuesday Night at the Movies, and a half-hour news special at 11:30 p.m. (EST).

Court awards 'Queen' less than expected

ABC Inc. last week got crowned for $660,286 in breach-of-contract damages by the Queen For A Day radio-television show. The verdict in behalf of Queen For A Day Inc., producer of the long-running audience-participation show, was brought in before a Los Angeles superior judge after a four-week trial and three days of jury deliberations. In the context of the trial, it was not a princely award for the Queen show. Robert Temple, president of the production company, had asked for $5,125,000 in damages, claiming ABC in October 1964 had canceled the television version of the show too late for arrangements to be made to sell it to another network. He contended that ABC allowed the production company to make plans and incur expense for the 1964 season when it knew the show was going to be dropped.

The program began on radio in 1945 and moved to television in 1948. Cancelled on Oct. 2, 1964 after 5,074 radio and TV broadcasts, it was carried by Mutual for some 10 years and by NBC and then ABC for more than four years each.

KVI gets rights to Seattle's A.L. club

Golden West Broadcasters' KVI Seattle has signed an exclusive six-year contract to broadcast all games of the new Seattle American League baseball team beginning in 1969. No price for the six-year deal was disclosed.

The contract was signed by Bert West, vice president and general manager of KVI, and Dewey Soriano, president of Pacific Northwest Sports, owner of the new franchise.

Discussions are being held for televising Seattle's games, but no agreement has been reached.
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BROADCASTING, April 1, 1968
TV NETWORK SHOWSHEETS: the lineups for the second quarter

Networks are listed alphabetically with the following information: time, program title in italics, followed by sponsors or type of sponsorship. Abbreviations: sus., sustaining; part., participating; alt., alternate sponsor; co-op, cooperative local sponsorships; cont., continuing; eff., effective. All times Eastern. Showheets are published at the beginning of each quarter.

SUNDAY MORNING
8:30-10 a.m.
ABC-TV 8:30-9:30 No network service; 9:30-10 Benny and Ceci, part. CBS-TV 8:30-9 Sunday Session, sust.; 9:30 Tom & Jerry, part; 9:30-10 Underdog, part. NBC-TV No network service.

10 a.m.-Noon
ABC-TV 10-10:30 Lines in the Heartland, General Foods; 10:30-11 Peter Polmon, part; 11:00-11:30 The Hollywood Squares, part.; 11:00-11:30 Carousel, sus.; 11:30-12 No network service.

SUNDAY AFTERNOON-EVENING
Noon-1 p.m.
ABC-TV No network service. CBS-TV 12:30-3 No network service; 12:30-1 Face the Nation, part. NBC-TV No network service.

1-2 p.m.

2-5 p.m.

5-6 p.m.
ABC-TV No network service. CBS-TV 5-6-10 Celebrity Game, part.; 5:30-6 Amigo Hour, part. NBC-TV 5-6-10 Animal Secrets, part.; (Eff. April 28). 5:30-6 Frank McGee Sunday Report, part.

6-7 p.m.
ABC-TV No network service. CBS-TV 6-8-15 Century, Union Carbide; 6:30-7 No network service. NBC-TV 6-8-15 G. E. College Bowl, General Electric; 6:45-7 Flipper, part.

7-8 p.m.
ABC-TV 7-8 Voyage to the Bottom of the Sea, part. CBS-TV 7-8 Last Tango in Paris, part.; 7:30-8 Gentle Ben, part; Kodak, part. NBC-TV 7-8 Wild Kingdom, Mutual of Omaha; 7:30-8 Walt Disney's Wonderful World of Color, RCA, Kodak, Gulf.

8-9 p.m.
ABC-TV 8-9 The FBI, Ford. CBS-TV 8-9 Sullivan Show, part. NBC-TV 8-9 Walt Disney, cont.; 8:30-9 The Mothers-in-Law, P&G.

9-10 p.m.
ABC-TV 9-11 Sunday Night Movie, Gillette.

L&M, R. J. Reynolds, part.
CBS-TV 9-10 Smothers Brothers Comedy Hour, part.
NAT-TV 9-10 Bonanza, Chevrolet.

10-11 p.m.
ABC-TV 10-11 Movie, part.
CBS-TV 10-11 Mission Impossible, part.
NAT-TV 10-11 The High Chaparral, part.

11:15 p.m.
ABC-TV No network service.
CBS-TV 11-11:15 News with Harry Reasoner, part.
NAT-TV No network service.

MONDAY-FRIDAY
7-10 a.m.
ABC-TV No network service.
CBS-TV 7:05-7:30 CBS Morning News, part. (two fees); 8:10 Captain Kangaroo, part.; (two fees)
NAT-TV 7-8 Today Show, part; 8-9 No network service.

10-11 a.m.
ABC-TV 10-10:30 No network service; 10:30-11 This Morning, part.

11 a.m.-Noon
ABC-TV 11-12 This Morning, cont., part. CBS-TV 11-12 And Andy of Mayberry, part.
NAT-TV 11-12 Dick Van Dyke, part.
NAT-TV 11-12 Personality, part.; 11:30-12 The Hollywood Squares, part.

Noon-1 p.m.
ABC-TV 12-12:30 Restoached, part.; 12:30-1 Treasure Island, part.

1-2 p.m.
ABC-TV 1-1:30 Dream House, part.; 1:30-2 Wedding Party, part.
CBS-TV 1-2 Sunday Session, sust.; 1:30-2 As The World Turns, part.
NAT-TV 1-2 No network service; 1:30-2 Let's Make a Deal, part.; 1:30-2 Nancy Dickerson with the News, Clatrol.

2-3 p.m.
ABC-TV 2-2:30 The Reulyn Game, part.; 2-3:30 The Baby, part.; 2-3:30 Children's Doctor, Bristol-Myers.

3-4 p.m.
ABC-TV 3-3:30 General Hospital, part.; 3-3:30 Dark Shadows, part.
CBS-TV 3-3:30 To Tell The Truth, part.; 3-3:30 CBS Afternoon News, part.; 3-30 The Edge of Night, part.
NAT-TV 3-3:30 Another World, part.; 3:30-4 You Don't Stop, part.

4-5 p.m.
ABC-TV 4-4:30 The Dating Game, part.
CBS-TV 4-4:30 The Secret Storm, part.; 4:30-5 No network service.
NAT-TV 4-4:30 Match Game, part.; 4-4:30 30 Fond Kluber with the News, part.; 4-5 No network service.

5-7:30 p.m.
ABC-TV 5-6 No network service; 5-6-10 ABC Evening News with Bob Young, part.
NAT-TV 5-6 News (2nd feed); 7-7:30 News (3rd feed).
CBS-TV 5-6-7 No network service; 5-6-7 CBS Evening News, part.; 7-7:30 News, part.; 7-7:30 NBC News, part.
NAT-TV 5-6-7 No network service; 5-6-7 Huntley-Brinkley Report, part.; 7-7:30 Huntley-Brinkley, (3rd feed).

11 p.m.-1 a.m.
ABC-TV 11-11:30 No network service; 11:30-1 The Joey Bishop Show, part.
CBS-TV No network service.
NAT-TV 11-11:30 No network service; 11:30-12:30 Andy Williams, part.; 12:30-12:30 The Tonight Show, part.

Specials remaining in the second quarter

ABC-TV
April 4: 9-10 p.m. The California Girl
April 14: 9-10 p.m. The Confrontation
April 9: 8:30-9:30 p.m. One More Time—with Wayne Newton
April 9: 9:30-10 p.m. The Great Movies
April 8: 9-10 p.m. conclusion
The Academy Awards
April 9: 10-11 p.m.
The Comedy of Ernie Kovacs
April 13: 9:30-10:30 p.m. Miss Teen International Beauty Pageant
April 18: 4-5 p.m. The Legend of Mark Twain
April 14: 9-10 p.m. The Robe
April 15: 7:30-8:30 p.m. The Minstrel World of Jacques-Yves Cousteau
April 17: 7:30-8:30 p.m. Time in Hell
April 17: 9-11 p.m. The Desperate Hours
April 18: 7-9 p.m. The Baby Doll M for Murder
June 25: 6:30-9 p.m. The Undersea World of Jacques-Yves Cousteau
June 28: 8-9 p.m. conclusion

CBS-TV
April 6: 8:30-9 p.m. Charlie Brown's All Stars
April 7: 9-10 p.m. Dick Van Dyke Special
April 11: 9-10 p.m. Masters Golf Tournament
April 14: 9-10 p.m. Masters Golf Tournament
April 16: 9:30-10:30 p.m. National Geographic Special

BROADCASTING, April 1, 1968
Beckwith's first sold to L&M for network TV

The first TV special to be produced by Beckwith Productions, New York, is Things Are Changing, a half-hour program that has been sold to Liggett & Myers for network showing next fall, it was announced last week by Aaron Beckwith, president. The network and time will be revealed at a later date. The special, according to Mr. Beckwith, is "a humorous whirlwind tour of the revolutionary changes taking place in the American way of life."

Buyer's plea turned down

A U.S. district court judge in Los Angeles last week denied a motion by a would-be private purchaser to intervene in the sale of Gulf & Western Industries Inc.'s Desilu Culver studios. Saul Pick, a real-estate developer, reportedly bid $3,375,000 for the studio property in Culver City, Calif. Gulf & Western, which acquired the studio lot as part of its $17-million acquisition of Desilu Productions Inc. last year, claimed the property is worth $4,750,000. Mr. Pick asked the federal court to fix terms for the sale (Broadcasting, March 25). Under a previous consent decree from the U.S. Department of Justice, G&W was ordered to sell the Desilu Culver property.

Review conflict between prime time and Olympics

ABC-TV officials are grappling with plans for summer Olympic coverage in hopes of minimizing disruption of its fall season programming. Olympic events will be held Oct. 12-28 in Mexico City, and ABC has already disclosed it'll open its 1968-69 schedule no earlier than Sept. 29 (Broadcasting, March 11).

The amount of live coverage in prime hours may depend mostly on the interest of events at a given time, but it's possible up to 10 hours (or more) of coverage, live or delayed, will fall in prime time over the period.

In addition to ABC decisions as to how much Olympic fare the network will have to figure on covering live, executives are considering other schedule adjustments in setting plans: bigger audience program blocks may be advanced on schedule (for example, move-up of movie from 9 p.m. to 7:30 p.m.), "flip-flop" of programs may be set for given night, and ways found to limit pre-emptions wherever possible to time periods of established programs.

Syndicated movie to get network-TV exposure

A feature film that has been in syndication since 1961 will get a prime-time network showing next month. The Xerox Corp., Rochester, N. Y., will sponsor "Paths of Glory," on ABC-TV on Wednesday, May 1 (9:30-11 p.m.), even though the motion picture has been shown on late-evening programs throughout the country.

In explaining Xerox's position, David J. Curtin, vice president in charge of communications, said the film "has never enjoyed the audience it deserves." The motion picture was acclaimed by the critics, he pointed out, but played to "surprisingly small audiences when released to theaters and the number of viewers for local, late-night TV movies is seldom very large." Accordingly, Xerox "is happy to make it available to the millions who have not seen it," he said. Xerox agency is Papert, Koenig, Lois, New York.

Browns sign with WHK

WHK Cleveland has signed a three-year contract with the Cleveland Browns football team for broadcast rights to all pre-season, regular and post-season games. WHK, which will feed regional radio networks in the Midwest, succeeds WREX, whose contract expired last season.

Radio, TV garner Gabriel awards

The Catholic Broadcasters Association of America presented Gabriel awards for outstanding achievement to radio and television broadcasters last week at the CBA convention at Notre Dame University, South Bend, Ind.

For artistic achievement in a television program reflecting Jewish or Christian principles, winners are: ABC-TV for Robert Scott and The Race to the South Pole, WKYC-TV Cleveland for Montage, Religious Television Associates for The Spectrum Series, and the Catholic Diocese of Oklahoma City and Tulsa and KOCO-TV Oklahoma City for Cities and Silly Putty.

For outstanding achievement in a television program of informational value reflecting religious principles, winners are: Westinghouse Broadcasting Co. for The Victims; WJZ-TV Baltimore for Exit to Nowhere, the Southern Baptist Radio Commission and NBC-TV for The Vine, and the Archdiocese of St. Louis and KMOX-TV St. Louis for The Church Is You series. WNBC-TV New York was cited for consistent high-quality programing.

Radio Awards • Radio programs receiving artistic achievement awards were ETV by NBC and the Jewish Theological Seminary; John F. Kennedy—A Tribute to a Man, by WMAY Chicago; The Catholic Hour, by NBC and the National Council of Catholic men, and Kaleidoscopic Concentrics, by the Council of Churches of Cleveland and WHK Cleveland.

Cited for outstanding achievement of informational value are: Religion in the News by Paulist Productions; Here in These Fields by KABC Los Angeles; American Profile by Trafo-The Meth-
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The Amperex Plumbicon camera tube is broadcasting's most accepted pickup device for live colorcasts. In fact, by year-end, 80% of all live color broadcasts will originate with Plumbicon-equipped color cameras.

To meet the ever-increasing demand for this device, a new manufacturing facility has been built and is in production in Rhode Island.

This new Amperex facility is more than just the world's most modern electro-optical production plant. Here, some of the world's most advanced research and development is conducted on TV pickup devices, image intensifiers and other light sensitive components. As the Plumbicon camera tube is the measure of our past success, so it is also the direction of our future.

If you would like to know more about our new electro-optical facility or about the products produced here, write to: Product Manager, Electro-Optical Devices Division, Amperex Electronic Corporation, Slatersville, R.I. 02876.
odist Church, and *Readers and Critics* by the Archdiocese of San Francisco and KGO San Francisco. KMOX St. Louis received the award for consistent high-quality radio programming.

**Writers Guild honors 15 for radio-TV scripts**

A total of 15 writers were honored for best-written scripts in television and radio at the 20th annual awards show of the Writers Guild of America on March 23.

In TV anthology, S. Lee Pogostin won for "Crazier than Cotton," a Chrysler Theater production on NBC-TV. The comedy-episodic award went to Marvin Marx, Walter Stone and Gordon Rod Parker for "Movies are Better than Ever," a Honeymooners segment from CBS-TV's Jackie Gleason Show. Five writers—Mel Brooks, Sam Denoff, Bill Persky, Carl Reiner and Mel Tolkin—were honored in the comedy non-episodic division for their CBS-TV special, *The Sid Caesar, Imogene Coca, Carl Reiner, Howard Morris Special*.

In dramatic-episodic, "The City on the Edge of Forever," written by Harlan Ellison for NBC-TV's *Star Trek* was winner. Other winners: Robert Rogers of NBC News documentary, Theodore Strauss and Terry Sanders for David Wolper's *The Legend of Marilyn Monroe*.

A special award was given to Shimon Winzelberg for a program written for KNXT (TV) Los Angeles. A radio award went to Peter Wolfitz for *A Deadly Mistake*, a news special written for WCAU New York.

**Three little piggies on anti-litter binge**

Litter is for pigs, not people. That's what an Advertising Council TV campaign on behalf of Keep America Beautiful Inc., New York, is telling the people.

The one-minute spot portrays pigs in people situations on a littered city street, a highway, a beach and a picnic area. At no time is a human being shown.

The film, created by Lennen & Newell, New York, will be seen on the networks and local TV stations.

**Drumbeats...**

Burnett booklet • Advertising agencies don't spend all their time putting out promotion for others. Leo Burnett Co., Chicago, is publishing a 32-page booklet showing how its "creative flair" and "business acumen" gives Burnett the balance requisite to serve clients well. The story is told by historical anecdotes about famous figures down through the ages.

Chicago talent • WMAQ-TV Chicago last week launched a major talent hunt to discover outstanding performing arts students in the greater Chicago area. The hunt will culminate this fall in a prime-time hour color musical special featuring the young people. $300 scholarships will go to six chosen for lead roles. Twenty others will win supporting roles.

Sarnoff saluted • Robert W. Sarnoff, president and chief executive officer of RCA, was decorated as Commander in the Order of Merit of the Italian Republic. The decoration, the Italian government's second highest civilian honor, was presented by Vieri Traxler (r), Italy's consul general, in New York. Mr. Traxler said the award reflected the desire of the Italian government to express its appreciation to Mr. Sarnoff for his many contributions to the promotion of closer understanding between Italy and the U.S.

Film pay-off • Four-year-old Donald Hanke of Oak Park, Ill., visited Garfield Goose and program host Frazier Thomas on wgn-TV Chicago last week to thank him for saving his life. Mr. Thomas recently aired a Boy Scout film on rescue breathing and Donald's
mother saw it just before her son fell into a creek and had stopped breathing when rescued. The film had been sponsored as a public service by Prudential Insurance Co. of America.

Promotion partnership - Chuck Biore Creative Services and Gene Weed Productions, both Hollywood, have formed The Film Factory, a company that will produce record promotion films for television. The Film Factory expects to produce and distribute promotional films for record companies to some 130 television stations across the country. Chuck Biore Creative Services creates and produces radio commercials. Gene Weed Productions reportedly recently completed filming a television pilot called Location, USA.

Extra mileage - A color commercial placed by wgn Continental Broadcasting Co. Feb. 18 on NBC-TV to sell the station group on the "I Remember Illinois" special will become a promotion spot starting April 4 and thereafter on wgn-TV Chicago in recognition of the station's 20th anniversary celebration. Produced in color video tape at wgn Continental Productions Inc. by wgn-TV's agency, Foote, Cone & Belding, the spot depicts the history of wgn and the growth of wgn-TV and the other wgn Continental stations,kdal-am-TV Duluth, Minn. and kwgn-TV Denver. The NBC-TV show was re-broadcast in February by wgn-TV and kwgn-TV.

Meeting servicemen's needs - wood-am-fm and wlay-am-fm, both Grand Rapids, Mich. staged a joint 12-hour marathon on March 23 as part of a highly successful campaign to aid American servicemen in Vietnam. The campaign, "Project Vietnam, Thank You," initiated by Robert Plekker of Hudsonville, Mich., began when servicemen in Vietnam were asked to list their needs in questionnaires supplied by the Christian Reformed Laymen's League. The results indicated the most needed items to be water sweeteners, socks, cleansers, pencils, paper and Bibles. The two-station marathon in Grand Rapids raised over $54,000 in the 12-hour period which was enough to provide more than 100,000 kits containing the items requested by the servicemen.

Station chooses agency - wood-am-fm Miami has appointed Kingen Feleppa O'Dell, New York, to handle advertising and promotion. Campbell-Dickey Advertising, Fort Lauderdale, Fla., is the former agency.

Safety Council deadline - National Safety Council, Chicago, reported last week it now is accepting broadcast entries for its fourth annual public service awards competition covering safety shows aired in 1967. Entry deadline is
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The appointments, announced by Secretary of State Judy LaMarsh in Ottawa, are in line with the new Broadcasting Act passed by Parliament. The appointments represent an almost complete change of personnel at Canada's regulatory agency. Mr. Juneau and part-time member Dr. Gordon Thomas are the only holdovers from the BBG.

Appointed vice chairman of the CRTC is Harry J. Boyle, 52, supervisor of radio network features for the Canadian Broadcasting Corp.

In addition to Mr. Juneau and Mr. Boyle, the other three full-time members named are Harold A. (Hal) Dornan, 49, a former public-relations man and press secretary to Prime Minister Lester Pearson; Pat Pearce, radio-TV columnist for the Montreal Star, and Real Therrien, 41, a Quebec City broadcasting consultant.

Real Power — These five full-time members of the CRTC, all appointed for a term of seven years, will do most of the work and exercise most of the power. The 10 part-time members, which constitute the executive committee of the CRTC, have the power to issue, amend and renew broadcasting licenses. The executive committee must consult part-time members, but the committee is not bound by their views. The function of part-time members generally is to give regional representation on the radio-television commission.

Although salaries for the full-time members were not released immediately, it is understood the vice chairman will receive about $27,000 a year while the other full-time members will get about $24,000.

The 10 part-time members are paid only for the time they are engaged on business of the CRTC.

Part-time members appointed for five years are: Miss Helen James, former supervisor of daytime programming with the CBC, who now works for the Canadian Radio-Television and Telecommunications Commission; Mr. Juneau; Mr. Boyle; and the other three part-time members named.

Continuing Policies — Pierre Juneau, the 48-year-old Montrealer picked to head the new regulatory authority, has said that he feels the rules of the CRTC should not be used to stifle creativity. He said the authority should aim to bring better broadcasting to Canada "by promoting the good things that are already there." He said "rules will not produce quality, will not produce excellence. They will not produce vitality or initiative."

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Chairman Juneau

Children's Aid Society in Toronto; Armand Cormier, president of Arcadian Industries Ltd. in Moncton, N. B.; John Shanks, owner of Sprague Distributors Ltd., a Manitoba lumber firm, and former chairman of the Manitoba Industrial Development Board.

Part-time members named for four-year terms are Mrs. Gertrude Laing of Calgary, Alberta, currently a member of the royal commission on bilingualism and biculturalism and former vice president of the Canadian Welfare Council; Dr. Gordon Thomas, a surgeon and supervisor of the International Grenfell Association Mission in St. Anthony, Nfld.; Gilles Marcotte, head of the Canadian literature department at the University of Montreal and former newspaper literary critic, and Dr. Northrop Frye, former principal of Victoria College at the University of Toronto.

The remaining part-time members, named for three-year terms, are Gordon Hughes, Windsor, N. S., president of Ocean Co. Ltd. and Evangeline Savings and Mortgage Co.; Colombe Cliche, vice president of Cliche and Associates Ltd. and a member of the Quebec City chamber of commerce, and George McKeeen of Vancouver, B.C., president of Straits Towing Co.

Big top treat = WBAL-TV Baltimore let everybody know the circus had come to town. Working with the Baltimore police department and the mayor's office, WBAL-TV made 9,500 tickets to the Ringling Brothers and Barnum & Bailey Circus available to Baltimore children free of charge, according to Vice President and General Manager Brent O. Gunts. The special performance was taped and was carried an NBC-TV network special on March 22.

Pioneer presentation = Dr. Leon Levy will be honored by the Philadelphia chapter of Broadcast Pioneers with its annual award at a testimonial banquet on May 16. Dr. Levy is a former owner of WCAU Philadelphia and one of the founders of CBS.

INTERNATIONAL

Canada names new radio-TV board

JUNEAU, BOYLE PICKED FOR TOP POSTS IN REGULATORY AGENCY

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Our Newscasters...free to speak the truth

Able to reveal the truth without reprisal by a dictatorial government, the men and women of radio and television's news departments, by seeking the facts and broadcasting the facts, have alerted us to the dangers of creeping socialism.

Free from the constant threat of drastic penalties...or of outright seizure and confiscation...for criticizing government policy, these newscasters and commentators have continued to speak the truth.

At the same time, through individual initiative and enterprise, they have made American radio and television a living, powerful force—a new dimension in communication seen and heard by millions.

Is it any wonder that those who seek to destroy the freedoms that make our Nation great, advocate federal ownership of certain businesses?

Freedom of broadcasting, as well as freedom of individual initiative and enterprise, must be maintained to keep America powerful.

FLORIDA POWER & LIGHT COMPANY
HELPING BUILD FLORIDA

BROADCASTING, April 1, 1968
Report urges USIA review

Citizens' committee suggest 'new look' at agency's function

A call for a top-to-bottom review of the operations and underlying concepts of the U. S. Information Agency, operator of the Voice of America, has been called for the U. S. Advisory Commission on Information, a citizens' review committee headed by CBS President Frank Stanton.

And in the process, the advisory commission suggested that such a review should also include a re-examination of its own purposes and necessity—a development that could lead to the commission's advising itself out of business. Invoking USIA's 20th anniversary as a proper time for stock-taking, the commission notes that it, too, is 20 years old, and, "as there is need for a new look at USIA, so also is there need for a re-examination of the role—and indeed the existence—of the . . . commission.

"Our mission . . . must be responsive to the times, and we invite congressional satisfaction of that question," concludes the commission's 23d Report issued Wednesday (March 27).

U. S. Circulation • Also strongly recommended by the commission is another congressional look at the possibility of domestic availability of USIA's products, designed for overseas consumption, that are not now available for inspection by citizens. Long a commission goal, under Dr. Stanton, domestic availability was the subject of compromise legislation that failed of passage last year.

The Senate Foreign Relations Committee vetoed a commission proposal that would have permitted agency distribution on a request basis, but approved a measure that would have permitted the USIA to establish a central file of agency materials for citizens' inspection, but without distribution (BROADCASTING, May 15, 1967). But even that measure made no further legislative progress.

Proposed in the current report is an expansion of the central-file plan, with depositories maintained at selected universities with schools of international relations. The commission also holds by its recommendation that domestic distribution of specific items be made on request, but with no agency promotion of availability. Congress had been traditionally hostile to domestic distribution on grounds that USIA could too easily become a propaganda arm of the government with internal impact on national affairs.

The call for re-examination of USIA, the commission notes, stems from a recommendation, now eight years old, that independent review be undertaken at least every three years. It's recommended that the review be made by a nongovernment organization, under contract, so that Congress could gain suggestions unbiased by either congressional or administrative viewpoints.

New Form • Pointing the way for such a study, the commission urges large-scale restructuring of the agency, with improved liaison between USIA and the State Department (and with more USIA influence on foreign policy). One possibility would be consolidation of all overseas information programs into one agency with cabinet rank. Another would be consolidation of such functions "within a restructured Department of State."

The advisory commission also enters a plea for money to support direct contacts with media overseas: "Increasingly, the message is better delivered by hand than by handout."

The Voice of America, which under-

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**AMPEX**

**WHY NOT TALK TO AMPEX NOW**

about starting at Ampex soon?

A rapidly expanding Broadcast Video Division is now selling more Ampex equipment to more new Ampex customers. To continue, Ampex needs more new people.

We want to talk now to experienced:

- **BROADCAST VIDEO SALES ENGINEERS**
- **FIELD SERVICE ENGINEERS**

Positions for thoroughly experienced, qualified sales and service engineers exist throughout the United States.

If you'd like to join the first team in broadcast sales, send your resume to Mr. R. B. Rutman, Ampex Personnel Department, 2655 Bay Road, Redwood City, California 94063 or . . .

**WHY NOT TALK TO AMPEX NOW**

Al Sroka can be reached in the Ampex Hospitality Suite, Extension 607A

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**AMPEX**

An Equal Opportunity Employer
We’re not suggesting twin TV towers...

—But if twin TV towers are what you want, we know how to build ‘em!

Ask any Stainless’ customer. Since 1947 we have supplied guyed and self supporting structures of every imaginable type, size and shape—from AM radiators to the world’s tallest and most sophisticated supports for TV, microwave, CATV.

We do suggest you take advantage of this valuable experience, no matter what your tower needs may be. Ask for details.
See Stainless, Inc., North Wales, Pa. 19454
In Canada: Walcan, Limited, Toronto.

Stainless, inc.

Unique exposure during erection of one of Stainless’ tall TV towers.
went wholesale revisions in formats a year ago, is advised that change must become a constant in everyday operations. Cited are advances in technology (transistor radios in underdeveloped lands render short-wave less useful, and programs supplied to local outlets more appropriate) and the global revolution in popular tastes.

The commission also sees personnel problems approaching for the agency as a large body of experienced staff members approach retirement, necessitating internal programs for career development.

In addition to Dr. Stanton, the advisory commission consists of Sigurd S. Larmon, former board chairman of Young & Rubinac, New York; M. S. Novik, New York radio-television consultant; Palmer Hoyt, editor and publisher of The Denver Post, and Thomas Vail, editor and publisher of the Cleveland Plain Dealer. Members are appointed by the President and confirmed by the Senate.

Self-policing needed to quell ad attacks

Government interference in the marketing process hasn't worked outside of the U.S., hence those stateside could learn from these experiences and head off further federal inroads through better self-policing of advertising abuses whenever found.

So John C. Lockwood, president of Lever Bros. Ltd., Canada, cautioned last week in a talk before the Midwest marketing meeting of the National Industrial Conference Board in Chicago. He cited cases in Canada and Britain as illustrations.

The Canadian businessman observed he has spent the best part of a lifetime making and selling goods and is proud of the contributions his firm has made to the economy of that country. Yet in Canada as in the U.S. in recent years, he explained, ill-founded attacks on advertising and marketing have increased considerably.

"At a parliamentary investigation in Canada in the fall of 1966 we, together with many leading industrialists, were called to Ottawa to face accusations of over-pricing and exploitation," he recalled. "When we explained the integrity of our actions and the modesty of our profits," he said, "these accusations were quickly withdrawn, but the damage was done."

Forced Marketing * An even more serious situation arose in the United Kingdom, he related, when Unilever, his parent firm, and Froster & Gamble "were forced by government pressure to put out new products at lower prices and with lower advertising support to satisfy the intellectuals and the bureaucrats. What were the results? More products on the shelves and an apathetic response by the public."

Mr. Lockwood observed that "we in Canada did the same thing voluntarily in 1966 at the request of the Consumers Association of Canada. We launched a detergent in western Canada at regular prices but with 20% greater weight and adequate advertising support but no (promotional) deals - the very formula suggested by the government and the consumers association. The result: Women stayed away in droves and after six months we were obliged to pick up the stock at great expense."

Mr. Lockwood urged industry to work with government "to counsel and advise them before legislation is passed and let us at the same time so discipline and police our industries that the abuses in the market place which have and do occur are eliminated not by law but by our own pride and self-interest in the work to which we are committed."

Younger Generation * The Lever Bros. executive admitted there is "a credibility gap of some dimension between what we say as marketing men about our products and the reaction of the younger consumer." He noted growing criticism of vulgarity and lack of taste in advertising as one example.

Mr. Lockwood pointed out that advertising under the free-enterprise system has produced a breadth of choice in products never before realized. "Breath of choice has been the hallmark of the wealthy down through the ages," he explained, "and now the mass market in North America enjoys that very privilege."

Others: "The spoiling of good films by too many commercial breaks, which disrupt the viewer's interest and 'exaggerated claims for 'me too' products."

Canadian prerelease issue is dropped

The FCC has given up on its effort to protect northern U.S. television stations from CATV systems that carry Canadian broadcasts of U.S. network programs before they are seen in the U.S.

The commission said as much in an
Imagine that all music suddenly has ceased to exist. Composers have stopped creating. Musicians are silent. The phonograph record is gone. People have stopped singing. A universal language has disappeared in the flash of a moment.

All over the world, the blow is shattering. In the United States the economic loss is beyond belief. 5,000 radio stations, deprived of the majority of their programing, are reducing their schedules or going off the air. Television producers are converting every existing program and every commercial with music to straight talk. Many sponsors are simply cancelling. The juke box is extinct. The recording industry has closed down. The music instrument manufacturing business is obsolete. 15,400,000 children who have been studying music no longer have any use for pianos or violins or woodwinds. The country's 1,436 symphony orchestras and 918 opera producing groups have disbanded. Most nightclubs, theaters, dance halls, concert halls, ballrooms have shuttered their windows. Hundreds of thousands of people who earn their living because of music are now unemployed. The tax loss is incalculable.

A fantasy? Yes, but it makes a point. Music is vitally important in all our lives, in terms of sheer economics as well as of culture.

We are proud that BMI, together with our thousands of affiliated writers and publishers, is one of the many organizations which play a role in supporting and fostering the miracle of music.

If yesterday had been the day music stopped, you wouldn't be hearing about it from us. BMI wouldn't be in business. Nor, possibly, would you.

All the worlds of music
for all of today's audience.
order issued March 22. The order dropped a requirement that four CATV systems in northern Maine afford WAGM-TV Presque Isle, Me., advance nonduplication protection against nearby Canadian stations.

The order approved a transfer of control of Northern Microwave Service Inc., Caribou, Me., from Sam A. R. Al Bair to Communications Capital Corp.

The transfer was conditioned on the company not providing microwave service to CATV systems in WAGM-TV'S service area that do not afford same-day protection to WAGM-TV.

The commission, however, said the advance nonduplication protection the station had requested from the imported signals of CHSJ-TV-1 Bon Accord, N. B., would not be effective. The commission noted that the Canadian station puts a signal over Presque Isle at least as strong as WAGM-TV'S. Consequently, it said, the systems’ subscribers would drop off the cable or buy switches for their sets to permit off-air reception.

No Public Benefit • Thus, the commission said, the requirement would cause inconvenience and expense to the CATV subscribers without substantially benefiting WAGM-TV.

"Resolution of this problem," the commission added, "if possible, therefore lies elsewhere, and we have accordingly decided not to condition the microwave authorization upon advance nonduplication protection."

The action reversed a March 1, 1967, decision when the commission denied the systems' petition for waiver of the nonduplication rule and granted WAGM-TV'S request for advance nonduplication protection.

The systems appealed the order, and the U. S. Court of Appeals in Boston vacated it, and remanded the case to the commission. The court said the commission had given insufficient reasons to support the order.

In its latest decision the commission said it had examined the record in light of the court decision, and "concluded that some modification of the provisions of the earlier order would be appropriate and in the public interest."

Abroad in brief...

Move to color • Great Britain's new independent television company, London Weekend, ordered color television cameras from Electric and Musical Industries Ltd. (EMI), which said that it was the largest single order for color cameras placed by an independent company. The purchase is valued at $1.2 million.

State visit • Ray V. Hamilton, chairman-president, Hamilton-Landis and Associates, Washington station brokerage firm, has returned from a two-week inspection tour of United States Information Service activities in Addis Ababa, Ethiopia. Mr. Hamilton was part of a State Department-sponsored, three-man team, that evaluated the activities of USIS in Ethiopia. While abroad, Mr. Hamilton, and Mrs. Hamilton privately visited Liberia, Ghana, Nigeria, Congo, Union of South Africa, Uganda, Kenya, Mozambique and Tanzania, as well as Athens and Frankfurt.

Monaco's first • The Principality of Monaco and the Societe des Bains de Mer, holding company operating the Casino, hotels and other tourist places, have appointed PGBS, Rome and Milan, Gardner Advertising's partner in Italy, as its first agency. PGBS will conduct a fall tourism campaign and will redesign graphics for the joint clients. Coordination of advertising with the rest of Europe will be handled by Intergard, Gardner's International division headquarters in France, Germany and Belgium.

NCK appointment • Inland Natural Gas Company, British Columbia, has appointed Norman, Craig & Kummel (Canada) Ltd., Vancouver, B. C., as its new agency. The advertising budget has not been determined. McCann-Erickson, Vancouver, was the former agency.

TV buy • Shareholders of British Columbia Television Broadcasting System Ltd. (CHAN-TV Vancouver and CHEK-TV Victoria) have accepted an offer of purchase from three companies, Selkirk Holdings Ltd., Famous Players Canadian Corp. Ltd. and Saturna Properties Ltd. Total purchase price is $50,394,881 in cash and Selkirk class A shares.

FATES & FORTUNES

BROADCAST ADVERTISING

George A. Kirby, VP with Clinton E. Frank Inc., Chicago, named senior VP, general manager of New York office, succeeding Thomas B. Hubbard, who resigns with no plans announced.

William E. Conner, manager of TV-radio department, North Advertising, Chicago, named senior VP.

John O'Brien, account group head with Campbell-Mithun, Chicago, elected VP.

Alvin Bennett, account executive with Benton & Bowles, New York, joins The Gumbinner-North Co., that city, as VP and account supervisor.

Andrew A. Olson, marketing supervisor with Young & Rubicam, Chicago, joins Geyer-Oswald, that city, as VP.

David Williams, account supervisor with Sullivan, Stauffer, Colwell & Bayles, New York, elected VP.

Steve Blaschko, account supervisor with Doyle Dane Bernbach, New York, elected VP. John A. Gibbs, account executive with DDB, Detroit, named account supervisor on Dodge truck account, succeeding John E. Chapin, who resigns with no plans announced. Other changes on Dodge account: Corbin P. Elliott named account executive, trucks; John Albert Bluth Jr., named account executive, car sales promotion; John D. Capen named field representative, Northern New Jersey Dodge (dealers) Advertising Association, and Bruce H.
Many wonders undersea will be unlocked--by the energy of progress.

The energy of progress is electricity. It lights and powers man's life in places where he could not live before. In outer space. And in the search to farm the ocean and find living areas beneath the sea.

The people of the investor-owned electric light and power industry are on the job to make your electric service for tomorrow even better than it is today. Research and development, planning and new construction for the future are a way of life with them. All this means electricity that is dependable, plentiful and low in price—ready to move forward with people wherever they go—truly the energy of progress.

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

*For names of sponsoring companies write to: Power Companies, 1271 Avenue of the Americas, N.Y., N.Y. 10020.

Watch TOMORROW'S WORLD: MAN AND THE SEA on NBC-TV, Friday evening, April 19.
Charters named assistant account representative, dealer advertising association group.

William R. Oliver and Philip S. Yedinsky join N. W. Ayer & Son, Philadelphia, as art supervisor and copy supervisor, respectively.

Frederick M. Harris, VP and account supervisor, and Nella C. Manes, VP and media director, both with former Kal, Ehrlich & Merrick Advertising, Washington, join Ehrlich-Linkens & Assoc., that city, new advertising, marketing and PR firm (Broadcasting, March 4), as senior VP and treasurer and senior VP and secretary, respectively.

Allen J. Larson and Bernard H. Miller, media buyers with Leo Burnett Co., Chicago, named media supervisors.

Billy Davis appointed music director of McCann-Erickson, New York. James D. Webster named associate creative director for art in Chicago office of M-E. Robert G. Mondlock, with Tatham-Laird & Kudner, Chicago, joins M-E as associate creative director of copy.


Richard A. Poe named general sales manager for WQMS-AM-FM Bethesda, Md.

John Stuart Howard, management representative with Ted Bates & Co., New York, elected senior VP.

Julian Brownstein, account executive with WTOP Hartford, Conn., joins WCCO - AM - FM, that city, as general sales manager.

John Kimball with BBDO, New York, as copywriter, joins Cunningham & Walsh, that city, as copy supervisor. John H. Herbert named merchandising supervisor for C & W. Frank Johnson named field merchandising executive.

Wallace E. Clayton, account supervisor with J. Walter Thompson Co., New York, elected VP.

Arthur L. Grimes, Pacific area supervisor for The Interpublic Group of Companies, Hong Kong, joins Benton & Bowles International, New York, as VP.

Charles F. Theiss joins Blair Television, New York, as account executive.

Herbert A. Ericson, VP with BBDO, New York, joins Monsanto Co. textiles division, that city, as advertising and sales promotion director.

Joseph J. McCluskey, local sales manager and assistant to president for ways Charlotte N. C., named general sales manager.

Donald V. Johnson, with Cheesborough-Pond's, joins Alberto-Culver Co., Melrose Park, Ill., as market research director.

Frank N. Moore, with Television Advertising Representatives, New York, joins WLWT(TV) Cincinnati as assistant sales manager.

Martin Friedman, executive art director with Gilbert and Felix Inc., New York agency, named creative director.

Philip G. Jackson, with Ted Bates & Co., New York, joins Hicks & Greist, that city, as account executive.

Robert W. Harkness, account executive with WBNB-FM Binghamton, N. Y., appointed local-regional sales manager, succeeding George S. Rydos, who resigns with no plans announced.

George Riffner, with WPTA(TV) Rock-noke, Ind., joins sales staff of H-R Television's Corinthian division, Chicago.

Richard J. Maloney III, salesman with Mort Bassett & Co., New York, joins Storer Television Sales, Detroit, in similar position.

Jeremiah F. O'Sullivan, account executive, Doyle Dane Bernbach, and Richard J. Horowitz, assistant media buyer, Benton & Bowles, both New York, join Ross Roy of New York Inc., as account executive and assistant account executive, respectively.


Peter Petronio, art director, The Center for Advanced Practice, The Interpublic Group of Companies, New York, and James D. Curnutt, account executive, Doyle Dane Bernbach, New York, join Carl Ally Inc., that city, in similar positions.


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Thorough and professional training courses take you through each phase of television and radio production...everything from camera work and film editing, to producing and directing a show.

Work with professional Radio and Television studio equipment. Study under the direction of experienced men in this field. For complete information, fill out the coupon below.

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MARCH 31st THRU APRIL 3, SUITE 900 CONRAD HILTON HOTEL • CHICAGO, ILLINOIS

BROADCASTING, April 1, 1968
York, joins Carson/Roberts/Inc., Los Angeles, as account executive.

Joy Anderson, assistant sales traffic manager for KNXT(TV) Los Angeles, appointed sales service manager.

Shirley R. McClure, VP and account executive for PAMS Advertising Agency, Dallas, joins Lee-Jeffreys of Dallas Inc.

Paul A. Brissette, general sales manager of WWLP(TV) Springfield, Mass., named also national sales manager of WKRF(TV) Dayton, Ohio. Both are Springfield Television Broadcasting stations.


Everett T. Felder, director of operations for WJU-TV Linden-Newark, N. J., named manager of Tape House 47, commercial tape division of station.

Kenneth E. Nay, George A. Peters and Robert W. Host, all with Campbell-Ewald, Detroit, have resigned positions on Chevrolet account to form own advertising and PR firm, Nay, Peters and Host Inc., Cincinnati.

Wall Matthews, with WAVE Baltimore, joins WTOW-AM-FM Towson, Md., as sales manager.

Budd Blume joins Reach, McClintock & Co., Chicago, as writer-producer.

MEDIA

Graham Moore, manager of Metro TV Sales, San Francisco, named VP and general manager of Metromedia’s KSAN-TV, that city.

Douglas Finley, general sales manager for KTLA(TV) Los Angeles, appointed general manager.

James H. Ervin, local sales manager for XXOK St. Louis, appointed general manager of KOMA Oklahoma City, succeeding Rex Miller, who resigns with no plans announced. Both are Storz Broadcasting stations.

William F. Tucker, station manager of KIRO-AM-FM Seattle, appointed assistant to general manager of KIRO-AM-FM. Warner Milliken, general sales manager of KIRO-AM-FM, also named station manager.

Leo M. MacCourtney, sales manager with WLYH-TV Lancaster-Lebanon, Pa., named general manager.

Dennis McGuire, general sales manager, WKFM(FM) Chicago, named acting general manager.

PROGRAMING

Peter B. Sterne, program administrator for ABC-TV, Hollywood, named director of program administration, western division. Donald Boyle, director of program development, East Coast, for ABC-TV, New York, named to newly created post of director of current programs, Europe. Joseph Schrier, manager of current programs, East Coast, succeeds him.


Harris Katleman, executive VP for Goodson-Foman Productions in charge of West Coast office, Beverly Hills, Calif., named senior executive VP.

Bert Cohen, account executive with Lin/Medallion Picture Corp., New York, joins ABC Films, that city, as director of film operations.

Stuart P. Erwin Jr., director of advertising and marketing services for grocery products division of Ralston Purina Co., St. Louis, named program executive for Universal Television, North Hollywood, Calif.

Clifford F. Weake, VP with Wilding Inc., Chicago film producers, joins Hanna-Barbera Productions, Los Angeles, as manager, business development.

Stephen Sirkin, assistant casting director for television and feature films with Ashley Famous Agency, New York, joins Elektra Film Productions, that city, as assistant to president and in newly created position of coordinator of special entertainment projects.

James C. Stern, VP and general sales manager for Allied Artists Pictures Corp., New York, joins Kranitz Films Inc., that city, as central division sales manager.

Neil Walden, coordinator, sales development, participating program sales, NBC-TV, New York, appointed manager, sales development and merchandising, participating program sales.

James R. West, VP head of sales for PAMS Productions, Dallas, also named general manager.

Luke Greene, news and community affairs director with WQXR-TV Atlanta, appointed community affairs and public service director.

James E. Thacker named sports director for WBT(TV) Charlotte, N. C., succeeding Bob Quincy, who has resigned to become feature columnist for Charlotte News.

Robert L. Dellingcr, VP with Robert E. Petersen Productions, Los Angeles, named group VP. Ed Pazdur named administrative manager and Gene McCabe named production director.

Bill Gerrity, assistant director with Ivan Tors Studios, North Miami, Fla., named production manager.

Jon Stainbrook, with KDKA-TV Pittsburgh, appointed executive producer, succeeding Paul Goss, named program manager for WJZ-TV Baltimore (BROADCASTING, March 25). Both are Westinghouse Broadcasting stations.


Joan Harrison, English producer, signed as executive producer of 20th Century-Fox Television’s new Journey to the Unknown series.

Irving Elman, supervisory producer for NBC-TV’s The High Chaparral series, named VP for Arena Productions Inc., Hollywood.

Edith Hamlin, production and casting associate, Herbert Brodkin Productions, New York, joins program development division of Wolper Productions, that city.
TO BE SHOWN FOR THE FIRST TIME AT THE NAB SHOW

FILMLINE'S NEWEST COLOR FILM PROCESSOR FOR TV NEWS

MODEL FE-15

- Speeds up to 15 FPM.
- The ideal back-up machine for larger stations.
- Less than seven feet long — can be installed anywhere.
- Needs only power, water and drain connections for simple installation.

The FE-15 is the first color film processor for TV news to offer an exciting combination of features previously found in only more expensive machines. A smaller version of Filmline's widely used FE-30 and FE-60 color processors, the FE-15 incorporates the basic engineering principles of the larger, more expensive machines including Filmline's unique "Overdrive Film Transport System." Now every TV station no matter how small, can enjoy the benefits of professional caliber equipment without sacrificing quality for price.

Check these features and compare them against larger, more expensive processors. You'll find you'll get more for your money, from Filmline.

- "FILMLINE OVERDRIVE FILM TRANSPORT SYSTEM"
  Completely eliminates film breakage, pulled perforations, scratches and operator error. The film can be deliberately stalled in the machine without film breakage or significant change of film length in solutions. The heart of any film processor is the drive system. No other film drive system such as sprocket drive, bottom drive or simple clutch drives with floating lower assemblies can give you the performance capability of the unique Filmline Overdrive Film Transport System.

ADDITIONAL FEATURES INCLUDED IN THE PRICE OF MACHINE: = Magazine load, daylight operation = Feed-in time delay elevator (completely accessible) = Take-up time delay elevator (completely accessible) = Red brass bleach tank, shafts, etc. = Pre-hardener solution filter = Air vent on pre-hardener = Bottom drains and valves on all tanks = Temperature is sensed in the recirculation line = All solutions temperature controlled, no chilled water required = Built-in air compressor = Cap- tive bottom assemblies assure you constant footage in each solution.

See Us At Booth 124 NAB Show


TV Stations: WAPI-TV, WHJ-TV, WMAL-TV, WXYI-TV, WWL-TV, WMAR-TV, WJXT-TV, KEV-TV, WTOP-TV, WERT-TV, WAVE-TV, WTVI-TV, WTVI-TV, WCPD-TV, KSTAR-TV, WSYR-TV.

"When you buy quality Filmline Costs Less"

BA 68

All prices F.O.B. MILFORD, CONN.

Send for Literature. Time & Lease Plans Available
Whitcombe joins BPI; Cosgrove opens consultancy

David N. Whitcombe becomes circulation director of Broadcasting Publications Inc. today (April 1) succeeding John P. Cosgrove who has resigned to open a consultancy in Washington.

BPI publishes BROADCASTING, Television Magazine and the BROADCASTING YEARBOOK.

Mr. Whitcombe has been a circulation manager for magazines published by Reinhold Publishing Corp., New York, since 1960. He has been business manager of Reinhold's Progressive Architecture since October 1966. He was president of the National Circulation Roundtable of the American Business Press in 1963-64.

A graduate of Hamilton College, Clinton, N. Y., Mr. Whitcombe took his master’s degree at Duke University in Durham, N. C. Before joining Reinhold he held various positions in sales, advertising and circulation with Prentice-Hall Inc., book publisher, and F. W. Dodge Corp., publisher of business periodicals.

Mr. Cosgrove has been in charge of circulation at BPI since 1948. He was president of the National Press Club in 1961. He is now a trustee of the National Press Building Corp.

Since April 1967 he has been chairman of the finance committee of the National Postal Forum.

On April 15 Mr. Cosgrove will become a general consultant on Washington affairs with offices in the National Press Building, Washington.

Ted Work joins WSLR Akron, Ohio, as news director.

Clay Johnson, newsman with KDGN Edmonds, Wash., named news director.

Ben Chandler, newsman with KFWM Los Angeles, joins KVMM(FM) Pueblo, Colo., as news director.

Malcolm Street, manager of WHMA Anniston, Ala., elected president of Alabama AP Broadcasters Association.

John Stromberg, newsman with WTVG(TV) Rockford, Ill., joins WISN-TV Milwaukee as general assignment reporter.

Craig Edwards, news director for WXXY Cleveland, named head of news department of WHOH Toledo, Ohio.

Irwin Young named community relations director; Steve Lewis named newsman.

Randy Wood, from Burlington County (N. J.) Times and WPPD Atlantic City, N. J., joins WCAU Philadelphia as newsman.

Ken Jewett, head of own Los Angeles research writing firm, named editorial director for KFWB Los Angeles.

Humberto Delgado, manager of operations, WNEW-TV New York, joins WNJS-TV, Linden-Newark, N. J., as director of operations.

Rod McKean, announcer with KKKD Los Angeles, named production director.

Fred Lark, with KMMJ Grand Island, Neb., joins KFAB Omaha as director of agricultural services.

EQUIPMENT & ENGINEERING

Dr. Leo Jedynak, on sabbatical as associate professor of electrical engineering at University of Wisconsin, joins Oak Electro/Netics Corp., Madison, Wis., as director, corporate research.

Richard O’Brien, VP and account supervisor with Wyatt & Williams, Dallas division of Lennen & Newell, joins Ling-Temco-Vought, Dallas, as director of public relations and advertising.

Robert H. Jones, director of engineering for Bluegrass Broadcasting Group, joins WLCG-TV Lexington, Ky., as chief engineer.

Gerald R. Baruch, advertising production manager for Jewish Federation Council of Greater Los Angeles, joins Berkey-Colotran, Burbank, Calif., as advertising and sales promotion manager.

FANFARE

Mark Stroock, VP with Young & Rubicam, New York, named director of corporate relations.

Bob King, unit publicist for Walt Disney Productions, Burbank, Calif., named director of promotion and exploitation.

Edgar A. Falk, with N. W. Ayer & Son, New York, appointed supervisor in PR department.

Raymond Shultz, assistant manager of broadcast operations for WCRS-TV.
FROM "TOOT~TOOT~TOOTSIE" IN 1922
TO "LOVE IS BLUE" IN 1968.

During the 46 years of NAB, America has been hearing from ASCAP. Congratulations to NAB at its Convention.

ASCAP American Society of Composers, Authors and Publishers
575 Madison Avenue, New York, N.Y. 10022.
LOOKING FOR
- STUDIO OPERATING PERSONNEL
- FILM EDITORS
- DIRECTORS
- ANNOUNCERS AND DJS
- PRODUCTION ASSISTANTS

Fully Trained Broadcasting Personnel Come From RCA TV & Radio Studio Schools

Graduates of RCA Institutes Studio Schools have had thorough and professional training in every phase and detail of television and radio in the broadcast field under expert direction. When you hire an RCA Institutes graduate, you hire competence and on the job knowledge that's ready to work for you immediately.

If you're looking for personnel to fill any phase of broadcasting operations, or if you wish to inquire about RCA Studio School training, contact Mr. Murray Dick, RCA Institutes, Dept. B-41A, Screen Building, 1500 Broadway, New York City, or phone 594-4000.

New York, appointed supervisor of broadcast promotion.

Bill McGuire, senior press representative for CBS-owned TV stations division, New York, joins general PR staff of Madison Square Garden Center as director of information services.

John H. Lantry, director of sales promotion and merchandising for KTVN-TV Tacoma-Seattle, named to newly created post of promotion director for KREM-AM-FM-TV Spokane, Wash.

Melvin W. LaForce with Hutchins Advertising, Rochester, N. Y., named promotion director of WWTV(TV) Milwaukee.

Dave (Checkers) Donnelly, production director with KBMB-AM-FM and air personality with KBMB-TV Honolulu, named promotion and merchandising director of stations.

John S. Rost, group supervisor in public relations with J. Walter Thompson Co., New York, elected VP.

Deanna Pfefer appointed public affairs director of WIP and WMMR(FM) Philadelphia.

Montez T. Jaden, promotion director for WWTV(TV) Oklahoma City, joins Advertising Inc., Tulsa, Okla., agency, as PR director.

John Murray, director of community relations, for WCBS New York, appointed VP in charge of information for New York Urban Coalition.

Connie Ryan Meehan, manager of TV publicity and promotion for Lennen & Newell, New York, joins The Softness Group, that city, as account executive.

ALLIED FIELDS

Edward A. Schillmeier, special projects coordinator for media research division of A. C. Nielsen Co., Chicago, named director of statistical research. William E. Stelk, associate research director, named director of statistical research/administration.

William Harvey, manager of planning and coordination with American Research Bureau, New York, joins C. E. Hooper Inc., that city, as VP.

INTERNATIONAL

Major Gerald H. Buchanan, executive officer of American Forces Network Europe, named in charge of AFN, Europe, Frankfurt, Germany, succeeding Lieutenant Colonel Henry L. Cody, named executive officer with Seventh Army Communications Command. First Lieutenant Philip G. Benoit, with AFN, Stuttgart, Germany, appointed network's executive officer. Paul F. Kruyer, program director for AFN, named director of program services AFN, Europe.

George W. Harper, VP and general manager for NBC in Canada, appointed by Paramount Television as supervisor of Canadian sales.

Lincoln W. Miller, executive VP with KIRO-TV Seattle, joins NBC International, Riyadh, Saudi Arabia, as manager of international television project.

Arch L. Madsen, president of Bonneville International Corp., Salt Lake City (group owner), and National Association of Broadcasters delegate to 21-nation Inter-American Association of Broadcasters, named member of IAABA's Permanent Committee for Defense of Democracy.

DEATHS

Carl Rust, 56, television engineering specialist for NBC International, died March 6 in Stanton, Calif., after two-month illness. For three years, Mr. Rust served as chief engineer setting up TV network in Nigeria for NBC International. Last June he joined similar NBC project in South Vietnam, as director of engineering. Subsequently he worked as consultant with NBC International in planning future overseas programs. Mr. Rust is survived by wife, two sons and two daughters.

Walter O'Meara, 53, NBC News lighting engineer, died March 22. Mr. O'Meara joined NBC in 1933 as page, moved to electrician's helper in 1934, senior sound technician in 1945, maintenance engineer in 1948 and lighting engineer in 1949. He is survived by wife, Mildred, four sons and daughter.

Howard A. Petrie, 61, one-time NBC Radio personality announcer and film and television character actor, died March 24 at Keene (N.H.) hospital after long illness. Mr. Petrie joined NBC Radio in 1930, subsequently announcing Everything Goes, starring Gary Moore, and in 1942 The Jimmy Durante Show. The next year he left senior staff announcer post to take up career in motion pictures, appearing thereafter on numerous TV programs such as Bonanza, Rawhide and Perry Mason. He is survived by wife, Alice, and son.

Ralph L. Sisson, 77, senior account executive with WSPD Toledo, Ohio, died March 19. He is survived by wife, Leah, and seven daughters.

136 (FATES & FORTUNES)
And that means when I buy a new camera and need a new lens, I can order the camera with a Varotal V?

Right again. Our lens fits 2-tube, 3-tube, and 4-tube color cameras. Image Orthicon, Plumbicon, and Vidicon.

How did you do it?

With a new Lens-Pak developed by Rank Taylor Hobson.

Does it work as well as a lens without the pak?

Better. The focal length of the Varotal lens can be easily changed by finger-tip control. And the Lens-Pak has a “ride the rails” device that allows “close-up” focusing to less than 1 inch.

Hmmm. Sounds like something I should look in on.

Fine. Why not look in on us at the NAB Show, Booth 251.

* * *

While you’re there, we’ll show you the newest thing in color T.V. monitors and in color title card and transparency scanners. And we have another electronic device on display that takes unusable color film and applies calibrated gamma correction to make the film acceptable for T.V. use.

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260 N. ROUTE 303 WEST NYACK, N. Y.
Sole U. S. Agents for

Rank Taylor Hobson
STATION AUTHORIZATIONS, APPLICATIONS

As compiled by Broadcasting, March 20 through March 27 and based on filings, authorizations and other actions of the FCC.

**Abbreviations:** Ann.—announced, ant.—antenna, CATV—community antenna television, CIT—critical hours, CP—construction permit, D—day, DA—directional antenna, ERP—effective radiated power, kcw—kilowatts, kw—kilowatts, LR—local sunset, mags—magnetics mod., modification, N—night, PSA—pre-sure service authority, SH—special communications authorization, SHS—specified hours, SSA—special service authorization, STA—special temporary authorization, TV—transmitter. UHF—ultra high frequency, U—unlimited hours.

**New TV stations**

**FINAL ACTIONS**

**Crest Broadcasting Co.**—Houston, FCC gave notice that supplemental initial decision of Jan. 19 became effective March 11 granting license (Docs. 1896-6) for 600-606 mce; ERP to 784 watts.

**Midcontinent Broadcasting Co.** is 27,000 watts. Construction permit, D—day, DA—directional antenna, ERP—effective radiated power, kcw—kilowatts, kw—kilowatts, LR—local sunset, mags—magnetics mod., modification, N—night, PSA—pre-sure service authority, SH—special communications authorization, SHS—specified hours, SSA—special service authorization, STA—special temporary authorization, TV—transmitter. UHF—ultra high frequency, U—unlimited hours. 784 watts.

**NEW TV STATIONS**

**Crest Broadcasting Co.**—Houston, FCC gave notice that supplemental initial decision of Jan. 19 became effective March 11 granting license (Docs. 1896-6) for 600-606 mce; ERP to 784 watts. Geographic coordinates 29°45′ 45″ north lat., 96° 57′ 35″ west long. Type trans., RCA T-55 B Type ant. RCA TGU-70. Legal counsel Hofeld and James Houston; consulting engineer Edward F. Lorentz, Principals; Larry J. Ghz, pres. (Docs. 1896-6). 12 A.M. to 29 A.M. (1977).

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Reach Chicago's quality market best on WEFM

WEFM FACILITIES include the finest technical equipment. Example: Chicago's first antenna with both horizontal and vertical polarization for best reception in homes and automobiles. WEFM, the oldest FM station in the nation, has been owned and operated by Zenith Radio Corporation since 1940. Virtually all programming is in stereo FM, which was pioneered by Zenith and first air-tested on WEFM.

WEFM ANNouncERS are professionals with long network experience. Men like Paul Barnes, Norman Barry, Jack Callaghan, Carlton KaDell, Dick Noble and George Stone. These "pros" have a total of 194 years in radio and TV broadcasting. And no WEFM announcers double as "board" men. They can concentrate on delivering your commercial message in a strong, authoritative way.

WEFM PROGRAMMING consists of a tasteful blend of fine music plus news and special features that attracts an audience of adults well above average in income and education. Trend setters. WEFM's commercial standards are high, too. There's no commercial "clutter." Maximum is five commercial minutes per hour. And no message that would detract from WEFM's dedication to the "sound of quality."

For more information on WEFM, write or phone General Manager Jules Herbuveaux or Sales Manager Ron Etter at (312) 263-0445—120 West Madison Street, Chicago, Illinois 60602.

WEFM / 99.5 FM
Chicago's sound of quality from Zenith®
### SUMMARY OF BROADCASTING

Compiled by BROADCASTING, March 26, 1968

<table>
<thead>
<tr>
<th>Licensed</th>
<th>ON AIR CP's</th>
<th>TOTAL CP's</th>
<th>Licensed</th>
<th>ON AIR CP's</th>
<th>TOTAL CP's</th>
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<td>Commercial TV-VHF</td>
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<td>Educational FM</td>
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<td>10</td>
<td>333</td>
<td>35</td>
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<td>Educational TV-VHF</td>
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<td>Educational TV-UHF</td>
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<td>23</td>
<td>78</td>
<td>31</td>
<td>109</td>
</tr>
</tbody>
</table>

1. Includes two AM's operating with Special Temporary Authorization.
2. Includes three VHF's operating with STA's, and one licensed UHF that is not on the air.

### STATION BOXSCORE

Compiled by FCC, Feb. 29, 1968

<table>
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<tr>
<th>COM'L AM</th>
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<th>COM'L TV</th>
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\(^1\) Includes two AM's operating with Special Temporary Authorization.

### ACTIONS ON MOTIONS

- **Hearing Examiner** Chester F. Naumowicz Jr. on March 15 in Springfield, Ill. (WSTE-TV Inc. [WSTE]) ch. 13 proceeding, continued prehearing conference from April 29 to April 30 (Doc. 18048-9).

### CALL LETTER APPLICATION

- **Comet Television Corp.**, Denver, requests **KTVQ-TV**.

### CALL LETTER ACTIONS

- **WATT-TV**, Pacific and Southern Co., Atlanta, Granted **WXII-TV**.

### NEW AM STATIONS

- **KJQJ-TV**, McAllister TV Enterprises, Lubbock, Tex. Granted **KSEL-TV**.

### OTHER ACTIONS

- **Review board** in Edina, Minn., AM proceeding, Docs. 15702-15703, granted request for extension of time filed on March 20 by International Broadcasting Corp. and extended to April 9, time within which to file replies to exceptions to initial decision. Board members not participating.

### OF COURSE YOU KNOW

**YOU ARE ALWAYS MORE THAN WELCOME TO OUR SUITE!**

**WE'LL BE AT THE PICK-CONGRESS**

**Jack L. Stoll**

and ASSOCIATES

**NATION WIDE SERVICE**

**SUITE 814-15-16 HOLLYWOOD SECURITY BLDG. • HOLLYWOOD, CALIF. 90028**

**AREA 213 HOLLYWOOD 4-7279**

**FINES**

- **FCC ordered** WKKV-Vanceboro, Ky.

**BROADCASTING, April 1, 1983**
find your way to ARB's warm hospitality at the NAB

We'll be on hand during the 46th Annual NAB Convention to meet personally with television and radio station personnel . . . to discuss what's new in audience research and how you can best use our services to map out a profitable selling effort in the months ahead.

Plan to join us for Continental Breakfast or a coffee break. And be sure to pick up your own personalized hospitality mug. It's our way of saying thanks for stopping by.
to pay forfeiture of $500, for failure to comply with Section 126 of the Act, March 20.

- FCC notified WRTV Van Wert, Ohio, of apparent liability for forfeiture of $250, for repeatedly failing to observe provisions of Sections 126 and 127 of the Act, March 20.

- FCC notified KRSU Rapid City, S.D., of apparent liability for forfeiture of $2,500, for repeatedly failing to observe provisions of Sections 126 and 127 of the Act, March 20.

- FCC notified XLVII Beaumont, Tex., of apparent liability for forfeiture of $5,000, for failing to provide data concerning equipment and performance measurements, March 21.

- Redmond Broadcasting Corp., Red Bay, Ala., Requests WAAC.

- Delpho Broadcasting Co., DeSoto, Miss., Requests XRAD.

CALL LETTER ACTIONS

- WACT, Standard Broadcasting Inc., Moss Point, Miss., Granted Wi.

New FM stations

Applications

Anchorage—KVAK Inc. Seeks 101.1 mc., ch. 297, 45.38 kw. Ant. height above average terrain 83 ft. P. O. address: 482 Fourth Avenue, Anchorage 99501. Estimated construction cost $2,000; first-year operating cost $1,000; revenue $1,000. Principals: Richard G. Towner, president-treasurer (50%) and Glenna S. Miller, vice-president (50%).


Action March 27.

Initial decision

Marshall—KTSJ, Inc. Seeks 97.3 mc., ch. 299, 6 kw. Ant. height above average terrain 84 ft. P. O. address: 1907 West Bellflower Ave., Long Beach, Calif. Estimated construction cost $12,000; first-year operating cost $6,000; revenue $6,000. Principals: Samuel A. Marshall, president; Donald R. Deel, secretary and treasurer; and Jimmy Turner, vice-president. Mr. Deel is sole owner of KGTV, television station in Los Angeles. Mr. Turner is 100% owner of hardware and furniture where station will be located.

Action March 27.

Morrison, Colo.—Western Bible Institute, Seeks 99.9 mc., ch. 220. Ant. height above average terrain 69 ft. P. O. address: 10707 West Halverson Ave., Box 813, Morrison 80465. Estimated construction cost $11,400; first-year operating cost $6,500; revenue $6,500. Mrs. Sam DeMuth, owner and general manager of KGTV, Denver, is sole owner of KROB, television station in Denver. Mr. Demuth is 100% owner of hardware and furniture where station will be located.

Action March 27.

Beckman, Ga.—Faulkner Radio Inc. Seeks 88.1 mc., ch. 221. Ant. height above average terrain 29 ft. P. O. address: 609 S. Main St., Box 245, Cullman, Ala. 35055. Estimated construction cost $1,000; first-year operating cost $500; revenue $500. Principals: Michael C. Faulkner, president; and Bob Neyland, vice-president. Mr. Neyland is sole owner of WSBT, television station in Birmingham, Ala., and 100% owner of KDNB, AM station in Decatur, Ala.

Action March 27.

Winona, Minn.—EMAR Broadcasting Co. Seeks 93.9 mc., ch. 240, 3 kw. Ant. height above average terrain 170 ft. P. O. address: Box 312, Winona 55987. Estimated construction cost $10,000; first-year operating cost $5,000; revenue $5,000. Principals: J. W. Williams, president; and Thomas, vice-president. Mr. Williams is sole owner of KMAR, AM station in Winona.

Action March 27.

Potsdam, N. Y.—St. Lawrence Radio Inc. Seeks 145.3 mc., ch. 323, 11 kw. Ant. height above average terrain 153.5 ft. P. O. address: 404 East Main St., Box 164, Potsdam, N. Y. Estimated construction cost $19,000; first-year operating cost $10,000. Principals: richard G. Reeder and Michael J. Sears (each 25%), and David H. Poling (50%). Mr. Poling is managing agent of the company and general manager of WMF, Fresh Meadow, N. Y. 5% shareholder in WMF. Potsdam.

Action March 21.

Rochester, N. Y.—Rochester Radio Co. Seeks 96.3 mc., ch. 246, 3 kw. Ant. height above average terrain 322 ft. P. O. address: 420 East Kesling Ave., Rochester 14621. Estimated construction cost $3,000; first-year operating cost $1,500; revenue $1,500. Principals: N. W. Silverman, president; and James B. Adair, treasurer. Mr. Silverman is owner of WMJX, Rochester.

Action March 21.

FCC Hearing Examiner Thomas H. Donahue on March 20 in Toa Alta and Manati, P. R., Granted petition for leave to amend application, with prejudice for new FM station and dismissed Muniz Broadcasting Corp. for failure to comply with rules. Station was cited for (Continued on page 151)
PROFESSIONAL CARDS

COMMERCIAL RADIO CONSULTING ENGINEERS
GEO. P. ADAIR, ENGR.
CONSULTING ENGINEERS
Radio/Television
Communications-Electronics
2020 N. St., N.W.
Washington, D. C. 20036
Telephone: (202) 233-4664
Member APOOE

KEAR & KENNEDY
1302 16th St., N.W.
Washington, D. C. 20005
Member APOOE

A. EARL CULLUM, JR.
CONSULTING ENGINEERS
INWOOD POST OFFICE
DALLAS, TEXAS 75209
Telephone: (214) 631-8360
Member APOOE

HAMMETT & EDISON
CONSULTING ENGINEERS
Radio & Television
Box 68, International Airport
San Francisco, California 94112
Telephone: (415) 342-5208
Member APOOE

WILLIAM B. CABR
CONSULTING ENGINEERS
Weiter Bldg., 4828 Hall
Fort Worth, Texas
AT 4-9811
Member APOOE

ROSNER TELEVISION SYSTEMS
ENGINEERS
120 E. 56 ST.
New York, N. Y. 10022
Contractors
29 South Mall
Plainview, N. Y. 11803

FRANK A. ZOELLER
TELEVISION SYSTEMS
CONSULTANT
20 Years Experience
Box 366, San Carlos, Cal.
(415) 293-1751

TERRELL W. KIRKSEY
Consulting Engineer
5120 Avenue F
Austin, Texas 78751
(512) 454-7014

SPOT YOUR FIRM'S NAME HERE
To be seen by 100,000* readers among them by the decision-making station owners and managers, chief engineers and technicians—applicants for AM, FM, TV and facsimile facilities.

*ARB Continuing Readership Study
Help Wanted—Management
Ohio daytimer needs experienced advertising manager. If you qualify write Box C-346, BROADCASTING.

Upper midwest small market: 5 kw fulltime station needs triple threat combo man for sales manager. Must have first phone. Not imperative that you have engineering experience, but more experience the better. Three to four hours board work in early morning and run some traffic work and programming. Want stable, solo person. Write Box D-37, BROADCASTING.

Saless manager for small to medium market. Located in the south east. Excellent opportunity. Send resume and picture. Box D-90, BROADCASTING.

Manager, excellent salary. J. Elkin, WELV, Ellenville, N.Y.

Help Wanted—Sales
Radio time salesman-announcer. Small market station, big market salary. Send complete info in confidence. No references now. Send resume to Box Tewell, WELV, BROADCASTING.

Experienced traffic manager/sales service. Fifteen years in broadcasting, Real pro—TV and radio. Box D-39, BROADCASTING.

Salesman-proven track record. Management capability. Multiple group. Good starting salary, plus. Box D-87, BROADCASTING.

Looking for young aggressive small market self motivated salesman looking for advancement to major market and future as sales manager with large expanding chain. Westerner, seeks opportunity in one of the fastest growing markets. Top dollars, top life, company. Operations Manager, KYO Phoenix. No phone calls.

Young man wanting good pay guarantee plus advancement and opportunity. Attention to detail person. Excellent opportunity is wanted to join us at this Almedia station as we expand. Excellent salary, benefits. Commercial Manager, WIRA, Fort Pierce, Florida.

WNWC wants an intelligent, aggressive person interested in the fastest growing Chic- opee market. Send complete resume to: Martin C. Burke, WNWC Radio, 130 West University Drive, Arlington Heights, Illinois 60004. 312-256-1390.

A great opportunity awaits in northwest Florida. Aggressive 5 kw NBC good music station has opening for young man with proven track record. Join our professional broadcasting organization. Send complete resume including sales history. Mail to Bill Townsel, Assistant Manager, Box 1869, Pensacola, Florida.

Need past help in the sales or management field. Need not affect your present position. Write Box 812, Denton, Texas 76201.

Sabre Productions, Inc. needs aggressive sales manager. Interests include package, magazine advertising, Opportunity for sales manager. Send resume to Dean Neubauer, Sabre Productions, Inc., 735 Slevin Ave., San Antonio, Texas 78210

Broadcast school counselor wanted. We will teach inexperienced. Our present counselor, who earns $756.00 weekly (records available for inspection), being promoted. Live and work in San Francisco. Please send resume, photo to Wm. Anderson, President, Columbia School of Broadcasting, Box 18006, San Francisco 94118.

HELP WANTED 30¢ per word—$2.00 minimum.

Classified Advertising

DEADLINE: Monday preceding Publication Date

DISPLAY ads $25.00 per inch. STATIONS FOR SALE, WANTED TO BUY STATIONS, EMPLOYMENT AGENCIES, and BUSINESS OPPORTUNITY advertising require display space. 5¢ or over billed at run-of-book rate. Agency commission only on display space.

All other classifications 35¢ per word—$4.00 minimum.

No charge for blind box.

Address replies: c/o BROADCASTING, 1735 DeSales St., N.W., Washington, D. C. 20036

Help Wanted—Announcers
MOR morning or afternoon man. Experienced only. Major university town in Northeast. Box M-179, BROADCASTING.

News reporter-commercial—copy-writer. Please very young man or woman. Successful small market AM-FM radio stations. Good pay, working condition, Box B-172, BROADCASTING.

Want to move up from 200M market? Clever in the morning? Send tape & resume to Box C-193, BROADCASTING.

First phone announcer, no maintenance, excellent contract at 5 kw AM and 50 kw FM in south central Illinois. Send tape and resume to Box C-236, BROADCASTING.

Tired of the city? Vermont station needs, “awoke” morning man who is also good with news. Good salary for right man plus benefits. Send resume to Box C-317, BROADCASTING.

Rock jock—evenings—good $—great opportunity—first ticket—resume, tape Box C-515, BROADCASTING.

Experienced announcer, immediate opening. Permanent not sales per week. Box D-11, BROADCASTING.

Immediate opening combination play by play and announcing. Possibly some television play by play. Rocky Mountain station. Box C-143, BROADCASTING.

New Jersey good music station needs experienced staff announcer capable of gathering and writing local news. Good salary for the right man. Send resume and salary requirements. Box D-51, BROADCASTING.

Major market contemporary, building staff, needs engineering minded announcer. Send resume to Box D-45, BROADCASTING.

Northwest Montana station needs experienced announcer, strong on newscasts and production. First phone. Good pay for man seeking permanent position in top recreation area. KOFT, Kalispell, Montana.

Announcer, direct, first phone, C/W format, in the midwest area, send tape, resume salary to KUOD Radio, Box 37 W.D., Omaha, Nebr.

Experienced staff announcer-play-by-play sportscaster, Full Blue Cross, and life insurance company, AM-FM ster- eo. Housing available. If you live in New Mexico or adjacent state, send letter to D. K. Burns, KRSN, P.O.B. 740, Los Alamos, New Mexico.

Top 106, 5000 kw fulltimenews station announcer. First class license useful but not absolutely necessary. Send tape and resume to KWEW, Box 771, Hobbs, New Mexico.

WAAW radio in Huntsville, Alabama has two openings: one for top quality announcers, one 1st phone and one 3rd phone. WAAW is a 5000 watt, 24 hour day top 40 station in the metropolitan market of approximately 500,000 and has been number one for the past ten years. This is an exceptional opportunity to gain advancement with a young growing chain. Send audition tape, resume, photograph and any other pertinent information to Mr. Jim Keel, P.O. Box 3241, Blue Spring Station, Huntsville, Alabama 35804.

Sales—(con’d)

Sales—(con’d)

1st phone combo man, salary open. Station WELV, Wilkohsby, Ohio.

Morning man, mature, married preferred. Immediate opening, WEMD, Eaton, Md. 1st phone, good announcing voice, Ideal working conditions, good hours. Call manager collect, 361-332-3301.


One energetic single man seeking job with opportunity to advance with this MOR Artmedia station can start at $250 per week. Send resume, first phone. Program Director, WIRA, Fort Pierce, Florida.

South Ohio station needs mature, commercial MOR mind. Good voice, good salary, play by play all sports. Contact G.M., WIRI, 614-477-2223.

Immediate opening—bright, professional an- nouncer for MOR format. Send resume, phone, tape to WJIC, Salem, New Jersey. WKWB radio has an opening! You’d better be sharp. You’d better be very, very good. No “Ron radio” need apply. Send non-returnable tape, complete resume, and picture to: Jeff Kasten, G.M., WKWB Radio, 1430 Main Street, Buffalo, N. Y. 14203.

Announcer, first phone, no maintenance, excellent climate and salary at 5000 watt AM station in Gulf Coast. WLLL, Sherron Battle House, Mobile, Send Information and tape today.

Wanted, good voice announcer with pro- fessional sound, tight board, morning show and newscasts. Play-by-play helpful. Send resume, tape, photo, Art Moran, WMEX, Chase City, Virginia.

Work In littleton USA, Green Bay, WNFU, Chicago, WDRG, Dallas, WQVI, Sheraton Battle House, Mobile. Send Information and tape today.

Major market (Columbus, Indiana) Independent wants experienced, creative personality as an addition to staff. Must be self-starter with bright, personable on-air delivery. Apply only if you possess a good voice, are skilled at ad-listing and operate a tight board. MOR format. Good pay. Pleasant working conditions. Send resume and tape to WRFD, Worthington, Ohio 43085.

24 hour soul station is accepting tapes from qualified R&B—DJ. WTLJ Indianapolis, Indiana.

Wanted announcer for Ohio MOR station. Some experience and 3rd endorsed. Contact Program Director, WPNS, Coshocton, Ohio 43812.

Need experienced first phone announcer—experienced—good permanent position with opportunity for advancement. $150.00 per week. $5.00 raise every six months, 45 hour week. Send resume, photo, collect calls. Radio station, WTOR, Torrington, Connecticut.

Immediate opening available. Salary commensurate with talent, Contact S. Lubin, WVOG, Liberty, N.Y.

Midwest station is immediately opening for announcer with 1st phone license. Call 617-388-3864, Norm Fluke.

BROADCASTING, April 1, 1966

Technical

Immediate opening in upper east Tennessee area for man with first phone who can do light field work, some studio work. Send resume to Box C-75, BROADCASTING.

Station needs 1st class engineer. Experienced only, salary open. Must know all phases of how to operate a 10 kw transmitter & gen. equipment in a well equipped station with a DAI. Box C-340, BROADCASTING.

Chief engineer northeast regional station. No experience necessary; will train. Must have very good maintenance background mandatory. Engineer wanted. Daytimer adding director, board work. Send resume. Immediate opening. New York state. Box 1305. Starting salary $150/wk. Box C-272, BROADCASTING.

Chief engineer, announcement, pleasant working conditions, good pay, non-directional. AM-FM, Southern Virginia medium market. Send tape and resume to Box C-272, BROADCASTING.

Engineer for directional fulltimer and FM in midwest. 1st phone necessary. Experience helpful but not required. No answering. Send resume to Box C-1300, BROADCASTING.

Chief engineer: Medium market AM/FM station. Must be experienced in all aspects of station operations. Excellent opportunity for the right man. Top salary. Box C-340, BROADCASTING.

Come to the sunshine. Southwest's fastest growing markets needs engineer. Must be expertise in TV and Radio transmitter operations. Excellent opportunity for the right man. Above market salary. Box C-273, BROADCASTING.

Engineer: First class license. Control board and AM-FM transmitter duties at 5,000 watt station in Ohio. Box C-272, BROADCASTING.

Chief engineer for 2 AM, 2 FM stations. Starting salary can be $150-200 for individual with proper qualifications. Must know automation, music scheduling. Opening in eastern New York state. Box D-97, BROADCASTING.

Immediate opening for first class engineer. Age no barrier. Will train beginner. Station WQOL, Chattanooga, Tennessee.

Immediate opening for first class engineer. Send resume to Paul Wright, WKKH, Jackson, Michigan.

Immediate opening in top AM-FM, Atlanta, 1st phone, with maintenance experience. No bozo. Box C-272, BROADCASTING. To Technical Director, WQXI, Atlanta, Ga.

Engineer wanted. Daytimer adding FM. Position immediate for well mananged WEMP, Tiftonville, Florida. Phone 305-1121.

Wanted—audio maintenance technician to handle installation, repair, maintenance and some operation of quality audio equipment. Extensive maintenance background mandatory. Send resume to James Gundlach, State University College—Potsdam, New York 13699, or call 607-442-3316.

Grew with us—engineer—manager—new small size. Excellent energy and ability more important than experience—recruitment area; D.C. Carter, Hardinsburg, Kentucky, 40143.

Help Wanted

Announcers—(Cont'd)

Newsman wanted—immediate opening for young, energetic, professional sales and delivery sales man. Must have some background in magazine, newspapers. Call or send full particulars with tape to H. M. Thaye, WCHR, New York.

Central Pennsylvania full time news-talk formatted station has immediate opening for experienced and dynamic news director responsible for news team that pulls no punches. Opportunity to run an exciting and fast paced operation. Four week probation period to be sufficient for qualified person. Call Terry Parker, News Director, WENT, State College, Pennsylvania, 843-6112, or send tape and resume.

Unusual morning show format requires seasoned music and news director man with good news background. Don't apply if you think the gig is too small. Also need an authoritative news director to produce the show and other station features. A real challenge for a plenty of pros to make our soon-to-be 19,000 watt WTOA Trenton station a top contender. Primary service over Philadelphia. Box C-159, BROADCASTING.

Wanted mature professional with proven record in all phases of broadcast production, programming, sales. Knowledge of country music is this. One of America's top music stations in large market and is a progressive, promotion minded formatted country music station. Excellent salary with regular increases. Want to work with professionals? Send tape and resume with specific information to Box C-196, BROADCASTING.

Major market operation on eastern seaboard has immediate opening for program director. Need take charge man who is able to run tight station and shows. Must also have proven track record. 100,000 watt FM station. Excellent opportunity with a real ability. Box D-91, BROADCASTING.

Production director—to supervise, write and produce commercials for MOR station. Creativity and quality voice a must. Opportunity for agency talent in addition to station work. Only experienced production professionals need apply. Contact—Operations Manager, KFOR, Lincoln, Nebraska. Salary open.


New York or Philadelphia preferred. Management or sales management. Outstanding suburban position included. In my 20 years as a radio pro, also consider THE CHIEF OF STAFF. Great opportunity. Ready for big move and have the ammunition for it. Box C-364, BROADCASTING.

Manager, considered to being first for 20 years, seeks challenge with commensurate rewards. Experienced in all phases of radio, sales, air, news, copy and engineering. Box D-10, BROADCASTING.

Agressive, experienced management pro. Strong on concept and programing. Conceptual oriented. Top industry references. My consideration. Interested in your market. Phone (312) 583-7398 Box D-13, BROADCASTING.

Successful, professional manager interested in greater earnings. Best credentials. Statistician on request. Box D-23, BROADCASTING.

Country Music station general manager, proven track record—top ratings—now em-ployed in California. Southeast fulltime station. Box D-36, BROADCASTING.

Could the right manger wake up your station. Send your thoughts talk. Box D-47, BROADCASTING.

Experienced, aggressive, promotion-minded. Enjoy country music. Can do marketing and drive. Seek Christine opportunities and program director. Box D-35, BROADCASTING.

Husband-wife team will manage your small market radio. Stable background, small market management to do everything. Box D-97, BROADCASTING.

Got station problems? Relax! Solve 'em fast! Reaching market potential. Box D-97, BROADCASTING. Need to manage your station, a radio pro—over 10 years experience taking stations apart—put 'em together again. Knows sales, promotion, engineering and all aspects. Write. Box D-98, BROADCASTING.

Chief engineer, NBC News, Cable Network. Will accept these responsibilities. Station operation within broad standards of programming and regulations. Station personnel. Maintaining debt service. Must live in New York. Must be small, medium market stations. Give me the authority to perform my responsibilities. Compensate $15,000 plus incentive. Others need not apply. Box D-93, BROADCASTING.

To multiple station owner looking for strong station manager, top salesman, excellent all around operator. You offer attractive situation to relocate man of 19 years experience, announce to station management. Now in market sales. Box D-95, BROADCASTING.

Have rate card will fly. Seeking sales manager, top salesman. Station located in fastest growing area of the Northeast. New station will be utilized: broadcast "ideal" salesman, creative team of people, experienced production director, sales associate, radio/TV, developing active adver-"sales force. Box D-96, BROADCASTING.

Currently employed as sales manager for FM'er in top 5 market. Excellent track record and references. Looking for top 100 market. Prefer east. Enclose resume. Box C-200, BROADCASTING.

Ten years experience. Sales, announcing, engineer, sports. Seeking position in major market. Marri-""ed, good credit, draft-free, presently employed. Box D-36, BROADCASTING.

Situations Wanted—Announcers

First phone combo, experienced, college, management potential, like? Box C-138, BROADCASTING.

Hot 100 new sound, 3rd endorsed, draft de-ferred. Good commercial production ability. Experienced, Box C-38, BROADCASTING.

Negro dj and newsman, 3rd class license, some experience. Needs chance. Box C-188, BROADCASTING.

Sports and/or news. Would consider sales and sports. Radio or TV. Experienced in all advertising. Box C-176, BROADCASTING.

Military experience and training. Will average $175 a week. Prefer midwest. Box C-292, BROADCASTING.

Item: 2 years experience, married. Military complete. Two years commercial experience. Will average $210 a week. Late April. Box 650 Box C-310, BROADCASTING.

Sportscaster. Experience includes professional baseball, college basketball and football. Box C-333, BROADCASTING. Pro, first, supervisory experience. Some college, ex-military, married. Box D-1, BROAD-CASTING.

First phone, maintenance, production and good sound announcing. 21 draft exempt. 2 years college in radio. 1 year experience top 40. Box C-502, BROADCASTING.

DJ, looking for final year grad, all phases, will relocate. 3rd phone. Box D-6, BROADCASTING.

Professional music director—top 40 . . . now! Box D-5, BROADCASTING.

DJ, experienced, 1st phone, prefers 40 or more. Within 250 miles of New York. Available immediately. Box D-14, BROADCASTING.

Disc jockey, announcer, salesman, experi-enced, 10 years. Will relocate to station with right board with third endorsement. Depend-able family man. Box D-16, BROADCASTING.

Beginner, bright dj, announcer/newsman seeks上级 in broadcast. Will relocate to station with right board hard. 10 mo. professional training at broad-casting school. Will relocate. 3rd class endorsement. Box D-17, BROADCASTING.

NEWS

Newscaster for Iowa major market, no staff work, good salary, send tape, resume and salary expected. Box C-449, BROADCASTING.

Kansas City's top news station is expanding its 17 hour day. Seeks seasoned newsman with strong delivery and field experience. Must be able to find news when there is none. Top base and fee system. Send tape and resume to Bob Bigby, News Director, WDAF, Kansas City, Missouri.

No phone calls.

BROADCASTING, April 1, 1968 145
Situations Wanted

Announcers—(Cont'd)

Radio/television. Also strong...programing...news...promotion. Degree. Box D-93, BROADCASTING.

First phone deejay. Smooth MOR, Authoritative news. Presently PD. Box D-28, BROADCASTING.

Experienced announcer, creative dj, tight board, good knowledge of MOR and CW. Prefer call: Radio, production, marketing. Available immediately. Box D-33, BROADCASTING.


Announcer-salesman, dj, 3rd endorsed. Limit experience. Will re-locate. Box D-36, BROADCASTING.

Radio personality, drive time, have reached top in three station market. Eight year background radio/TV/agency sales. Strong on interview, professional wants to work for station with TV or market opportunities—married—stable. Minimum $9,700 to $10,000. Box D-38, BROADCASTING.

Disc jockey, 21, years experience, college degree. Sales, program director, production, sports background. Third class, Family. Write Box D-68, BROADCASTING.

College degree...four years experience...three endorsed...draft exempt...radio majoring MFR, sales, promotion, Seeking challenges and opportunity. Box D-54, BROADCASTING.

Mature, Familiar with most phases of radio and TV. College degree. BROADCASTING school background. Strong on news, weekday. Box D-64, BROADCASTING.

22 year old male future broadcast school grad, draft exempt, 3rd endorsed, married and willing to relocate. Box D-90, BROADCASTING. Call 511-656-1564 or write Box D-66, BROADCASTING.

Enthusiastic, 3rd endorsed seeks sought position—location and market unimportant. College, college, college. Box D-68, BROADCASTING.

Young go-go broadcaster seeks permanent employment with positive action station. 3rd endorsed; experienced; ready. Box D-69, BROADCASTING.

Attention northeast college graduate, 22 years old, draft exempt, seeking start. Excellent speech, easy sound dj, authoritative news, 3rd endorsed, broadcasting school. Tape available. Start immediately. Box D-70, BROADCASTING.

The great escape—from my midwest market to the east. Top 40, mornings, all day at college, third, Box D-71, BROADCASTING.

Professional adult announcer seeks home. College background, 5 years experience, AM Inventive, clean production. Family. East coast preferred. Box D-72, BROADCASTING.

DJ dependable tight board, 3rd endorsed. Top audience builder, community. Box D-77, BROADCASTING.

Top 45 announcer two years experience, strong on production, draft free, 20, conscientious. Box D-82, BROADCASTING.

Announcer—first phone with five years experience seeks contemporary or “young sound” MOR. Offers tight show with bright personality. 3rd endorsed. Draft exempt. Married. Minimum salary $165/week in major market. Apply only. Contact Box D-92, BROADCASTING.

First phone, and A.M. in journalism, and broadcasting; but limited experience. Want chance to begin career. Prefer college town. Box D-93, St. Edmonds, 6128 Penning Dr., Playa del Rey, Calif.

First phone, top 40, 6 years experience, Medium market. Married, veteran. Washington, D.C. Box D-97, BROADCASTING.


Announcers—(Cont'd)

Experienced announcer 28, third phone, Stable, well established firm. Wants permanent dj position in small-medium market. Works with jingles which provide for bright happy sound. Want sincere opportunity to work. For interview, Larry Emsley, 1019 Northeast Blvd., St. Louis, Missouri 63172.


Career wanted—not Job solid background in sales, production, various news, announc- ing! 31, single, draft-exempt, witty, mature, 3rd endorsed. Station needs reply. Let your mind go free, contact Box A-99, Capital Drive, Kettering, Ohio 45404-1-513-434-2095.


Top dj, good music-MOR-pop...10 successful years in St. Louis. $12,000 minimum. Lee Cline, 314-926-9197.

Announcer with one year's experience wishes to relocate in east. 3rd endorsed. Dennis Egan, 860 Sutton Street, San Francisco, Calif. 415-775-1532.

DJ, R&B or top 40. Recent broadcast sch. grad. Box D-95, Orlando, Fla. Chuck Harris, 67 Paterson Ave., East Rutherford, N.J. 07073.


Announcer—Limited experience. Draft exempt. Much love. Good work, TV experience. Looking for starter market. You name the format, we will fill the games. Stephen Otro, 145-16 231st St., Rosedale, Queens, 11433, (718) 922-9141.


Technical

Recording technician available. Motion picture sound track recording and editing, symphony orchestra and rock. 1/4 inch tape production and editing. Two years experience. Box C-52, BROADCASTING.

Engineer, first phone, desires Florida position about May 1, Experienced AM radio and TV announcer, transmitter. Box D-19, BROADCASTING.

First phone deejay. Experienced. Interested in light, easy, pleasant, short air shift. Will use remaining time putting final touches on high school oriented special program for sale to others...Free to you! Box D-20, BROADCASTING.

Seeking chief engineer situation in radio and/or television, electrical, electronics, engineer grade. Class license, family, Box D-35, BROADCASTING.

Radio engineer, Beginner, 1st class license, New York City. Box D-61, BROADCASTING.

Recording studio apprentice, button pusher, stereo assistant, New York City. Box D-61, BROADCASTING.

TV engineer—many years experience, including supervisory. Prefer transmitter. Box D-67, BROADCASTING.

Val University student seeks summer relief work, New England area. First phone, CIE position. Has been announcing all formats. Box D-76, BROADCASTING.


Experienced chief engineer desires a good secure position in south Florida. Administrative, technical, practical ability. No announcing. Box D-89, BROADCASTING.

NEWS

Experienced network radio newsman. Can write and air news but prefers street work. Strong on travel. Minimum $200. Box C-205, BROADCASTING.

Announcers—(Cont'd)

Highly competent newsman-writer wants to move up. Has 40 years experience in news in New York City, college grad, military completed, metro in radio/news work in writing, broad- casting, mobile coverage. Extensive photo- graphy background. Home use, Box C-301, BROADCASTING.

Top rated sports announcer and play-by- play man. Nation's first market, radio and TV, seeks to move to play-by-play basketball. Will move anywhere for right job and money. Box D-25, BROADCASTING.

One of the great ones is up for grabs. Ten grand a year gets him. Box D-75, BROADCASTING.

North Carolina—shure an Army information officer fresh off the plane in Vietnam in director—currently semi-professional news and military experience writing editing, interviews, news anchor positions. Box D-25, BROADCASTING.

Production—Programming, Others

Production director—announcer, 11 years experience. No experience necessary. Strong on news and sports—prefer central or south market. Box D-4, BROADCASTING.


Creative rat for hire—start chewing at 4 dollars a pound. Box C-285, BROADCASTING.

Creative producer, sharp director, self-starter. Experienced, degree. Box D-13, BROADCASTING.

Experienced gal. MS—Communications. Heavy public relations background. Also experience to fill responsible position. Box D-53, BROADCASTING.

Top forty deejay/program director/music director. Needs good market, wants to go up. Not a drifter, forced to move because of station sale. 10 years experience, five years program director, three years music director. Third phone, married, draft free. Want to work. Excellent references. Will consider all offers but would like to go west. Dan box 184, Bunting Dr., North Augusta, S. C. 29841, (803) 783-7703.

If you’re looking for P.D. and you’re located in or about New York state call me, Jerry Voight. 518-349-6688.

TELEVISION—Help Wanted—Sales

TV salesman, with opportunity to become salesmanager super power station, all UHF and VHF, south. Interested in position with advance to right person. Send picture and resume. Address to Box C-4, BROADCASTING.

One of the nation's first UHF-TV stations seeks salesman. Unusual growth potential for experienced man. Mid-west location. Send resume, salary requirements to Box C-91, BROADCASTING.

Group TV station expanding and has challenging opening for sales manager, expe- rienced. Write to Box C-300, BROADCASTING.

National sales manager. Rep. or station, strong record, nationally known. Prefer top 18 market station. Good money. Box D-2, BROADCASTING.

Salem wanted for west coast major market. Need young (under 35), aggressive seasoned salesman with 3 or more years day to day selling experience and production ori- entation. will consider sales experience in major area, available for personal interview. Excellent opportunity to move up and make big money. Send confidential replies including employment record and photo to Box D-7, BROADCASTING.

If you are professional, experienced local salesman, this could be your opportunity to move up. Top start. Top group opportunities. Send detailed resume, salary history and photo to Box D-68, BROADCASTING.
Production—Programming, Others

TV sports director, for medium market Pennsylvania group station. TV news, daily sports shows. Send resume, picture and salary requirements to Box C-354, BROADCASTING.

Girl Friday—executive secretary to general manager. Must have 3 years' experience, type 150 words per minute. Box C-352, BROADCASTING.

Group owned station in midwest looking for sharp TV director. Applicants should have at least 6 months experience. Type II, III or IV or UHF. Box D-44, BROADCASTING.

Television—Situation Wanted—Management

TV station manager, now in top 50 market, seeking change. 25 years experience, local TV, resumes, Box C-314, BROADCASTING.

Television station manager with exceptional station management, programming and sales experience. Box D-44, BROADCASTING.

Sales

Successful, professional TV salesman/salesmanager, interested in greater earnings. Best credentials and statistics upon request. Box C-41, BROADCASTING.

Television sales experience in local, national, and international. Prefer associate in Central California or West Coast TV station. Box D-43, BROADCASTING.

Announcers

Young aggressive radio/television announcer with strong background in news, programming, promotion, and community relations. Top references. Box D-18, BROADCASTING.

Quality in-depth weathercaster-announcer. Personable, flawless background, excellent appearance and voice. 12 years professional, easily 39's. Paid $950 for over 8 years. Box D-38, BROADCASTING.

Northwest Ohio's number one sportscaster will relocate. 6 years, 7 years experience all sports. Call Mac McCullough 419-832-8830.

Technical

Engineer directing or assistant; EE plus advanced technical training preferred. 15 years experience—construction, trouble shooting, microphone. Northern states only. Box C-263, BROADCASTING.

First phone, desires transmitter watch, AM/TV experience. Box C-357, BROADCASTING.

First class ticket, UHF, experience on transmitter and microwave. Box D-58, BROADCASTING.

Engineer, 1st phone, 15 years experience in all phases of TV and radio. Send resume, to Box D-45, BROADCASTING.

Chief engineer experienced all phases TV broadcasting including all technical positions. Box B-49, BROADCASTING.

NEWS

News—editorial specialist seeks spot requiring imaginative presentation and well-read personality. Exceptional writer, anchorman, net-feeder. Degree, experience and salary requirements to Box D-56, BROADCASTING.

RCA BC-3C eight mixer console used less than one year excellent condition free delivery. Ohio, $1,100. Send complete description and photo to Box C-56, BROADCASTING.

Spots, Skinny, Crown, Amega, Audit. For sale or trade/finance/lease. Audiovox, Box 7007-56, Miami, Florida 33125.
FOR SALE—Equipment

Continued

Towers, any type. Groundwire, Bill Angle—P. O. Box 56, Greenville, N. C. Telephone, 910-246.

Increase your power. Westinghouse 10 kw amplifier plus spare tubes and parts. This equipment just removed from service. Best offer. Box 408, BROADCASTING.

For sale Collins 21A 5 kw - 1 kw transmitter is tuned and operating on 1310 kc. Make offer. Contact Chuck Silver, WIDE Radio, Asheville, N. C. 28801.

MISCELLANEOUS

Deejays! 6000 classified gag lines. $5.00. Comedy catalog free. Ed Orrin, Boyer Rd., Mentor, Calif. 90528.

Used Mylar Tapes—1800 foot on 7 inch reels—no boxes. 200 tapes—$100.00 for the lot. Send check to TAPES, 641 Central, Kansas City, Mo. 64111.

Instant gags for Deejays—Thousands of one-line gags, bits, station breaks, etc. Listed in free "Broadcast Comedy Service"—catalog. Write: Show-Biz Comedy Service—1735 East 26th St.—Brooklyn 19, N. Y.

"365 Days of Laughs"—daily radio gag serv-

ice—may be available in your market. Samples available. Call 361 360, Box 7270, Merchandise Mart Sta., Chicago 60654.

INSTRUCTIONS

FCC License and Electronics Degree courses for veterans. Resident courses in Washington, D. C. Free catalog. Write: Milton Boardman, 6310 East Lake Street, Minneapolis, Minnesota 5541

Elkins is the nation's largest and most re-

tpected name in First Class FCC Licensing. Complete course in six weeks. Fully approved for Veteran's Training. Accredited by the National Association of Job Technical Schools. Write: Elkins Institute, 5901 Exchange Ave., Dallas, Texas 75215.


First Class License in six weeks. Highest
course, offers the highest success rate of all First Class License schools. Fully approved for Veteran's Training. Elkins Radio License School of Atlanta, 1128 Spring Street, Atlanta, Georgia 30309.


Annoncing, programing, production, news-
casting, scriptwriting, studio operation, technical and all phases of Radio and TV broadcasting. All taught by highly qualified professional teachers. The nation's newest, finest and most complete facilities. Includes our own commercial broadcast station—KBEM. Fully approved for veterans training by the National Association of Trade and Technical Schools. Elkins Institute, 2603 Inwood Road, Dallas, Texas 75235.

Since 1946. Original course for FCC first class license. Telephone operators license in six weeks. Approved for veterans. Low-cost dormitory facilities at school. Reservations required. Enrolling now for April 10—June 28. For information, references and reserva-
tions, write Elkins B. O. C. General Radio Operational Engineering School, 5075 Warner Avenue—Los Angeles 16, California 90047. (Formerly of Burbank, California).

Are you tired of low pay and bad weather? Come to Sunny Sarasota and train for your First Class Radio Telephone License in only (6) weeks. tuition $250.00. Job placement free. Rooms & apartments $10-45 per week. Box 809, Sarasota, Florida. Call 953-6521 or write today—R. E. I., Inc. 1506 Main Street, Sarasota, Florida.

INSTRUCTIONS—(Cont'd)


"Yes it's New" R.E.I. at 800 Caroline Street, Fredericksburg, Virginia. But it's R.E.I.'s famous (5) week course for the First Phone License that makes it dependable. Call 735-1441. Tuesday’s schedule is the same for all R.E.I. schools.


Guaranteed first phone, 4-8 weeks. Broadcast Engineering Academy, 3700 Lenox Ferry, St. Louis 3125. 314-892-1156.

See our display ad under Instructions on page 156. Top Martin School of Radio & TV. 1633 N. Cherokee, Hollywood, California 90028. HO-3-3281.

First phone in six to twelve weeks through taped recorded lessons at home followed by one week personal instruction in Detroit, Boston, Minneapolis, Washington, Atlanta, Denver, Seattle or Los Angeles. Sixteen years FCC licensing teaching experience. 92% passing. Bob Johnson Radio License In-

struction, 10800 Duncan, Manhattan Beach, Cali. 90266. Phone 278-4461.

Help Wanted

ANNOUNCERS

FAST GROWING RADIO GROUP

ADDING STAFF

IN TOP 20 MARKET

Move into a modern C&W with heavy

emphasis on creativity and aggressivness.
Salesmen, Deejays, Newsmen, Copy

Writers, join a responsible corporate

employer. Rewarding future for Radio

professionals. Send resumes—tapes in

confidence to

Box C-311, BROADCASTING.

EXPANDING & STAFFING

Recent Major Market Acquisitions

and Future Plans

are Opening Up Positions for:
Salesmen, Sales Managers, Station
Managers, Newsmen and a Commercial
Production Man.

Tall all in First Letter to

Ed Winton

WOCN RADIO

Miami, Florida 33130

I am especially interested in hearing from Broadcasters that I worked with at KELP—KITE—KLIF and WQMR

RADIO—Help Wanted

Sales

SALESMA

We need men in some areas of the U.S. and

Canada to represent a national station

promotion. Excellent salary and commis-

sion plus top fringe benefits. Extensive travel.

Send full information on experience and

income at once.

Box D-38, Broadcasting.

Help Wanted

Sales—(Cont'd)

AM DRIVE TIME

Midwest Top 40 Metro needs wake

up lock. Not Top 10 market but our salary

scale will give you a pleasant surprise.
Pringe benefits too.

Box D-31, Broadcasting.

WIP Radio's Sister Station

WMMR Stereo will be adding a bright,

articulate young personality if you are

all of these and you know and like music, I'd

like to hear from you. Send tape, resume,

and photo to

Allan Michaels, Program Director, WMMR STEREO, 19th & Walnut Sts., Phila., Pa., 19103.

TOP FORTY PERSONALITIES

We're looking for:

BIG VOICES for a

BIG STATION paying

BIG BUCKS for the right man!

This is a contemporary powerhouse in a

major midwest market. Please send tapes

and complete resume to

Box D-49, Broadcasting.

BROADCASTING, April 1, 1968
**TELEVISION—Help Wanted**

**Management (conf'd)**

**TELEVISION**

Station owner is looking for young energetic TV sales manager or station manager who is capable and anxious to manage VHF station in northern 3 station market. Person selected must be self-motivated with ability to work with minimum of supervision. Successful applicant will receive salary and participation in profits of station.

Reply to Box C-315, BROADCASTING.

**Business Manager Assistant Controller**

Major broadcast group has opening for top caliber financial manager in eastern major market AM-FM-TV.

This position requires high level of management experience and capability in return for top salary and excellent benefits.

An Equal Opportunity Employer.

Box C-342, BROADCASTING.

**TELEVISION—Help Wanted—Sales**

**TOP JOB FOR TOP SALESMAN**

**MAJOR WEST COAST MARKET**

UHF Independent in expanding group operation offers growth and management potential to experienced right man. This is the chance for recognition and advancement for a hustler with aggressive, creative, on-the-street selling ability. If at NAB, contact Mr. Long, 705A Conrad Hilton Hotel, WA 2-4400. If not, send resume, picture and references to:

Box C-280, BROADCASTING.

**TELEVISION—Help Wanted—Technical**

**TV Traffic Manager**

WKBC-TV, the Kaiser Broadcasting outlet in Boston, is interviewing applicants thoroughly experienced in television sales & program traffic. Salary commensurate with experience.

Qualified personnel please send complete resume to Program Manager, Box 55, Boston, Mass. 02215.

An Equal Opportunity Employer.

**TELEVISION—Help Wanted—Management**

**GENERAL MANAGER**

**MAJOR MARKET INDEPENDENT UHF**

2RD IN GROUP OPERATION. FULL MGMT. RESPONSIBILITIES. INCLUDING CONSTRUCTION SUPERVISION. CREATIVE SALES LEADERSHIP A MUST. POSSIBLE EQUITY PARTICIPATION. IF AVAILABLE AT NAB, CONTACT MR. LONG, 705A CONRAD HILTON, WA 2-4400. IF NOT, REFERENCES AND RESUME TO:

BOX D-82, BROADCASTING.

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**SPORTS EXCLUSIVE**

Top Broadcaster offers exclusive capsule "on the spot" golf reports directly from Byron Nelson Open—Dallas, April 25-28; Colonial National Invitation, Ft. Worth, May 16-19, and/or Dallas LPGA Civic. May 23-26. Reports available for single tournament or package of 3. Only one station each market. Cost based on local rate card.

Contact: Hal Tuna, Phone (214) 526-8666, Dallas, Texas.
WE RECRUIT EXECUTIVES
AND OTHER IMPORTANT TV/RADIO PERSONNEL

Call 312-337-5318
For Search Charges.

Situations Wanted—Sales
NAT'L TV SALES
Presently employed with major TV rep. but am looking for position with challenge and growth opportunities at station level as Nat'l Sales Mgr., medium to large market. 10 yrs Bdct Dir. 5 brd. reg'l radio, 7 nat'l rep, prefer NW, Mtn or Pacific States, will consider all. SS, Coll., Fam. Box G-254, BROADCASTING.

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BY BROADCASTERS FOR BROADCASTERS
Join the list of stations and applicants who have been pleased with our services. Backed by 25 years of experience in Broadcasting, we have successfully fulfilled all job categories of this industry and allied fields, throughout the country—Management, Sales Promotion, Publicity, Engineering, Secretarial, Traffic, Bookkeeping, Programming, and Announcing. Employers and applicants send us your request or resume in confidence.

THE AMPS AGENCY
All Media Placement Service
3924 Wilshire Blvd., Los Angeles, Calif. 90005
Telephone 310-331-3116

FOR SALE—Equipment
FOR SALE
390 FT. SELF-SUPPORTING RADIO TOWER
Tower is in place and located at Pittsburg, Pennsylvania. Can be dismantled for reuse. For additional information please call collect

TELEVISION—Situations Wanted
Management

MISCELLANEOUS

STATION IMAGE MUSIC
Flutist Paul Horn has created a new sound in jingles for KMPC, Los Angeles. It’s modern...unique...adaptable to your station and inexpensive. Contact:
PAUL HORN
RADIO PROGRAMMING SERVICES
14006 Ventura Blvd., Sherman Oaks
Calif. 91403 Phone: (213) 783-0705

Employment Service
527 Madison Ave., New York, N.Y. 10022
BROADCAST PERSONNEL AGENCY
Sherree Barish, Director

INSTRUCTIONS
Obtain YOUR FCC 1ST CLASS LICENSE IN 6 WEEKS
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(America’s Foremost School of Broadcasting) est. 1937
* Individualized Instruction
* Most Comprehensive Methods
* Utilization of Visual Aids
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* One Low cost tuition
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Next Class Scheduled to Start April 15th
Register Now—Classes Limited
For additional information call or write:
DON MARTIN SCHOOL OF RADIO & TELEVISION
ARTS & SCIENCES
1653 N. Cherokee
Hollywood, Calif. 90028

WANTED TO BUY—Stations
FOR SALE—Stations
WANTED to buy, finance, or participate in CATV system or franchise. Will consider all proposals in confidence. Clear Vision CATV Services, Inc. P. O. Box 3125, Meridian, Miss. 33901.

FOR SALE...Massachusetts!
Excellent full time facility in medium size market. Includes building, real estate, good equipment, $1,000,000.00 cash.
Box D-48, Broadcasting.
(Continued from page 142) violation of Sec. 72.275(a)(4) of rules for operating with remote control equipment in unsatisfactory condition. Action March 20.

CALL LETTER APPLICATIONS
* Grinnell, Iowa. Request *KDCI(FM).
* Grinnell, Iowa. Request *WCDI(FM).
* Christian Brothers College, Memphis. Request *WCBC(FM).
* Dodge Point Broadcasting Co., Dodgeville, Wis. Request *WDFM-FM.

CALL LETTER ACTIONS
* University of Idaho, Moscow, Idaho. Granted *KZTU-FM.
* WCDY-FM. Prairie Land Broadcasters Inc., Centralia, Ill. Granted WILY-FM.
* WACY-FM. Standard Broadcasting Co., Mass Point, Miss. Granted WCIS-FM.

RENEWAL OF LICENSES, ALL STATIONS
* FCC granted renewal of license of WJZSE-TV Worcester, Mass. for remainder of normal license term ending April 1, 1969. Petition for denial of application filed by five citizens, business and special industrial stations was denied. Test conducted by commission showed that station is operating in accordance with terms of its license and rules. Action March 20.

* Broadcast Bureau granted renewal of licenses for following stations and co- pending auxiliary licenses: WAMS, Wilmington, Del.; WANG, Washington, D.C., with WBSD(FM), Chicago, and WYON, Cicero, all Illinois; and, WITG, Middletown, Ohio. Action March 20.

* Broadcast Bureau granted renewal of licenses for following stations and co- pending auxiliary licenses: KCHT, Charleston, and KSHF(FM), Crestwood, both Missouri and WWCA, Gary, Ind.

Translators

FOR SALE—Stations

Continued
APPLICATIONS

General CATV Inc.—Requests distant signals from WCBF-WWB-WBNW-TCW—TV, WBNW-TCW-WBNW-TCW, and WBBC-TCW-TWB-WBNW-TCW in Wisconsin and Ohio.


March 25.

KLSR Blackwell and KLOR-FM Ponca City, both Oklahoma City, and Guild of Broadcasters Inc. of Oklahoma City. Proposal would involve the lease of a former broadcasting facility by Guild to the broadcast licensee. The lease would provide for the lease of the former broadcasting facility by Guild to the broadcast licensee. The lease would provide for the lease of the former broadcasting facility by Guild to the broadcast licensee. The lease would provide for the lease of the former broadcasting facility by Guild to the broadcast licensee.

COMMUNITY ANTENNA ACTIVITIES

The following are activities in community antenna television reported to BROADCASTING, through March 27. 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.

Clayton, Calif.—Tele-Vue Systems Inc. (multiple CATV owner) has applied for a franchise. This franchise includes a portion of the city of Clayton, and the application was filed with the Clayton City Council.

KOLT Scottsbuff, N.B.—Seeks transfer of control from the Ford Motor Co. to the Ford Motor Co. of Canada Ltd.

KOLT Scottsbuff, N.B.—Seeks transfer of control from the Ford Motor Co. to the Ford Motor Co. of Canada Ltd.

Lynn Mountain Broadcasting Co.—Has been granted a franchise to operate in the Tri-city complex of Redwood City, San Carlos and Belmont, all California.

San Rafael, Calif.—Tele-Vue Systems Inc. (multiple CATV owner) Seattle, has been granted a franchise. Installation charge will be $25 with a $3 monthly fee. City will receive between 3% and 5% of gross revenue.

Tulare and Visalia, Calif.—Tulare County TV Systems Inc. has been granted a franchise.

Barto, Colo.—Redwood TV Cable Co. (multiple CATV owner), has applied for a franchise. The franchise includes a portion of the city of Baro.

Lafayette, Colo.—Daniels Cable Vision, successor to Multiple CATV owner, has applied for a franchise. The franchise includes a portion of the city of Lafayette.

Miami Beach, Fla.—International Tele-Comm Cable Systems Inc. (multiple CATV owner) has applied for a franchise. The franchise includes a portion of the city of Miami Beach.

Sheeldon, Ill.—Kentland TV and Cable Co., Kentland, Ill. (owned by Richard J. Millhous), has applied for a franchise.
LOWELL THOMAS, who conjures up visions of high adventure and derring-do in such far-away places as Afghanistan, Tibet, the North Pole and Arabia, will be virtually homebound in Chicago today (April 1) for a very special occasion.

Obviously, he won't be tracking down a news story, exploring some remote wilderness or skiing gracefully down a slope. But Mr. Thomas will be in familiar surroundings and performing a familiar role.

He will be in Chicago, where he once studied law and worked as a young reporter, to receive this morning the distinguished service award of the National Association of Broadcasters, the latest in a long string of honors he has earned over the years.

Shortly before he left for Chicago, he chatted at length about his adventures, while seated behind a large desk in his New York headquarters of Capital Cities Broadcasting Co., in which he is a substantial stockholder. Mr. Thomas, who will be 76 this Saturday (April 6), pointed from time to time to a nearby wall on which were hung photographic mementoes of people and places that depicted his wide-ranging experiences over more than five decades.

Among the photographs were a panoramic view of Victor, Col., where Mr. Thomas was reared, and those taken with such international personalities as T. E. Lawrence (Lawrence of Arabia); Major (later General) "Hap" Arnold; Herbert Hoover, and Franklin D. Roosevelt.

Pleased - Mr. Thomas, a trim, alert man of unruffled mien, remarked that he was looking forward to his appointment in Chicago today. With characteristic understatement but with obvious delight, he confided that he was "very pleased, of course, with the honor that is being paid me by my colleagues in broadcasting."

Mr. Thomas, whom one admirer called "the stranger everyone knows," is so inordinate an institution in broadcasting that he is all but taken for granted. He made his radio debut 43 years ago last month when he aired an account of man's first around-the-world flight. He broadcast his first news commentary program, on Sept. 29, 1930, and his news program, now on CBS Radio, has been on the air since that date at the same hour, making it the longest run in network history.

Renowned as a world traveler, Mr. Thomas manages to relay news reports to CBS Radio from all parts of the world for inclusion in his commentary program. An avid skier, Mr. Thomas combined business with pleasure recently by covering the Winter Olympics at Grenoble, France, and testing some of the slopes in the French Alps.

"I must say," he remarked, grinning sheepishly, "the ski slopes turned out much better than the news."

Mr. Thomas insists there "is no pattern to my everyday life these days," and says he has "three or four projects on hand all the time, such as writing a book, lecturing, doing my broadcasts."

He credits his father with playing a key role in his success. The elder Mr. Thomas stressed to young Lowell the value of proper speech and persuaded the youngster to read poetry aloud.

"I found out soon that doors became wide open to me because I spoke clearly and distinctly," he stated.

In one form or another, Mr. Thomas has been tied to communications as a newspaper reporter, editor, lecturer, broadcast commentator, motion-picture producer (Cinerama Productions) and narrator. He has written 51 books and often has been asked to write his memoirs.

"I've resisted these offers for many years," Mr. Thomas recounted, "but recently, my son said I should do it—for my grandchildren. This hit me all of a sudden. And I'm going to do it."

Mr. Thomas's life story is a combination of hard work, education, and a search for adventure. He earned baccalaureate degrees from both the University of Northern Indiana and the University of Denver (where he also earned a master's degree) and studied law at both the Kent College of Law and Princeton University, where he specialized in constitutional law.

He worked as a newspaper reporter in Chicago while studying at Kent and taught English at Princeton while he was studying there," he remarked. "It seems I'm always doing two or three things at one time. People ask me how I do it. It think it's all a matter of concentration."

Mr. Thomas paused for a moment and, with the slightest twinge of a sigh said: "But I certainly don't recommend this type of schedule for everybody. It seems as if you never have any time for yourself. You never feel quite free. But I must say that my participation in sports—in golf and skiing—provides a needed change of pace."

Film Shows - Mr. Thomas catapulted into the international limelight after World War I when he returned to the U. S. with films on the war, including stories of American soldiers, the German social upheaval, the Egyptian campaign and the Arabian defeat of the Turks. He decided to present "shows" in theaters and concentrated on two: the Arabian defeat of the Turks, led by General Allenby, and the fight of the Arabs to gain their national identity, led by Lawrence of Arabia.

Mr. Thomas's "shows" were worldwide box-office attractions. After six years, he settled down in Dutchess county, N. Y., and wrote books.

In 1939, he received a call from William Paley, then president of CBS, who mentioned that he had heard Mr. Thomas speak in London, and without disclosing his identity, pleaded: "Please meet me in New York. You're the only man in the world who can save my job for me."

His curiosity piqued, he hurried to CBS's headquarters where Mr. Paley asked him to audition as a newscaster. He spoke for 15 minutes about his world travels and then read from a newspaper, ending simply with "so long until tomorrow . . . and tomorrow has come for more than 37 years.

FOR 37 YEARS: 'SO LONG UNTIL TOMORROW . . .'

LOWELL JACKSON THOMAS—CBS News commentator; b. April 6, 1892, Woodstown, Ohio; BS, University of Northern Indiana, Valparaiso, Ind., 1911; BA, MA, University of Denver, 1912; MA, Princeton University, 1916; reporter and editor on newspapers in Cripple Creek, Colo., and Chicago, 1912-14; student and professor, oratory, Kent College of Law, Chicago, 1912-14; instructor, department of English, Princeton University, 1914-15; lecturer on Alaska, 1914-16; chief of civilian mission sent to Europe by President Wilson to prepare historical record of World War I, 1917-18; writer-lecturer, 1919-30, news commentator since 1930; with CBS, 1930-31; NBC, 1937-46, and CBS since 1946; m. Frances Ryan of Denver, Aug. 4, 1917; son—Lowell Jr.; fellow, American Geographical Society, Royal Geographical Society; member—Association of Radio Analysts; Sigma Delta Chi, Overseas Press Club, Explorers Club.
Task force for broadcasting

For some inexplicable reason a new crisis seems to erupt as if timed for the annual convention of the National Association of Broadcasters.

The fact is that issues that lead to crises (there are several) have smoldered for months and simply explode because there is an NAB convention along with the satellite meetings that bring broadcasters, networks and suppliers together. These meetings usually ponder, discuss, hear speeches and shop and play. The climate isn’t suited for getting things done.

The crisis that broke on the eve of the NAB Chicago convention is the FCC’s radical multiple-ownership rule-making that would prohibit acquisition of any class of broadcast station by an existing licensee in the same market—an anti-duopoly rule that would freeze new ownerships to one-station-per-category-per-market (Broadcasting, March 25; also see story this issue). Although existing multiple owners would get grandfather protection, this obviously couldn’t last. Sure to follow would be a phasing out, allowing multiple AM, FM or TV licenses to trade or sell—perhaps over a three-to-five-year period. Newspapers inevitably would be drawn in too—an approach already evident in the Justice Department’s attack on dual ownerships in several markets, as well as at Senate hearings last week.

But long before the new problem developed broadcasters were under pressure all over Washington. For example the spectrum grab to strip down television allocations; the House Commerce Committee snooping on station transfers; the Justice Department’s use of the FCC as its cat’s paw; a possible move to create a new Department of Communications (or lump the FCC function in with the new Department of Transportation which apparently doesn’t have enough to do). There are power plays all over town to grab the brass ring that is broadcasting.

At the top is the President’s task force which has been operating at low visibility, but which will have a report in President Johnson’s hands by next August.

These colossal troubles are more than one man or one entity should be asked to handle. Vincent Wasilewski, NAB’s young and energetic president, needs help beyond that which his staff or his board can supply.

What’s needed is an instant highest-level task force—an Emergency Council to defend and preserve free competitive broadcasting now in imminent danger. The whispered complaint of key members of the President’s task force is that broadcasters have not come up with a viable, unified plan on allocations, projecting broadcasting into the 21st century.

The council, headed by Mr. Wasilewski, should have no second-stringers. Members should include network heads, the elected heads of broadcast associations concerned with allocations; the heads of the federal communications bar and of the consulting engineers, and probably the leaders in noncommercial broadcasting and heads of the basic unions.

The council’s immediate task would be to counter with demonstrable fact the science-fiction illusions of eager men and professional politicians who would undermine the system that has served the public so well that everybody wants in.

The people who can motivate and activate the Emergency Council are in Chicago this week. If they do not get moving they likely will see free-enterprise broadcasting lose out to a socialistic philosophy, and that would mean eventual government ownership.

No game for amateurs

The conversion of KFWB Los Angeles from a top-40 format to all news may very well mark the beginning of a significant trend in radio. If the KFWB adventure works, all-news formats are certain to be introduced in many major markets.

The format has already proved itself in New York where Westinghouse’s WINS is now solidly in the black and strong in the ratings after a long shakedown period. It is showing hopeful progress at Westinghouse’s KYW Philadelphia which is said to have recently begun making a profit after an equally long trial. These experiences induced Westinghouse to make the same effort in Los Angeles after its purchase of KFWB was approved.

Adding interest to the journalistic developments in New York and Los Angeles is the conversion of the CBS-owned WCBS and KNX to almost all news, though both of those stations continue to take their network’s Arthur Godfrey program in the daytime and to play the American Airlines Music Till Dawn late at night.

Within recent weeks two other all-news services that had been operating for some time were abandoned. These are WNUM Chicago, owned by Gordon McLendon, and XTRA Tijuana, Mexico, which throws a signal into Southern California and for which the same McLendon interests are sales agents. Both stations have been changed to the automated-music format that has worked well for McLendon’s KABL Oakland, Calif.

The lessons in these disparate developments seem obvious: High-quality news operations in major markets can command marketable audiences. Also high-quality news costs money.

The Westinghouse and CBS enterprises are all heavily staffed with news professionals and equipped with mobile hardware to cover local news at its source. The McLendon stations operated on a carefully circumscribed policy; their news programs were made up principally from the conventional wires.

The emergence of quality news as the winning format must be taken as a healthy sign for radio and the listening public. Broadcasters who may decide in the future to introduce the news format on their stations must take as their guides the Westinghouse and CBS standards. The trend, if it develops, must accentuate professionalism in radio news.

"Quit saying I'll be free in 30 seconds ... Make it a minute!"

Sid Hix

*Drawn for BROADCASTING by Sid Hix*

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BROADCASTING, April 1, 1968
we've lit the last 20 candles on Illinois' birthday cake

Illinois was a youngster of 130 when we went on the air in 1948. Most of us hadn't had time to outgrow our World War II uniforms yet. The "New Look" had women's hemlines at ankle length ... and men grumbling. We covered the scene. And brought it to you, in living black and white, on your eleven-inch set.

Today, there's a whole new generation of Americans in uniform. The mini-skirt is delighting girl watchers. And we're still covering the scene ... in color for the last eleven years. On sets that are darned near life-size.

We're looking forward to Illinois' next 150 years. We plan to be part of them. An ever-bigger, ever better—and more colorful—part.

So, happy birthday to Illinois. And happy birthday to us, too.
And suddenly... all other radio networks are obsolete.