House probers told WBBM-TV didn't rig news show. p31
Cox-Lee affiliation proposals under heavy attack. p44
Justice Department moves to block media mergers. p46
Hill study urges drastic revamping of radio-TV. p58
If this man could show you how to make your advertising 10 or 20 or 30 percent more effective, wouldn't that be worth an hour of your time?

Of course it would. What he can show you are Blair’s new ideas on the uses of media. Not 1966 or 1967 ideas, but 1968 ideas. Some of them radical departures, some of them concepts that are light-years ahead of any of the dry and dusty research findings you’ve seen in the past. The result could be to add much greater impact to your advertising budget—without adding dollars. Who is he? His name is Mel Goldberg, and his job is to tell you how all of Blair Television’s considerable research and marketing facilities bear on the evaluation (and development) of new communications methods. What he can tell you may upset a lot of old ideas, and replace them with exciting new ones. Which is why an hour with Mel could be one of the most rewarding you ever spent. So when he calls on you, give him the time. It won’t cost you a cent, but it could save you a bundle.
Both have helped make Pennsylvania famous

Near Lancaster, Pa., site of the greatest open-pit mines east of Lake Superior, stands one of America's earliest furnaces which produced iron for cannon and shot from 1742 to 1883. During the Revolutionary war, Hessian prisoners were used as laborers. In 1932, it was acquired by the Pennsylvania Historical Commission.

Just as this sturdy, old iron furnace brought historical fame to the Commonwealth of Pennsylvania, so pioneering WGAL-TV has also earned it wide recognition. WGAL-TV was the first television station to be founded in its great multi-city region. Channel 8 was also first to bring full-color to its area. Today, with a high-ranking 36% color penetration*, advertisers can depend upon WGAL-TV for consistent and rewarding results.

WGAL-TV
Channel 8 • Lancaster, Pa.

*Based on Feb. -March 1968 Nielsen estimates for both metro area and ADI audience, subject to certain limitations of sampling techniques and other qualifications issued by Nielsen, available upon request.

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

STEINMAN TELEVISION STATIONS • Clair McCollough, Pres.
His kind of guy?

Who would head FCC if Bobby Kennedy happened to win Presidency? There's speculation in Washington that Nicholas Johnson, now junior commissioner, might be found to be in philosophical tune with RFK. Incidentally, sources close to incumbent administration now admit Nick Johnson's appointment was big mistake and would relish some way of "promoting" him out of FCC or dumping him. But in election year that isn't as easy as it was when he was "promoted" out of maritime administration's job to FCC nearly two years ago. His FCC term has five years to go.

Hang-Up

Who will be Lee Loevinger's successor on FCC now that he definitely will leave when his term expires June 30? Merit promotion of top lawyer in federal establishment (not FCC) thoroughly familiar with communications had been all set, and still could be, but White House is moving slowly. President Johnson usually keeps his own counsel on appointments. From inside FCC most ardent candidates are Henry Geller, general counsel, and Robert Cahill, executive assistant to Chairman Rosel H. Hyde.

Not quite yet

Though CBS-TV has embraced idea that 30-second commercial will some day replace 60 as television's basic sales unit, it apparently isn't ready to rush pelmell toward that day. Thus far it's been edging toward it, first letting certain advertisers split their own minutes into 30's (as all networks do), more recently accepting orders allowing different advertisers to share minutes 30-30. Then, two weeks ago, President Thomas H. Dawson predicted—and said he would welcome—eventual emergence of 30 as standard (BROADCASTING, May 6). Did that mean, officials were asked last week, that CBS-TV would now accept order for single or "loose" 30's? Their reply: "No."

Prepared to prod

FCC is cracking up for another round (its third) of shaking loose, or activating, dormant UHF construction permits. Eight permittees who have held grants year or more but have yet to make first move toward construc-
Doubleday & Company, the book publishers announces 3 radio stations on their best seller list.

KITE, San Antonio
KROD, El Paso
KRNO, San Bernardino

Edward Petry & Company is proud to announce we're now the place where you can purchase them.
WEEK IN BRIEF

House Investigations Subcommittee plays cat and mouse with CBS over WBBM-TV Chicago pot party filming, won't reveal secret testimony against station. Chairman Staggers hints real target of probe is FCC. See ...

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Storer Broadcasting and NBC Television Affiliates oppose rulemaking for strengthening ABC-TV's competitive position; say proposal would weaken affiliates in dealing with networks, raises constitutional questions. See ...

COX-LEE UNDER ATTACK ... 44

Controversy surrounding Cox-Johnson letters to Oklahoma broadcasters may have subsided, but it appears to have launched movement to curtail agency members from such future independent projects. See ...

FALLOUT FROM OKLAHOMA ... 45

Justice Department memo to FCC has familiar ring to it, same arguments used to oppose ABC-ITT merger are made against transfer of KFDM-TV Beaumont, Tex., to newspaper publisher because of antitrust implications. See ...

JUSTICE TO BLOCK MERGERS ... 46

Annual convention of American Women in Radio & Television hears Bonneville International's Arch Madsen stress importance of communicating ideas as most crucial communications challenge ever. See ...

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Given today's climate who can tell what might come of Robert Lowe's virtuoso study on the Fairness Doctrine. Mammoth, two-year project spawns wide-ranging ideas on all facets of broadcasting. See ...

IDEAS ON REGULATION ... 58

FCC initiates inquiry to make additional syndicated and feature-film programming available to small-market TV stations, proposes rule comparable to one governing exclusivity arrangements for network programming. See ...

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Senator Robert Kennedy says campaign expenditures could be cut 80% if TV were to make time available to candidates as public service, wonders how much money networks have taken in during Indiana campaign. See ...

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Study for Office of Civil Defense offers system that could warn public who have low-frequency receivers capable of receiving special tone signals; system seen as possible rival to Emergency Broadcasting Service. See ...

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AN ISSUE UPON WHICH BOTH PARTIES AGREE:

John Butler is the best candidate qualified to handle their national business. He'll handle yours too! Aggressively — Efficiently — Profitably!

Atlanta—Bill Jones 404-874-1916
Chicago—Don Wolff 312-337-0880
Dallas—Jack Kertegast 214-742-4297
Detroit—Don Bonesteel 313-961-3555
Los Angeles—Bill Reitz 213-938-2923
San Francisco—Miles Staples 415-391-7415
New York—Don Garvey 212-889-6161

JOHN C. BUTLER & COMPANY, INC.
the everywhere, all the time rep.
205 East 42nd Street, New York, N. Y. 10017, Phone 212 — 889-6161
Mystery witness called from audience

WBMM-TV NEWSMAN REBUTTED AT HOUSE HEARING

House Investigations Subcommittee's Friday (May 10) session of probe into "staging" charges in WBMM-TV Chicago pot-party program featured (1) mystery witness, (2) demand that FCC rule on station's right to violate law in quest for news, and (3) ended with CBS counsel gaveling down in attempt to make final statement.

Congressman Paul Rogers (D-Fla.) hore down hard on law-violation question saying he wanted "FCC to find out if license for a TV broadcaster gives broadcaster right to go in and witness crime or commit crime under the guise of gathering the news for the public without telling the police."

He added that Congress never intended such freedom for broadcasters. "We do not want stations breaking the law, nor should licenses be renewed if such activity takes place."

WBMM-TV's license renewal has been withheld by commission pending outcome of pot-party investigations.

As Friday session ended, former FCC chairman Newton Minow, counsel, had been advised it could make concluding comments and asked to do so. Congressman John E. Moss (D-Calif.), in chair, said no, hearing was not ended, although he gave no date for resumption of proceedings.

When Mr. Minow persisted ("We have asked for public hearing and would like to be heard") Mr. Moss hanged final gavel.

Subcommittee probes earlier called surprise witness who directly rebutted part of WBMM-TV newsman John V. Missett's testimony that he did not attempt to arrange pot smoker that could be filmed by CBS-owned Chicago station.

Subcommittee witness was Malcolm Spector, presently doctoral candidate in sociology at McGill University, Montreal, but resident of Evanston, Ill., near Northwestern University last fall, when Mr. Missett was engaged in marijuana-program project.

Testimony of two men were in agreement that Mr. Spector had been asked by Mr. Missett for help in getting marijuana investigation underway and also that Mr. Spector had not participated in activities that were later filmed and broadcast. But both, under oath, were in conflict on whether Mr. Missett had suggested that Mr. Spector arrange party so it could be filmed. (Both also agreed that exploratory talks came to nothing and that Mr. Spector took no further part in development of program plans.)

Mr. Missett repeatedly stated he "at no time solicited or asked anyone to stage a party." said he explained to Mr. Spector that he wasn't asking anyone to do anything, all he asked was to film what they were doing.

Mr. Spector countered that he had clear recollection of conversation. said Mr. Missett asked him to arrange a gathering of eight or 10 mostly clean-cut kids, no real freaky ones. to be filmed smoking marijuana in his apartment. He refused, he said.

Suggestion that commission was prime suspect was made by Mr. Spector at time he was asked to help with subcommittee's probe. A prime suspect was Mr. Spector.

Mr. Missett was then called to testify. He denied all he had been asked to do by Mr. Spector.

Golden West to Blair TV

Golden West Broadcasting-owned KTLA-TV Los Angeles, in producer of its sales force, has signed Blair Television as national representative, effective immediately. Station also is naming San Francisco office manager of former rep. Peters, Griffin, Woodward Inc., as new general sales manager. He's Jim Sterling, who had been with PGW since 1965.

ABC Radio signed

Summer campaign is being launched by Guardian Maintenance division of General Motors Corp., Detroit, on three radio networks of ABC starting week of June 10, it was announced Friday (May 10).

Through D. P. Brother & Co., Detroit, company will carry messages on newcasts. American Contemporary, Information and Entertainment radio networks and on Howard Cosell's Speaking of Sports program on American Contemporary Network.

Zimmerman succeeds Turner at Justice

Edwin H. Zimmerman, 44-year-old First Assistant in antitrust division of Department of Justice—who knows something about CATV and copyright issues—will be new chief of antitrust division, succeeding Donald F. Turner who is resigning as of June 1 to return to Harvard Law School faculty.

President Johnson said Friday (May 10) he will nominate Mr. Zimmerman to be Assistant Attorney General in charge of antitrust division.

On leave from Stanford University Law School, where he taught antitrust and securities regulations courses. Mr. Zimmerman joined Department of Justice in mid-1965 as director of policy planning for antitrust division.

He was named first assistant to Mr. Turner in December of same year.

He is native of New York. attended Columbia College and Columbia Law School, being graduated in 1949. For next two years he was law clerk to New York federal district Judge Simon Rifkind and to former U. S. Supreme Court Associate Justice Stanley F. Reed. From 1951 to 1959 he was with New York law firm of Sullivan and Cromwell, leaving when he was appointed to Stanford Law School faculty.

Two years ago, speaking for Department of Justice. Mr. Zimmerman told Senate committee that CATV operators should not be held liable for copyright infringement. stressing potential for monopoly position in CATV field on part of networks, telephone companies and copyright holders.

IN shifts to O&M

Ogilvy & Mather has acquired International Nickel Co. account worth more than $2 million, agency spokes- man confirmed Friday (May 10). Previous agency was Marschalk.

While future media plans are as yet unresolved, international Nickel now runs commercials in news pro-
WEEK'S HEADLINERS

Edmund C. Bunker, senior VP for The Interpublic Group of Companies, New York since March 1966, named executive VP for KFI Los Angeles, effective June 10. Mr. Bunker, after 12 years with CBS, served as president of Radio Advertising Bureau from 1962 to 1965. He joined Foote, Cone & Belding as VP and national director of broadcasting in June 1965, resigning to go to Interpublic the following March. Mr. Bunker succeeds Charles E. Hamilton, VP and station manager for KFI for 25 years, who retires July 1 but will continue with station as consultant.

Bob Trachinger, ABC-TV director of program development, sports division, Hollywood, and executive producer, KBBC-TV Los Angeles, appointed acting director of TV operations, ABC-TV, western division. Mr. Trachinger, with network for 18 years, will be responsible for all TV engineering operations in Hollywood.

Arthur A. Porter, senior VP and media director, Campbell-Ewald Co., Detroit, resigns effective end of year to head Capital Enterprises Inc., outdoor advertising firm in Harrisburg, Pa., in which he holds controlling interest.

G. Richard Shafto, president of Cosmos Broadcasting Corp., group owner, will become chairman of executive committee and chief executive officer on Nov. 1. Charles A. Batson, general manager of WTVL-TV Toledo, Ohio, will assume office of president and chief operating officer. Carter Hardwick, general manager of WTVL-TV Columbia, S.C., transfers to WTVL-TV to succeed Mr. Batson on Sept. 1. J. Law Epps, general sales manager of WTVL since 1954, elected corporate VP-television sales effective June 1. Mr. Shafto joined WTVL as general manager in 1932, subsequently serving in many capacities, including executive VP, before being named president in 1964. Mr. Batson, who was named National Association of Broadcasters director of television in 1949, managed WTVL for 13 years, transferred to WTVL in 1966 and was elected corporate senior VP in 1965. Mr. Hardwick, manager of WTVL-TY Montgomery, Ala., when station was bought by Cosmos in 1959, transferred to WTVL in 1966, was elected to board of directors in 1961 and named senior VP in 1965. In addition to above station interests Cosmos owns Cosmos Cablevision.

For other personnel changes of the week see FATES & FORTUNES

Calls meeting on ETV interconnection future

Key government and industry officials have been invited to meet with FCC members on implementation of Public Broadcasting Act provisions calling for free or reduced-rate interconnection services for noncommercial stations.

Invitation to meeting on May 26 was sent by FCC Chairman Rosel H. Hyde. He said that meeting would explore immediate and long-range interconnection requirements of noncommercial educational stations.

Chairman said that it would be helpful to formulate procedures establishing effective system, even though it might take some time before interconnection requirements could be determined.

Those invited to meeting are William G. Harley, National Association of Educational Broadcasters; John F. White, National Educational Television; Vincent T. Wasilewski, National Association of Broadcasters; Frank Pace Jr., Corporation for Public Broadcasting; William E. Mott, United States Independent Telephone Association; Wilbur Cohen, Department of Health, Education and Welfare; D. E. Emerson, AT&T, and McGeorge Bundy, Ford Foundation.

WGAA sale approved

FCC approved sale of WGAA Cedar-
town, Ga., from J. Franklin Proctor to James H. Faulkner and associates for $200,000, it was announced Friday (May 10). Mr. Faulkner owns WBRA and WSSM(FM) both Bay Minette, Ala.; WLBB and WATR-FM, both Carrollton, Ga., and WGAA Opelika and WPRI-FM Auburn, both Alabama. He is also owner of weekly Baldwin Times. Bay Minette, Ala.

Reopening denied

FCC Review Board Friday (May 10) refused to reopen KHJ-TV Los Angeles hearing record to receive evidence accrued during current civil suit against General Tire & Rubber Co. KHJ-TY licensee, RKO General Inc., is General Tire subsidiary. Admission of evidence had been sought by Fidelity Television Inc., competing applicant for channel 9 facility (Broadcasting, March 4, Feb. 19).

Capital Cities-Fairchild merger assent is given

Stockholders of Capital Cities Broadcasting Corp., group station owner, approved merger with Fairchild Publications (Broadcasting, Jan. 15) Friday (May 10) at annual meeting in Albany, N. Y. Fairchild stockholders voted for merger last Thursday (May 9), to be effective Wednesday (May 15).

Capital cities will acquire Fairchild for $10.5 million cash and 600,000 shares of new issue of convertible preferred stock (see page 82), approved at Friday's meeting.

In other business, number of authorized shares of common stock was increased from 5 million to 5.6 million. stock option plan was approved, and directors chosen.
WHAT'S WARNER BROS.-SEVEN ARTS DOING NOW ABOUT NETWORK TELEVISION?

3 WEEKLY NETWORK SERIES NOW ON-THE-AIR:

THE FBI
(ABC-TV, SUNDAYS 8:00-9:00 P.M. E.T.)

THE BUGS BUNNY SHOW
(ABC-TV, SUNDAYS 10:30-11:00 A.M. E.T.)

THE ROAD RUNNER SHOW
(CBS-TV, SATURDAYS 1:30-2:00 P.M. E.T.)

AND,

Our Network Programming Department is currently developing properties for the 1969-70 network season...

...and beyond.

WARNER BROS.-SEVEN ARTS
TELEVISION DIVISION
200 PARK AVENUE • NEW YORK, N.Y. 10017
The Embassy of Bolivia

His Excellency Julio Sanjines-Goytia, Ambassador of Bolivia, and Senora Sanjines-Goytia, in the drawing room of the Embassy ...

another in the WTOP-TV series on The Washington diplomatic scene.

A CBS AFFILIATE IN WASHINGTON

WTOP-TV

Photograph by Fred Maroon
DATEBOOK

1968 RAB REGIONAL SALES CLINICS
May 21—Kansas City, Mo., Sheraton Motor Inn.
May 22—Chicago, Sheraton Chicago.
June 4—Boston, Sheraton hotel.
June 14—Little Rock, Ark., Marion hotel.

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

Indicates first or revised listing.

MAY
May 13—10th annual Chicago area Television Academy Awards dinner, sponsored by The National Academy of Television Arts and Sciences. Motor hotel, Chicago.
May 14—National Association of Educational Broadcasters Educational Television Stations Division and National Educational Radio Division board meetings. Kenwood country club, Bethesda, Md.
May 14—Annual convention and trade show, National Community Antenna Television Association of Canada. Empress hotel, Victoria, B.C.
May 14—Meeting Committee for All-Channel Television Development, consisting of representatives of Electronic Industries Association's Consumer Products Division and All-Channel Television Society (ACTS). EIA headquarters, Washington.
May 14—Annual stockholders meeting, Metropolitan Inc., to elect directors. Company's dividend in common shares from 3.5 million to 10 million and increase preferred shares from 70,000 to 500,000 and to transact other business. New York.
May 14—Annual meeting and performer's award luncheon sponsored by the International Radio and Television Society, Waldorf-Astoria hotel, New York.
May 15—Annual convention, Armed Forces Communications and Electronics Association. Principal speakers will be Admiral Thomas H. Moorer, chief of Naval Operations, USN; Lawrence A. Hyland, vice president and general manager, Hughes Aircraft Co. Sheraton Park Hotel, Washington.
May 14-17—1968 International Quantum Electronics Conference sponsored by the American Physical Society, the Optical Society of America, and the groups on electron devices and microwave theory and techniques of the Institute of Electrical and Electronics Engineers. Everglades hotel, Miami.
May 15—Meeting of NAB Future of Television Committee, Washington.
May 15—Annual stockholders meeting, Outlet Co., to elect directors, to authorize issuance of 1 million shares of preferred stock, and to transact other business. Providence, R.I.
May 15—Special stockholders meeting, Chris-Craft Industries Inc., to vote on merger with Baldwin-Montrose Chemical Co., to elect directors, and to transact other business. Sheraton hotel, Fort Lauderdale, Fla.
May 16—Radio briefing, workshop for advertisers and agencies, sponsored by Radio Advertising Bureau of America. "Elephants vs. Mankind." Principal speakers are Sen. Mark O. Hatfield (R-Ore.) and Dr. Alfred Eggert, assistant administrator for policy at National
Aeronautics and Space Administration. Sheraton Motor Inn, Portland, Ore.


May 21—Annual stockholders meeting, 20th Century Fox Film Corp., to elect directors, and to transact other business. 20th Century-Fox studio, Los Angeles.

May 21-22—Annual spring meeting of Illinois Broadcasters Association. Speakers include Vincent Wasielski, National Association of Broadcasters president. Holiday Inn, Quincy.


May 22—Deadline for reply comments on FCC proposed rulemaking to explore possibility of using actual field strength measurements to determine coverage of TV and FM stations, instead of present theoretical field strength charts.

May 23-24—Board meeting of Broadcasters Promotion Association, Marriott Inn, Philadelphia.


May 23-25—Meeting of the Iowa Broadcasters Association. Speakers include Harold Niven, vice president, planning and development, NAB; Whitney hotel, Atlantic City, N.J., and to a transact other business. Atlantic City Convention Center.

May 25—Southwest regional convention of the Radio-Television News Directors Association. Included will be sessions on libel, fair press and fair trial, FCC, broadcast news and other areas of current interest. WBAP-TV Fort Worth.


May 26-27—Meeting of Ohio CATV Association. Airport Holiday Inn, Columbus, Ohio.


May 26-28—Annual spring meeting of the Pennsylvania Association of Broadcasters. Speakers include Governor Raymond Shafer and William Carlisle, NAB vice president for television. Host Farm motel, Lancaster.


May 27—Plenary session, Administrative. Indicates first or revised listing.
Another Reason We Can Hardly Wait For Next Season

"ADAM-12"

Any new police series lucky enough to have Jack Webb as its executive producer is ahead of the game right there.

"Adam-12" is ahead of the game right there.

With Webb and producer Bob Cinader at the production helm, the Saturday night half-hour action program shapes up as one of NBC's most interesting entries this fall.

Like the perennially popular "Dragnet"—which continues on NBC Thursday nights—the stories in Universal's "Adam-12" are based on the files of the Los Angeles Police Department.

But this time the leading characters are a couple of police-car patrolmen—played by Martin Milner and Kent McCord.

Milner's the veteran and McCord the rookie. They differ in age and in temperament. Yet when the radio dispatcher calls "Adam-12" (their car's official designation), the two respond as one man.

Audiences will respond to "Adam-12" just as eagerly. It's that kind of series.

NBC TELEVISION NETWORK
Smooth as silk with a GATES turntable


May 27—Deadline for filing comments on FCC's proposed rulemaking that would permit standard broadcast stations operated by remote control to transmit telemetry signals by intermittent subsonic tones.


JUNE

June 2—Commencement at Syracuse University. Speaker will be Walter Cronkite, managing editor of the CBS Evening News. Syracuse University, Syracuse, N. Y.

June 3-5—11th international conference of Sales Promotion Executives Association. Speakers include John Phillips, president, R. J. Reynolds Co., and Robert G. Reed III, vice president and general manager, Cities Service Oil Co.

June 4—Annual stockholders meeting, MCA Inc., to elect directors, to approve increase of common shares to 9,750,000, to ratify stock option and stock investment plans, and to transact other business. Sheraton-Blackstone hotel, Chicago.

June 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.

June 6-7—Meeting of the South Dakota Broadcasters Association. Speakers include Thom R. Winkler, manager of the NAB radio code, and William Walker, NAB director of broadcast management. Ramada Inn, Sioux Falls.

June 6-7—Spring meeting of Missouri Broadcasters Association. Holiday Inn, Springfield.


June 6-9—Joint convention of AP and the Alaska Broadcasters Association, Sitka.

June 7-8—Meeting of the Wyoming Broadcasters Association. Speakers include Douglas Anello, NAB general counsel, Ramada Inn, Casper.

June 7-8—Meeting of Wyoming AP Broadcasters in conjunction with Wyoming Association of Broadcasters, Casper.

June 8—Meeting of the North Dakota Broadcasters Association. Speakers include Thom R. Winkler, manager of the NAB radio code, and William Walker, NAB director of broadcast management, Edgewater Inn, Detroit Lakes, Minn.


June 12-14—Montana Broadcasters Association convention. Speakers include Al King, NAB director of station relations. Glacier Park Lodge, East Glacier Park.

June 12-14—Meeting of the Virginia Association of Broadcasters. Speakers include Hollis M. Seavey, assistant to vice president, government affairs, NAB. Conference Center, Williamsburg.


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

June 15-19—Thirty-third annual Georgia Association of Broadcasters summer convention. Speakers include FCC Chairman Rosel H. Hyde, ABC News president; Representative William Stuckey (D-Ge.) Holiday Inn, Callaway Gardens.

June 16-28—First annual seminar in marketing and advertising strategy, sponsored by American Advertising Federation, dealing with "changing and challenging frontiers of knowledge affecting advertising plans and techniques." Northwestern University, Evanston, Ill. For information: Professor George T. Clarke, AAF management seminar director, 655 Madison Avenue, New York 10021.


June 20-23—Annual summer meeting of Maryland-District of Columbia-Delaware Broadcasters Association, Henlopen hotel, Rehobeth Beach, Del.


June 24—Deadline for filing comments on FCC's proposed rulemaking that would provide simplified procedure for class IV AM power increases, and promote for those stations stricter compliance with minimum separation rules.

June 29-July 2—17th annual National Cable Television Association convention, Steaton-Boston hotel, Boston.

Indicates first or revised listing.

Warm response

EDITOR: I have received many favorable comments on my article which appeared in BROADCASTING (Monday Memo, April 22). I look forward to reading your publication. ...—Jeno F. Paulucci, board chairman, Jeno's Inc., Duluth, Minn.

He chose the Irish

EDITOR: I would like to correct a story in your April 29th issue that stated I had been dropped by CBS-TV as one of their announcers on the National Football League telecasts.

I was selected as one of the eight announcers retained to telecast the games this year, but the contract requires that all announcers be on the scene of the games on Saturday morning. Since we will be broadcasting the Notre Dame games on the Mutual network this fall, this made it impossible for me to fulfill the CBS contract so I resigned, which is a little different from being dropped.

You might be interested in knowing I will broadcast the Detroit Lions games on radio and do the first five exhibition games.
You can't buy the STEVE ALLEN Show

Unless: You're an ABC Affiliate, or a CBS Affiliate ... or an NBC Affiliate ... or an Independent ...

If you qualify, join this growing list!

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VARIETY / MUSIC / ENTERTAINMENT / COMEDY / TALK - BRAND NEW / COLOR-TAPE / 5-A-WEEK STRIP / 90 MINUTES DAILY

THE STEVE ALLEN SHOW

AVAILABLE FOR IMMEDIATE OR FALL START

477 MADISON AVE., NEW YORK, N.Y. 10022, PHONE (212) 758-5100
A FILMWAYS AND MEADOWLANE ENTERPRISES, INC. PRODUCTION
There are reports that major fires have broken out near the Circus Maximus in Rome. We are checking.

More Rome weather x x x Unseasonable. The July winds buffeting the city today are called the worst in recent memory. The imperial weather headquarters reports gusts reaching 45 miles an hour.

The charge. The emperor raced into the city from Palaces are destroyed.

The charge. The emperor raced into the city from the century old Circus Maximus. More.

More fire bulletin x x x Maximus. More.

The flames are being whipped by high winds. The fires azyxzyxaz ///

The flames are being whipped by high winds. The flames are reported roaring through miles of two and three story tenements and the Circus Maximus itself.

Split cancelled.

More fire bulletin x x x Maximus. More.

The flames are being whipped by high winds. The fires azyxzyxaz ///

The flames are being whipped by high winds. The flames are reported roaring through miles of two and three story tenements and the Circus Maximus itself. More.

Urgent audio advisory.

More.

Bulletins will be repeated at 1345 plus additional material.

67: 028 A-Rome (Raw Sound. Mob Noise & Screams) Sound of mobs racing through city (x x x chant of death to Nero faded)

68: 025 A-Rome (Mob voices) Mob claims Nero set fires (x x x while Rome burns)

69: 046 V/A-Rome (Dave Daglas w/Mob) Fire sweeps Rome, mobs blame Nero.

70: 080 A-Rome (Emperor Nero) Denies setting fires (x x x thousand sestertes) More.

Urgent audio advisory.

(Rome) -- Massive fires are sweeping through areas of the imperial city. Praetorian guard officials say the fires apparently began in Rome's slim alleys near the century old Circus Maximus. More.

A U D I O BULLETIN

Monitor the network. Audio is feeding actuality Rome mobs.

Audio bulletin.

(Rome) -- Refugee mobs have swarm into the Rome Forum...screaming that the divine emperor Nero set the fires now sweeping many areas of the imperial city. The mobs are yelling that Nero strung his lyre as the city burned. More.

Urgent audio advisory.

Following bulletin cuts will be repeated at 1345 plus additional material.

71: 038 A-Rome (Praetorian Duke Burrus) Doubts Circus will be rebuilt (x x x emptied the treasury)

72: 140 V/A-Rome (Ray Moseley w/Nero) Nero denies charges. Sobbing as views wreckage.

73: 039 V/A-Rome (Ray Moseley w/Sounds of Flames) Circus destroyed.

Urgent audio advisory.

(Rome) -- Huge fires have swept major areas of the imperial capital. Hundreds of citizens and thousands of slaves are dead.

The Circus Maximus -- built by Julius Caesar -- and the Palatine palaces have been destroyed.

Mobs of refugees swarmed into the forum as flames licked at the sky and dense smoke blackened the city. Some refugees screamed that Emperor Nero set the first blaze and strummed his lyre while the city burned.

Nero quickly denied the charges...and ordered the imperial treasury to distribute 400-thousand sestertes to the thousands of homeless. The emperor raced into the city from Antium by chariot...accompanied by his former slave girl Claudia Acte.

Praetorian guard officials say the blaze apparently started in the slim alleys near the Circus Maximus. The flames were whipped by unseasonable gusty winds which have been blowing through the city since this morning. The flames swept through miles of two and three story tenements...and the huge 150-thousand seat circus. It collapsed when its wooden supports burned away.

Burrus -- the Praetorian Duke -- said he doubted the circus would be rebuilt. He told newsmen...and we quote..."The Armenian crisis with Parthia and the revolt in Judea as well as government waste in high places have all but emptied the treasury."

However -- Emperor Nero said he would create a new imperial city bearing his name. Said the emperor...and again we quote..."There will be broad boulevards, baths for the poor, and I will channel the underground springs to form a reserve water supply to fight any future fires." Nero added..."This eternal city shall be known as Neropolis."

The emperor wept when he saw the guard's Palatine headquarters explode in flames. A friend -- the wealthy Roman playboy Caius Petronius -- said the emperor told him the Christians started the fires. The Christians are followers of a man put to death by Pontius Pilate of Judea.
Clear cut reporting and writing a burning issue for you?

Join the 6,500 subscribers around the world who regularly count on UPI for stories like this on history in the making now.

If you're not one of those 6,500 subscribers already, maybe you should be.

To find out—at your desk and at your convenience—simply call or write Wayne Sargent, Vice President for Sales.

UPI is at the scene
Facts in focus...the NSI BLUE CHIP SUMMARY

**BOOK NOTE**


Senator Magnuson, as chairman of the powerful Senate Commerce Commit-tee, has staked out large parts of the current crusade for consumer protection as his very own. With the aid of Miss Carper, formerly editor of the National Safety Council's magazine, Family Safety, and now a free-lancer, Senator Magnuson has provided a guidebook for other consumer crusaders and a useful glimpse into the thinking of the man who holds perhaps more legislative authority on consumer matters than any other senator or representative on Capitol Hill.

The book is divided into two parts: protection of the consumer's economic welfare and protection of the consumer's health and safety. Both areas concern all who earn their livelihood in the American marketplace and both areas are the focus of battles of particular importance to broadcasters that are now being fought on specific issues.

Senator Magnuson has been credited with shaping cigarette-packaging legislation now on the books and is in a position to approve or veto moves to extend the law to broadcast advertising. Cigarettes are the subject of the book's final chapter. He also details the movement of his committee from traditional areas into wider consumer-economics concerns.

Part of the battle has been won, he observes: "it is no longer a question of whether the consumer will be protected, but rather a question of how."

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 Nielsen Station Index

NSI EXECUTIVE AND EASTERN SALES/SERVICE OFFICE
NEW YORK (10019)
1290 Avenue of the Americas - 956-2500

NSI SALES/SERVICE OFFICES
CHICAGO (60601)
360 N. Michigan Ave. - 372-3810

Hollywood (90028)
1680 N. Vine St. - Hollywood 6-4391

SAN FRANCISCO (94104)
58 Post St. - Yuki 6-6537

a service of
A.C. Nielsen Company
CHICAGO (60645)
2101 Howard Street - 465-4400

 games on television as well. This marks my 19th year of broadcasting games in the National Football League.—Van Patrick, director of sports, Mutual Broadcasting System, New York.

Unmentioned

EDITOR: I was amused . . . to read ["Radio-TV for Schweppe's" in April 22 Broadcasting] inasmuch as wckt(TV) [Miami] was not mentioned.

The Schweppe's campaign started last January consisting of 17's. The 30 seconds mentioned in the [article] started March 11 and expired last Saturday [April 20].

The bulk of the Florida budget and schedule was placed on wckt.—Charles H. Philips, vice president-sales, wckt (TV) Miami.

(The story on Schweppe's (U.S.A.) Ltd. 1968 advertising budget, contracts with the stations mentioned, was given to Broadcast- ing by the Schweppe agency in New York. They did not mention the spots on wckt.)

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*Reg. U.S. Patent Office

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BROADCASTING, May 13, 1968
You’ve heard them — those beautifully mixed, overdubbed tracks that have plunked audio engineers squarely into the creative team. Your audience has heard them too — and they want them to sound right on your station. Transferring such records to tape for broadcast without losing any of their presence, impact, transparency and bite is a tall order — which the Scully 280 recorder/reproducer is beautifully engineered to fill — along with workhorse jobs like putting down news programs and taking stuff off the line for delayed transmission. Its companion piece, the 270 reproducer, can play back anything the 280 records — faithfully. Already in use in more than 450 U.S. radio stations as the basic heavy-duty recorder/reproducer, the Scully 280 has proved its reliability and dependability to the hard-nosed guys whose job it is to keep radio stations running right — as has the 270. For more information, contact your nearest Scully distributor or send to the address below for the specs, 1968 edition.

Scully
Recording Instruments Company
A Division of DICTAPHONE CORPORATION
480 Bunnell Street Bridgeport, Conn. 06607
(203) 335-5146
Makers of the renowned Scully lathe, since 1919
Symbol of Precision in the Recording Industry
If these three grab you in a
They’re cops.

The City, right now.
The police don’t understand the now generation—and the now generation doesn’t dig the fuzz. The solution—find some swinging young people who live the beat scene, get them to work for the cops.
They’re called the Mod Squad and you’ll find them on ABC Television this fall. And if you think the idea sounds like a swipe from today’s news, you’re right. That’s one way ABC outpulls even the other network among people who think your
dark alley, don't fight.

With right-now shows that move with the times. So young-thinking Americans don't just sit and watch programs like Mod Squad—they live with them.

Today in television, the name of the game is think young. And with a whole new breed of young adult viewers, ABC wins hands down. Because we're not afraid to change, to be a little different, to be unconventional.

ABC Television Network
When a funny commercial is good, it’s great!

The recent International Broadcasting Awards presented at a dinner at the Century Plaza hotel in Los Angeles drew attention to the new trend in commercials. “Funny” is in.

In the 21 categories set up for awards, commercials with an approach designed to amuse as well as sell captured 14 first prizes. Of the remaining seven awards, three went to musical jingle commercials. The only nonhumorous nonjingle commercials selected were a travel series (two awards), an automobile commercial in the “foreign” category and a public service “health” announcement.

Perhaps the proportion of “entertainment” commercials on TV and radio is not quite as high as that implied by the selections of the IBA awards committee. But it is certainly higher than ever before. This has happened despite the knowledge that a “funny” commercial that doesn’t come off can be a disaster.

Payoff — Why have agencies and advertisers turned away from safe “hard sell” to the gamble of humorous commercials? That’s not too hard to answer. When “funny” pays off, it pays off big. “Funny” commercials have led to the promised land of great sales increases for advertisers, increased dividends for stockholders and zooming billing for agencies.

Look at the record: Spectacular sales gains in recent months have been effected by humorous commercials for a cigarette, a headache remedy, and a stomach remedy. So effective have certain off-beat commercials been in moving merchandise that even the most conservative advertising and agency people have been having second thoughts about the situation. What keeps them awake nights is the horrible possibility that if they don’t go the far-out route, their competition may do so and capture their customers.

This preponderance of humor in broadcast has not been reflected in the advertising appearing in newspapers and magazines. The reason, basically, is that the kind of humor that appeals to a broad audience with a varied cultural background is much more difficult to achieve in print than in broadcast. It depends largely on visual and verbal characterization. A raised eyebrow can bring a chuckle. A finger poking into a fat stomach can result in a laugh. A cultivated English accent emanating from a bar-room bun can break people up. The situation produces the amusement, and it is difficult to set up a situation as quickly in print.

The largest arguments over the use of humor in commercials revolve around its effectiveness in selling. This humor “nonsense” doesn’t appeal to hard-headed businessmen with logical minds who feel that if the advantages of their products are stated clearly to the consumer, the consumer, logically, will buy them. The “funny” proponents combat this with the hardly debatable thesis that you can’t reason with people who aren’t paying attention. They assert that the problem is to get people to listen to you at all. Consumers are being bombarded by so many demands on their attention that they aren’t going to hear your message unless you candycoat it with some reward for listening.

Sneaky Humor — The humor backers go further. They state that customers are more inclined to buy from people they like than from impersonal people. Humor, they say, sneaks around sales resistance. You can get both strong attention and friendly rapport with a humorous approach, so why play it straight?

The “funny” people seem to be on top right now. But the pitfalls are many. For one thing, nothing makes a poorer impression than the commercial that tries to be funny and just isn’t. So many of these go on the air that one wonders who exercised the judgment on script approval that allowed them to escape from the wastepaper basket. They are generally done on a shoestring budget by untalented people and disappear quickly in an embarrassed silence while their perpetrators aver they should have stayed with tried and true “hard sell” in the first place. Advertisers who want to go down the “funny” route with any success have to be willing to pay the price. And the hard fact is, “funny” costs money.

Essentials — “Funny” commercials have to be written by professionals—and that means people with some show business as well as advertising background.

They have to be produced and directed by people with a knowledge of pace, good taste and a real understanding of humor, supervised by people with good advertising sense. They must be performed by actors and actresses who understand humor. They are expensive every step of the way... even when the production is simple. The advertiser who wants something “like” what he’s seen or heard which he knows has been very successful, must be willing to pay for it.

The foregoing may sound discouraging to the small-budget advertiser. True, “funny” costs money, and he would be well advised to stay away from “entertainment” commercials unless he’s willing to spend the money they cost. To repeat, making poor “funny” commercials is just pouring money down the drain.

But good ones can pay dividends far over and above what one would normally expect from a given sum of money spent on an advertising program. Small advertisers have ridden to sales glory by spending a little less on their time buys and a little more on what they say to or show potential customers during those quick 10-, 20-, 30- and 60-second periods.

In the IBA competition, only three categories were set aside for humorous commercials. The fact that this kind of commercial won in so many other categories, too, reflected how both advertisers and agencies seem to feel today about “funny” commercials... when they’re good, they’re great.

Kalman Phillips, broadcast director of MacManus, John & Adams Inc., Beverly Hills, Calif., has been in the creative end of the advertising agency business since 1952. A graduate of Columbia University in New York, he worked for 14 years with J. Walter Thompson Co., as TV director in San Francisco and copy chief in Los Angeles. He formerly was creative director of Atherton-Privett Inc., Beverly Hills, now heads MJ&A’s West Coast broadcast activities.
At last... 

an unselfish

test plan:

You don’t have to buy us exclusively in the market. You don’t have to make the biggest buy on the station. Our Radio Test Plan will research “before” and “after” product awareness at no cost to you, when you buy a reasonable schedule. It’s our way of proving that Washington’s only 50,000 watt news, information and sports station turns on people, turns on sales. Call collect: (code 202) 244-5678... let our Mr. Dobra turn you on.

WTOP turns on people

A POST-NEWSWEEK RADIO STATION IN WASHINGTON, D.C. / Represented by CBS Spot Sales
John romances the ratings

When John Gary croons, ratings zoom!

See what happened to KTLA, Los Angeles; WGN-TV, Chicago and WCKT, Miami. They loved him. Even with stiff network competition and top movies. He beat The Tonight Show in Chicago as well as Lucy in Los Angeles.

Because he’s already sold, hearts will soon be beating faster in Albany, Boston, Cincinnati, Cleveland, Denver, Detroit, Duluth, Grand Rapids, Houston, Indianapolis, Jackson, Lafayette, Memphis, Palm Beach, Philadelphia, Phoenix, San Diego, San Francisco, Scranton, Seattle, Springfield, Ill., Topeka, Washington, D.C., and Wichita.

It’s a love of a series. Twenty-six 90-minute color tape shows. With guest performers including Tony Martin, Edie Adams, Carol Burnett, Billy Daniels, Lionel Hampton, Johnny Mathis, Jimmie Rodgers, Kay Starr, Sheila MacRae, The Lemon Pipers, Jackie Mason, Eddy Arnold, The Buckinghams, Joey Bishop, Della Reese, Totie Fields, Erroll Garner and many, many others.

No wonder THE JOHN GARY SHOW got such love letters from the March 13th issue of Variety. “The show...appears to be hitsville. It is brisk, bright, and sophisticated, and Gary’s hostmanship is smooth as silk.”

Sign on John. He’ll cozy up to your audiences and boost your ratings. Call 20th Century-Fox TV and ask for THE JOHN GARY SHOW.

Scripps-Howard/WGN Continental Productions.

New York, N.Y.: 444 West 56th St., Tel. 212-997-5010; Chicago: Tel. 312-372-1584; Los Angeles: Tel. 213-217-2211; Dallas: Tel. 214-748-7221.

*Before John Data—ARB Feb.-Mar. ’68
After John Data—ARB Coincidental
Chicago 3/2/68
Miami 4/4/68
Los Angeles 4/7/68

This data is presented subject to the limitations as listed in the reports used.
Nielsen shows us nearing 40% color!*

Is it any wonder that Blair’s lines are buzzing?
Better call ’em today.

*Nielsen Color TV Ownership Estimates, Feb.—Mar., 1968
A hunt for news-show rigging

With secret testimony unrevealed, House probers get denials down the line that WBBM-TV staged pot party; Staggers says real target is FCC

The House Investigations Subcommittee's probe into charges that CBS-owned WBBM-TV Chicago staged or otherwise misrepresented a filmed marijuana party it aired last fall emerged last week from the realm of secret sessions and behind-the-scenes staff investigations into a full-fledged open hearing. By the close of the first day's sworn testimony, key details still refused to fall into place, as the subcommittee played cat and mouse with top CBS executives, but the outlines of a grand design seemed to be emerging.

The witness list for the Thursday and Friday hearing (May 9, 10) was a surgically neat section of the particular CBS chain of command that bore direct or delegated responsibility for programming aired Nov. 1, 2 and 3, 1967, during WBBM-TV news programs. The line of descent ran all the way from CBS Inc. President Frank Stanton to Louis Glickman, electrician on the camera crew that filmed the pot party.

The total roster of CBS personnel slated for testimony either on Thursday or Friday totaled 15. An unplanned witness—WBBM-TV legal counsel Newton Minow—was ordered sworn in (a development he regarded with surprise but acquiescence) early Thursday, raising the count to 16.

Pattern Drawn: The shape of the session was set in opening remarks delivered by Subcommittee Chairman Harley O. Staggers (D-W.Va.), and the panel's strategy was best illuminated by an argument between subcommittee officials and the CBS management. The dispute flared after the chairman read a list of charges against the station and CBS reiterated demands that it be made privy to whatever information the subcommittee had so that testimony could be responsive to the charges.

The first CBS requests, made by Dr. Stanton and restated in Mr. Minow's statement, were first turned aside by Chairman Staggers on grounds that no one on the subcommittee was accusing CBS or the station of anything—the purpose of the quest given only as the gathering of information. But later in the day Congressman John E. Moss (D-Calif.) (who, with Representative John D. Dingell [D-Mich.], took sworn secret testimony from students or former students at Northwestern University that were said to have been involved in the filming [BROADCASTING, April 22]) replied to a further entreaty for information from Mr. Minow with the admonition: "Have patience, my friends."

Reasons: In his opening statement Chairman Staggers said the hearing had "four principal purposes." First was to ascertain whether the station had violated the Communications Act, second, whether the station had violated the Federal Trade Commission Act. Third,
A HUNT FOR NEWS-SHOW RIGGING continued

the subcommittee was looking toward the competence of the FCC in the light of "the facts and circumstances involved in the proceedings before us" (and the chairman referred again later to the FCC as a primary target when he explained that the subcommittee had no specific charges against the station). Fourth, he said, the subcommittee was probing the need for any legislative remedies that the matter may show to be warranted.

Throughout the first day's testimony, problems of semantics plagued witnesses and their interrogators. Confusion over terms and definitions was widespread and perhaps the most puzzling to CBS was the subcommittee's pro-

testations that charges were not being levied. Chairman Staggers's opening statement summarized (without giving particulars) the "evidence already received by the subcommittee." After reciting facts about the program on which both sides were in agreement (dates and times of airing, the fact that the film for the sequence labeled what was being shown as an authentic marijuana party on the campus of Northwestern University), the Staggers statement continued:

"According to evidence already received by the subcommittee, the pot party was staged by the station. There is evidence that the party was filmed by the station in a privately owned residence and not university-controlled housing."

The statement went on to imply that perhaps ratings considerations were a factor in the film's presentation: "We have evidence that station WBBM-TV investigated."

At the start of the hearing, Chairman Staggers made it plain that the identity and testimony of the Chicago witnesses, the subjects of the filming, would be kept confidential in accordance with promises made to them in April. Nevertheless, Dr. Stanton, in his opening remarks, asked again (he had written the subcommittee with the same request on April 30) for the panel to "publicly hear—and carefully scrutinize—the charges against the station which until now have been heard in executive session closed to the public." He added to his prepared remarks another concern stressed in his April 30 letter: Restating his conviction of confidence in WBBM-TV station management, and observing that "no information has come to our attention that this confidence is misplaced." He noted that even if his confidence was misplaced he would still warn the sub-

committee that the investigation was in danger of becoming "an unusual and unprecedented intrusion into First Amendment areas." Even the FCC had been reluctant to pursue matters concerning the discharge of news functions by licensees, he noted.

All of the CBS witnesses heard Thursday categorically denied, within the framework of the direct or indirect connection with the filming, that the program was staged.

Appearing with Dr. Stanton as lead-off witness were John A. Schneider, president, CBS/Broadcast Group, and Robert D. Wood, president, CBS Television Stations Division. Present as needed to contribute details during questioning were Edward R. Kenefick, vice president and general manager, WBBM-TV, Robert Ferrante, WBBM-TV news director, John V. Missett, writer-reporter who arranged and led the filming of the pot party, and Mr. Minow.

Lawrence Morrone, executive producer for news, WBBM-TV, and Morton A. Edelstein, the station's city editor, were also listed for appearance Thursday, but a lagging schedule forced a postponement of their testimony until Friday (see page 9). Also set for Friday was a formal session of questions and answers directed at Mr. Missett and the three members of Mr. Missett's film crew; Robert Harris, a news writer who edited the material that was broadcast; Gerald Ashe, who was, at the time, the assignment editor who dispatched the crew with Mr. Missett, and two news producers. Donald Ramsel and Phil O'Connor, on whose programs the pot-party sequences were aired.

Areas of Interest * Methodical questioning by Robert Lishman, subcommit-

Representative Dingell

Representatives Moss (l) and Staggers
tee counsel, of witnesses who had operational responsibilities for decisions on the marijuana-investigation project gave hints at the areas where the subcommittee might hold trump cards.

On some questions, the questioning revealed previous testimony—most of which came from reports the FCC had gathered as part of its investigation into the staging charges—conflicting with that being given by the CBS witnesses. But these were generally on questions of details in support of but only relating to the larger questions raised at the hearings. In fact, the party was encouraged by station personnel, or whether the station was morally or legally wrong in being present during commission of an illegal act without notifying authorities (an issue raised by Representative J. J. Pickle [D-Tex]).

Function of Journalism • On Mr. Pickle's point. Dr. Stanton was adamant. "This is the nature of investigative reporting," he said. "It is the function of journalism in a free society." Later, it was observed that if the station had been obliged to call in police, there wouldn't have been any filming. A subcommittee member countered that if there hadn't been any filming, there wouldn't necessarily have been any pot party. The hypothesis was disputed by Mr. Missett, who testified that he had been assured by the participants of the marijuana session that their pot-sharing get-togethers were a regular affair.

Questions of fact that revealed variances in testimony or suggested future revelations by the subcommittee involved the location of the party, who initiated it, what happened to the film left on the cutting room floor, was the sequence scripted (a major source of semantic difficulty), whether the participants were compensated or accommodated in any way by the station, and whether Mr. Missett obtained some marijuana of his own from the party-goers. Answers in all cases were not immediately forthcoming as counsel posed questions in some cases to those who did not have first-hand information ("Did Mr. X at any time inform you...?").

Hypoing Question • The charge that implies hypoed ratings was answered by station manager Ken Eckel. He said a telephone-coincident survey was ordered before the second day's showing of the first pot-party sequence to satisfy curiosity expressed by the sales manager on what the results might be of all the publicity the first showing engendered. (After the first showing Northwestern University fired off a news release charging that the party was not filmed on the university campus and that it was staged.)

Where? • The whereabouts of the party was the target of much questioning. The station rested its defense for stating that the party was an on-campus affair on a Northwestern map that, it was said, included the location within a shaded area that was termed the Northwestern campus. Other questions hinted that the subcommittee had evidence that the scene for the party was technically in a nonuniversity structure, although perhaps surrounded by or adjacent to university property. (The map was not present, although Congressman Moss and Dingell said it was supposed to have been. It was promised for Friday delivery.)

"Outages" or "outtakes" also were the subject of much questioning. Here some testimony varied. Station personnel said the film not used in the actual airing was destroyed, approximately (but by coincidence) on the same day as the program was broadcast.

Subcommittee investigators testified that destroying such footage was at variance with industry practice (at least so soon after filming) and that in a conversation held with station management several weeks later (after the film had been destroyed, according to last week's testimony) they had been assured that the outtakes were still available.

At the close of the Thursday hearing, Mr. Missett had not been called for formal questioning by Mr. Lishman, but the shape of his interrogation to come was suggested by questions to other witnesses. These probed the nature of the verifications on the fact of the party—its location, the genuineness of the marijuana, the possibility that the participants were paid or reimbursed for their activities, and the possibility that Mr. Missett obtained pot from the group—but in most cases these questions were only indirectly answered.

Subcommittee investigators, drafted in advance of the party filming, was involved.

Except for scheduling the Friday session, the subcommittee did not announce further plans in the matter.

Further Inquiry • It was hinted that CBS executives might be asked to reappear at a later date. The subcommittee now has testimony from the participants in the pot party and CBS principals. It also has the FCC files on the matter.

Except for review or reappearances of witnesses already heard, options before the subcommittee will hinge generally on use of the information already gathered. Timing of release of testimony that contravenes that given by CBS will be a major consideration. Options here range from a prompt offering of the material for comment and rebuttal by CBS or to delay until after the FCC's investigation, now set for hearing June 25.

Mr. Missett did, however, have a chance to respond to ad hoc questions from the subcommittee members on several of the points. He denied any role in the party except as an observer, said it was the participants' idea to hold the affair and allow it to be filmed, and that no consideration was granted (except, as Representative Clarence J. [Bud] Brown Jr. [R-Ohio] pointed out, for the consideration that their identities would be protected).

The Meaning of Script • Problems about the existence of a script, it turned out, revolved around various meanings of the term: some thought of it in terms of a shooting script, others as lead-in or transitional material to go with footage already in the can, and still others as a shortened version of "transcript." Testimony was that no
Seattle's King Screen eyes national scene

King Screen Productions, Seattle, a division of King Broadcasting, is setting its sights on national TV commercial production business after 18 months of filming spots almost exclusively for regional and local advertisers.

Roger Hagan, general manager of King Screen, held a screening of a short reel of award-winning commercials produced by the company in New York May 1-3 to acquaint agency executives there with the caliber of its work. In addition, King Screen has appointed Don Hughes of Plans Board Inc. as New York sales representative and Diane Michaelis as Washington sales representative, and is stepping up its calls on agencies in San Francisco, Los Angeles and Minneapolis through its home-based sales personnel.

King Screen has produced almost 100 commercials since its formation, according to Mr. Hagan, and some have been for national clients of McCann-Erickson and Kenyon & Eckhardt. He said encouragement from agencies representing national clients prompted the company's decision to expand operations out of the local-regional mold.

King Screen also has produced educational and industrial films, and special-interest TV programs for its parent company. A short documentary produced for the Sierra Club of California, "The Redwoods," won a 1968 Oscar award, for King Screen.

The company has several programming projects in preparation, Mr. Hagan said. One is a series of six one-hour TV specials titled The American Wilderness and the other is a 90-minute program examining life in Cuba in the 10th year of the revolution. He said King Screen, after waiting eight months, has received permission to go to Cuba and plans to start production in June. He said several large station groups are interested in cofinancing this presentation.

Petry to rep group in suburban New York

In what's regarded as an unusual if not radical—departure for a major station representation firm, the Edward Petry Co. is now repping a newly formed suburban radio station group called Greater New York Radio.

Made up of four radio outlets, all located in heavily populated suburban areas of New York City, GNYR is being sold to national and regional advertisers as a single radio entity on the basis of an open rate of $99 for a one-minute commercial.

The stations and their counties are: WCCT-AM-FM New Brunswick, N. J. (Middlesex), WGGB Freeport, N. Y. (Nassau); WGSN-AM-FM Huntington, N. Y. (Suffolk) and WCAP-AM-FM White Plains, N. Y. (Westchester). While some sales have already been made on behalf of the group, they do not include WPAS in commitments until May 20 when that station officially joins the other three in GNYR.

Petry credited the creation of Greater New York Radio to Michael Nichter, the latter's national sales manager, who is a former sales manager of WJW-AM-FM Newark, N. J., and who had formed Michael Nichter Associates, New York, initially to rep the four stations independently.

According to Mr. Nichter, basic schedules have already been placed on Greater New York Radio by major advertisers such as J. Reynolds Tobacco; Bristol-Myers (Excedrin); American Oil; Shell; General Motors Colgate-Palmolive, and General Baking (Bond bread).

Bassett lines up new suburban group

Formation of a five-radio-station Philadelphia Suburban Group was announced last week by Mort Bassett & Co., station-representation firm which will handle national sales for the new group.

The Bassett company also represents the New York City Suburban Group of six stations and said the two groups would be offered jointly as well as separately to advertisers.

In the new Philadelphia Suburban Group are WMID Atlantic City, WDRV Camden and WAAT Trenton, all New Jersey, and WEEZ Chester and WNRN Norristown, both Pennsylvania.

Suburban audiences rely heavily on the locally oriented programing of suburban stations, which "fill the coverage gap" left by "central-city stations," Mort Bassett, president of the Bassett firm, asserted. Officials also cited figures to show that in many ways—population, high-income families, etc.—Philadelphia's suburban is bigger than Philadelphia is, and that the Philadelphia Suburban Group can be bought "as a single unit at only a part of the cost of your better Philadelphia stations."

A the 12-time rate, a minute on the group is priced at $50 in drive time (6-9 a.m., 3-7 p.m., Monday through Saturday) and $42 in all other periods. The comparable rate for a minute on both the New York City and Philadelphia Suburban Groups would be $104 in drive time, $87 in other times, Mr. Bassett reported. The New York City Suburban Group consists of WAOK Patchogue, WRRV Riverhead, WTHE Mineola, WJNA Peekskill and WRRK New York, and WGGH Greenwich, Conn.
Thursday afternoon.
The Atlanta Humane Society. An overflow number of temporary residents. Over 200 dogs. Unless Atlantans adopt them, the dogs will have to be destroyed.

Friday morning.
WSB Radio appeals to the public. Save the dogs!

Monday morning. 210 happy dogs have new homes. And the Society has hundreds of dollars in contributions. Three listeners send checks for $100 a piece. Another example of WSB speaking, and Atlantans responding. They do this not only by buying homeless dogs but also by purchasing millions of dollars worth of WSB-Advertised products and services.

Would it be punishing a pun too much if we said, WSB is a “doggone” great radio station?

WSB RADIO
am 750/fm stereo 98.5 ATLANTA

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Appellants argue FCC lacks fairness power

The FCC has usurped Congress's role in the cigarette-smoking health controversy, and its cigarette-fairness-policy ruling last year should be overturned, broadcasters and the Tobacco Institute said last week. The policy requires time to be made available to answer tobacco advertising.

In reply filings in the U.S. Court of Appeals for the District of Columbia, the National Association of Broadcasters, WTRF-TV Wheeling, W. Va., CBS and NBC charged the FCC with assuming jurisdiction in a field that Congress had told federal agencies to stay out of.

NAB and WTRF-TV also noted that only last month the U.S. Supreme Court had struck down a Dallas licensing plan for motion pictures as vague; the FCC's fairness doctrine also falls into that category, the two petitioners maintained, permitting "erratic" administration.

David cites radio's value to utilities

Radio's growth in 1968 will set all-time records, Miles David, president of the Radio Advertising Bureau, predicted last week.

In a speech prepared for delivery Friday (May 10) in New York at the annual convention of the Public Utilities Advertising Association, he also hailed radio as "the newest advertising medium, in terms of rapid growth, creative enthusiasm and consumer interest."

Mr. David cited "dramatic" increases in radio spending by major advertisers in 1967 (Broadcasting, May 6), growing "excitement" over radio among agency creative people and public enthusiasm reflected in mounting set sales as evidence that radio is being treated as a "new" medium.

"He said it also has a problem in "some ad executives" who grew up in television and either can't or won't re-assess their attitudes toward radio, and he urged the utility executives to keep pressure on their agencies "so that they will stay up to date on the incredibly rapid progress of radio."

Mr. David also noted that women frequently listen to radio while using old appliances or sweltering in homes that aren't air-conditioned and pointed out that these are situations in which point-of-sale radio messages can be most effective.

Agency appointments...

- Botsford, Constantine & McCarty, Los Angeles, and Lee & Associates, public relations company, appointed by California Table Grape Commission to handle a national advertising and promotion effort for California table grapes.
- First-year budget has been set at $300,000, with future allocations to be in excess of $1 million. Campaign is planned for all media.

- Lewis & Gilman Inc., Philadelphia advertising and public relations firm, has been appointed to provide financial and corporate public relations for the S. E. Massengill Co., Bristol, Tenn., manufacturer and marketer of pharmaceutical products.

Tinker sets up team to handle Rocky's race

Jack Tinker and Partners, New York, has been named advertising agency for Governor Nelson Rockefeller's campaign for Republican nomination for the Presidency.

Tinker, one of the Interpublic Group of Companies, handled Mr. Rockefeller's bid for the New York governorship in 1966. The agency also handled the advertising for the successful campaign for New York's $2.5-billion transportation bond issue in the fall of 1967.

Thomas Losee, an executive vice president of McCann-Erickson, also an Interpublic agency, has been appointed advertising director for the Rockefeller campaign. He has worked with the candidate since 1958 when Mr. Rockefeller first sought the New York governorship.

The agency management group for the campaign will include Dr. Herta Herzog for research, Eugene Case and Robert Wilwers for creative; Myron McDonald for planning; and Clifford Botway for media. All are "partners" at Jack Tinker, and all, with the exception of Mr. Botway, worked on the 1966 Rockefeller campaign.

Campbell-Ewald realigns its New York operations

The New York branch of Campbell-Ewald is the agency's latest office to undergo reorganization.

James W. B. Marshall, vice president and director of TV-radio, has been appointed manager of the New York division. He succeeds C. Stanton Hedrick, one of four executives said to have been "let go" by the agency. The others are Steven Herz, vice president and creative director; Malcolm B. Ochs, vice president and director of media research; and Bob Bodenstein, executive art director.

Cornelius Quinn, broadcast creative director, takes over Mr. Herz's duties as creative director. The other positions have not been assigned, an agency spokesman said.

With the loss of the $4 million Boeing account last year, the New York office billings dropped to about $6 million. The branch now handles six accounts plus area Chevrolet operations.

Campbell-Ewald sold its western division Jan. 1 (Broadcasting, Feb. 26) and reorganized its corporate structure in Detroit last year (Broadcasting, Dec. 18, 1967). Total agency billings for 1967 was estimated at $125 million, with radio-TV billings at $41.7 million.
Listen to this!
WOC, Davenport has appointed Blair Radio.

WOC was one of the original stations licensed by the F.C.C. to go on the air west of the Mississippi.

Today, this pioneer station in the west has appointed the number one broadcast representatives, John Blair & Company, to represent it nationally. Serving the Iowa-Illinois Quad-Cities market, WOC blankets this two-state, ten-city area of 350,000 people. WOC also provides additional coverage in eight outlying counties. John Blair & Company is anticipating a great upswing for WOC in the following months.

WOC. The station you'll really be hearing from.
BAR network TV-billing report for week ended April 28

Broadcast Advertisers Reports' network-TV revenue estimate—week ended April 28, 1968 (net time and talent charges in thousands of dollars)

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<td>3,630.4</td>
<td>298.7</td>
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<td>192.6</td>
<td>3,630.4</td>
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Business briefly

General Telephone & Electronics Corp., New York, will sponsor one-hour color special Vladimir Horowitz at Carnegie Hall, on CBS-TV Sept. 22 (9-10 p.m.) at an estimated cost of $450,000. GT&E, through Doyle Dane Bernbach, also sponsors network’s CBS Playhouse of original dramas. The Horowitz program is a one-hour tape of the concert the pianist gave at Carnegie Hall last February and marks Mr. Horowitz’s first recital on television.


Whitehall Laboratories, Division of American Home Products Corp., through William Esty Co., New York, has added a 24-week schedule for its BisoDol antacid alkaliizer to its current advertising lineup on CBS Radio’s Arthur Godfrey Time, making it the largest single advertiser in terms of dollar volume and number of products advertised on the program. Other products advertised and their agencies are Anacin (John F. Murray, New York), Dristan (William Esty Co., New York), Sleep-Eze (Carl Ally, New York), and InfraRub (Cunningham & Walsh, New York).

Bonanza Air Lines, Los Angeles, through MacManus, John & Adams, Beverly Hills, this month has started to promote its new Mexican service to La Paz, Mazatlan and Puerto Vallarta with a $100,000 advertising campaign. The promotion, which will run until June 9, includes radio spot announcements on 27 stations in Arizona, Nevada, Utah and California.

The Gillette Safety Razor Co., Boston, through Doyle Dane Bernbach, New York, will introduce its new "knack" razor with a summer promotion aimed at the young market. Commercials will be shown on ABC-TV’s movies and American Bandstand; NBC-TV’s movies, The Dean Martin Show and Run for Your Life as well as sports events. Spot radio is also planned.


Arlington Hat Co., New York, manufacturer of novelty and western hats, is expanding a television schedule for its Spinner Topp beanie to include children’s programs in New York, Boston, Los Angeles, Philadelphia and Pittsburgh, with additional cities to be added soon. Helitzer Advertising, New York, is Arlington’s agency.

Deluge brings Zsa Zsa

A “deluge of requests” has brought Zsa Zsa Gabor back to AAMCO Transmissions television commercials.

Miss Gabor, star of the 1967 campaign, has signed a 52-week contract with the Bell Agency, house agency for AAMCO. Initial plans call for two 60-second and two 30-second “Zsa Zsa” commercials to be integrated into the February-launched “slice of life” campaign. The spots will be placed locally through dealers at a ratio of one “Gabor” to four “slice of life.”

AAMCO Transmissions Inc., King of Prussia, Pa., reports its advertising budget for 1968 totals $10 million.
Iowa’s number one radio station has appointed the number one broadcast representatives, John Blair & Company, to represent the station nationally. According to “Circulation Pulse, 1968,” WHO’s daytime “Prime Market Area” includes 79 Iowa counties. Whether it’s food, drug or gasoline sales, WHO covers Metro Des Moines and the vast Iowa Market. WHO, Des Moines—the Voice of the Midwest—heard in more homes and automobiles than any other Iowa station.
CARD PARTY. Taft Broadcasting's exciting new property, has already been sold to Metromedia Television (it's in production at WNEW TV, New York) and Kaiser Broadcasting. These three groups have locked it up in their 14 markets. Everywhere else, it's available.

CARD PARTY is created by Nicholson & Muir who could rest on the incredible success of their "Newlywed Game" but you can't keep a good team down and they've come up with enough new, fresh ideas to make this one even bigger.

CARD PARTY will make it in daytime, prime time, even tonight. Because it's got too many surprises, too much suspense, even more than enough fun to miss! CARD PARTY is on color videotape. CARD PARTY is distributed by

WOLPER TELEVISION SALES

A Metromedia Company
485 Lexington Avenue
New York, New York 10017
212-682-9100
Abundance is creating a buyers' market

The new American task is learning how to manage today's abundant society. McCann-Erickson's Paul Foley told a luncheon meeting of the Advertising Club of Los Angeles last week. Despite poverty pockets that shouldn't exist, American society grows more bountiful every year. By the 1980's, M-E's chairman of the board, president and chief executive officer predicted, the average American will be enjoying a fifth freedom—the freedom to live the good life.

Production will then be the servant of the consumer, Mr. Foley said, and advertisers will be fighting for a share of mind. Enormous marketing dividends will accrue, he feels, to those marketers who truly believe that advertising can persuade people into action.

Mr. Foley defended persuasion as a constructive alternative to coercion. "Persuasion as a social force is just beginning," he pointed out, "and we are its professionals."

McCann's top man urged the more than 100 advertiser, agency and sales representatives gathered at the Sheraton West hotel to be true believers in persuasion. "There's a great day coming for all of us if we do," he indicated.

Also in advertising . . .

Lower budgets • Travel Research International, Inc. reported last week that resort and tourist advertising expenditures in the measured media by the 50 U.S. states dipped in 1967 to $7,148,000 from $7,165,000 in 1966. Television accounted for 4% of the expenditures, compared with 6% in 1966, while radio spending jumped to 2% from 1% in 1966.

Agency name change • Gross, Cappel, Peres & Rockey, San Francisco advertising and public relations agency, will change June 1 to Gross, Peres & Rockey. The new title includes the names of the three principals currently active in the agency—Board Chairman Len Gross, President Warren K. Peres and Executive Vice President and creative director Martin Rockey. Earl Cappel, whose name is dropped with the change, died six years ago.

Acerbic spokesman • Joe Pyne, who has made his living talking tough on radio and television, reportedly is hiring out as a commercial spokesman. According to an announcement by Bill Bailey Communications, Los Angeles-based packager of commercials for local markets, Mr. Pyne has agreed to film spots for local retail advertisers on a market-by-market basis. Bailey Communications will provide a package that will include film production and talent—namely Mr. Pyne. The TV-radio talk personality's services, which it's said will emphasize the personal approach, is being offered on a first refusal basis to current advertisers of his syndicated television program now in 85 markets.

Basketball-football renewal • Four advertisers have agreed to sponsor play-by-play football and basketball broadcasts over KVI Seattle. It marks the third consecutive year that the broadcast sponsorship of the University of Washington sports contests have been sold out as early as spring. Sponsors for the play-by-play coverage are Humble Oil (McCann-Erickson), Northwest Ford Dealers (J. Walter Thompson), Western Airlines (BBDO) and Household Finance Corp. (Needham, Harper & Steers). Pre- and post-game shows will be sponsored by Dag's Drive-In Restaurant (David Stern Advertising) and Glaser Beverages/Seven-Up (Kraft, Smith & Lowe).

Rep. appointments . . .

- WEKL Toledo and WNIO Niles, both Ohio: Greener, Hiken Sears, New York.

American Tobacco for fee

The fee system for compensating advertising agencies, as contrasted with the traditional media commission system, received a pat on the back last week from the American Tobacco Co., New York. In the company's annual report to stockholders, president and chairman Robert B. Walker observed: "The company's fee system for compensating its advertising agencies, which dates back to January 1965, becomes more efficient each year and since its inauguration has resulted in a savings of $5,653,000." Agencies operating under the fee system are BBDO, N. W. Ayer and Sullivan, Sauller, Colwell & Bayles and Norman, Craig & Kummel.

Burger King goes national with BBDO

The Burger King Corp., Miami, a wholly owned subsidiary of the Pillsbury Co., last week appointed BBDO, New York to handle its national advertising for its chain of 390 roadside restaurants. The budget is approximately $4 million, of which about $2.6 million is in broadcast.

BBDO is the first national agency for Burger King. Heretofore, Hume-Smith-Mickleberry, Miami, had handled placement of advertising for Burger King, and it will continue for the chain's individual licensees for local advertising.

Howard Walker, vice president, marketing, Burger King, said the rapid growth in the number of restaurants (85% are franchised), the desire and need to use network television and a projected expansion in the advertising budget to more than $14 million in less than five years indicated the use of the facilities of a major national agency.

Petry compiles primer on rep activities

Edward Petry & Co. has prepared a 42-page booklet, The Role of The Representative, intended primarily to explain the functions of a national sales representative to journalism students specializing in the broadcast field.

The booklet, prepared by Robert L. Hutton Jr., vice president, television promotion of Petry, focuses on television station representation and covers in some detail the activities of these organizations. With particular emphasis on the services Petry offers its station clients, the volume covers the range of employment opportunities and describes the functions of a representative.

Petry plans to send copies to deans and chairmen of the schools and departments of journalism in universities throughout the country and make them available to interested students. Petry also believes the booklet will prove valuable to its client TV stations in the indoctrination of new personnel.

Gert Bunchez opens rep firm

Gert Bunchez has resigned as sales manager for KMOX-FM St. Louis to open her own national and regional rep office at 7730 Carondelet Ave., that city. Operating as Gert Bunchez and Associates, the firm will function as station representative and broadcast consultant to radio stations for sales, promotion and programing. Stations nationally represented by the company include WFL-FM St. Louis, KWFM-FM San Diego and KFMJ Tulsa, Oklahoma.
We produce and broadcast more kid shows than any other TV station around. And we do it well. For instance, our Bozo Show has 3 clowns, a ringmaster, a 13-piece band and a live studio audience of 200 hollering kids.

*There's no TV station like our TV station.*
Cox-Lee proposals come under attack

Storer, NBC stations say proposals, if adopted, would weaken stations in dealing with networks

Storer Broadcasting Co. and the NBC Television Affiliates have told the FCC that the proposals of two commissioners for strengthening the competitive position of ABC Television run counter to law and policy and should not be adopted. The petitioners also urged the commission to reject a proposed freeze on changes in affiliations and network-program clearances pending a decision on the proposed rule changes.

Storer and the affiliates group's letters followed publication of reports that Commissioners Kenneth A. Cox and Robert E. Lee had offered three alternative proposals for equalizing competition among the networks in major two-VHF markets, as well as for strengthening UHF television (Broadcasting, May 6). Each of the alternatives would impose restrictions on the freedom of stations and networks to negotiate affiliation and program-clearance agreements. The commissioners also proposed a moratorium to prevent further "deterioration" of ABC's position while the proposals were under study.

The proposals, in the form of a notice of inquiry and proposed rulemaking, were discussed at the commission meeting last week for the second week in a row. But no action was taken. The item was put over for four weeks, presumably because the commission will not have a full complement of members present for a meeting until June 5.

Commissioners Cox and Lee drafted their notice after receiving a plea for help from Leonard Goldenson, president of ABC, who expressed concern about losing VHF affiliates in major two-VHF markets (Broadcasting, April 22). ABC already trails CBS and NBC in the number of VHF affiliates it has in those markets. Mr. Goldenson noted that ABC had lost to NBC one station that once cleared a substantial amount of prime time for it. WROC-TV Charlotte, N.C., and was in the process of losing two primary affiliates to the same network. WSPD-TV Toledo (a Storer station) and WWDV-TV Dayton (owned by Avco), both Ohio.

Proposals Would Reverse Policy

Both Storer and the NBC affiliates said the Cox-Lee proposals would reverse long-standing commission policy aimed at strengthening the affiliate in its dealings with a network.

"While declaring freedom of program choice to be a nondelegable licensee responsibility with respect to all programming generally," wrote Warren C. Zwicky, vice president and Washington counsel for Storer, "the commission has given it special emphasis in the area of station-network relations.

"Thus, the 1941 chain regulations were adopted expressly to free licensees from affiliation terms which restricted their freedom of action in serving the public interest."

But the Cox-Lee proposal, Mr. Zwicky said, would insulate ABC from competition and deny to WSPD-TV and other similarly situated stations the freedom to exercise their best judgment in making programing decisions.

"Ironically," he added. "it would force ABC affiliates to violate a rule that was adopted to protect licensees-the rule limiting network affiliation terms to two years."

Both Mr. Zwicky and Bernard Koteen, counsel for the NBC Television Affiliates, said any rule attempting to compel stations to carry ABC programs rather than those they prefer from another network at least raises the question of censorship, which is expressly barred by the Constitution and the Communications Act. Mr. Zwicky was categorical on the point-the proposal "poses a clear-cut example of censorship," he said.

Possible Court Case

The Storer counsel, whose letter appeared to lay the groundwork for a speedy court appeal in the event the commission follows the Cox-Lee recommendations, also saw the proposed rules as violating other constitutional provisions-among them, the right of due process, by requiring some stations to devote their property-against their will-to the benefit of a third party (ABC).

Both attorneys also said that a freeze on affiliation switches or in network program clearances would be a violation of the Administrative Procedure Act, prohibiting adoption of substantive rules without prior notice or comment.

Mr. Koteen raised the question as to whether the reported proposals are needed to help ABC. He noted that Mr. Goldenson, in a quarterly report to shareholders dated April 26, reported "an upward trend," with prime-time availability on the television networks for the second quarter "virtually sold out" and with second-quarter sales for the owned and operated television stations "substantially ahead of last year's level at this time."

ABC's five owned-and-operated television stations provided the income to enable ABC to show an $11.2 million profit for television operations last year, despite a loss in network operations. CBS and NBC, in the black in both categories, reported total profits, respectively, of $77.2 million and $71.8 million.

The figures are contained in the memorandum Commissioners Kenneth A. Cox and Robert E. Lee submitted to their colleagues along with their proposals for strengthening ABC's competitive television position with respect to CBS and NBC (Broadcasting, May 6).

The ABC network produced revenues of $263.9 million, but showed expenses of $281.1 million, for a loss of $17.2 million. ABC's owned stations, however, had a profit of $28.4 million, on revenues of $72.9 million and expenses of $44.5 million.

CBS reported network profits of $41.8 million, on revenues of $361.8 million and expenses of $320 million. CBS-owned stations showed a profit of $35.4 million, with revenues of $95.7 million and expenses of $60.3 million.

The NBC network had revenues of $327.7 million and expenses of $296.4 million, for a profit of $31.3 million. NBC's owned stations reported a profit of $40.5 million, on revenues of $94.7 million and expenses of $54.2 million.
ABC last year realized an operating profit of some $12 million from its television network and five owned television stations combined (the network lost $17.2 million while the owned stations earned $28.4 million in profit) (see page 48). CBS and NBC, however, reported profits in both categories. CBS profit from the TV network was $41.8 million; from the five owned stations, $35.4 million. NBC’s profit figures were, respectively, $31.3 million and $40.5 million.

Even if ABC is “suffering from some deep-seated malady,” Mr. Koteen said, the cure is not to be found in the prevention of a handful of affiliation switches. “As we understand it, none of the proposed changes in affiliation away from ABC is the consequence of any network compensation greater than the stations are now receiving from ABC,” he said. “Rather they flow from individual station judgments as to the competitive programing in question.”

“This is a problem only ABC, not the commission, can solve,” he said.

**Warning About Licenses •** Messrs. Zwicky and Koteen expressed concern over Mr. Goldenson’s request that the commission warn ABC affiliates in the major two-VHF markets that they face license-renewal hearings if they switch to NBC or CBS. He specifically asked that the license-renewal applications of WSPD-TV and WLYD be called up immediately for hearings.

Mr. Zwicky said WSPD-TV’s affiliation with NBC, which is to take effect on June 15, 1969, is consistent with existing rules and violates no policy. “Any commission action which affects the WSPD-TV license, where no rule or policy has been violated, would be unlawful, arbitrary and discriminatory,” he added.

**FCC takes second look at Areawide transfer**

FCC has applied the brakes to its unprecedented action approving transfer of control of four commonly owned AM and FM stations on the condition that the new owner sell them within six months (BROADCASTING, April 1). The case involves transfer of Areawide Communications Inc., through its parent, Red Owl Stores Inc., to Gamble-Skogmo Inc. Areawide is the licensee of KBSI-AM-FM St. Louis Park and WNBC Duluth, both Minnesota, and WAX Yankton, S.D.

The commission said that in approving the transfer it had relied on the applicant’s representation it was not aware that purchase of Red Owl stock by Gamble-Skogmo required prior commission approval.

**Fallout from Oklahoma survey**

**Budget Bureau asked if new law is needed to stop independent questionnaires**

The controversy surrounding the survey of Oklahoma broadcasters by FCC Commissioners Kenneth A. Cox and Nicholas Johnson may be dying down. But it appears to have launched a movement aimed at circumscribing the freedom of members of any government agency to undertake such independent projects in the future.

Senator A. S. Mike Monroney (D.-Okla.) wrote Budget Director Charles J. Zwick last week asking whether present law adequately covers situations in which “individual agency members, acting on their own without agency sanction, seek to collect information from a substantial number of members of the public, or whether further legislation might be required.”

He referred to the Federal Reports Act, which requires that agency requests for information from the public be submitted to the Budget Bureau for clearance. FCC Chairman Rosel H. Hyde—and the two commissioners—have stated that the survey is not an agency matter. And legislation may be necessary, for the bureau says that the law does not apply, since the survey was not an agency action.

The commissioners have said that the survey is designed to help them develop a picture of the broadcast service in Oklahoma. They will use the results in an effort to persuade the commission to strengthen its license-renewal process (BROADCASTING, April 15).

**Pure Motives •** Senator Monroney said he was certain that Commissioners Cox and Johnson acted with the “highest motives and objectives.” But, he added, “I am at the same time most apprehensive about the possible danger and unnecessary burden on the public that could result if this procedure should become widespread throughout the government.”

“I believe that Congress had this danger and burden in mind when it enacted the Federal Reports Act.”

Word that the law does not apply to the survey was contained in a letter to Chairman Hyde from Dr. Raymond T. Bowman, assistant director of statistical standards in the Budget Bureau. He wrote the chairman following the bureau’s inquiry into whether the commissioners’ survey violated the act.

But he also advised the FCC to adopt procedures that will provide the information its members need without causing the kind of “misunderstanding” that followed the Cox-Johnson survey.

The question is a delicate and difficult one for the bureau. Dr. Bowman’s letter has not been made public, but it’s understood it expresses concern over the misunderstanding that the survey has created among Oklahoma broadcasters. Bureau officials are known to feel that, regardless of the intent on the part of the two commissioners, the broadcasters would feel compelled to reply to letters written on commission stationery and bearing the signatures of two commissioners.

Another bureau official, Edward T. Crowder, assistant director for clearance operations in Dr. Bowman’s office, has spoken of the “misunderstanding to which [the survey] has given rise and the danger inherent in any general acceptance of the principle of unofficial data collection by agency officials.” He made the statement in a letter notifying the Advisory Council on Federal Reports of the bureau’s letter to Chairman Hyde. The council, which is the business community’s liaison with Budget, had complained about the survey.

But balanced against these feelings, reportedly, is the reluctance on the part of bureau officials to “censor” letters of agency members seeking information they say they need to do their jobs.

**Problem Avoidance •** Thus, short of an amendment of the Federal Reports Act as Senator Monroney has suggested, the bureau’s position was to urge the commission to take steps to develop procedures that will avoid such problems in the future. Dr. Bowman offered to discuss the matter with Chairman Hyde.

Senator Monroney entered the dispute after the broadcasters in his state expressed concern about the questionnaires they received from the commissioners. Their concern was heightened by the fact that their license renewal applications were pending.

After two meetings with the senator, the commissioners wrote clarifying letters to the broadcasters, advising them that they were under no legal obligation to respond to the survey questions, and assuring them that any information they provide would not be used in reviewing their license-renewal applications or be placed in commission files (BROADCASTING, May 6).

Senator Monroney last week indicated that he was satisfied that the Oklahoma part of the controversy is closed, but declined to comment on the Cox-Johnson clarifying letters.
Justice moves to block media mergers

FCC HEARING URGED IN SALE OF KFDM-TV TO BEAUMONT NEWSPAPERS

Owners of powerful newspapers and television stations that seek to merge in the same market may expect trouble from the Department of Justice, though not necessarily in court on antitrust grounds. The department will try to head off such acquisitions in hearings before the FCC on the ground that the public interest would not be served.

The department indicated as much last week in the memorandum it filed in opposition to the proposed transfer of Beaumont Broadcasting Corp.'s KFDM-TV Beaumont, Tex., one of three television stations in the metropolitan area, to the Enterprise Co., publisher of the only two daily newspapers in that city.

Antitrust chief Donald F. Turner, in a letter to FCC Chairman Rosel H. Hyde on March 8, had urged the commission not to pass on the transfer application without a hearing. He said a department investigation had revealed "serious" antitrust questions, and added that the department would participate in a hearing if one were held (BROADCASTING, March 11).

The memorandum contains the arguments backing up the contention in Mr. Turner's letter. It also asks that the requested hearing be held on two principal questions—whether the proposed transfer would be inconsistent with the standard of public interest, convenience and necessity, in that it would:

- Result in an undue elimination of competition and increase in concentration of ownership in mass communications media in the Beaumont area, and
- Unnecessarily eliminate an independent editorial voice in the area, in violation of the commission policy of favoring a diversification of ownership of mass media.

First Since ABC-ITT • The case is the first one involving broadcasting interests in which the department has become publicly involved since its opposition to the proposed ABC-International Telephone & Telegraph Corp. merger. That sale, although approved by the commission, fell apart after Justice asked court review of the decision and ITT exercised its option to cancel the agreement (BROADCASTING, Jan. 8).

However, the department is known to be checking into other proposed broadcast-station sales to newspaper-connected interests. The sale of WTMF-FM Chicago to WGN Continental Broadcasting Co., which is under common ownership with the Chicago Tribune and the Chicago American, was one. The department, however, eventually decided against trying to block it. Accordingly, the department's memorandum is likely to be read with interest by communications lawyers not directly involved in the Beaumont case.

The department, in anticipation of an argument likely to be made against its intervention, acknowledges that the proposed sale would not be immune from antitrust prosecution. But, it added, "We are presenting our views to the commission at this time . . . in the belief that appropriate consideration of these [antitrust] points by the regulatory agency may preclude any future necessity of an antitrust action."

It argues that its analysis leads to the conclusion that the proposed sale would violate Section 7 of the Clayton Act, which prohibits acquisitions which may tend to lessen competition or create a monopoly.

Commission Has Other Grounds • But it adds that it is "neither appropriate nor necessary that the commission make a determination of an antitrust violation." Rather, it says, the commission "can and, we submit should," rely on the antitrust analysis as a basis for concluding that "the proposed license transfer does not qualify under the commission's public interest standard."

Indeed, at one point the department states that the "broad public interest standard applied by the commission may well prohibit combinations of control on the basis of probable competitive effects not amounting to a violation of the antitrust laws." The department made the same argument in opposing the ABC-ITT merger.

In the Beaumont case, the department says, the proposed transferee, the Enterprise Co., "has by far the dominant share of newspaper circulation and advertising revenues," while KFDM-TV "has the highest advertising revenues of the three television stations," in what the department considers the pertinent market. This is the Standard Metropolitan Statistical Area, which encompasses Jefferson and Orange counties and which is within the grade-A contours of the three Beaumont television stations. The department said the SMSA, with a population of 306,000, accounts for "the majority" of the newspapers' readers and the stations' audience.

Shares of Revenues • The memorandum notes that Enterprise Co.'s daily and Sunday Enterprise in 1966 reported $3 million in advertising revenues or 31% of the $9,800,000 in such revenues earned in the SMSA. KFDM-TV had advertising revenues of $1,200,000 (with profits of over $400,000), or 12% of the total. The station accounted for 43% of all TV advertising in the two-county area. In terms of local advertising revenue only ($7 million), the shares of the Enterprise Co. and KFDM-TV are respectively, 37% ($2,600,000) and 5% ($367,772).

The memorandum notes that in one case the Supreme Court has held that a merger combining 30% of the market in one firm is presumptively unlawful, and that in another the "undue percentage" was lowered to 20%-25%. "In other concentrated markets the acquisition by a leading company of a smaller company which increases the larger company's market share only slightly will be enough to have probable substantial anticompetitive effects," the memorandum adds.

Other media in the SMSA include KMST-TV Beaumont and KJAC-TV Port Arthur and 14 AM and FM stations. The only other newspaper service is...
Any kid who owns a Tom Mix ring today, is pushing forty.

Warren Bahr remembers those good old radio days. Yet he'd rather buy time on radio's new programs. He knows that 180,000,000 listeners are spending billions of dollars on products which commercials sell on modern day radio. So to any smart advertiser pushing forty, Tom Mix is just a good memory.

Edward Petry & Co.
provided by the Port Arthur News, which circulates chiefly in Port Arthur and distributes 54 copies in Beaumont, and the Orange Leader, which circulates mainly in Orange and distributes 32 copies in Beaumont.

**Tops In Circulation** The memorandum also notes that the Enterprise newspapers and KFDM-TV lead their competition by a considerable margin in circulation, as well as revenues. The combined circulation of the two papers is said to be four times larger than the circulation of Enterprise Co.'s closest competitor in the two-county SMSA; the latter faces no "significant competition" in Beaumont.

KFDM-TV's share of the viewing audience in the same area was 47.7% as of March 1967, according to a survey of the station submitted to the department. Data compiled by American Research Bureau in November 1967 indicates the share had reached 50%, according to the memorandum.

The department says that the same factors showing that the sale would lead to a reduction in competition can be relied on to demonstrate that the transfer would raise "serious questions" under the FCC policy of fostering diversification of ownership of mass media.

In arguing that the FCC's policy of diversification of ownership of mass media must be weighed against the proposed transfer, the department notes that an applicant's newspaper ownership has in some cases been decisive in the commission's consideration of applications. And the department has a pertinent case to cite:

"The Enterprise Co.'s newspaper affiliation was the major factor relied on by the commission in denying its application for the construction permit for station KFDM in protracted comparative proceedings initiated 14 years ago," the department notes. That is the proceeding that led to the grant to Beaumont Broadcasting.

At stake for Beaumont in the proposed transfer is a $5.5 million purchase price. Principal owners of the channel-6 facility are the family of Daelrod A. Cannan Sr. (55%) and C. B. (Blakely) Locke, president (26%).

**WIND asks for suit dismissal**

WIND Chicago last week asked the Cook County Circuit Court to dismiss Howard Miller's $5-million damage suit on the ground the suspended disk jockey had failed to fully utilize other media means such as those of his craft union. WIND also claimed Mr. Miller failed to prove damage to his reputation when the station took him off the air because of remarks made in the Martin Luther King assassination aftermath (Broadcasting, May 6).

**ABC gains full radio allotment**

**FCC approves purchase of KXYZ-AM-FM Houston despite proposed rule**

ABC has acquired its full quota of 14 radio stations.

The FCC last week approved the sale of KXYZ-AM-FM Houston by Lester Kamin and associates to ABC at a time when it's searching for a way to strengthen the competitive position of ABC-TV (see page 44).

The transfer application was filed two months before the commission proposed a rulemaking that would limit station acquisitions to one of a kind per market, and established an interim policy freezing such transfers (Broadcasting, April 1). But Commissioner Nicholas Johnson said he would condition the sale on compliance with the proposed rule.

KXYZ-AM-FM is licensed to KXYZ Inc., owned by Public Radio Corp. Public Radio is owned by Mr. Kamin (55%), Max Kamin (30%) and Billy Goldberg (15%). Consideration is 20,000 shares of ABC stock, which closed last Thursday at 59 1/4, making it a $1,185,000 deal at present prices. The sale also provides that ABC will assume obligations not to exceed $1.5 million.

KXYZ is full time on 1320 kc with 5 kw; KXYZ-FM is on 96.5 mc with 100 kw. ABC now owns AM-FM-TV's in New York, Los Angeles, Chicago, Detroit and San Francisco and AM-FM's in Pittsburgh and Houston.

The commission vote was split with Chairman Roe Hyde dissenting. Commissioners Robert E. Lee and James J. Wadsworth voting for it: Commissioner Robert T. Bartley dissented: Commissioner Kenneth A. Cox abstained: and Commissioner Nicholas Johnson concurred and dissented in part. Commissioner Lee Loevinger was absent.

In a statement Commissioner Johnson noted that no local or regional concentration of control over mass media was involved in the sale, nor would ABC's "national power," he said, be "significantly affected" by the acquisition. (The commission must be "on guard," he warned, against concentration of control and the "national power of major-market group owners.") As a network, "ABC's principal political power," and its control over opinion and information, he said, is that of national program supplier not major-market station owner "in powerful states." Acquiring these facilities won't have the impact on "ABC's position in the marketplace of ideas," he claimed, that a comparable acquisition would have on the position of a major-market multiple owner "not in the networking business."

The commissioner further noted that the commission must be "mindful" of ABC's competitive position with CBS and NBC. Stations are a "significant source of additional network income, even if they are not a significant source of additional political power;" he said. "I believe there is a number of means long available to ABC, and the commission to meaningfully and appropriately improve ABC's position."

(The commissioner was one of three who dissented to the ill-fated ABC-ITT merger. In December 1966 he questioned ABC's need for ITT financial assistance, noting that with ABC on a par with the other networks, "what little price competition" that presently exists among the networks would disappear (Broadcasting, Dec. 26, 1966 et seq.).

But Commissioner Johnson said he would condition the sale so that ABC should select whichever of the two stations it wanted, since "it is neither necessary nor desirable . . . to further exacerbate the pattern of single owner control in major markets. "Certainly a network, with its full complement of stations," he said, "is in the best possible position to comply" with the commission's proposed "one-to-a customer" rule.

**Mercury, Evans drop sale of UHF CP's**

The new climate at the FCC on the sale of television construction permits, and its concomitant threat of hearings, has claimed its first victim. Last week, petitions were filed with the FCC asking for the dismissal of applications asking approvals for the transfer of ownership of three Mercury-group UHF permits to Evans Broadcasting Corp. (Broadcasting, Nov. 6, 1967).

The notification to the FCC said that the contract between the present permittee holders, Albert G. Hartigan and others, and the proposed buyer, Thomas M. Evans, New York financier and industrialist, had expired as of April 30, and that Mr. Evans had declined to exercise his right to extend it.

Involved in the proposed transfers were WUHF-TV (ch. 61) Hartford, Conn.: WBAU-TV (ch. 49) Buffalo, N.Y., and WNTU-TV (ch. 33) Norfolk, Va.

Evans Broadcasting Corp. was to be owned jointly by the present owners, with Mr. Evans paying $150,000 for his 50%. He also held an
are growing so fast we've just planted another acorn!

BMI'S NARAS AWARD WINNERS

ALL THE WORLDS OF MUSIC FOR ALL OF TODAY'S AUDIENCE

BROADCASTING, May 13, 1968
option to acquire another 30% interest for $360,000, but this was not to be exercised for three-and-a-half years after the first station started program tests. He also agreed to finance equipment purchases of up to $900,000 for the Buffalo station and up to $800,000 each for the other two stations. He also agreed to underwrite initial losses of up to $600,000 for each city. Mr. Evans is personally buying KNDL-TV (Ch. 30) St. Louis (also a CP) for $34,500 plus assumption of liabilities.

Hearing Called • Last month, the commission informed Mr. Hartigan that it could not grant the transfers without a hearing (CLOSED CIRCUIT, April 29). Although the commission gave no reason for this action, it has become more sensitive to the sale of construction permits since the House Commerce Committee raised a fuss about the sale of five Overmyer UHF permits to AVC Corp., U. S. Communications Corp. AVC paid $1 million for 80% interest in each permit, and holds an option to acquire the remaining 20% for an estimated $3 million. Also AVC advanced $1.5 million to D. H. Overmyer for his warehousing operations and had promised to lend him the same amount if needed. The transaction, approved by the FCC on a 4-to-3 vote, aroused the attention of the House Commerce Committee and resulted in one-day session with the FCC justifying the grant and committee members, including Chairman Harley O. Staggers (D.-W. Va.), criticizing the action (BROADCASTING, Dec. 18, 1967). Since then, a House Investigations Subcommittee investigator, Arnold Smith, has been studying pending FCC cases involving the sale of construction permits (CLOSED CIRCUIT, April 29).

Jerrod buys CATVs in Texas, New York

Jerrod Electronics Corp., Philadelphia, a major manufacturer of CATV equipment and a multiple CATV owner, has bought two CATV complexes, one in Texas and one in New York—breaking the drought in major CATV sales that has existed for the last six months.

Acquired has been Southwest CATV Inc., owner of CATV systems in Texas' Rio Grande Valley, with a potential of 65,000 customers. and Telihoras Corp., operating cable firms in Cortland and Wellsville, N. Y., with a franchise for Penn Yan, also New York. The New York systems have a potential of 14,000 subscribers. Also acquired is a micro-wave system, carrying TV signals from San Antonio to the Rio Grande Valley cable systems.

The Texas group was bought from Lester Kamin and associates. Mr. Kamin and his group have just sold KXYZ and WMDD Houston to ABC (see page 48). Holding warrants for stock in the Texas systems was International Telephone and Telegraph Corp. The New York systems were acquired from William B. Harrison and associates. No price was disclosed for either deal. Jerrod, now owned by General Instrument Corp., Newark, N. J., also announced the commencement of construction of its CATV systems in Peters- burg, Va., and in Middlesboro, Ky.

The acquisitions bring to 25 the number of operating and franchised CATV systems now owned by Jerrod.

Changing hands...

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

• WKDN-FM Camden, N. J.: Sold by William R. Compton and associates to Family Stations Inc., headed by Harold Camping, Scott L. Smith and associates for $500,000. Buyer is licensee of KAR (FM) San Francisco, KEBR (FM) Sacramento, and KECK (FM) El Cajon, all California, and WFME (FM) Newark, N. J. Mr. Smith and wife are 33.3% owners of KEQW Paradise and KEEK Chico, both California. WKDN-FM is on 106.9 mc with 18 kw. The sale of WKDN Camden to Tommy Roberts, a sportscaster, last February for $775,000 is still pending FCC approval (BROADCASTING, Feb. 19).

• WPRA Mayaguez, P. R.: Sold by Andres Camara and associates to Richard J. and Samuel Friedman and associates for $340,000. Messrs. Friedman have interests in WMDD-AM-FM Fajardo. P. R. Samuel Friedman is an attorney. Founded in 1937, WPRA is a full-time operating on 990 kc with 1 kw.

• KKAM Pueblo, Colo.: Sold by Willard W. Garvey to William H. Moore III and James Gordon Douglas III and others for $240,000. Mr. Garvey is owner of KKV(TV) and KKF(TV) in Colorado Springs. KKAM, established in 1928, is on 1350 kc with 5 kw days and 1 kw nights. Broker: Hamilton-landis and Associates.

• KEDG Eugene, Ore.: Sold by Glen M. and Helen N. Stadler to John W. Mowbray, Charles J. Wedes and James H. O'Neill for $201,000. Mr. Mowbray has CP for AM in Burien. Wash. He is employed by KIRO-TV Seattle. Mr. Wedes is performer and Mr. O'Neill is program director on KIRO-TV.
KEED is full-time operating on 1450 kc with 1 kw.

- KXRO-FM Sacramento, Calif.: Sold by Dale W. Flewell to Lawrence Gahagan for $63,150. Mr. Gahagan is president and 27.7% owner of KPGM (FM) Los Altos. Calif. KXRO-FM began in 1959 and operates on 98.5 mc with 3.5 kw. Broker: Hamilton-Landis and Associates.

**APPROVED** - The following transfer of station interest was approved by the FCC last week (For other FCC activities see **For the Record**, page 85).

- KXYZ-AM-FM Houston: Sold by Lester Kamin and others to ABC Inc. in exchange for 20,000 shares of ABC stock, valued at approximately $1 million plus assumption of obligations not to exceed $1.5 million (see page 48).

**FCC’s Johnson lauds Chairman Hyde**

FCC Commissioner Nicholas Johnson, who has frequently been a sharp critic of the commission, appeared last week as an advertiser of its strengths. And Chairman Rosel H. Hyde who, along with other commissioners, has been scorching by some of Commissioner Johnson’s blistering dissents, found himself not only defended but rhapsodized as an “ideal man” for his job.

But Commissioner Johnson, in remarks prepared for delivery Friday (May 10) at a luncheon meeting of the Federal Communications Bar Association, didn’t overlook matters that have long troubled him at the commission. He referred to them, collectively, as “the scandal of the forgotten public interest.”

His defense of the commission and of Chairman Hyde was in response to an article in *Broadcasting* which, he said, constituted “a personal attack” on the chairman, “charging him with a lack of leadership . . . and with a failure to control ‘mutiny’ among his commissioners.” The article dealt with the present crop of troubles besetting the commission, and referred to the independent program survey of Oklahoma broadcasters by Commissioners Johnson and Kenneth A. Cox.

Lack of Understanding - Commissioner Johnson said the article demonstrated a lack of knowledge of how a multi-member agency works and “a rather shocking lack of good taste and respect for one of this government’s long-term public servants.” (This came as a mild surprise to some readers of his advance text who recalled the commissioner’s dissent in the commission’s initial 4-to-3 decision to approve the ABC-International Telephone & Telegraph Corp. merger. Commissioner Johnson said then that the majority’s approval, in which the chairman participated, “makes a mockery of the public responsibility of a regulatory commission that is perhaps unparalleled in the history of American administrative processes.”)

He said “the great strength” of the commission is that each member has a vote which he must exercise independently. “The system not only contemplates, but depends upon, his independence — so that the commission will have its own system of checks and review built into it.”

“No man,” said Commissioner Johnson, “has been more understanding of the need to hold to personal positions of conscience than Chairman Hyde himself—and in cases where my ‘going along’ would have eased his life considerably.”

**Ideal Man** - Commissioner Johnson said that the FCC chairman carries a heavy load of sometimes conflicting and difficult responsibilities, and that the present chairman “is, in many ways, an ideal man for the job.”

Then he launched into his tribute to the 68-year-old chairman who has been in communications regulation for 40 years: “He has personally participated in as much of the history of communications as any living man . . . He is kindly, tolerant and patient. He has a capacity for hard work. He can listen . . . He can play upon the other six of us like a symphony orchestra, working to produce as much harmony as possible . . . Underlying all he does is a reservoir of good cheer and humor . . .”

But it is not well at the commission. He referred to such matters as:
- “The award or renewal of valuable public rights to the only applicant—without adequate investigation.”
- “The resolution of vital issues based on nothing more than the arguments of the contending monopolistic economic interests.”
- “The discussion of those issues in cryptic, conclusory language, or, even worse, in prolix boilerplate that is even more successful in keeping the public’s business from public view.”

For the commissioner, these add up to “the scandal of the forgotten public interest.” And he called on communications attorneys to help remedy the situation.

He said they should take on the responsibility of volunteering to “represent the public interest before regulatory agencies in the same way that you represent indigents’ interests before the courts.”

**INTRODUCING**

C. L. Lud Richards, as an associate, headquarters in our Washington, D. C. office. Lud’s 15 years of broadcast experience in high level management positions qualifies him as an effective media broker. His knowledge of broadcast operations will inspire confidence when you talk with him. Buyers and sellers on the East Coast will benefit from making his acquaintance. Write or call Lud at your first opportunity. Another reason why it pays to try Hamilton-Landis & Associates, Inc. *First.*
Broadcasting does not live by bread alone

Madsen cites challenges at AWRT convention;
NAM's Parker: radio-TV already looks past sales charts

Radio and television broadcasters must operate by communicating more than entertainment alone. They must transmit important ideas and significant information to help people survive in today's troubled and complex times and to motivate them to intelligent action. This was the message that Arch L. Madsen, president of Bonneville International Corp., brought to the 17th annual convention of the American Women in Radio & Television.

Speaking to some 600 delegates at the annual meeting (May 1-5), held in Los Angeles, Mr. Madsen pointed out that with commercial broadcasters facing the most crucial communications challenge ever, the entertainment part of radio and TV must be secondary. Instead he emphasized the importance of communicating ideas. "We live in a millennium of communications technology—but our successful application of this technology in the communications of mankind's primary values and principles, borders the dark ages," Mr. Madsen, a broadcaster for more than 30 years, said. He claimed that despite a $20-billion investment in communications tools, broadcasters still "live on islands of ignorance surrounded by seas of prejudice."

The American Concept • Mr. Madsen stressed several times that the primary work of broadcasting in this country is to move merchandising. But, he said, in other parts of the world broadcasting's principal role is to sell ideological concepts.

"The American business society," he said, "has a responsibility to see that American economic principles are known throughout the world." Yet Mr. Madsen does think that present day radio and TV programing and audiences are reflecting a new social responsibility. "I believe there is a marked tilt in radio and TV programing toward the greater use of broadcast communications for informational, significant discussion programs," he said.

During the course of his talk, Mr. Madsen, whose Salt Lake City-based Bonneville International Corp. controls five international short-wave facilities as well as having interests in or owning 14 AM-FM-TV outlets across the country, invited the AWRT to extend its membership throughout the Western Hemisphere and to affiliate with the Inter-American Association of Broadcasters. Mr. Madsen's remarks were made during a panel discussion on "New Dimensions In Programing:" in which all participants emphasized the urgency of broadcasting's need to provide more serious communications.

Describing efforts to achieve an adequately funded public television system in the U. S., Dr. Lee DuBridge, president, California Institute of Technology and former member of the Carnegie Commission on Educational Television, said that programs dealing with the important issues of the day are the big challenge for the future. He called for "in-depth presentations and discussions which can contribute enormously to a more widespread understanding by the citizens of this country of the issues which concern them and with which they must deal."

Young Leadership • Norman Felton, president of Arena Productions, Hollywood-based company responsible for The Man From U.N.C.L.E., among other programs, declared himself optimistic about the future because "there is something in the air in regards to young people." He predicted that when young leadership takes its place in the medium, television will be changed into a "truly unique" communications form from the reporting of news to the presentation of drama.

Mr. Madsen was not so sanguine in his evaluation of critics of television who charge the medium has spurred racial revolution by showing hate-things they can't buy. "May I ask if these critics would keep the ability of the nation to produce consumer goods a secret from minority groups or those in reduced economic plight?" Mr. Felton asked. "Is it all right to let them know we have bread and Coca-Cola but not cake and Chryslers?"

Daniel Parker, chairman of the board of Parker Pen Co. and also chairman of the National Association of Manufacturers, speaking as "an individual businessman observing your industry from the sidelines," said that an increasing number of broadcast advertisers are recognizing the broader responsibility of looking beyond the sales charts. "A part of this responsibility," he said, "is to support the people who are striving to get shows of value on the air."

William Dozier, president of Greenway Productions, co-producer of Batman, was moderator of the programing panel. Strides in Technology • An earlier panel was on technological advances in communications and was moderated by John Paul Goodwin, chairman of the board of Goodwin, Dannenbaum, Littman & Wingfield Inc., Houston. In his briefing remarks, Mr. Goodwin gave some indications of the social

Corwell to take top slot next year

Marion Corwell of Dearborn, Mich., producer, writer and performer of and for TV programs distributed nationally by the Henry Ford Museum and Greenfield Village, has been elected president of the American Women in Radio & Television for 1969-70. She will succeed as president, Mary Dorr of Santa Monica, Calif. Election was at the business meeting during the annual AWRT national convention in Los Angeles.

Additional officers elected to serve with Miss Corwell are Betty J. McMillen, advertising director, Communication Arts Inc., Nashville, as Southern VP. and Ellen Windley of CBS News Bureau in Washington, as Midwest area VP. Patricia L. Nealin, director of film, WGN-TV Chicago, elected secretary-treasurer. Marianne B. Campbell, director of community affairs, Apeco Broadcasting Corp., Cincinnati, elected director-at-large, East Central area. Judith Lane, women's director, KIRO-AM-TV Seattle, elected director-at-large, Western area. Cappy Petrash, feature editor of NBC's Monitor weekend program, elected director-at-large, Northeast area.
revolution wrought by radio broadcasting.

Thomas W. Sarnoff, staff executive vice president, NBC West Coast, one of the three panelists speaking under the title of “The Sky's the Limit,” pointed out that the development of communications will go beyond the sky and into the universe. He predicted that before the end of the next decade manned satellites, hovering over fixed points on earth, will serve as space switchboards to route telephone, radio and television and other information from country to country, continent to continent, and from earth to space vehicles and to the planets beyond.” He also suggested that the combination of satellites and electronic computers will change the primitive communications center that the home is today into “a highly sophisticated electronic information center.”

Eventually, he believes the new communications technology will make possible the distribution of programs by satellites first to stations, then to unattended transmitters and finally, in some instances, directly to the home.

The use made of the new technology will be the key to the future. Mr. Sarnoff concluded.

No Limits = Charles E. McKittrick Jr., vice president and western regional manager of IBM’s data processing division, Los Angeles, said that the combination of computers and communications will provide the greatest single technological advancement in history. The limit in the future, he explained, “is purely our own imagination.”

Dr. Fred Adler, vice president of the Aerospace group of Hughes Aircraft, Culver City, Calif., offered a glimpse of the opportunities of new communications technologies. He said the opportunities are “vast and exciting,” and with the Syncom satellite concept providing “the greatest potential.” Through the use of slides, Dr. Adler showed the various ways advancing satellite technology can enrich the future of the world. One of the things he claimed the future would bring is a “network of education” through the use of satellite communications.

In one of the principal non-panel addresses of the convention, author Irving Stone gave an unequivocal endorsement to words and writers as the saviors of the future. “In the beginning there was the word,” he said, “and in the end there will be the word. What happens to the world in-between will depend on the word.”

He called writers the “last hope” for civilization because a writer doesn’t belong to any group and is almost a “dispossessed person.” For these reasons of objectivity, the writer “has the best chance to get at solutions,” he contended.

During the convention, Leonard H. Marks, director of the U.S. Information Agency, Washington, spoke on the challenge of communicating with other world members. He issued a dramatic invitation to Communist China to send news media to this country to cover the current political campaigns (Broadcasting, May 6).

Other Activity - Miss Supinda Chakrabhand of Bangkok, Thailand, and Mrs. Nguyen Thi Thai of Saigon, South Vietnam, were guests of honor at an AWRT luncheon. The women are broadcasters in their countries and, as guests of AWRT’s Educational Foundation, are making a two-month tour of the U.S. Art Linkletter was master of ceremonies of the luncheon. Mr. Linkletter’s business partner, producer John Guedel, was the keynote speaker for the convention, speaking on the theme of “Century of Communications.” California’s Governor Ronald Reagan also spoke to the delegates.

At the concluding session of the convention, Mary Dorr, free-lance broadcaster of Santa Monica, Calif., was installed as new president of the AWRT. Mrs. Dorr succeeds Kirk Crawford Holzhauser of Goodwin, Dannenbaum, Litman and Wingfield, as president (for next year’s officers, see page 52).

Study backs Pueblo CATV

Counts arguments on importation made by two Colorado TV's

Studies performed by independent research firms for opposing parties locked in an FCC hearing often assume an air of objectivity—although, in reality, the studies rarely (if ever) disprove the contentions of the firms which commission them.

Such a professed study is one commissioned by Pueblo TV Power Inc., which proposes to import Denver signals into Pueblo, Colo. The CATV proposal has been opposed by Kordo-TV Colorado Springs, and KOAA-TV Pueblo, which want the commission to hold a hearing on the requests.

The Pueblo TV study was prepared principally to refute a voluminous one commissioned by the stations and compiled by Robert L. Coe and James G. Saunders of Ohio University’s Center for Research on Broadcast Management and Economics. Mr. Coe is a former vice president of ABC (Broadcasting, March 18).

The Coe-Saunders study purported to show that the commission’s assumption in requiring evidentiary hearings for CATV’s proposing to import distant signals into the top-100-TV markets, and not the smaller ones, is a false one, at least as it applies to the Colorado Springs-Pueblo market, ranked 138th.

The study was originally designed to bolster the stations’ opposition to distant signal requests made by Vumore Video Corp. for its Colorado Springs operation. But it is also being used to
oppose Pueblo TV's carriage proposals.

**Foster Study** • Now Pueblo TV has commissioned one of its own, the so-called Foster study, prepared by Foster Associates Inc., a Washington based independent economic research and consulting firm.

Pueblo TV claims that while its study makes no attempt to match the Coe-Saunders study "pound-for-pound, it constitutes an Augustan contribution to the arts of polemics and dialectics: it substitutes brevity for prolixity, objectivity for subjectivity ... and truth for myth."

The study is brief, about 28 pages. But it was also prepared by or under the direction of Edward Shafer, a vice president of the research firm. He is also an executive vice president of Pueblo TV. "In this capacity," the study notes, "he has been instrumental in the planning and the organization of [Pueblo TV's] CATV effort. Mr. Shafer has made a number of visits to Pueblo and Colorado Springs and has completed detailed market studies relating to CATV penetration in both communities."

**Alleged Deficiencies** • Not surprisingly, the Foster study finds the Coe-Saunders study "replete with alleged errors."

One of them allegedly is the result of a specially commissioned American Research Bureau survey in Bakersfield, Calif. —a below-top-100 market served by three stations and CATV. That survey was cited by Coe-Saunders to "prove conclusively" that CATV was "instrumental" in causing a loss of TV audience to the stations in the Bakersfield market.

Foster says the use of that data to forecast events in Colorado Springs—Pueblo "is completely without foundation" because ARB qualified the data as "below ARB minimum standards" and noted it was to be used "as indicative only." Foster further claims that there are numerous examples of "oversight, carelessness and improper statistics" used in the study as well as conclusions, based on unsupported assumptions, about potential television audience losses and the viability of independent UHF faced with CATV competition.

The Foster study may well have been an academic exercise, however. Last month the commission rejected the Coe-Saunders study and permitted the Vumore operations. The commission said the study didn't supply "adequate support" for those allegations made by KOAA-TV and KKO-D-TV. The import of the commission's decision was that it expects a more persuasive showing from small-market TV's before it will designate below-top-100 market CATV proposals for hearing (Broadcasting, April 15).

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**CBS-TV affiliates meet in L.A. this week**

**FLEXIBLE SCHEDULE ARRANGED TO PROMOTE ‘DIALOGUE’**

The outlook for television—from its economics to its role in a political year—will dominate this week's CBS-TV Affiliates Association meeting in Los Angeles.

Also commanding substantial attention will be programming, which occupies most of the first day of the May 14-15 annual meeting. Michael Dann, senior vice president, programs, will preside over the programing presentation, which includes the screenings of Blondie, Lancer, The Good Guys and Hawaiian Five-O, all four among new series next fall for which films have been made.

In addition, the network's sports program lineup will be detailed by William C. MacPhail, vice president, sports.

In a departure from recent years, most sessions will attempt to infuse what network spokesmen last week termed a running "dialogue" between network officials and station executives. In place of firm scheduling, a "flexible" program has been arranged to permit as much time as possible for panels, discussions and question-and-answer periods. All of the sessions will be closed.

Among the more formal events are the luncheon speeches. Dr. Frank Stanton, president of CBS Inc., is expected Tuesday (May 14) to present an optimistic report on TV's economic outlook and to renew his appeal for a suspension of equal-time requirements for presidential and vice presidential candidates from the primaries to election day. (Closed Circuit, May 6): On Wednesday, John A. Schneider, president of CBS-Broadcast Group, is slated to deliver the luncheon address.

**Campaign coverage** • In addition to the expected reference by Dr. Stanton to the political year, there are to be discussions of CBS's election-convention coverage. Though attention on this will give affiliates ample opportunity to air grievances, it's doubted that the compensation factor in convention-election coverage will give rise to serious dispute in view of CBS's substantial modification of its original plans to waive compensation. (Closed Circuit, April 29; Broadcasting, May 6).

Among the network's key departmental executives who will be on tap during the discussion periods are Thomas H. Dawson, the TV network's president; Richard S. Salant, CBS News president; Mr. MacPhail; John P. Cowden, vice president, information services; Frank M. Smith, vice president, sales; Richard Jeneks, CBS Inc. vice president; general counsel; William B. Lodge, vice president, affiliate relations and networking; William H. Tankersley, vice president, program practices, and Carl S. Ward, vice president, affiliate relations.

A portion of the Wednesday afternoon session has been set aside for Mr. Salant's introduction of CBS News personalities to the affiliates. A banquet that night will feature entertainment and appearances of CBS's roster of stars, including among others, Jonathan Winters, Tommy Smothers, Pat Paulsen, Bobbie Gentry, Andy Griffith, Ken Berry and Jim Backus.

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**FCC reaffirms its UHF policy**

The FCC went out of its way last week to emphasize its determination to aid UHF television. In an order affirming a review board decision, the commission said that its policy of fostering development of UHF counts for more than the policy permitting VHF stations to provide the best possible service to the largest number of persons.

The decision, on a 4-0-to-2 vote, affirmed the review board's denial of a petition by WSFA-TV (ch. 12) Montgomery, Ala., for a rehearing of a proceeding that culminated in an award of a construction permit for channel 38, Columbus, Ga., to Gala Broadcasting Co.

The board had turned WSFA-TV down on the ground that it was not a party to the proceeding, that its petition was dilatory and that no reason had been given as to why it could not have participated earlier.

WSFA-TV, in its petition, had argued that its application for modification of facilities was mutually exclusive with the Gala application. The VHF station's application had been separately set for hearing on the question of impact on present or proposed UHF stations.

The commission, in ruling on the appeal, agreed with the board's disposition of the case. But then it modified the order to point up its feelings about UHF:

"Even if the applications were mutually exclusive [and it said WSFA-TV had not alleged facts establishing that they were]," the commission contended, WSFA-TV "would not be entitled to request a rehearing."

"The commission has a long-established public policy of encouraging the growth and development of UHF television stations," the commission added, noting that the policy was a basis for
Besides prestige, what did full-color news give WFBM-Indianapolis?

A Sponsor Waiting List.

In April 1967, WFBM-TV in Indianapolis changed to full color for all local news.

Station Manager Don Menke says, "We are in a favorable sponsor position." News Manager Bob Gamble was even more graphic. "Advertiser interest in news is at an all-time high."

Gamble tells why WFBM decided to switch to color in the first place. "We figured we couldn't afford not to go to color. It's an important new dimension in broadcast journalism, and if you're going to do your job right — sooner or later you have to add that dimension."

Gamble knows whereof he speaks about doing a job right. For two years running, WFBM has been chosen The News Film Station of the Year by the highly respected National Press Photographers' Association. Do they shoot color exclusively?

"All the footage is in color. We just don't shoot black-and-white anymore."

A Kodak engineer helped WFBM set up for color processing with the Kodak ME-4 chemicals. They are pre-packaged — everything is a snap. Kodak engineers are as near as the phone to answer questions. Sooner or later everyone's local news will be in color. Why don't you make it sooner? Contact Kodak.

EASTMAN KODAK COMPANY

Spiked!

You wince at the wasted staff time when you have to spike a story. The cost of that time must be included in the price of your newspaper or magazine if you are going to stay in business.

You’ve paid for the effort, but you still have to spike some stories because they don’t quite measure up or something better pushes them aside. That’s how you maintain that invisible ingredient called “quality” in your publication.

We produce medical products for doctors to prescribe. We “spike” many, many more prospects in the laboratory than ever get on the pharmacist’s shelf.

Medicines that are to work and cure disease have to fight their way past our “spike.” We have no choice but to reject those that don’t measure up no matter what the research cost. That’s how we maintain that invisible ingredient called “quality” in our products.
the designation order in the WSFA-TV case.

The issues in that proceeding "preclude any consideration of whether WSFA-TV's or Gala's application would better serve the public interest," the commission said, "since the paramount policy of fostering UHF service would more than offset the policy of permitting VHF stations to provide the best possible service to the largest number of persons."

The commission majority in the decision consisted of Chairman Rosel H. Hyde and Commissioners Robert E. Lee, Kenneth A. Cox and James J. Wadsworth. Commissioners Robert T. Bartley and Nicholas Johnson dissented.

NAB recommends rating cures

Continued concern over alleged inequities by the ratings services in the way they represent below-top-100 markets is leading the National Association of Broadcasters secondary-market television committee to seek specific improvements in the service reports. The committee also seeks to extend certain provisions of the FCC's CATV rules to all TV markets, regardless of size.

Meeting in Washington last week, the committee voted to ask NAB to formally request that the commission extend provisions of the top-100-market CATV rule to below-top-100 markets. The rule requires CATV's to seek a waiver of the evidentiary hearing requirements if they want to import distant signals into the top-100 markets.

The committee also formally opposed the commission's proposed "one-to-a-customer" rule on broadcast ownership (BROADCASTING, March 25).

As expected, the ratings services continue to get committee attention. Last year the committee approved sending letters to all below-top-100 TV stations asking them for information that would help NAB's research department explore ways in which the services could better serve the secondary markets (BROADCASTING, July 17, 1967).

Those answers and a list of specific comments were presented to representatives of A. C. Nielsen Co. and the American Research Bureau. The services reportedly maintained that they can't provide the service at the cost desired by the secondary TV's. Hamilton Shean, Gilmore Broadcasting Group, Harrisonburg, Va., committee chairman, said the committee feels procedures can be improved "substantially" in many secondary markets. and it asked NAB's research department to study those TV responses, "with the goal that specific procedural improve-

ments might be developed and suggested to the services."

The committee also held a luncheon meeting on Tuesday (May 7) with four members of the FCC—Chairman Rosel H. Hyde, and Commissioners Robert T. Bartley, Kenneth A. Cox and Nicholas Johnson.

FCC, Justice, Hill on D.C. meet agenda

Antitrust and monopoly policy in communications industries is the theme of a conference to be held May 28-29 at the Mayflower hotel, Washington.

The meeting is sponsored by the Federal Bar Association and the Bureau of National Affairs Inc.

Among the speakers: Chairman Rosel H. Hyde, and Commissioners Lee Loewinger, Kenneth A. Cox and Nicholas Johnson. and Henry Geller and Bernard Strassburg, general counsel, and chief, common carrier bureau respectively, from the FCC; Donald F. Turner, Robert A. Hammon and Lionel Kestenbaum, from the Department of Justice; Senator Philip A. Hart (D-Mich.) and Representative John D. Dingell (D-Mich.). from Capitol Hill.

No word on WAST(TV)

Officials of Sonderling Broadcasting Corp. said last week they had "no comment" on reports that Sonderling was negotiating for acquisition of WAST(TV) Albany, N.Y., from Glen Alden Corp. for $8 million (CLOSED CIRCUIT, May 6). Sonderling owns WLBK-TV Louisville, Ky. and WOPA-AM-FM Oak Park Ill.; WDIA-AM-FM Memphis; WKAK-Oakland and KFOX-AM-FM Long Beach, both California; WWSR New York and WOL-AM-FM Washington.

Media reports ...

Impact of stars • TVQ, a subsidiary of Computer Applications Inc., New York, has begun a new annual service to measure audience opinion toward about 275 TV performers. Such studies have been conducted by TVQ on a custom basis since 1957.

Classy study • WMCA New York has published a new study showing the Characteristics of Listenership Among Suburban Shoppers (CLASS), covering consumer behavior and demographics. The study was conducted for WMCA by Marketing, Products and People Inc. at four suburban shopping centers in the metropolitan New York area.

Broadcasters told to seek urban solutions

Broadcasters were challenged to find methods to communicate with educated and underprivileged persons living in big-city slums as a means to ease the nation's urban crisis. J. Leonard Reinsch, president. Cox Broadcasting Corp., said last Tuesday (April 7) that "communications technology has the opportunity to perform its greatest service in this area."

In his call for greater local involvement, Mr. Reinsch cited a University of West Virginia study (by graduate student Thomas H. White) that found 100% of the ghetto residents interviewed received news largely from TV, supplemented by radio (20%). but that only 3% gathered news from newspapers (BROADCASTING, Oct. 16, 1967). The top-25 metropolitan areas in which 35% of the population reside are served by 430 radio and 113 TV stations, he said, and produce 65% to 70% of total TV revenues.

In his address before the Frank H. Neely conference on "Impending Technology: Its Challenge to Livable Cities," Mr. Reinsch said the "knowledge explosion" that is widening the breach in our society can be overcome through TV, which "is without equal as a tool of information and education. . . . We do not normally think of commercial television as an educational force because its basic function is to entertain," he said, but it has extended knowledge. ideas and customs into the nation's poverty areas.

Mr. Reinsch said that computer-based instructional systems using TV sets equipped with teleprinters will soon be available to allow students to supplement their education at home. And with the advent of broadband cable, he said, the home information center will become a reality. "The TV set will become more than a passive device: it will serve as a communications terminal capable of sending as well as receiving information," he said.

The conference was held at the Georgia Institute of Technology in Atlanta, the headquarters city of Cox Broadcasting.
One man’s ideas on regulation

In extensive study that ranges over all facets of broadcasting, Senate aide proposes diverse changes that could restructure entire industry.

A wide-ranging, overflowing melange of suggestions and proposals for the future of broadcasting and program regulation has been released by the Senate Commerce Committee, and broadcasting would never be the same if subjected to the outpouring of ideas, suggestions, recommendations and thoughts—almost psychedelic in their extensive variations.

There seems to be slim chance that any of the proposals ever will be adopted, but in the climate of today, you never can tell.

The report is the 22-month effort of Robert M. Lowe, at the time a special counsel on the staff of the Senate committee. His virtuoso performance is entitled “Fairness Doctrine,” but in its far-furled consideration of that subject, Mr. Lowe touches all bases—some old, some new, but all ingenious.

Item: Tax broadcasters on gross revenues to induce public-service programming.

Item: Classify stations by the amount and quality of public-interest broadcasting, with those carrying little or no such programs paying high taxes.

Item: Issue licenses in perpetuity, but have periodic audits, revoking licenses when broadcasters are found not to be living up to their program proposals.

Item: Sell licenses to the highest bidders.

Delayed • The 602-page study with appendices was undertaken in 1965 at the behest of Senator John A. Pastore (D-R.I.), chairman of the committee’s Subcommittee on Communications. It actually was completed on Aug. 30, 1967, but was held until last week because of the need for editorial revision and statistical and computer editing.

Also a reason for the delay. It’s said, is that Senator Pastore has been ill since last December and only recently returned to his duties on Capitol Hill.

The report was made public in an April 30 transmittal to FCC Chairman Rosel H. Hyde in which Senator Pastore asked for that agency’s comments and views.

In the report itself, and in Senator Pastore’s letter to Mr. Hyde, it is made clear that the study and the conclusions and recommendations are those of Mr. Lowe himself. In both instances, also, the point is made that the viewpoints are those of Mr. Lowe “and not necessarily those of other staff members or of any member of the committee or the Senate.”

Mr. Lowe, however, gives credit for help to committee staff counsel Nicholas Zapple and Daniel A. O’Neal.

Mr. Lowe says that he attacked the project first by reviewing the law, congressional hearings and reports, the literature on the subject, by personal contacts with the FCC, the broadcast networks, the National Association of Broadcasters and the National Association of Educational Broadcasters, and the views of nonindustry people.

A look at Lowe • Robert M. Lowe, the author of the 20-month fairness doctrine study, is a 41-year-old Arkansas lawyer. He began the Senate Commerce Committee study in November 1965 and completed it in August 1967, when he moved to his present position as consultant on telecommunications policy, Department of Transportation. His other government experience was as news secretary for Senator J. W. Fulbright (D-Ark.) from October 1960 to December 1962.

Mr. Lowe, a graduate of the University of Arkansas law school in Fayetteville in 1953, practiced law in Texarkana, Ark., until 1960. After leaving Senator Fulbright, he went back to his practice in Texarkana until he returned to Washington for the fairness study.

Fairness cases at the FCC from Jan. 1, 1965 to June 30, 1966 were reviewed. Two questionnaires were disseminated, one to syndicated program producers and the other to all broadcast licensees (see page 60).

Pay for Use • Mr. Lowe’s premise is simple: The radio spectrum is a natural resource. Broadcasters who are given the right to use the spectrum pay for it by broadcasting in the public interest.

The carriage of programs dealing with public issues is part of public interest, and such programs by their nature mean the presentation of both sides of controversial issues. Fairness therefore is built in as part of the price for the use of the spectrum.

Mr. Lowe expresses no high opinion of the FCC. He holds no brief for the commission’s history or its ability to regulate in the fairness field, terming its activities vague, contradictory and complex.

“In any event,” he says, “we have concluded that the FCC, as a comprehensive device for protecting and defending the public interest, has been largely inadequate . . . . It has been a timid legislator and ineffectual policeman (largely due to) the ambiguity of its central responsibilities. The visual field with which the FCC is required to view broadcasting is a dichotomy. One confronted with the responsibility for narrow vision while simultaneously adopting a broader view is likely to end up cockeyed.”

To bolster his low opinion of the FCC, Mr. Lowe quotes from the 1949 Hoover Commission report, from the 1958 Senate Commerce Committee report and from the 1960 Landis report—all notably critical of the FCC.

In advancing his thesis, Mr. Lowe follows two paths: On the one hand, he assumes that program content of broadcast stations should be regulated. On the other, he takes the approach that no program regulation should be invoked. In each case he suggests alternative approaches, and in some instances, alternatives within alternatives.

If program standards are desirable, he states, then Congress should enact guidelines. Since the only program standard enunciated by the FCC today,
which follows the action of the pre-FCC Federal Radio Commission (1927-34), is that broadcasters must devote a reasonable amount of time to the discussion of public issues, this should be promulgated by Congress.

As a variation from the present practice of requiring all licensees to program public issues, Mr. Lowe suggests that perhaps some form of station classification may be desirable. This would range, he poses, from stations (1) licensed to broadcast entertainment programs only, (2) licensed to program hard news but prohibited from editorializing or commentary, (3) licensed to broadcast news and public affairs including commentary, but forbidden to editorialize, and (4) licensed to broadcast the full range of news commentary, editorials and public affairs.

If this approach is taken, Mr. Lowe suggests that minimum standards be adopted for staffing and equipment for each class, allowing for variables depending on market size, operating format, competitive factors and gross revenues.

Since the first classification of station would provide no "socially desirable" payment for its occupancy of the spectrum, Mr. Lowe suggests that a "user" fee be apportioned, like a percentage of its gross revenues, with the funds being used to help develop a noncommercial system.

Fairness and Ads • Still discussing program-content regulation Mr. Lowe throws out a gamut of ideas:

- Where commercials do nothing but sell a product, the fairness doctrine should not be invoked. Where they attempt to influence the audience on a public issue, fairness should come into play.

- Arguments for exempting hard news programs from the fairness test are contradictory. If good news reporting is inherently fair, because that is the nature of above-average journalism, then the requirement to be fair is no burden. On the other hand, if broadcasters adopt professional standards for news reporting, there's no need to exempt news reporting from the fairness requirement.

- Commentary, however, is another matter and should come under the fairness umbrella. Perhaps commentary should be required to be separated from news. Or perhaps commentary should be required to be identified as such.

- The Communications Act, perhaps, should be amended to forbid the broadcast of false, misleading or defamatory materials, if done with knowledge or reckless disregard of truth. Perhaps it should be made mandatory for stations to notify and furnish transcripts and offer time for reply on defamation. Perhaps, however, it would be best to leave this problem to private suits in the federal courts; if charges are proved true, then there is no defamation.

- Section 315 of the Communications Act, which now requires that equal time be provided all candidates for a political office where one of them uses a station's facilities, might be revised to require equal time to present all sides of a controversial public issue. And, to take care of a peculiar broadcast problem, perhaps an exemption should be provided for broadcast performers who become candidates so that Section 315 doesn't apply if they appear on the air in their professional broadcast capacity.

- Instead of term licenses, as now, how about unlimited licenses, subject to periodic inspection and with the broadcaster paying a fee based on percentage of gross revenues for the inspection, just as national banks do?

- When a station broadcasts a controversial issue, perhaps it should also be required to broadcast instructions to the public on how to complain, how to secure time to respond to the viewpoint, or register a contrasting opinion.

- On the so-called "open mike" programs, perhaps the time-delay devices used by a majority of stations using this format should be made mandatory.

Subsidy, Penalty • If it is agreed that

**YOU MAY NEVER SEE A ROSE TREE 40" THICK**—

BUT... Sales Can Be Rosy in the 39th Market with WKZO-TV

A rose without a thorn—that's the Grand Rapids-Kalamazoo and Greater Western Michigan market served by WKZO-TV.

Already the nation's 39th largest television market, this area is still growing, still unfolding. In Kalamazoo alone, for instance, four new plants have recently created 7,200 new industrial and service jobs. They brought over 18,000 new people to town and added another $25,000,000 to retail sales. That's just Kalamazoo; the same sort of growth is taking place all over the market!

If you like the heady fragrance of climbing sales—now and later on—sow your selling seed via WKZO-TV. Your green-thumbed Avery-Knodel man can give you complete particulars on our rich soil and year-round "growing" season.

And if you want all the rest of the upstate Michigan worth having, add WTV/WWUP-TV, Cadillac-Saults Ste. Marie, to your WKZO-TV schedule.

*"There's out at Tombstone, Arizona.†ARB's 1965 Television Market Analysis.*

**WKZO-TV**

100,000 WATTS * CHANNEL 3 * 1000' TOWER

Studies in both Kalamazoo and Grand Rapids

For Greater Western Michigan

Avery-Knodel, Inc., Exclusive National Representatives

.broadcasting, May 13, 1968
Some surprises in all those answers

SENATE SURVEY SHOWS BROADCASTERS SPLIT ON FAIRNESS, 315

Central to the data-collection effort that provides the backbone for the Lowe report (see page 58) was an eight-page questionnaire sent to all broadcast licensees.

Collection of the data, and its subsequent analysis, became an intragovernmental affair, with the Census Bureau cooperating in design of the questionnaire, the FCC assisting in the mailing and the Bureau of Standards providing computer services.

In addition to the section questionnaires, the committee staff solicited comments and information from networks, consulted the FCC's complaints file and surveyed the history of the fairness doctrine and related content-regulation issues as developed in the legislative, judicial and FCC-administration records.

The station questionnaires which were mailed Nov. 1, 1966, solicited comments and attitudes on fairness doctrine and related personal-attack problems in general, and asked for detailed information on areas shown to be the most-frequent causes of difficulty by the examination of the FCC's complaint records. These were, in order, syndicated program series, open-mike programs, station editorials, and network program series and specials.

Stations were also asked for information on broadcast hours devoted to public-service programming, man hours expended on such programs, extent of efforts to air controversial issues on such programs, notification procedures in personal-attack cases, and data on offers of or requests received and honored for reply time.

Some Favor It • Foremost among the findings from the survey, Mr. Lowe indicates, is that the broadcasting community is far from unanimous in opposition to the fairness doctrine or Section 315 restraints. In all, 5,643 licensees returned questionnaires (of 6,787 sent), and only 20.5% (1,160) said they would like to see the fairness doctrine discarded.

Others, however, said the doctrine needed modification or clarification (1,183). But 2,767 indicated they felt the doctrine was all right as is.

Aggregate responses could obscure differences of opinion between small and large stations on the doctrine, but the questionnaire did not provide a breakdown by size of operation. Types of broadcasters were isolated, and the staff analysis showed 21% of commercial-radio respondents registering disapproval of the doctrine (20% wanted Section 315 repealed). Commercial television respondents registered somewhat more disapproval of the doctrine (25% opposed), with 27% of the telecasters advocating 315's repeal.

Television network affiliates provided a different picture: those with CBS affiliation were 27% opposed to the doctrine and 40% in favor of Section 315 repeal. For ABC, 19% thought the fairness doctrine should be discarded: 14% wanted Section 315 repealed. NBC: 30% opposed to the doctrine, 31% wanted Section 315 repealed.

Noncommercial educational broadcasters, on the other hand, proved even less disturbed by government incursions into program regulation. Only 5.7% thought the doctrine should be discarded, while 6% favored Section 315 repeal.

Among those broadcasters in general who said the doctrine needed modification (1,183), 599 thought the doctrine "too vague." Requirements to notify or supply transcripts to those of opposing views were objected to by 187 respondents. Extending the doctrine to print media was advocated by 22.

The questionnaire asked for specific information on carriage of 53 issue-oriented syndicated program series. Station responses indicated that some widely publicized programs were not carried by as large a number of stations as had generally been reported. Stations were asked if programs were or had been carried, and, if dropped, why.

Management Concerns • Some of the syndicated series had been dropped for seasons indicating station management's concern with the content of the programs, expressed in more specific terms ("not in the public interest," "one-sided," "radical") than simply lack of audience interest.

The top 10, ranked by number of stations reporting carriage at the time of survey:

Our Changing World, carried by 446 outlets, had been discontinued by another 177 stations. None indicated content reason for dropping.

The Protestant Hour had 144 stations, another 109 had discontinued.

The threat of having his license taken away by another who proposes a better program job "alone will heighten a licensee's sensitivity to the 'public interest, convenience and necessity.'" Mr. Lowe says, "while stimulating those on the outside wanting in to apply creative talent to the objective of improved broadcast service for the public generally."

Finally, Mr. Lowe suggests the market-place approach recommended over the last few years by economists: Transfer the spectrum, or the broadcast portion initially, to the public domain and let licenses be sold to the highest bidder.

Or, as a variation, frequencies could be leased to broadcasters, with payment to the federal government, but with the lessees required to meet certain programming and other standards.

Mr. Lowe concludes his exercise in creative and certainly formidable brain-
Two thought the program "was not in the public interest (too liberal, too conservative, didn't like content, etc.," the report notes).

American Security Council Washington Report was carried by 358 respondents, been dropped by another 114. Of these, 13 indicated content as a reason for dropping.

Life Line, carried by 335, dropped by another 207, 32 on content.
The Joe Pyne Show, carried by 212, dropped by 67, 14 of these on grounds of content.

20th Century Reformation Hour, carried by 183, dropped by another 215, 24 on content grounds.

Manion Forum, carried by 175 respondents, dropped by another 249, 32 of these on content.

Viewpoint, carried by 167, discontinued by another 68, with seven of these giving content reasons.

Northwestern Reviewing Stand, carried by 145, dropped by 78, by two for content.

Howard Kershner's Commentary, carried by 125, dropped by another 121, 31 giving content reasons.

Another well-publicized syndicated product, The John Birch Society Report, ranked 12th, with carriage by 116 respondents, prior carriage by another 57, with nine of those indicating concern over content as a reason for dropping.

The series with the largest number of discontinuances on grounds of content considerations (65), Citizens Council Forum had, at the time of the survey, 117 outlets (ranking 11th). It had been dropped by 215 others.

Growing Number - The second-most troublesome category in the FCC's complaint records, "open-mike" telephone audience-participation programs, shows, according to the study, steady growth between 1963, with the number of stations instituting such programs beginning to grow dramatically after that year. At the time of the survey, 1,035 stations reporting carrying such programs (3,673 did not), while 732 indicated they had discontinued such shows.

The questionnaire asked for means used to control on-air remarks, such as obscenity or personal attacks, on such programs. Most used (by 561 respondents), it was reported, is a tape-delay device. Least used (by 83 respondents) is the procedure of summarizing phoned-in remarks, keeping callers off completely the air.

Less Than Half - Although editorials, the study said, "are far short" of the syndicated programs and open-mike shows in generating fairness complaints, they do rank third in total number of alleged violations. A total of 2,456 said they editorialized regularly or sporadically while 2,738 never had editorialized and 384 had editorialized, but had given up the practice.

The number who did editorialize was small in the mid 1950's and increased slowly through 1960. Then starting in 1961 their numbers increased yearly. Through 1966 by 171, 305, 241, 282, 261 and 266 respectively. Of the editorializing stations, 275 said they carry editorials three times a day and 81 carry them 10 times daily.

The overwhelming majority of the editorials (69.6%) are devoted to local issues with national issues a distant second (15%).

Unlike newspapers, the study found, broadcasters do not follow a "widespread" practice of using canned editorials. Of the respondents who did get editorials from outside sources 82 said they came from a group owner, 52 from a network, 40 from a newspaper. 95 from a nonprofit group, 78 from a syndicated editorial source paid by the station, 27 from a syndicated source and provided free, and five from a syndicated source "which offered compensation to the station."

Of those who had never editorialized, by far the largest number (947) gave a lack of qualified personnel, facilities, time or funds as the reason. The largest number (40) of those who had discontinued editorializing gave a similar response for their decision to cease such activity.

'Surprising' Number - The staff report found that "surprisingly" 570 licensees "devoted no manpower to locally originated news and public affairs and 513 respondents said they carried no news and public-affairs programs. Additionally 1,511 (27%) said they did not broadcast any programs dealing with controversial public issues.

These figures reflect, according to the study, that a "dramatically large number of stations are assuming no responsibility for dealing with important public issues. . . One can only wonder what the latter group promised to do in their last renewal applications."

Of the 4,576 respondents who do have locally produced news and public-affairs programs, 813 said they devoted 21-40 man-hours per week to such efforts and 74 had more than 800 man-hours per week spent on such programming.

Of those who program local news and public affairs, 779 said they carry between 10.1 and 15 hours a week of such programming.

Counting all news and public affairs programs, regardless of origination, 1,883 respondents programmed 10 to 21 hours per week and 872 programmed 21 to 31 hours per week. There were 1,338 respondents who said they carried 10 hours or less per week of such programming.

storming by calling for a congressional review of broadcasting regulation. It deserves, he says, "a fresh, penetrating scrutiny . . ." And, if Congress feels program content should be regulated, then it should articulate minimum program standards in the public interest. he says.

Daniel calls Reardon report 'misdirected'

The future of American democracy depends upon continued adherence to the principle "that justice not merely be done, but be seen to be done," the managing editor of the New York Times declared last week.

Clifton Daniel, addressing a seminar on Fair Trial and Free Press sponsored by the American Enterprise Institute in Washington, deplored the threat to that principle posed by the recently approved American Bar Association report on fair trial-free press. Mr. Daniel's remarks followed by one week a speech to that organization by Judge Paul C. Reardon, chairman of the ABA committee (Broadcasting, May 6).

"In my opinion, Judge Reardon and his colleagues are using a sledge hammer to kill a gnat," Mr. Daniel said. "Their heavy-handedness may wreck the freedom of the press as well: it may shatter the very keystone of our democracy."

Mr. Daniel noted, however, that the Reardon report has not yet been translated into a working reality, and has met with opposition not only from newsmen. but also from many eminent lawyers. He expressed doubt that its restrictions can be enforced "by lawyers against their own kind."

Mr. Daniel also took exception to Judge Reardon's criticisms of American crime reporting, arguing that no one has actually shown that pretrial publicity "actually contaminates juries." Furthermore he added, "word-of-mouth publicity is much more pervasive and virulent, much less accurate and precise than the written word in the hands of trained and responsible journalists."

The Reardon report, he claimed, ignores the Sixth Amendment demand for a "speedy and public trial," and takes no notice of the fact that the current trend is toward less public legal action.

"The more I study the Reardon report, the more I see it as a massive misdirected effort to solve a minor unde-
The name of the game: Make TV the riot scapegoat

Television's biggest problem in coverage of rioting is not doing that. Rather, its problem is to escape a growing if mistaken belief that the medium is helping cause the rioting by its presence and actions.

This is part of the message given last week in Chicago by William Monroe, director, NBC News. Washington. He took part in a closed academic session at the University of Chicago dealing with the mass media and the urban crisis.

Mr. Monroe noted that the riots appear to be falling into a pattern and the rules for rioting, fighting them and reporting them are all becoming clear to all participating, a sort of gamemanship. The electronic media have learned to cover them with discipline and responsibility, he said, but apparently others don't agree.

Mr. Monroe recalled a local Washington newspaper story of TV coverage of the April disorders there which subsequently was picked up by others including a national syndicated column and completely distorted beyond the facts. The writers, he said, ended up charging that TV news crews staged the event depicted, a totally false claim.

"Here we have a case of consistent journalistic responsibility turned into an anti-television atrocity story by newspapermen visibly enjoying the seduction of a half-truth," Mr. Monroe said.

"The Kerner commission," he added, "did its homework and came up with a better critique of the media, though it's arguable in places. The commission started out thinking the media had been pretty irresponsible. After they looked into it, they changed their minds to a great extent."

Lawrence Pinkham. Columbia University, told the seminar that means must be found to let the ghetto tell its own story on a proportionate share of existing commercial television facilities, allowing the black man to control entirely what he has to say. Television must move beyond its present "limiting journalistic concepts," he said, "and devote massive amounts of time to programming of, by and for the black community."

Effect of Commercials * Mr. Pinkham felt the very influence depicted in white-oriented commercials contributes more to social disruption and racial hatred than to the public good. Public television has plenty of time to help correct the picture, he felt, but unfortunately Congress has not yet provided the money necessary to do this job.

Edwin Diamond, senior editor, Newsweek, also noted feelings among Negro leaders that they should be given a minimum amount of public service time on television. TV, he noted, has become the "community bulletin board."

Other speakers at the conference, including Edwin O. Guthman, national editor, Los Angeles Times, Martin S. Hayden, editor, Detroit News, and John A. Hamilton, editorial board, New York Times, cited how the white-oriented mass media still have not learned how to "tell it like it is" because of their natural biases and experiences.

Hiring and training more Negro journalists are only a start in the right direction, the participants said.

Radio should supply more political news

Radio broadcasters have been urged by FCC Commissioner Kenneth A. Cox to make increased contributions to coverage of the upcoming political campaigns and elections both in terms of numbers of candidates presented and in volume of issues discussed. He indicated that radio never has had a greater opportunity to significantly contribute to a better society than in covering the current political scene. He reminded radio broadcasters that they can present major candidates in the context of news broadcasts without having to provide equal time to splinter-party candidates.

Speaking at the University of California at Los Angeles on May 3 before the Seventh Seminar on Radio Broadcasting and Community Leadership, sponsored by the Southern California Broadcasters Association, Mr. Cox cautioned telephone-talk radio stations to beware of abuses in handling calls and pointed out to other broadcasters using telephone polls that the results of such surveys are not statistically valid samples and could be misleading to the public. Mr. Cox said that there was evidence of organized groups making a concentrated effort to dominate telephone-talk shows.

The seminar, which consisted of some three hours of discussion in addition to Mr. Cox's speech, covered radio's relationship to education, government, human relations, law enforcement and transportation.

'ABC Evening News' completely revamped

When the wraps come off the refurbished ABC Evening News Monday, May 27, it may not be recognized as the same show. For a start, it was announced last week that Frank Reynolds, since 1965 ABC News's White House correspondent, will be going in for Bob Young as anchorman. And the entire format will have been reworked.

There will be three main segments: a lead comprising the top four-to-six spot news stories of the day; a series of three-minute commentaries by several of 15-to-30 experts, including David Schoenbrun, back from Vietnam, and political commentator Bill Lawrence; and several special focus reports on in-
individual subjects (Broadcasting, April 8).

The hope is to attract serious-minded non-news watchers, as well as to snare regular viewers of the CBS and NBC news shows, according to ABC executive producer Sidney Darion.

Memories refreshed on FCC's editorial rules

The FCC is reminding broadcasters in this election year of the rules regarding editorials that endorse or oppose candidates for public office. And the National Cable Television Association has pointed out to its members that the association’s code of ethics requires strict adherence to these FCC rules.

"The cablecaster has at his disposal," the code states, "a medium of communications which is capable of making a major contribution toward a better-informed electorate. . . ." Those systems having program origination capabilities, the association said, should review both the NCTA code and the FCC's rules.

In a notice sent to broadcasters, the commission noted that although the rules are currently being challenged in the courts, "they are now in effect and should be followed. . . ."

The rules stipulate: "Where a licensee, in an editorial, endorses or opposes a legally qualified candidate or candidates, the licensee shall, within 24 hours after the editorial, transmit to respectively the other qualified candidate or candidates, the licensee shall, within 24 hours after the editorial, transmit to respectively the other qualified candidate or candidates for the same office or the candidate opposed in the editorial notification of the date and the time of the editorial: a script or tape of the editorial; and an offer of a reasonable opportunity for a candidate or spokesman of the candidate to respond over the licensee’s facilities: Provided, however, that where such editorials are broadcast within 72 hours prior to the day of the election, the licensee shall comply with the provisions of [the rules] sufficiently far in advance of the broadcast to enable the candidate or candidates to have a reasonable opportunity to prepare a response and to present it in a timely fashion."

ASCAP members charge copyright violations

Eight members of the American Society of Composers, Authors and Publishers have filed a copyright-infringe- ment suit against KTVW-TV Tacoma-Seattle and its president, J. Elroy McCaw, charging the station played their songs without authorization, ASCAP reported last week. It said the suit, filed in federal district court in Wash-

Last week the House approved putting back $225,000 of that cut, enough to keep the subcommittee alive. The subcommittee has been active in stepping on administration toes in attempts to cut through government red tape and allow newsmen access to public records.

Jughead joins singing group

A television series, which has not yet made its debut, is going to be the inspiration for a rock 'n' roll music group, a la The Monkees. The new group, The Archies, are being created for the Archie animated half-hour television series scheduled to be shown Saturday mornings on CBS-TV, starting in the fall. Don Kirshner, former music supervisor of The Monkees, has been contracted to do a similar job for The Archies. Mr. Kirshner will build a singing group to vocalize over an animated quintet shown in the series, composed of comic book characters Archie, Jughead, Veronica, Betty and Reggie. He also will produce 17 original songs to be performed by the group for the animated series. The project is a three-way joint venture among Filmtation Associates, comic book publisher John Goldwater and Mr. Kirshner.

Moss’s subcommittee to continue operation

The House Freedom of Information Subcommittee, which had been scheduled to pass from existence on June 1, was resuscitated last week by a voice vote of the House. The subcommittee, headed since its inception in 1955 by Representative John E. Moss (D-Calif.), was primed for extinction after Representative William L. Dawson (D-Ill.), chairman of the parent Government Operations Committee, ordered a $325,000 cut (Broadcasting, April 29).

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BROADCASTING, May 13, 1968
FCC's new look at program exclusivity

PROBLEM: HOW TO OPEN OVERSHADOWED MARKETS TO SYNDICATORS

The FCC, moving into an area where its knowledge is admittedly skimpy, has opened a proceeding aimed at making additional syndicated and feature-film programming available to small-market television stations.

At issue in the proceeding are the territorial exclusivity agreements contained in contracts between program suppliers and large-market stations that restrict small-market stations' ability to acquire nonnetwork material.

The commission proposed, as a tentative solution, a rule that would parallel one currently governing exclusivity arrangements for network programming—it would permit only those agreements granting a station exclusive use of programming within the community of its license.

However, the commission noted that, since agreements concerning nonnetwork programs need not be filed with it, there is relatively little information now available on the subject; the only solid information apparently is that there is considerable variation among such agreements, both with respect to different markets and as between stations and programs in the same city.

Alternatives Requested—Accordingly the commission requested comments on alternative proposals. It said that, as additional information is obtained, it may develop that "a somewhat less restrictive rule" may well appear desirable, "at least for certain types of programming."

However, those advocating a less restrictive rule, or none at all, were advised to buttress their suggestions with specific factual data if they expect to have their suggestions considered.

The proposed notice of rulemaking was sparked by a resolution of the government-industry Committee for the Full Development of All Channel Broadcasting, which urged the commission to study the exclusivity practices in the distribution of nonnetwork programs to stations in small markets within the reception range of large-market television outlets.

The commission said it recognizes the "legitimate interest" of a station purchasing a program to a degree of exclusivity in it. It also noted that, without the ability to grant exclusivity contracts, a program supplier "might not be able to command a reasonable price for his product."

Public's Interest—But, the commission added, "there are very substantial public interests involved, which these considerations should not be permitted to thwart." The commission referred to the interest of the public beyond the reach of the original station in viewing "desirable programming," and of other stations in presenting the material.

In inviting suggestions for a "less restrictive" rule than it has proposed, the commission asked for comments on whether standards should be adopted for limiting exclusivity agreements as to distance or signal contours, or as to stations having a certain amount of signal overlap or additional audience not served by the original station. The commission also asked for comment on what those standards should be.

The commission, noting that the sheer variety of exclusivity agreements presents a problem—small-market stations have trouble even knowing what programs are available to them—also asked for comment on whether a uniform standard should be adopted so that stations would know what is available.

The commission expressed the hope that as many parties as possible—particularly television stations and program suppliers—file comments, and requested information on a number of issues covered in exclusivity agreements. These include types of programs covered, duration of contracts, geographic limits of exclusivity conditions for assignment of programs to other licensees, number of times programs may be presented in the life of a contract and distribution limitations. It also requested statistics on numbers of programs purchased by licensees but not used.

Comments are due by July 8, with reply comments due Aug. 8.

Students get a new perspective on history

Forty young visitors to the nation's capital will share the spotlight with Vice President Hubert H. Humphrey, six midwestern congressmen and the city itself in the first of a series of "living history trips for children" to be filmed by WKRC-TV Cincinnati.

Camera crews from the station followed the children—who were selected on the basis of questions they wished to ask of their congressmen—on tours of the White House, Capitol and other points of national interest; a special address by the Vice President at the Capitol; and a lunch-hour question-and-answer session at the Rayburn House Office Building. On hand to answer the children's questions were Representatives Robert Taft Jr., Donald Clancy, William Harsha, and Donald Lukens, all Ohio Republicans; Rep. Gene Snyder, Kentucky Republican; and Rep. Lee Hamilton, Democrat of Indiana.

After broadcast of the documentary, the station will distribute prints to schools in the Cincinnati area for use in civics and history classes.

President and other points of national interest; a special address by the Vice President at the Capitol; and a lunch-hour question-and-answer session at the Rayburn House Office Building. On hand to answer the children's questions were Representatives Robert Taft Jr., Donald Clancy, William Harsha, and Donald Lukens, all Ohio Republicans; Rep. Gene Snyder, Kentucky Republican; and Rep. Lee Hamilton, Democrat of Indiana.

After broadcast of the documentary, the station will distribute prints to schools in the Cincinnati area for use in civics and history classes.
What’s so special about this week?

The President has proclaimed it National Transportation Week. It’s a week set aside to remind you to ask yourself where on earth you’d be if it weren’t for all the vehicles that are constantly moving people and goods from one place to another.

And, of these vehicles, trucks account for 3 out of every 4 tons of freight moved. Everything you eat, wear or use, in fact, comes all or part of the way to you by truck.

It’s something to think about.

American Trucking Industry

American Trucking Associations, Inc., Washington, D. C. 20036
When the record's being broken,
Some things don't happen twice. And if you don't record it the first time, you don't record it at all.
Take, for example, the Olympic games at Grenoble.
When a champion comes charging to the finish, he creates a dazzling moment that can never be recreated.

Except on something like tape. Wouldn't it be a shame to miss it with tape that couldn't handle the video or the sound?
That's why we designed 78V as carefully as we did. It captures once-in-a-lifetime events the second they happen. Faithfully.

And that's why ABC chose 78V to tape the Winter Olympics at Grenoble.
78V, the high-chroma tape for critical applications. The non-fail tape.
(For information, write us: Memorex Park, Santa Clara, Calif. 95050.)
Ladies and gentlemen. I have often spoken, humorously, about my relatives and their inventions. There was this uncle of mine...a great scientist...who invented a "cure"...for which there was no disease.

Unfortunately, in the harsh realities of the world in which we live, there are diseases for which there are no cures. One is multiple sclerosis, the great crippler of young adults.

Can you imagine how dreadful it must be if you can't see...or talk...perhaps even move...bizarre symptoms that come and go.

There is no cure for MS. But there is hope, through research, sponsored by the National Multiple Sclerosis Society.

A dollar...maybe five...or ten...from each of us could help discover that cure. When the MS Volunteer calls on you, I hope you'll remember this. Thank you.

Dear Station Manager:

Special material has been prepared for your public service use during our National MS Hope Chest Campaign. For radio, EDDY ARNOLD, ROSEMARY CLOONEY, JACK JONES and many others have transcribed both programs and spots. For television, DEBRA BARNES, who is MISS AMERICA for 1968, and whose mother suffers from MS, has joined MIA FARROW, BARBRA STREISAND and me in filming color tv appeals in varying lengths. Slides and live copy are also available. May we ask your help?

Sincerely,

Victor Borge
National Campaign Chairman

Network contact:
Philip Bershad, Pub. Rel. Dir.
National Multiple Sclerosis Society,
257 Park Avenue South,
New York, New York 10010 ORegan 4-4100

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this ad contributed by the publisher
the second time, in their current series, in Washington last Wednesday (May 8) and participants reported that "progress is being made." However, as in the first meeting (Broadcasting, March 11), no conclusions were reached.

Those attending last week's session agreed that it was a good working meeting, one which explored a number of ideas but that was as far as they would go in spelling out how near the two trade associations are in attempts to reach a detente on the thorny copyright question.

The CATV copyright battle has, in part, been a major obstacle in congressional action on a new copyright bill, and both Congress and the copyright office would like to see the two associations find a mutually acceptable solution.

Paris talks draw network newsmen

Network news teams converged on Paris last week to cover the preliminary negotiations between the U. S. and North Vietnam.

Coverage from Paris began Thursday (May 9) on the eve of talks between the two warring nations. Extensive use of Atlantic communications satellites was planned to bring television reports to the U. S.

ABC had signed with the Communications Satellite Corp. to use a satellite link for 15 minutes a day. CBS News and NBC News each signed on for an hour a day. ABC’s trans-Atlantic TV feed begins at 4:45 p.m. EDT; CBS and NBC feeds then alternated in 30-minute, five-minute, and 10-minute segments until they total 60 minutes.

Coverage of the U. S.-North Vietnamese talks will be provided under a pool arrangement in cooperation with O.R.T.F., the French TV network. O.R.T.F. will provide four color cameras and two VTK’s. Over-all U. S. responsibility for the pool is NBC’s (Broadcasting, May 6).

ABC-TV and ABC Radio will provide daily coverage of the Paris talks during regular news shows. TV reports received via satellite will be presented during ABC-TV’s regularly scheduled evening news program. ABC spokesmen say the network will be prepared to present news specials whenever news developments warrant them.

Springtime in Paris • CBS-TV’s half-hour evening news program anchored by Walter Cronkite began originating from Paris on Thursday and will continue to originate there until at least May 17. Thursday’s initial satellite transmission reportedly was marred by loss of audio. Introductory copy for news segments from elsewhere in the world is wired to CBS in Paris and the visual segments themselves are inserted in the Cronkite show in New York. A half-hour special anchored in New York was presented May 10 at 11 p.m. EDT.

CBS Radio is providing news coverage directly from Paris, and network spokesmen say its World News show will originate from Paris as long as events warrant. It is the first time that World News has originated outside of the U. S. in its 30-year history.

NBC-TV, as reported earlier (Broadcasting, May 6), will present nightly coverage of the Paris talks on its regular news shows and during a 30-minute news special scheduled for 11:30 p.m. EDT each night as long as news warrants. NBC Radio is also providing coverage from Paris, and on Friday (May 10) presented a 25-minute radio special at 8:05 p.m. EDT.

Mutual Broadcasting has beefed up its Paris operation to cover the talks. Reports from the city will be included in regularly scheduled newscasts and news specials will be presented as developments justify.

NBC-TV signs Flip Wilson

The signing of comedian Flip Wilson to a long-term exclusive development contract with NBC-TV was announced last week by Mort Werner, vice president in charge of programs and talent for the network. Mr. Werner said that NBC-TV plans to develop a special starring Mr. Wilson that will serve as the pilot for a projected series. The comedian has made appearances on the NBC-TV Tonight series, Rowan and Martin’s Laugh-In and the Dean Martin Show.

Eight newsmen have won CBS Foundation News Fellowships for one year of study at Columbia University during 1968-69.

The winners of the fellowships are: Kenneth B. Alvord, news editor, WBTN(TV) Charlotte, N. C; Clarence H. J. Cross, associate producer of special events, CBS News, New York; Nancy Martha Galvin, producer-trainer, WGBH-TV Boston; J. Spencer Kinard, news manager, KSL Salt Lake City; James Brounley, director, WGBH-TV Boston; Kenneth Stewart, news reporter, WCAU-TV Philadelphia; Ivan Weissman, staff writer, WCBS New York, and Elizabeth L. Young, program director, WAMU-FM, The American University, Washington.

The foundation, which through CBS Inc. makes educational, cultural and philanthropic contributions, established the news fellowships in 1957. Fellowship grants average $8,000 each.

Eligible for a year of study are news and public affairs employees of CBS News; CBS-owned stations; stations affiliated with CBS Radio and CBS-TV; staff members of non-commercial educational stations, and teachers of courses in radio and television news and public affairs at colleges and universities.

CBS Foundation sends eight back to school

Mr. Alvord Mr. Cross Miss Galvin Mr. Kinard

Mr. Oliver Mr. Stewart Mr. Weissmann Miss Young

Mr. Alvord Mr. Cross Miss Galvin Mr. Kinard

BROADCASTING, May 13, 1968

(PROGRAMING) 69
Bobby Kennedy bids for free TV time
PREsIDENTIAL ASPIRANT SAYS CAMPAIGN COSTS WOULD BE CUT 80%

A suggestion that politicians be given free television time as a public service was advanced last week by one office seeker who reportedly has few money problems.

Senator Robert F. Kennedy (D-N.Y.), a candidate for the Democratic presidential nomination, said last Tuesday (May 7) that politicians could "cut down 80% of our [campaign] expenditures if television wasn't so expensive. If television made all of this time available to all of us as a public service then there wouldn't be any great expense in a political campaign. And, at least make it available at cost would seem to be a major step by the television networks and the television stations, instead of in a political campaign to have the idea of making a profit. . . .

"I think that they should make the time available for free, but if they're not willing to do that at least to make it lower cost, because it would be tremendously helpful. . . . It would be interesting, for instance, how much the networks have made from this political campaign . . . how much money they've taken in on it," he added.

Senator Kennedy's remarks were made in response to a question posed during a CBS News special following the Indiana presidential primary. Mr. Kennedy was asked if charges that the senator had "bought" the Indiana primary had any effect on the election.

Heavy Investment * Mr. Kennedy answered "no" to the question. He said that his expenditures were not out of line and that they ranged between $500,000 and $600,000. It was then that he raised the issue of TV's time charges. Some observers said later that the senator's comment on TV time costs served as an effective riposte to the correspondent's question.

Whatever was behind Mr. Kennedy's remarks, network officials appeared perplexed by the senator's comments.

For one thing, the networks themselves carried no political messages into Indiana, several top executives said; campaigning during the primary was strictly a local affair, bought and sold locally. Networks do not set local prices or practices, they said.

For another, network news chiefs have long urged the Congress to suspend the FCC's equal-time provisions during presidential election years. "We offered free time to major candidates in 1960 and we're prepared to do it again — as a public service," said one network executive.

It was also pointed out that TV news coverage of presidential election years has never been profitable. "I don't know of any network making money by covering the primaries, the conventions, or the elections," said one executive.

Exposure Bonus * TV newsmen also said that in the normal course of reporting events, TV provides major candidates with more free public exposure than the campaigner could ever buy.

Moreover, it was pointed out that TV's cost as a campaign tool was proportional to its effectiveness. Said one executive: "The old-fashioned whistle stop may have been cheaper but TV's cost per thousand is much better."

The effectiveness of the senator's C-P-M apparently left little to be desired, reports has not been set.

Fast Trigger * CBS-TV was the first network to call the Indiana winner: Walter Cronkite broke into Doktori at 8:26 p.m. EDT and announced that the network's computer estimated Senator Kennedy to be the victor with 44% of the vote. The Indiana polls closed at 8 p.m. EDT.

CBS's estimate was further refined during a special bulletin at 9:40 p.m. Then, a half-hour color special was presented at 10 p.m., during which Senator Kennedy made his remarks about the high cost of TV time. Mr. Cronkite anchored the half-hour special from New York.

CBS-TV tomorrow night (May 14) will present a half-hour special (two feeds, one at 10 p.m. EDT, another at 10:30) on the Nebraska primary. The network also will pre-empt regular programming as events during the evening warrant.

During the evening of the Indiana primary, CBS Radio presented a half-hour special at 10:30 p.m. EDT. Tomorrow night CBS will present a quarter-hour special radio program on the Nebraska primary at 10:45 p.m.

While CBS claimed credit for being the first news organization to project a winner in Indiana, NBC News said that at 8:25 p.m. EDT David Brinkley reported that Senator Kennedy had a substantial lead and if it was maintained, he would win the Democratic primary. NBC's first projection that he would indeed win the election came at 8:35 p.m. An NBC-TV hour special beginning at 8 p.m. and pre-empting the Jerry Lewis Show was broadcast from Indianapolis, as was last Tuesday evening's regularly scheduled Huntley-Brinkley show. Two short analyses of the election were presented and a 12-minute special report was then presented at 10:48. Throughout the evening NBC News presented crawl bulletins, as did the other two network news organizations.

NBC Radio's News of the World originated from Indianapolis last Tuesday with five-minute summaries of the Election broadcast every half-hour starting at 8:15 p.m. and continuing to 11:45 p.m.

Movie Spots * Tomorrow's Nebraska primary will see NBC-TV present a half-hour special at 11:30 p.m. EDT, and three earlier five-minute reports during the course of NBC's Tuesday Night at the Movies.

NBC Radio's coverage will consist of eight special five-minute reports
scheduled every half-hour starting at 9:15 p.m. and continuing to 12:45 a.m. EDT. Election coverage for both NBC-TV and NBC Radio will originate from Omaha.

Mutual presented eight five-minute reports and three half-hour specials during Indiana primary day. MBS will carry the same programing load tomorrow on the Nebraska election. Projecting tomorrow's Nebraska primary winners will take a little longer than last week's Indiana election. In Nebraska the polls close either at 9 p.m. or 10 p.m. EDT. The vote is almost all on paper ballot; the few voting machines in the state close at 10 p.m. EDT.

**Senate eyes 315 suspension**

**After Indiana, interest increases in getting rid of equal-time section**

In the wake of last week's Indiana primary a hard-nosed drive appeared to have gotten underway on Capitol Hill to push for suspension during the presidential election of Section 315 of the Communications Act. The subject seems likely to come up when the Senate Commerce Committee meets in executive session Thursday (May 16).

Only three weeks after opting for a repeal of the equal-time section, Senator Vance Hartke (D-Ind.) last week offered a bill that would suspend that "one minor section" of the Communications Act to allow a 1968 version of the Kennedy-Nixon debates of 1960. The senator, a member of the Communications Subcommittee, charged Congress would be acting "in the best interests of the public" by suspending the section.

On the other side of the Senate chamber, Hugh Scott (R-Pa.), ranking GOP member of the subcommittee, pushed for support of his bill calling for 315's suspension so the nation can take advantage of "this unique potential for broadcast opportunities."

Senator Hartke's repeal bill (S. 2128) and Senator Scott's suspension bill (S. 3382) were offered late in April (Broadcasting, April 29).

While the two legislators were urging their colleagues to open the airwaves to the major presidential candidates without fear on the stations' and networks' part of a score of equal-time claims, the subcommittee chairman, Senator John O. Pastore (D-R.I.), was doing his own spade work on the problem.

Senator Pastore has written all the potential presidential candidates asking their views on a suspension of Section 315. As of last Thursday (May 9), he had received only one reply. Vice President Hubert H. Humphrey, who would like to be the Democratic standard bearer, said he is in favor of the suspension.

Senator Hartke, an annual proponent of crossing the equal-time section off the books, noted last week that because of Section 315 the nation may be "denied the opportunity" to view the major presidential candidates through television.

**Public Responsibility** • The Indianan said that to provide a chance for a forum such as the 1960 debates again this year "is a public responsibility which the Congress should assume" by passing the suspension bill.

Without that 1960 suspension, he said, "networks and stations would not have given freely of their precious time for the great Kennedy-Nixon debates. Without this suspension, the same privilege would have to be given to an assortment of minor candidates whose position does not warrant such expensive attention."

In urging immediate Senate action on suspension, Senator Scott had similar comments. He noted that without passage of such a bill and with possibly "10 or more minor political parties" in the field, "I do not feel that we can expect broadcasters to grant the fullest possible coverage to the Republican and Democratic nominees when to do so will be to expose television and radio licensees to costly minor-party claims for equal time." The claims of those candidates, he added, can "best be handled under the fairness doctrine. . . ."

The full Commerce Committee held hearings on political broadcasting last year, but to date has not acted on any proposals.

**Shades of Buffalo Bob**

Producer Barry Lawrence, once with United Artists Television, has formed Howdoo Productions in association with Richard Rosenberg and Bernard Cowan of Toronto. The new company will produce an animated TV series based upon Howdy Doody, the successful NBC-TV puppet series for children in the early 1950's. First project will be a half-hour animated color series of Howdy Doody, aimed at the 1969-70 network season.

**News contracts no hot issue**

**Only one broadcaster fights AP, UPI five-year contracts at FCC oral argument**

The FCC's three-and-a-half-year-old inquiry into whether the commission should impose a limit on the length of contracts broadcasters sign with AP and UPI was brought out of limbo for a one-hour oral argument before the commission last week. But in the time that has elapsed since the proceeding was initiated, little apparently has happened to stimulate interest in, or alone enthusiasm for, the proposal.

Only one broadcaster participated in the argument—South Jersey Broadcasting Co., licensee of WKNJ-AM-FM Camden, N.J., whose owner, 90-year-old Ranulf Compton, has long opposed the five-year newswire contract most broadcasters sign. (Mr. Compton is selling both stations. See page 50.)

Counsel for AP and UPI restated opposition to commission regulation of the broadcast-news service relationship. They said that longer-term contracts are required to afford economical and efficient services.

The oral argument was held to give the parties an opportunity to supplement their original comments and to bring the commission up to date on developments since those comments were filed three years ago.

**Complaints Received** • The commission issued its notice of inquiry and proposed rulemaking on Dec. 3, 1964, after receiving a number of complaints from broadcasters concerning the news-service contracts that run two years longer than their broadcast licenses.

The commission's main concern, as expressed in the notice, is the impact of the long-term contract "on the broadcast licensee's freedom of action in news programing." The commission asked for comments on a proposal to limit the length of news-service contracts to two or three years.

The commission also sought comments on the provision in newswire contracts requiring the owner of a station, in the event he sells, to require the buyer to pick up the remainder of the contract. The commission suggested such a provision may limit a licensee's ability to exercise his programing responsibilities.

AP and UPI offer two- and three-year contracts, but at higher prices than those at which the five-year agree-
Cleveland gets air aid

Mayor Carl B. Stokes got the cooperation last week of every radio and television station in the city for his "Cleveland: Now!" campaign "to stop the cause of riots"—a half-hour free air time for a special report to the people, and free 60-second spots urging passage of two proposals in a municipal election last Tuesday (May 8). The proposals, to establish a new port authority and city health and welfare centers, were both passed. Local businessmen have pledged $11 million "seed money" for the effort to improve ghetto conditions. The advertising support is being continued for city council approval of an increase in the local income tax. Volunteer agency for the mayor's drive is Wise Advertising.

Both companies will consolidate portions of their film and video-tape production departments, it was explained, even though the Jam Handy organization will continue as an individual identity in the consulting field. There will be an interlocking of directors as well as facilities. W. J. Marshall Jr., continues as chairman and chief executive officer of Tele-Tape while Jamison Handy continues as president of Jam Handy.

High-school group protests pro games

The National Federation of State High School Athletic Associations, Chicago, has announced it is preparing an appeal to the Senate Judiciary Subcommittee on Antitrust Monopoly seeking relief from Friday night professional football telecasts. The school group charges the pro games ruin attendance at the high-school events. The federation disclosed its intentions following the release of the American Football League's 1968 schedule showing the opening game Sept. 6 between Kansas City and Houston will be one of two Friday night TV events. The other will be the Oct. 11 contest of Buffalo, N.Y. at Miami. The high school federation's Cliff Fagan reported a survey showing that whenever a pro game is televised on Friday night the attendance at local high school games declines by as much as 40%. He said as many as 400 local high-school games could be hurt by the Sept. 6 AFL event alone.

The school group records show almost 54,000 prep football games are played each year. Gate receipts help overcome mounting athletic costs.

"If each school lost only $300 because of television's influence," Mr. Fagan said, "we'd have a total drop of around $16 million."

CBS-TV waits for forked-tongue charge

Legal hostilities had not as yet broken out last week between the owner of an Indian-reservation trading post and CBS-TV in connection with implications of price-gouging allegedly contained in a CBS News documentary.

Cartons of cigarettes at $5 each, pounds of coffees at $2, and $1.30 for a dozen eggs are among the prices CBS quoted for merchandise sold at the trading post in Shiprock, N.M., that Clifton McGee, the manager, said are "just plain wrong."

Mr. McGee reportedly threatened suit unless he got a public apology from CBS, but last week a corporate spokesman said the company had received neither notification of any suit nor a request for an apology.

Columbia U. series on WCBS-TV and 80 others

An educational series of 108 half-hour programs prepared by Columbia University, for which CBS-TV is paying production costs, will be shown on the network Mondays through Saturdays from May 20 to Sept. 21.


Winston L. Kirby and Lois Raeder Elias, director and assistant director of Columbia's Office of Radio and Television, are coordinators of the project. The programs will be seen at 6:30 a.m. on wcbs-tv New York and at the same time or later on 80 stations throughout the country.

Three newsmen hit in Vietnam

Three broadcast newsmen for U.S. organizations were wounded last week while covering combat action in South Vietnam. They represented Westinghouse Broadcasting Co. and ABC. WBC correspondent Ronald E. Milligan was
struck in the back and left leg by bullet fragments ricocheting from a U. S. helicopter gunship strafing the Cholon district of Saigon. Tran Duc Suu, a Vietnamese cameraman covering for ABC News, was wounded in the face and shoulder while covering the fighting near Hue. ABC News soundman Patrick Lett was wounded in the left hand and left side.

Students to see ETV project on racial ills

The Ford Foundation has granted between $200,000 and $300,000 to the Education Development Center Inc., Cambridge-Newton, Mass., for its television course for junior and senior high school students on racial conflict in America. One Nation, Indivisible! The series project, announced at the National Educational Television affiliates meeting April 21-23 (Broadcasting, April 29), will be on local educational stations May 23-29.

Also lending assistance will be NET, which will distribute the series; Newsweek magazine, which will provide printing and distributing facilities for accompanying printed materials; and ABC-TV, CBS-TV and NBC-TV—the commercial networks supplying documentary sequences for the programs.

Three orientation programs for teachers May 20-22 will be followed by five 25- to 35-minute programs, to be shown at times determined by the stations. Similar projects in the future are possible.

Program notes...

Development projects: Kayro Productions and Universal Television, which in recent seasons have coproduced The Monstros and Pistols 'n Petticoats, have teamed up again to develop three half-hour series for CBS-TV. The three projects, as yet untitled, are being prepared for the 1969-70 season. For the upcoming season, Kayro is producing the new Blonde series with King Features.

Four Star holidays: Four Star International, North Hollywood, Calif., has signed Burl Ives to be the leading performer in the company’s first of a projected series of television specials based on holidays. The first show, Thanksgiving, also will feature musician Lionel Hampton and will be written and directed by Barry Shear. It’s scheduled to be taped this month on multiple locations in Southern California.

Mel Baily duo: Mel Baily Productions is producing two one-hour specials starring "Murray the K" Kaufman to be distributed by Trans-Lux Television. The Zodiac: A Guide to Love and..., relating love and marriage to astrology, is the first of three proposed specials dealing with astrology. The International Rock ‘n Roll Test will present a history of rock and roll using the categories of performers, songs, dances, fashions and composers, sound and lyrics.

Dramatic developments: S. Mark Smith has been named story executive of Prudential’s On Stage, a series of five 90-minute contemporary original dramas which will premiere on NBC-TV this fall. The Prudential Insurance Company of America, Newark, N. J., through Reach, McLintock & Co., New York, is the advertiser.

Merger and expansion: Qualis Productions, Hollywood, producer of The Monroes series for 20th Century-Fox Television and ABC-TV, announced a merger agreement with Interlude Films. Hollywood, producer of commercials, shorts, documentaries, public service and educational films. Qualis also announced plans for expanded production: two television series, a television special and two motion pictures.

Flying machines: The Tactical Air Command’s third record album in its spot radio series on aviation history is now available. Almanac includes 13 60-second and eight 30-second spots plus six promos with music covering the era between two world wars when men dared new heights in fragile flying machines. Two more volumes spanning the jet and space age will follow. Inquiries should be addressed to TAC (OIP-A), Radio/TV Section, Langley Air Force Base, Va. 23365.

RPI series: Voices of RPI, a series of radio programs depicting the human side of a technological university has been produced by Rensselaer Polytechnic Institute. The series is composed of five-minute interviews with Rensselaer students, faculty and administrators. These interviews reflect the wide range of interest and activities in schools such as Rensselaer which are often falsely thought of as strictly technical schools.

Ho is here: Singer Presents Hawaii-Ho, a color special starring noted Hawaiian performer Don Ho, will be shown on NBC-TV Monday, May 27, 9-10 p.m. NYT. This is the fourth in a series of one-hour specials developed and produced by the Singer Company, J. Walter Thompson Co., New York, is the agency.

Sports package: In what amounts to possibly the longest association between a university and a radio station on the Pacific Coast, KCNS San Francisco has signed to carry Stanford University football and basketball games for the 13th consecutive year. The CBS-owned radio station will broadcast the entire 1968-69 season of...
KNBC(TV) expands evening news service to 2½ hours

Local news, increased by many stations in recent years, has taken an even more pronounced turn to longer-form programming at KNBC-(tv) Los Angeles. Since April 15, the NBC-owned station has been presenting two hours of locally produced news in the late afternoon and early evening hours wrapped around the network's Huntley-Brinkley half-hour. KNBC News Service, as it's called, runs for two-and-a-half-hours, five days a week.

The station is not presenting one continuous news program; it's not meant to be watched for 150 consecutive minutes. The news service is geared, instead, to a tune-in and tune-out audience.

Multiple Service • There are three program segments of 20-minutes each between 5:5-6 p.m. Each segment has a separate anchorman: Robert Abernethy, Tom Brokaw and Jess Marlow. The first segment, from 5:5-6:20, tries to cover all news, though basically the emphasis is local. The second segment, from 5:20-5:40, covers national and international events. The third segment, from 5:40-6, is local. Each segment has sports coverage and only the second segment doesn't include a weather report.

NBC-TV's The Huntley-Brinkley Report comes on at 6 p.m. KNBC used to program the show at 7, preceding an hour of locally produced news. From 6:30-7, the station now has a half-hour look at local news with full sports and weather reports. From 7-7:30 it runs national and international coverage as well as local stories.

"As the title denotes, we're not a program, we're a news service," explains Robert Mulholland, West Coast news manager for NBC-TV. "We hope to change viewing habits. We're not putting out programming where we say you must tune in at a certain time. We say: "Watch when you can."

Mr. Mulholland, who went to the West Coast last July from Washington where he was an associate producer for The Huntley-Brinkley Report, says the concept for the News Service was the result of conversations with Robert T. Howard, knbc general manager and NBC vice president, and William Rubens, director of marketing services for NBC-owned television stations division. Research developed by Mr. Rubens indicated that there is an early afternoon market for news in Los Angeles. There also was evidence that people in Los Angeles come home from work over a wide period of time in the afternoon and evening.

NBC-TV newsmen at knbc (other than weather and sports, news at the NBC-owned stations is provided by the network's news division) spent six weeks of intensive planning before they came up with a feasible way of providing the new service. Six persons—three writers, a producer, a film editor and assistant film editor—were hired for the expanded coverage. Two producers blend the five program segments into one service. Steve Fentress, once with kMOX-ty St. Louis, is senior producer, and Bill Hill, another alumna of Huntley-Brinkley, is executive producer of all news.

Added Costs • The additional hour a day of news is costing about $7,000 a week. This is the entire cost, those making the estimate point out, and does not necessarily mean $7,000 more than it used to cost to produce the hour that occupied the 5-6 p.m. slot. Bob Mulholland feels that it will be at least a year before it pays off.

What has been embarrassing is that many people and some newspaper critics are apparently watching the entire service. "We're going to drive them away if they do that," Mr. Mulholland concedes. "It's just not meant to be watched that long.

News Service is going to change a lot of viewing habits, Mr. Mulholland believes. He says the concept is entirely flexible and segments can run longer than 20 minutes if the news of the day warrants such a change. He's also convinced that the technical knowledge gained from producing so many different news programs in a continuous block will be valuable to NBC News and may be the springboard for expanded local news in other markets.

10 football and 23 basketball games. Humble Oil & Refining Co. will sponsor half of all play-by-play. Pepsi-Cola Bottling Co. and Hyatt House Corp. share sponsorship of the remaining half of every Stanford University sports broadcast.

Medical film available • "A Changing View of the Change of Life," a film on medical discoveries about menopause, is available on a free-loan basis to commercial and educational TV stations. The 28-minute color film was produced by Wilson Research Foundation through Association Telefilms, New York.

Americana • Alan Sands Productions, New York, has acquired distribution rights to Perspective America, a radio series of 130 five-minute episodes, narrated by Bob Clarke of the King Family show. Each episode highlights a different aspect of America's heritage.

Holiday specials • Producer Bill Collier, in partnership with Fred Weintraub, is planning to turn out a series of holiday television specials starring the Serendipity Singers. The first program, aimed for Christmas presentation, will be taped at the F.A.O. Schwarz toy store in New York. The second program is scheduled as an Easter special, which will be taped at Palisades Amusement Park in New Jersey. The third program will be a Halloween special.

Four Star futures • Four Star International has made an exclusive agreement with John Newland's Palomino Productions to develop feature film and TV shows. Mr. Newland has immediate plans for a new one-hour or two-half-hour weekly "period spook story," Gothic Place.

Audie Murphy on radio • Woroner Productions, Miami, has signed Audie Murphy, World War II hero, to serve as host of 260, four and one-half minute radio shows, Beyond the Call. Each segment will be devoted to a Congressional Medal of Honor winner.

Teen-Age Fair plans • Teen-Age Fair Inc., Hollywood-based subsidiary of Filmways Inc., is preparing four TV specials and a half-hour youth oriented series. The projected series, The Happiness Machine, is based on an electronic entertainment computer being devised by producer Al Burton and artist Tom Sewell. A pilot for the project is expected to be filmed this month. The four specials, two half-hours and two one-hours, are in various stages of development. One 30-minute program, Harpers Bizarre—on Location, is committed to Bristol-Myers and will be filmed in late August around Vancouver, B. C.
Is EBS on the way out?

Study for Office of Civil Defense offers system that could warn public through low-frequency receivers

A research firm under contract to the Office of Civilian Defense has recommended a possible rival to the broadcast industry's Emergency Broadcasting Service. It would be a government-owned, public radio warning network, operated by OCD.

OCD officials last week said they weren't buying it, not yet anyway.

The $350,000 report, consisting of a nine-volume documentation of a three-year investigation, is by Systems Development Corp., Santa Monica, Calif. The basic study recommends the establishment of a low-frequency, voice- and teletype OCD network for wartime emergency communications between OCD and federal, state, county and local government officials. The proposed system, called Decision Information Distribution System (DIDS), would also be used to activate civil-defense sirens.

SDC also points out that the DIDS network could be used for alerting the public, provided the public would have low-frequency receivers that can be activated by a special tone signal from DIDS transmitters.

The SDC report, after noting that such a warning system would reach 92% of the population, suggests that the coverage could reach 99.4% of the population by "acquiring" automatically 44 selected AM radio stations. This is what brought consternation to broadcasters and FCC officials.

The implication that OCD was considering the establishment of a competing national public-warning system was downgraded, however, by OCD officials. Hubert A. Schon, deputy director of civil defense, which is part of the Department of the Army, said flatly that the SDC report is only a study and cannot be considered official OCD policy because no such policy has been decided.

No Plan Now • Ren F. Read, assistant OCD director in charge of technical services, was even more explicit: "OCD does not at the present time have any plan to establish a public warning system." The present EBS system, he added, is operating and is capable of ably performing its function of getting information to the public. OCD, he said, is only interested in getting a DIDS network into operation.

Both Mr. Schon and Mr. Read acknowledged, however, that their office is studying new methods of reaching the public, in the case of a war emergency, in the shortest possible time. They implied they would be remiss in their duties if they did not investigate all such ideas.

OCD has purchased 1,000 low-frequency receivers and 1,000 standard AM receivers, as well as 100 siren activators in a $295,000 contract with Westinghouse Electric Corp. and Bendix Corp. OCD plans to use the low frequency receivers in conjunction with a year-long pilot test of the DIDS system with a transmitter to be established in the vicinity of Winchester, Va., about 90 miles west of Washington.

AM Sets • There is no plan to use the AM receivers at the present time, OCD officials say.

The DIDS program, which has been under study since 1964, would establish a nationwide radio communication network serving OCD and its field offices and other officials adding up to about 5,900 locations. The cost of this program has been estimated at almost $40 million.

Activation of the DIDS network would be accomplished in 30 seconds, according to the SDC study, based on its alerting signal from the National Warning Center at Fort Collins, Colo. The DIDS network would operate on four 9-kc channels between 60 kc and 200 kc.

Suspensions of broadcasters and FCC officials to the goal of OCD was heightened not only because of the purchase of the AM receivers, but because the SDC report bluntly suggests that the DIDS system be enlarged to become part of a national Radio Warning System.

The present EBS system, established in 1963 after the demise of Conelrad, now numbers 2,760 standard radio stations capable of reaching virtually all radio listeners on a 5-minute timetable. As part of a program for instituting a system of automatic alerting of the

NEW HOUSTON FEARLESS COLOR-MASTER IS USED BY MORE TV STATIONS—OVER 60 RIGHT NOW—THAN ANY OTHER COLOR FILM PROCESSOR.

Easy to operate; one man can do it. Durable stainless steel construction means longer life, less down time. Unique modular construction permits easy conversion to any new process or requirements.
public, the FCC's office of Emergency Communications has been engaged in a test of specially designed circuits in standard AM receivers that could be activated on tone signals from regular broadcast stations. During a test earlier this year, some receivers failed to respond properly to the activating signal (BROADCASTING, Feb. 5). This problem is still being studied.

**SMPTE meet draws 2,000**

Members hear Gregory Peck testify young people dig film 'like nothing else'

Technical advances in television—especially in the portability of equipment—were among the highlights at last week's 103rd conference and exhibition by the Society of Motion Picture and Television Engineers. The nonprofit organization of engineers, scientists, technicians and executives in television, motion pictures, instrumentation and high-speed photography held six days of meetings at the Century Plaza hotel in Los Angeles (May 5-10).

The semi-annual convention was attended by some 2,000 SMPTE members from three continents who inspected 85 exhibit booths featuring new products of 54 leading manufacturers and suppliers of professional television and motion picture equipment. A total of 113 technical papers were presented, with 38 papers—more than were devoted to any other field—dealing with televisions developments. The television papers covered such subjects as simplified color cameras, high-resolution fluorescent TV screens, the design and use of a color slow-motion video recorder, and a device that gives the semblance of color on a black and white TV set.

The convention opened with the informed word from actor Gregory Peck, the keynote speaker, that movie and television film "turns young people on like nothing else." Film, whether on TV or the theaters. Mr. Peck said, is to the youth of today more meaningful than all the arts of the past combined. "The average high-school graduate has seen 500 feature motion pictures, 15,000 hours of TV, but has spent only 11,000 hours in the classroom," he estimated. "The experience of being alive, communicated by means of the moving image and sound, is his bag."

**In his report to the convention,** SMPTE President G. Carleton Hunt, who also is president of Deluxe Laboratories, announced that the organization membership has climbed close to 7,000. He made special note of the "tremendous increase" in the number of papers in the field of television.

**Exhibit Selection**—Exhibits at the convention ranged from 16 mm sound cameras to color TV cameras, from camera blimps to home video-tape recorders. International Video Corp., Mountain View, Calif., which won the award for the best display at the equipment exhibit, showed a broadcast version of its three-vision color camera. The exhibit of Berkery-Color Tran Inc., Burbank, Calif., featured a newly designed portable focusing fixture using a double-ended tungsten-halogen quartz lamp for application in movie or TV studios or for field locations. Gordon Enterprises, North Hollywood, Calif., demonstrated an "instant daily" system that combines film and video tape to reduce the number of camera takes required. Tungsten-halogen lamps for TV film lighting were on display at the booth of Sylvania Electric Products Inc. of Danvers, Mass. General Electric Co., Nela Park, Cleveland, also exhibited lamps for TV and movie studio applications, while Radio Corp. of America, Burbank, showed a three-track magnetic recorder-reproducer and four-position production mixer.

Eastman Kodak Co., Rochester, N. Y., introduced three new types of motion picture films. The Eastman new color negative intermediate film, for in-lab use, is designed to produce sharper, finer-grain 35 mm and 16 mm motion picture prints with improved color reproduction. Its principal initial application will be for domestic TV syndicators and theatrical and TV film-makers involved in foreign markets.

Eastman's new color high-speed 33 mm negative film is for the benefit of cinematographers. Reportedly it will provide them with greater flexibility in low-light situations. Eastman's new color inter-negative film, also for in-lab use, allows for continuous processing with color print film without changing development time.

**News film**—Five sessions on television were held during the week. During one, Sheldon Nemeyer, manager, equipment, laboratory and sound services, NBC newsfilm, presented a paper entitled "The detection and elimination of processing induced noise on magnetic-strippled film." In his presentation, Mr. Nemeyer described how it's now possible to detect and eliminate clicks and rumble on news film as well as on all magnetic sound film used in television.

Edward C. Hippe, equipment planning engineer for ABC, described the development of what he claimed was the first practical hand-held camera. He explained how the camera expands and extends TV coverage of sports events and political conventions.

Mr. Hippe's cohort, Max Berry, equipment planning manager of ABC, described color slow-motion equipment developed by Ampex Corp., under ABC's sponsorship. He called the equipment a major step forward in the broadcasting of sports events.

A new electronic process that produces color pictures on a black and white receiver was detailed by James F. Butterfield, inventor of the system, and president of Color-Tel Corp., Los Angeles. The effect, he pointed out, is created by recording a series of white impulses on the black and white video tape or film. This supposedly causes the eye to react as if it were actually seeing color.

A new television slide film projector whose 120-slide capacity is said to triple that of most existing equipment for TV studios was introduced by William F. Fisher, RCA design engineer. The projector is used with a TV film in reproducing color or black and white transparencies in the television system.

In all there was an estimated $2 million worth of newly developed equipment on display at the convention. The equipment exhibit also featured a special historical display of motion picture cameras, projectors and other film equipment dating back to 1900.

**Census to measure UHF, battery radios**

The 1970 census will include questions on UHF-equipped sets and on battery-operated radios, according to the Census Bureau. Neither question was included in the 1960 census, and percentage of the households in the 1970 census will be asked if they own either one or two or more television sets, and if any sets they own are equipped to receive UHF broadcasts.

The same 5% sample will be asked if they have a battery-operated radio, including car radios, transistors and other battery-operated sets. FCC Commissioner Robert E. Lee long ago asked for a census report that would show how people can be reached when the power is off in emergencies (BROADCASTING, June 9, 1958).

There are 67 subjects with over 120 questions on the 1970 form. The form is to be pretested May 15 in Dane county (Madison area), Wis. and in the South Carolina counties of Sumter and Chesterfield. A similar form was tested in New Haven, Conn., and north Philadelphia, Pa., last year.

The 1960 census also asked radio-TV
New system puts color in B&W commercials

Color-Tel Corp., Sherman Oaks, Calif., demonstrated its method of producing color on black-and-white television sets, designed for commercial use, in New York last Thursday (May 9).

A series of commercials, transmitted on color and black-and-white sets, showed the uses of Color-Tel in individual segments of the advertisements, such as the product package, or product name, while the rest of the scene remained black and white.

The process involves recording a series of light impulses on tape or film that correspond to "color codes" in the signals sent from the eye to the brain. The effect is a flashing image, with various colors produced by different rates of pulsation.

Each Color-Tel sequence in the commercial is prepared with the art work or photographs mounted on film animation cells. The cells are filmed frame by frame, or, in the case of taping, are recorded with a special electronic editing device. The sequences are then matted into the rest of the commercial photographically or electronically. Production costs are said to be slightly higher than for a color monochrome commercial.

James F. Butterfield, inventor of the process and president of Color-Tel, explained that the colors do not have the saturation or brightness of color television or Technicolor film and that primary colors reproduce best. His development is patented in the U.S. and other countries.

Color-Tel Corp. has appointed Wakeman-Walworth Inc., New York, to handle sales and advertising.

questions of 5% of the households. These were questioned if they owned one TV set or two or more sets. They were also asked if they had any radios (not including car radios).

No questions on color TV or FM radio are scheduled for the 1970 census, and none were included in the 1960 census.

Program service rates under review by AT&T

AT&T has established a task force to make extensive marketing and cost analyses in preparation for restructuring of TV-radio program-transmission rates.

AT&T's Richard B. Nichols, chairman of the task force, discussed plans for his group with broadcast industry representatives at a Washington meeting called by the FCC.

The restructuring project is the result of a commission hearing examiner's initial decision in the Sports Network Inc. case that present rates discriminate against part-time users of program-transmission service (Broadcasting, Feb. 5).

Mr. Nichols said his task-force members will talk to broadcasters over the next several months, seeking their views. He will meet with a broadcasters' group again next month, on a date not yet set, to bring representatives up to date.

AT&T plans to file rate revision by February. Exceptions to the initial decision in the SNI case are due by April 1. That is also the date on which proposed rate increases for program transmission announced in January (Broadcasting, Jan. 29) are scheduled to become effective.

In a related development, AT&T was asked to relate the scope of the task-force study to testimony of company witnesses in the commission's ongoing top-to-bottom inquiry into AT&T rate structure.

Joseph Kittner, representing ABC, CBS and NBC in the proceeding, made the request of Harold Cohen, counsel for AT&T. Mr. Kittner said it would be helpful to know which positions taken by the witnesses on cost and marketing matters will be subject to change and which will remain the position of the company.

He said there would be no point in cross-examining the witnesses on points that may be changed as a result of the task-force study.

Second show for light camera

Norelco's new six-and-a-half pound color TV camera, unveiled at the National Association of Broadcasters convention last month (Broadcasting, April 8, 15), will be demonstrated "continuously" at the convention of the Armed Forces Communications and Electronic Association in Washington, Tuesday through Thursday (May 14-16), according to officials. The camera, an experimental model, will be demonstrated at the North American Philips Co. exhibit in the Sheraton Park hotel.

We get channels you can't get anywhere else.

In May. The inside story of how networks really sell advertising—and why network buying isn't as risky as it looks. The big TV agencies: buying up and trading up creative talent to keep from losing business to the hot, small shops. Any way to switch spot buyers from their concentration on big markets? 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.
Minicamera runs well in Derby test
CBS WILL USE IT AT POLITICAL CONVENTIONS

CBS-TV tested its new portable, wireless color camera in coverage of the Kentucky Derby on May 4, and officials reported the quality of its pictures, both live and taped, was indistinguishable from that produced by regular cameras.

Edward L. Saxe, the network's vice president in charge of operations and engineering, said that "we inter-cut back and forth between this and regular cameras" and that "professionals" watching the screen couldn't tell the difference.

He also said the new camera was only "one of a series of systems" being developed by CBS to offer the industry "a new plateau of quality and operational flexibility at reduced costs."

The camera, called the CBS Minicam Mark VI, was developed by CBS Laboratories (Broadcasting, April 1, et seq.). It is said to weigh about 51 pounds (camera head is 18 pounds including zoom lens and viewfinder; backpack is 33 pounds including microwave transmitter, power supply, data link and receiver and digital control system). It operates with or without cable (in wired operation, a single quarter-inch cable is used and nine pounds of backpack can be removed).

"This camera," Mr. Saxe said, "represents a major step forward in broadcast technology since, unlike miniature black-and-white and color cameras of the past, it not only provides picture quality fully equal to that of the normal larger studio cameras but also provides television with flexibility heretofore available only with hand-held film cameras."

It is also "believed to be the only truly wireless camera able to work directly with a portable video-tape recorder since it produces a standard National Television Systems Committee color picture," Mr. Saxe asserted. "Other portable cameras require that additional processing be done before the signal can be monitored or broadcast."

The Minicam Mark VI prototype was used in both wireless and cable modes for both live and tape coverage of the Derby.

CBS-TV expects to have five of the cameras in use in coverage of the Democratic and Republican presidential nominating conventions this summer, according to Mr. Saxe.

CBS Labs spokesmen said the camera would be marketed by the labs' professional products department and that marketing plans, now being developed, would be announced in midsummer. They declined to estimate price but said it would be "competitive."

Electronic exports exceeded '67 imports

While the U.S. suffered a balance of payments deficit of $3.6 billion last year, electronics exports exceeded imports by a wide margin, according to the Commerce Department. Exports of electronic products in 1967 were $1.5 billion, compared to imports of $801.3 million.

Electronics exports last year rose 24% from the 1966 level of $1.2 billion. At the same time, the rate of electronics imports declined sharply, from 47% in 1966 to 11% last year. Total imports were $721 million in 1966.

The surplus of electronics exports over imports occurred against a background of a favorable balance of U.S. merchandise trade in 1967. However, the Department of Commerce reported last month that the surplus of merchandise exports over imports disappeared altogether in March.

Shipments of radio and television broadcast transmitters and audio equipment; radio and microwave communications systems and equipment, with parts and accessories; and electronic computers, parts and accessories, accounted for 54% of the total electronics exports. They increased 39%, from $574 million to $799.6 million.

Television receivers and chassis shipments dropped 13% in 1967, from $40 million to $34.8 million, reflecting lower sales to Canada, Mexico and Ireland.

Sales of electron tubes were up 7% last year, from $72.7 million in 1966 to $77.6 million in 1967. Television picture tubes accounted for 25% of total electron tubes and showed a 21% increase, up from $16 million in 1966 to $19.3 million in 1967.

The European Economic Community was the leading market for television picture tubes in 1967, with exports to that area amounting to $7 million. Other principal markets were West Germany, $6.1 million; Canada, $5.8 million, and the United Kingdom, $15.5 million. The principal markets for receiving tubes were Canada, $3.6 million; the European Economic Community, $2.2 million; Mexico, $1.2 million, and Italy, $1 million.

Technical topics...

Camera production • Cohu Electronics Inc., San Diego, has started production of the 3200 series self-contained Plumbicon television camera. The unit is designed for use in remote and studio broadcasting or in closed-circuit television. Cohu's new camera weighs only 32 pounds with viewfinder. Its base price, with viewfinder, but less tube, lens and cable, is $3,375.

Land-mobile support • The telecommunications committee of the National Association of Manufacturers has voted to approve a recommendation of the Land Mobile Communications Council that various services using land-mobile frequencies support the Allocation Research Council, which is studying the feasibility of having the lowest seven UHF television channels reallocated for land-mobile service (Broadcasting, April 1).
Ad Council sets up new primary targets

In past years it's been a zip code or a Smokey the Bear campaign. But the events of national crisis in recent months pervade the upcoming advertising campaigns to be conducted by the Advertising Council.

They provided a somber note to an otherwise resplendent dinner held as part of the council's 24th annual Washington conference last week. And they were unexpectedly underscored by the dinner's keynote speaker, Secretary of the Interior Stewart L. Udall, who pinpointed areas in which the U. S. has failed to progress.

Albert L. Cole, council chairman, announced that the campaigns will focus on problems in the cities, training the hardcore unemployed, and underprivileged teen-agers.

The "Crisis in Our Cities" campaign, handled by Ketchum, MacLeod and Grove, will attempt to provoke a vivid awareness of the problems in U. S. cities, and suggest specific actions that would promote a constructive response.

The "JOBS, National Alliance of Businessmen" campaign, handled by Grey Advertising, will attempt to enlist the immediate support of the business community to provide training and employment for the hard-core unemployed.

The "Youth Opportunity" campaign, handled by Marschalk Co., will encourage communities to provide training, cultural activities, education and jobs for underprivileged teenagers.

Drumbeats...

Achievement awards • The 18th annual Sidney Hillman Foundation award for outstanding achievement in the field of mass communications was presented May 1 to Jay L. McMullen for his CBS-TV documentary The Tenament, Harold and Lynne Mayer won a special award for their National Educational Television program The Way It Is which originated on WNDT(TV) Newark, N. J.-New York. The Sidney Hillman Foundation was created by the Amalgamated Clothing Workers of America in honor of the union's first president. Jacob S. Potsky, current president of the union and the foundation, presented the awards.

Image excellence • Robert W. Sarnoff, president and chief executive officer of RCA, has been presented the 1968 National Design Center Award for "Excellence in Corporate Design." The award cited Mr. Sarnoff's "leadership in advancing the art of industrial design in corporate life through the use of modern graphics, interiors, advertising, packaging and all other forms of communications in portraying a favorable impression of industry to its many and various publics." Accepting the award, Mr. Sarnoff said the new RCA "image" reflected more closely RCA's diversified activities (Broadcasting, Jan. 22).

KFOR uses phone system for crime prevention

KFOR Lincoln, Neb., in cooperation with local police, has begun "Operation Crimestop," in which citizens are urged to call the Crimestop number if they see suspicious persons or incidents in the neighborhoods where they live, work or visit. The caller does not have to identify himself.

KFOR is broadcasting reminders to listeners throughout the day. In addition, the station is distributing thousands of wallet-sized cards with the Crimestop telephone number printed on them.

'21st Century' wins Albert Lasker award

An Albert Lasker Medical Journalism Award has been given to CBS News for "Man-Made Man," a program in The 21st Century series, broadcast March 26, 1967 on CBS-TV and rebroadcast July 16.

The program was written by Fred Warshofsky, science editor of the series, produced by Isaac Kleinerman, directed by Sidney Meyers and reported by Walter Cronkite. Burton Benjamin is executive producer of the series.

The $2,500 prize was to be presented at a luncheon Friday (May 10) at the St. Regis hotel, New York. CBS News announced that it would contribute the award in equal shares to the American Heart Association and the National Kidney Foundation.

The 21st Century series is sponsored by Union Carbide Corp., through Young & Rubicam, both New York.

Winners in the magazine and newspaper categories were Matt Clark of Newsweek magazine and Carl Cobb of the Boston Globe.
TV may show committees in Commons

TRUDEAU ADVISES CAB TO EXPERIMENT WITH COVERAGE

Prime Minister Pierre Elliott Trudeau, addressing the 42d annual meeting of the Canadian Association of Broadcasters in Montreal last week, suggested experimental TV programs might be advisable in the committees in the House of Commons while again stressing his reservations about granting TV immediate entry into the House.

Speaking to the convention in his first formal speech since becoming prime minister, Mr. Trudeau said Commons's committees are handling more and more of the workload that used to be carried by the full Commons. He said perhaps television could be tried, starting with committee coverage.

Mr. Trudeau admitted he has some reservations about televised Commons sittings, but said he has no objection in principle to such coverage.

Poor Programming • Much of the business of the Commons is routine and tedious. In his view, Mr. Trudeau said, some good members are not orators, while some popular speakers are not very useful members. He expressed the fear that too much TV exposure might "encourage oratory at the expense of constructive discussion or legislation." He said the difficulties of televising the House of Commons might be cleared up through a series of experimental programs.

The prime minister said he approved of the way TV and the press can draw public attention to important issues. But he said it would be "unhealthy to democracy" if they were the only agents outside the government giving criticism and policy advice.

On the other hand, he stressed the need for constant vigilance against the pressure from many members of the public and from certain politicians "for political censorship and direct control of the program content of broadcasting."

Mr. Trudeau warned that although television can be used as "the greatest instrument of public communication ever devised," it can also be used to promote "sensationalism and demagoguery; it can wantonly ridicule our political institutions and debase the traditions and values of our society." On the whole, he said, "I believe that television is improving our politics."

Golden Eggs • Mel Cooper, CKNW New Westminster, B.C., talked about the "golden year for radio" in as far as advertising earnings were concerned. He said about 65 of the top-100 national advertisers had boosted their radio advertising budgets in 1967. "For instance, Coca Cola increased their radio advertising budget by 39% and General Motors raised theirs by 31%. Both spent over $1.5 million each."

Mr. Cooper said there were almost 17-million radios in Canada, of which 65% are battery operated. He noted Canada has an average 9,000 potential listeners for each radio station based on population ratio, compared with 33,000 listeners for each U.S. station.

Lynn Christian, Dawson Communications of Oklahoma City, stressed the future of stereo in FM radio in Canada. He also talked about the "phenomenal" increase in FM audiences in Canada since 1961. He said: "Ontario now has 40% FM home penetration and Quebec, Manitoba and British Columbia all are well over the 30% saturation point."

A spokesman for the CAB said about 450 members had registered at the convention from private radio and television stations across Canada.

Standard fiscal year fought by Canadians

The Canadian Association of Broadcasters has expressed opposition to a proposed new regulation that would set a standard financial year for all radio and TV stations starting Sept. 1. The new regulation also provides for a standard form for supplying the financial and other information that the Canadian Radio-Television Commission and the Dominion Bureau of Statistics require.

CAB's president, S. Campbell Ritchie, said the association felt the proposal would be another drain on station money, time and energy that could be devoted to providing better programs. Most stations, he said, set their fiscal years according to various commitments they have in their business dealings and would be reluctant to change.

Mr. Ritchie said stations, already burdened with paper work for tax purposes, keeping logs for the CRTC and with records for groups charging them for performing rights, would now be asked for a standard reporting time and a mass of additional statistical information that did not seem essential.

Mel Goldberg, CRTC counsel, charged the financial information now submitted by stations has "overlaps, hangovers and lags" because stations have varying fiscal years. He said it would be helpful to both the industry and the regulatory agency if a meaningful comparison of one station's operations with another could be made.

Armed Forces may be automated network

The Pentagon is studying a plan to automate the Armed Forces Radio Networks. A statement issued last week said that the study will "determine whether such a system would reduce operating costs, improve the quality of broadcasts and simplify training." If the plan is adopted, most programs would emanate from Armed Forces Radio and Television Service in Los Angeles and all news broadcasts from the Armed Forces News Bureau in Arlington, Va.

No decision has been reached, but U.S. military officials in Frankfurt, Germany, reported that senior officers in Europe are fighting the plan because of its "inherent threat of centralized news management and censorship."

Automated news, the officers claim, would "interfere with local commanders' control over their troop information policy." According to an AFN source, however, "it appears the Pentagon intends to ram it down our throats regardless of the outcome of the study."

Abroad in brief . . .

Importing experts • Lord Hill of Lunon, who switched from the Independent Television Authority to become chairman of the BBC last September (Broadcast Aug. 7, 1967), is bringing in a team of U.S. efficiency experts to advise him on streamlining the management of the BBC.

NHK budget • On March 30 the National Diet approved the budget of revenues and expenditures and business plans for Nippon Hoso Kyokai (Japan Broadcasting Corp.). Tokyo. Total budgetary appropriations for fiscal 1968 amount to $281.2 million, an increase of nearly $4 million over the preceding year. The increased income from revised subscription fees is only $750,000. Under the revised subscription fee system, the subscription fee for color sets will be $1.30 a month, while the fee for monochrome sets will be 88 cents a month. The fee for radio reception only has been completely abolished.
Rank to sell rental function to Rediffusion

Rank Organization Ltd., London, has announced it has tentatively agreed to sell its television-rental business to Rediffusion Ltd. for about $8.5 million.

Rediffusion, a holding company, has operations in the manufacture and rental of television sets and the transplant of programs. It will receive a total of 62,000 subscribers, 39,000 of which will be "rely" subscribers, who are served as a group in hotels or large apartment houses.

The agreement will complete Rank’s program to sell off its rental television business. The company has already sold Granada Group Ltd., a rental-television business consisting of 102 shops and 113,000 individual subscribers, for 59.8 million.

FINANCIAL REPORTS

RCA off to fast start in ’68

Sarnoff tells shareholders year should break record; company plans to acquire Tropical Radio Telegraph

RCA’s first-quarter earnings augur a record first half, shareholders were told during the company’s 49th annual meeting, held last week in Indianapolis, Ind.

And as if to assure even larger earnings in the future, RCA later followed its optimistic projections with the announcement that it will acquire the Tropical Radio Telegraph Co. from United Fruit Co.

Robert W. Sarnoff, RCA president and chief executive officer, told the shareholders meeting that the company’s profit momentum, building on a record first quarter (Broadcasting, April 15), would lead to “an eighth consecutive year of record volume and profits.”

Big Year For NBC * Also, he reported, 1967 was NBC’s most successful year in sales and profits. "The 1968-69 NBC television network-nighttime schedule was recently announced, and sales for the coming season have been running ahead of its competition," he said.

RCA’s annual report for 1967, released earlier this year (Broadcasting, March 4), did not detail NBC’s earnings performance for the year. The network is a wholly owned subsidiary of RCA.

Mr. Sarnoff told shareholders that "color television continues to set the entertainment pace.... RCA has been the industry leader in color since we pioneered its introduction. We continue to maintain a wide margin over our major competitors in share of market."

He noted that RCA color sets are built to meet official tests of X-ray levels. Public awareness, he said, of possible radiation has had no discernible effect upon industry sales.

(Admiral Corp. reportedly has experienced a drop in the demand for its color sets. Company officials last week said they did not know the cause of a slight drop in demand late in the first quarter.)

Other Areas * Mr. Sarnoff also expressed optimism in other key areas of RCA’s operations. The company expects to ship this year computer equipment with a retail sales value of a quarter-billion dollars. Commenting on RCA's computer and computer-related business, Mr. Sarnoff told shareholders that the company's "entertainment business is likely to be challenged for intra-company supremacy in the years ahead by the products and services of the business we call information systems. This is the part of our activity that basically includes computers, data processing and graphics. In the broadest sense, it also involves education and publishing," he said.

Mr. Sarnoff said the RCA Service Co. had increased its first-quarter sales: that the Hertz Corp. (car rentals) continued to maintain a healthy lead: that government business continues to provide about 18% of the corporation’s total volume, and that RCA continues to be a major supplier of circuits and components to the electronics industry.

RCA Global Communications, he said, had a strong first quarter and continued to maintain industry leadership despite a two-month strike in 1967.

Later in the week, RCA announced it would acquire the Tropical Radio Telegraph Co., a wholly owned subsidiary of United Fruit Co., subject to approval by the directors of both corporations. Tropical furnishes commercial telegraph and telephone services.
Adam Young employees get a stake via stock

Adam Young, president of Adam Young Radio Inc., New York station rep, presents key salesmen with the first shares of company stock being offered under a company incentive plan. Employees are (left to right): Stanley I. Feinblatt, Thomas P. Cawley, Vincent T. Fisch, James P. Smith, vice president and general sales manager for radio. Jerry Lyman, Chicago office of Adam Young, and Bill Wallace, Los Angeles, also received shares.

Employees of both Adam Young Radio and Adam Young-VTM Inc., TV station rep, will be offered stock representing 49% of the total of the company equity.

Citing the high personnel turnover in the rep business, Mr. Young called it an "opportunity for the men to participate in their own achievements. . . . What better incentive can there be than to give people the opportunity to fight for their own business?" he asked.


In other business, stockholders approved an authorization to increase the number of common shares from 1.5 million to 4 million, authorized a new class of 500,000 preferred shares and approved an employee share purchase plan.

For the three months ended March 31:

1968** 1967*
Earnings per share $0.33 $0.16
Revenues 2,013,726 1,973,289
Net earnings 532,452 112,362
Shares outstanding 994,000 929,000
* Restated to conform to 1967 audit results.

Capital Cities plans preferred stock issue

Capital Cities Broadcasting Corp. has filed a statement with the Securities and Exchange Commission seeking registration of 599,947 shares of 50-cent cumulative preferred stock. The group broadcaster has entered into an agreement with Fairchild Publications Inc. calling for the merger of Fairchild into Capital Cities on Wednesday, May 15 (BROADCASTING, April 22).

According to terms of the merger, each share of $1 noncumulative Fairchild preferred stock is to be exchanged for five-twelfths of a share of Capital Cities preferred, and each share of Fairchild common is to be exchanged for 1.118 shares of Capital Cities preferred—for the total of 599,947 shares being registered.

Recipients of the largest blocks of the preferred stock are Edgar W. B. Fairchild with 163,950 shares and Elizabeth F. Martindale with 117,138 shares.

Company reports . . .

Cowles Communications Inc., publisher and group station owner, reported a loss in income in the first quarter of 1968. For the three months ended March 31:

1968** 1967*
Net Income (loss) 
Dep. share $(1.18) $(2.21)
Revenues 38,278,000 35,452,000
Net Income (loss) $(566,000) $(719,000)
Number of shares outstanding 3,553,150 3,406,150

* Restated to include excess of costs and expenses over revenues of "Suffolk Sun" and company’s equity in operating results of two foreign publications.

** Include operating results of Modern Medicine Publications Inc., Dental Survey Publications Inc., and Lithographers Inc., 51% owned by Blair.

John Blair and Co., New York, station representative firm, reported an almost 10% hike in revenues but slightly lower earnings for the first quarter of 1968, which ended March 31:

1968 1967
Earnings per share $0.48 $0.51
Revenues 7,124,600 6,535,000
Net earnings 113,000 535,000
Shares outstanding 1,084,380 1,022,218

Note: All of 1967 figures have been restated to include operations of Aiden Press Inc. (acquired Nov. 15, 1967) on a pooling of interests basis. Also figures for both quarters reflect full consolidation of the accounts of American Printers and Lithographers Inc., 51% owned by Blair.

MCA Inc., earnings in the first three months of 1968 ended March 31 were the highest in history, it was announced last week by Lew R. Wasserman, president.

1968 1967
Income per share $0.90 $0.80
Net income 4,816,000 4,386,000
Gross revenue 56,831,000 56,341,000

Financial notes . . .

- Ogilvy & Mather International Inc. has declared a quarterly dividend of 12½ cents per share, payable on May 31 to stockholders of record May 10.
- CBS Inc. directors have declared a cash dividend of 35 cents per share on common stock, payable June 7 to stockholders of record May 24. They also declared a cash dividend of 25 cents per share on CBS preferred, payable June 28 to shareholders of record May 24.
- Storer Broadcasting Co. declared a quarterly dividend of 25 cents per share, payable on June 10 to stockholders of record May 24.

BROADCASTING, May 13, 1968
FATES & FORTUNES

BROADCAST ADVERTISING


John H. McQuade, assistant treasurer, and David Sumner, copy supervisor, both with BBDO, New York, named VPs.

Len Sass, sales development representative with NBC-TV, New York, joins Needham, Harper & Steers, that city, as network supervisor in network relations and programing department. Henry F. DeBoest Jr. and Todd W. Kaiser join NH&S, Chicago, as account executives. Mr. DeBoest was advertising and PR director at First National Bank of Chicago. Mr. Kaiser had been with Leo Burnett Co. there.


John J. Del Greco, with Avery-Knodel, New York, named assistant TV sales manager.

Robert W. Walters named associate media director at North Broadcasting, Chicago.

Louis A. Severine, account executive in national sales office of Westinghouse Broadcasting Co., joins WABC New York as national sales manager.

Garth Jones and Gene Moore, both account supervisors, and Richard Burton, executive art director, all with Cunningham & Walsh, New York, elected VPs.

Robert D. Crothers, VP and account supervisor for Norman, Craig & Kummel, New York, named VP, account management for Olshan, Smith & Gould, that city.

Robert Ceroni, assistant treasurer, J. Walter Thompson Co., New York, appointed business manager, Metro TV Sales, that city.


John A. MacLeod, account executive, and Ronald A. McLean Jr., account supervisor, both with Young & Rubicam, New York, named VPs and account supervisors.

Mr. MacLeod Mr. McLean

John E. Carr Jr., president and general manager, National Gas Co. of Missouri, Sikeston, Mo., and Heeetro Gas Corp., Quincy, Ill., named manager of advertising and sales promotion. Union Texas Petroleum Division, Allied Chemical Corp., Houston.

Justine Leonard, with Fromstein Associates Advertising, Milwaukee, named VP in charge of media.

Charles W. Reinhart, with Chirurg & Cairns, New York, elected VP.

Jim Miller, assistant art director with Kenyon & Eckhardt, New York, appointed art director.

Anthony C. Gill, art director with Vogue magazine, and Allan L. Small, art director, and Melvin M. Stein, copywriter, both with Doyle Dane Bernbach, New York, join LaRoche, McCaffrey and McCall, that city, in respective similar positions.

Richard E. Yancey joins WUBE Cincinnati as general sales manager.

Glenn W. Maehl, national sales manager for KTVU(TV) Oakland-San Francisco, appointed general sales manager.

Rita Ferrell, media director for McRae and Bealer, Atlanta, joins Rafshoon Advertising, that city, in similar position.

Martha Powers, VP and associate creative director with Norman, Craig & Kummel, New York, joins Reach, McClinton & Co., that city, as associate copy director. H. William Wiles, marketing manager with Revinon Inc., joins Reach, McClinton as account supervisor.

Dick McMillin, account executive for KTIM-FM San Rafael, Calif., named sales manager for KCBS-FM San Francisco.

Marlin D. Schlotzheim, sales manager, WGGY Minneapolis, appointed manager of sales, WXIX Cleveland.

Ron L. Krueger, assistant director of audience development for television. The Katz Agency, New York, joins Harington, Righter & Parsons, that city, as director of program services.

Ron Frangipane, composer, arranger and conductor, joins Tinattinabulation, New York television commercial-music producer.

Howard Bailey named sales manager of KBKB Sacramento, Calif., succeeding Joe Ramay, named head of sales and programming.


Herbert J. Ackerman, VP and creative supervisor with Grey Advertising, New York, joins Konheim Gould & Ackerman (formerly Konheim/Gould) agency, that city, as partner.

Sanford Roth, VP-creative director, Johnstone Advertising, New York, joins Ogilvy & Mather, that city, as art group head.

Texas CATV names crew

Texas CATV Association has elected as officers for 1968-1969: Mel Z. Gilbert of Snyder, president; Jack O'Neal of Austin, VP; Johnny Mankin of Tyler, executive secretary; Glenn Scallorn of Del Rio, executive director, and Ed Dart of Dallas, associate director. Elected directors: Ben J. Conroy Jr. of Austin, Bob Eddins of Brownwood, Maurice Nixon of Mineral Wells, Don Patten of Port Lavaca and Bob Rogers of Tyler.

Collins in Florida runoff

LeRoy Collins, former president of National Association of Broadcasters, governor of Florida and undersecretary of commerce, faces May 28 runoff primary to be Democratic senatorial candidate from Florida. As of Wednesday (May 8) Mr. Collins had received 49.6% of vote and Florida Attorney General Earl Faircloth had received 45.9% of vote. Winner will oppose Representative Edward J. Gurney (R-Fla.) for Senate seat being vacated by George Smathers (D).
Daniel Clay named director of information systems for Cox Broadcasting Corp., Atlanta group owner. William Carroll Denio named manager of data processing.

PROGRAMING

Don Joannes, western division sales manager for Paramount Television Enterprises syndication division, named to head company's eastern sales division, with responsibility for TV syndicated sales operations in 20-state area.

Tony Graham, program manager of KFWB Los Angeles, named to similar position with waz Boston, succeeding Pat Shanahan, appointed to newly created position of operations manager. Both are Westinghouse Broadcasting stations.

Mort Zimmerman, assistant director of RKO General TV group operations, appointed director of station operations for group's KJH-TV Los Angeles.

Nicholas G. Frunzi, operations manager with WQXT FM Philadelphia, joins WPBS(FM) that city, in newly created position of operations manager.

William S. Lotzer, TV director with WQXT Chicago, named supervisor to television directors.

Jerry Moore, production manager with KHFI-AM-FM-TV Austin, Tex., named operations manager. Gary Rickeles, director with KFKI-FM, named production manager.

Phil Rogers, casting director for Screen Gems Inc., Hollywood, appointed casting director for Universal City Studios, North Hollywood, Calif., with responsibilities for TV series and motion pictures produced for TV.

William W. Hiller, community services director for KINK-TV Seattle. joins WQXT Boston as public affairs director.

Stan Harris, director with CBS-TV New York, joins ABC-TV, that city, as producer-director.

Gary Morrell, sportscaster with KIRO-TV Seattle, named sports director.

Bill White, professional baseball player, joins WFLD-TV Philadelphia, as general sports reporter and sportscaster.

FANFARE

William C. Aden Jr., manager of sales promotion for CBS Enterprises, New York: named to newly created position of director, creative services.

Norman Roslin, advertising manager for WNBC-AM-FM New York, joins WOR-AM-FM, that city, as director of advertising and promotion.

Jack Gelzer, manager of sales services, WGR-AM-FM-TV Buffalo, N. Y., named manager-promotion and sales service.

Joseph R. Dawson named promotion manager of WIS-TV Columbia, S. C.

Del Benjamin, promotion manager for KCAU-TV Sioux City, Iowa, joins WTCN-TV Minneapolis-St. Paul in similar position.


Anne Marie Borger, director of press and public relations for Theater of Living Arts, Philadelphia, joins department of public information of noncommercial WHYY-TV Wilmington, Del.

EQUIPMENT & ENGINEERING

Robert Dressler, director of advanced systems for Raytheon Co., Lexington, Mass., joins Riker Video Industries, New York, as president and chief executive officer, succeeding Mario Alves, who resigns with no plans announced.

John W. Wentworth, manager, engineering educational programs, RCA product engineering, Camden, N. J., named director, educational systems engineering. Dr. Joseph M. Biedenbach, assistant dean for administration of Indianapolis campus of Purdue University, succeeds him.

John D. Gannetti, research engineer in special projects laboratory of Syracuse University Research Corp., Syracuse, N.Y., joins Craftsman Electronic Products, Manhattan, N.Y., as chief engineer of products development.

Robert Trachinger, executive producer for KABC-TV Los Angeles, appointed acting director of TV operations. ABC-TV western division.

Don Parker, chief engineer for WKBW Boston, appointed to similar position at KFWB Los Angeles. Both are Westinghouse Broadcasting stations.

Sam Perry, VP of marketing for Filtron Co., Flushing, N. Y., manufacturer of radio frequency filters, named executive VP.

Marion M. Rimmer, with Arizona Photo Center, Phoenix, joins Berkeley-
Colortran, Burbank, Calif., as northwestern marketing manager.

Maury Betchen, works manager of Jerold and Electronics Corp.'s Philadelphia plant, named manufacturing manager for Jerold Corp., that city.

Ray McInturf, with WSPA-TV Spartanburg, S. C., joins engineering staff of noncommercial WTVI(TV) Charlotte, N. C.

NEWS

Edward J. Klym of WJAC Johnstown, Pa., elected president of Pennsylvania AP Broadcasters Association.

Allan Perkinson joins news staff of WIOD Miami.

David Meier Jr., film editor and writer with WJWX-AM-FM and WLBX TV Jackson, Miss., named news director.

John Henry Russell, station manager for KTRG Honolulu, joins KGMB, that city, as news director. Scott Stone, assistant city editor of Honolulu Advertiser, joins KGMB as editorial writer and special correspondent.

Jack Frazier, with KDOT Scottsdale, Ariz., named news director.

Bernard Johns, trainee at WMAL Washington, named reporter-photographer in news department of WMAL-TV.

Michael Stanley, newsmen at WCAC Philadelphia, joins WBBM Chicago. John Hultman, with WWJ Detroit; Carole Simpson, with WCFL Chicago, and Burleigh Hines Jr., with Chicago Daily News, also join WBBM. Both WCAC and WBBM are CBS-owned stations.

DEATHS

George Hay, 72, originator of Grand Ole Opry, died May 9 at his Virginia Beach, Va., home. He began in radio as radio editor for Memphis Commercial Appeal, first went on air for that newspaper's WMC in 1923, worked for WLS Chicago, joined WSM Nashville in 1925. In 1927 he coined the name, Grand Ole Opry for program that was extended to national network radio. He retired from WSM and Opry in 1956.

FOR THE RECORD

STATION AUTHORIZATIONS, APPLICATIONS

As compiled by Broadcasting, May 1 through May 8 and based on filings, authorizations and other actions of the FCC.

Abbreviations: Ann.—announced, ant.—antenna, aur.—aural, CATV—community antenna television, CH—critical hours, CP—construction permit, D.—day, DA—directional antenna, kw—kilowatts, L.—local antenna, mc—megacycles, mod.—modification, N.—night, P.S.A.—presumably service authority, SCA—subsidary communications authorization, STA—specified hours, SSSA—special service authorization, UHF—ultrahigh frequency, UUP—unlimited hours, VHF—very high frequency, vis.—visual, w.—watts, X—exempt.

New TV stations

APPLICATIONS

Terre Haute, Ind.—Alpha Broadcasting Co. Seeks UHF ch. 66 (782-788 mc): ERP 900 kw vs. 150 kw aur. Ant. height above average terrain 1,028 ft.; ant. height above ground 1,054 ft. P.O. address: Box 604 Terre Haute 47800. Estimated construction cost $550,000; first-year operating cost $520,000; revenue $390,000; Arbitron rating: 23.3.

Montgomery, Ala.—American Television Co. Seeks UHF ch. 22 (692-700 mc): ERP 1,500 kw vs. 250 kw aur. Ant. height above average terrain 1,052 ft.; ant. height above ground 1,151 ft. P.O. address: 201 North Court, Montgomery 36105. Estimated construction cost $900,000; first-year operating cost $750,000; revenue $480,000; geographic coordinates 31° 31' 37" north lat.; 86° 19' 3" west long. Type-A, RCA TUA-448.

Memphis, Tenn.—KLMX Broadcasting Co. Seeks channel 56 (692-700 mc): ERP 2,000 kw vs. 250 kw aur. Ant. height above average terrain 1,004 ft.; ant. height above ground 1,050 ft. P.O. address: 1060 N. Forsythe, Memphis, Tenn. Estimated construction cost $1,200,000; first-year operating cost $500,000; revenue $300,000; geographic coordinates 35° 48' 10" north lat.; 90° 19' 30" west long. Type A, RCA TUA-449.

BROADCASTING, May 13, 1968

Two daughters survive.

Merle M. McCurdy, 56, newly appointed consumer counsel for Department of Justice, died of heart attack May 5 at Cleveland airport. He is survived by his wife, Rosetta.

Edward L. Davis, president, Showcase Productions of Texas, Dallas, musical commercial and promotion producers, killed in plane crash May 3 near Dawson, Tex. Before joining Showcase Production Mr. Davis had worked for Pepper Studios, Memphis; Ziv-United Artists, Atlanta, and World Broadcasting System, Dallas. He is survived by wife, Peggy, and two daughters.

James Marlow, 64, AP reporter and new analyst died of partial blockage of carotid artery May 2 at his desk in Washington bureau. Mr. Marlow joined AP in New Orleans in 1937. He is survived by wife and daughter.

Charles R. Eggleston, 23, UPI photographer, Bruce Pigott, 23, and Ron Laremy, 31, both Reuters news service correspondents, and John Cantwell, 29, Time magazine correspondent, killed by Viet Cong on outskirts of Saigon.

public institution of higher education, governed by its board of control. Ogden E. Johnson is interim president. Applicant is licensee of WWNR-FM. Ann. May 6.

FINAL ACTION

Hastings, Neb.—Nebraska Educational Television Commission—Broadcast Bureau granted UHF ch. 29 (560-566 mc): ERP 195 kw vs. 54 kw aur. Ant. height above average terrain 1,204 ft.; ant. height above ground 1,239 ft. P.O. address: 1100 N. 30th Street, Lincoln, Neb. 68508. Estimated construction cost $465,000; first-year operating cost $550,000; revenue $550,000; geographic coordinates 40° 50' 20" north lat.; 96° 09' 30" west long. Type-A, GE TT-57A. Type-A, GE TT-97A. Legal counsel Dow, Lohnes & Alston; consulting engineer, Bailey; both Washington: Principal: Jack G. McFadden, general manager and secretary. Action May 3.

OTHER ACTIONS

Review board in San Francisco, TV broadcast proceeding. Docs. 16770-16831, granted motion for extension of time filed on Apr. 30 by Reporter Broadcasting Co., and extended to May 27 within which to file exceptions and briefs in support thereof to initial decision released April 4. Action May 2.

Review board, on May 3 in Moline, Ill., TV broadcast proceeding. Docs. 17993-17994, denied petition to enlarge issues, filed March 4 by Moline Television Corp.
RULING PETITIONS
Fort Smith, Ark., KFWF Broadcasting Co.
—Requests institution of rulemaking looking toward following change in present television table of assignments on channels 50, 64, 66, and 46. Ann. May 3.

Existing TV stations

NEW AM stations

FINIAL ACTIONS

KFLY Crescent City, Calif.—Broadcast Bureau granted to ed. KFLY that it has incurred apparent forfeiture liability of $200 for violations of rules, including failure to provide data concerning equipment performance measurements.

WAVE New Haven, Conn.—Broadcast Bureau by letter April 29, notified WSUX that it has incurred apparent forfeiture liability of $600 for violations of rules, including failure to provide data concerning equipment performance measurements.

WTAI Galile, Fla.—Broadcast Bureau granted license covering new station. Action Apr. 30.

WINT Winter Haven, Fla.—Broadcast Bureau granted license covering changes. Action Apr. 30.


WJWJ Linn, Mo.—Broadcast Bureau granted to change to 1500 kw, D, I, W, N. Become effective May 3.

WJMN Jackson, Miss.—Broadcast Bureau granted to change to 400 kw, 250 W, I, W. N, L; S, conditions. Action May 3.

WJOM Battle Creek, Mich.—Broadcast Bureau granted license covering changes. Action May 3.


WJWQ Ohio—Broadcast Bureau granted license covering changes. Action May 3.


Bureau granted CP to change from 1800 kc. 500 w. D. to 1000 kc. 1 kw. D. increase ant. height above ground March 14). WHYL Carlisle, Pa.—Broadcast Bureau granted license covering installation of auxil- iary station. WHE Harrisburg, Pa.—Broadcast Bureau granted license covering installation of auxiliary station. WTVI Titusville, Pa.—Broadcast Bureau granted license covering use of former main transmitter. WPLW Brookville, Pa.—Broadcast Bureau granted license subject to change in antenna height for safety and economic reasons May 18085.

Applicants for WPBM station.

FM station application for WPBM was granted.

Broadcast Bureau granted license covering installation of auxiliary station.

WLJ Auburn, Wis.—Broadcast Bureau granted license covering antenna height for WPBM.

New FM stations

APPLICATIONS


Val-Voice of Christian Radio Fellowship, Inc. Seek 101.1 mc, ch. 268, 30 kw. Ant. height above average terrain 155.8 ft. P.O. address: 3001 Elisha Avenue, Zionsville, Ind. Licensed construction cost $12,555; first year operating cost $5,000; revenue $20,000. Principals: Thomas Jackson, treasurer, president. Television operation on noncommercial organization and therefore has no capital stock. Estimated cost of construction December 1.

Fiora, III.—Ray Flurry, Seek 97.7 mc, ch. 307, 3 kw. Ant. height above average terrain 155.8 ft. P.O. address: 3001 Elisha Avenue, Zionsville, Ind. Estimated construction cost $12,555; first year operating cost $5,000; revenue $20,000. Principals: Thomas Jackson, treasurer, president. Television operation on noncommercial organization and therefore has no capital stock. Estimated cost of construction December 1.


Rochester, N.Y.—Auburn Publishing Co. Seek 130.2 mc, ch. 175, 3 kw. Ant. height above average terrain 300 ft. P.O. address 175 West Jefferson Street, Auburn, New York. Estimated construction cost $42,500; first year operating cost $48,000; revenue $24,000. Principals: Frederick R. L. Osborne, president. William O. Dapping, secretary-treasurer (both 33.3%) 515 E. Genesee St., May 7.


WCMW, W. J. White, Secretary, President, Chester F. Naumo- witz, Treasurer. Seeks 93.7 mc, ch. 208, 3 kw. Ant. height above average terrain 307 ft. P.O. address: Box 150, Watertown, C. S. O. Estimated construction cost $10,500; first year operating cost $45,000; revenue $112,255. Principals: Chief, President, Secretary (both 25%) and others. Mr. Taylor is also principal of WCRZ, Wilkes-Barre, Pa., and owner of WAMK, Scranton, Pa. Estimated cost of construction December 1.


WCMW, W. J. White, Secretary, President, Chester F. Naumo- witz, Treasurer. Seeks 93.7 mc, ch. 208, 3 kw. Ant. height above average terrain 307 ft. P.O. address: Box 150, Watertown, C. S. O. Estimated construction cost $10,500; first year operating cost $45,000; revenue $112,255. Principals: Chief, President, Secretary (both 25%) and others. Mr. Taylor is also principal of WCRZ, Wilkes-Barre, Pa., and owner of WAMK, Scranton, Pa. Estimated cost of construction December 1.

SUMMARY OF BROADCASTING
Compiled by BROADCASTING, April 30, 1968

ON AIR

Licensed CP's

TOTAL CP's

TOTAL Authorized

ON AIR

Licensed (all on air)

CP's on air (new stations)

Total on air

Licensed (all new stations)

Total authorized stations

Licenses deleted

1 Includes two AM's operating with Special Temporary Authorization.

2 Includes three VHF's operating with STAs, and one licensed UHF that is not on the air.

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ruled motion filed by Miami Broadcasting Corp. for an order permitting inspection and copying of certain bombshell reports allegedly in the possession of Mission East. The motion was uniformly filed and a sufficient showing of "good cause" as required by Rule 1269 was not made (Doc. 1740).

-- Hearing Examiner Forest L. McClennan on May 3 in Waukegan and DePauis, both Illinois (The News-Sun Broadcasting Co., Edward Walter Pieczek and Jerome K. Westerfeld, and Maine Township FM, Inc.) FM proceeding, granted petition by Broadcast Bureau and extended time to May 16 for filing proposed findings of fact and conclusions of law, and to May 31 time for filing reply findings (Docs. 1292, 13940 and 1724).

RULEMAKING PETITIONS


RULEMAKING ACTIONS

-- FCC amended caption FM table of assignments to show changes for 11 communities. New assignments are: Holister, Calif., ch. 228A; Vero Beach, Fla., ch. 228A; Marion, Ill., ch. 228A; El Dorado, Kan., ch. 227A; Great Bend, Kan., ch. 228; Hutchinson, Kan., ch. 275; Wichita, Kan., ch. 236; Liberty, Ky., ch. 268A; Dexter, Mo., ch. 272A; Livingston, Tex., ch. 221A; and La Crosse, Wis., ch. 240A. Ann. May 3.

DETERMINATION OF APPROPRIATE FREQUENCY

Lincoln, Neb., Cornbelt Broadcasting Corp. and KFMQ Inc.--Broadcast Bureau designated for consolidated hearing applications for FM stations, Cornbelt, Broadcasting Corp. to operate on ch. 270 101.9 mc, 80 kw, 700 ft., height 1000 ft. Action May 3.

FMM14(FM) Santa Barbara, Calif.--Broadcast Bureau granted mod. of SCA to change equipment and programing. Action April 20.

FMM100(FM) and FMM101(FM) Santa Barbara, Calif.--Broadcast Bureau granted mod. of SCA to change equipment and programing. Action May 3.

FMM110(FM) Santa Barbara, Calif.--Broadcast Bureau granted mod. of SCA to change equipment and programing. Action April 20.

FMM110(FM) Santa Barbara, Calif.--Broadcast Bureau granted mod. of SCA to change equipment and programing. Action May 3.

FMM110(FM) Santa Barbara, Calif.--Broadcast Bureau granted mod. of SCA to change equipment and programing. Action April 20.

FMM110(FM) Santa Barbara, Calif.--Broadcast Bureau granted mod. of SCA to change equipment and programing. Action May 3.

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<tr>
<td>JANSKY &amp; BAILEY</td>
<td>Consulting Engineers</td>
<td>1812 K St., N.W.</td>
<td>202-638-7840</td>
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<td>ROSNER TELEVISION SYSTEMS</td>
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<td>20 Years Experience Box 366 San Carlos, Cal. 94070</td>
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CLASSIFIED ADVERTISING

Payable in advance. Checks & Money Order only.
- SITUATIONS WANTED 25¢ per word—$2.00 minimum.
- APPLICANTS: If tapes or films are submitted please send $1.00 for each package to cover handling charge. For 100 or more separate entries, all transcriptions, photos etc. addressed to box numbers are sent at owner’s risk. BROADCASTING expressly repudiates any liability or responsibility for their custody or return.
- HELP WANTED 30¢ per word—$4.00 minimum.

Deadline: Monday preceding Publication Date

Radio 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 number.
Address replies: c/o BROADCASTING, 1735 DeSales St., N.W. Washington, D. C. 20036

Radio

Help Wanted—Management

Station Manager, Midwest, Profitable suburban major market, expanding group. Open to experienced applicants, and objectives first letter. Box E-8, BROADCASTING.

Wanted—bright take charge manager for new AM-radio facility in Northern Ohio. On-or-the-air market, largest markets, with a 150 million dollar local market to boot. We want to get off on the right foot with the right man. Local Compensation open to negotiation based on qualifications. Box E-60, BROADCASTING.

Absentee owned Colorado C&W needs general manager to provide daily tender loving care. Absolutely no cable TV available; provides opportunity for go-getter through liberal incentive plan including possible ownership. Send complete information, first letter. 923 S. 26th, Street, Fort Smith, Arkansas 72901, phone 501-782-7051.

Sales

Sales manager for northern Illinois small market station with option to purchase stock. Excellent potential. Box E-8, BROADCASTING.

We operate the only R&B and mass appeal radio station in the metropolitan area of 500,000. With our type of programming we can sell anyone in the community. A salesman can make money. If interested send a complete resume and picture in first letter. Box E-41, BROADCASTING.

Kansan, one-station market. Splendid sales potential. Opportunity to build good earnings. Box E-45, BROADCASTING.

Experienced salesman for northern Illinois network station. One of the Bluest. Excellent pay. Relocate. Box E-102, BROADCASTING.

Young salesman ready to move into management in D-1500. st. N.Y. S. Mkt. Box E-127, BROADCASTING.

Business manager-accountant in east. Send resume. Box E-150, BROADCASTING.

An experienced salesman who wants to live in a beautiful year around vacationland and work for an aggressive top-rated station with excellent sales possibilities. Station XVBV, Brainerd, Minnesota. Box E-115, BROADCASTING.

5 KW ABC affiliate in midwestern college town of 38,000 wants a salesman with a proven successful sales record in radio. We will pay the right man 25% commissions. If he feels capable of grossing at least $60,000 per year for us. Details in first letter to: Jim Smith, WALK, 36 Park Plaza, Galesburg, Illinois 61401.


Outstanding opportunity with D-1 rated large local progressive radio station in top 50 market, mid-Atlantic seaboard area. Excellent potential. Salary and commission plan. Full staff pay group operation. Send short resume to radio station WRAP, P.O. Box 598, Norfolk, Va. Attention: E.H. Baroness. No phone inquiries, please.

C & W sales—need two—management potential. Call collect—319-363-9431.

Sales—(Cont’d)

Nation’s leading broadcast school with 26 offices throughout the country is looking for good student counselors. Income ranges from $15M to $40M annually. One position available in each of the following cities: Birmingham, Alabama; Hartford, Houston, Jacksonville, Los Angeles, Madison, Minneapolis, Phoenix, Pittsburgh, Portland and Washington, D.C. In depth broadcast experience required. Applicants must be married and over 25. Apply to: Wm. Anderson, President, Box 18050, San Francisco 94115.

Announcers—(Cont’d)

Major top rated east coast contemporary swinger needs mid-day personality with production talent. Bush tape and resume to Box E-84, BROADCASTING.

Two intelligent, mature personalities needed to bolster rising ratings at Pennsylvania medium market station. Tough competition with rockers demands experience, imagination, and ability. Salary will depend on experience. Apply to Box E-120, BROADCASTING.

Immediate opening—announcer salesmen group station—MOR competition. Carolina’s number one market. (919) 774-9711. Box E-122, BROADCASTING.

Program director needs several years experience and will assume responsibility for station sound. MOR station with network and adult audience. No rock or country-western. Central Minnesota in vacationland. Box E-170, BROADCASTING.

Major New York City radio operation expanding staff: looking for announcers with strong MOR music and news experience. Send resume and tape to Box E-184, BROADCASTING.

Montana network station needs first phone announcer. Excellent opportunity for right man to progress financially and professionally. For details, write KOJM, Havre, Montana. Phone 466-385-3353.

Wanted by KOLI, Scottsbluff, Nebraska. Sportscaster-salesman experience necessary. Apply by mail with picture.

Top rated station has immediate openings for three positions. Announcer, news director, chief engineer, Adult station. Network. Excellent pay. Personable, depends on experience and ability. Send tape, photo, resume to KBSI AM-FM, Sedalia, Missouri.

First phone up tempo MOR. Good voice, capable of top production. Ideal living, good working conditions. Contact Gen. Mgr. Lyle Richardson, WJDE, Oceanic, Calif.—714-757-1320. Or P.D. Mike Wynn.

Top soul station in Houston needs soul jocks. Send tapes and resume to Dave Jordan, KYXO, 613 Preston, Houston, Texas.

First phone, all night jock for D-1 top 40. Tape and resume to Gary Gunter, KYVS, Colorado Springs, Colorado.

Overworked New Hampshire station manager needs experienced announcer-salesman. Car furnished. Salary negotiable. Send resume, tape, etc. Box D-348, BROADCASTING.

Wanted—hip Negro personality for fulltime contemporary station in south. Must be B&B oriented and able to “talk that talk”—city living. Wide-open, the real deal. Send tape and photo to Box D-358, BROADCASTING.

Maryland independent has immediate opportunity for experienced announcer. Good salary. Fringe benefits. Forward tape, resume now. Box E-4, BROADCASTING.

If you have the talent ... we have the money. Midwestern chain station looking for bright, happy, alert MOR morning announcer. Experience needed, plus ability to handle a tight board with a full commercial load six mornings a week. A full-time, network station in a metro area of 150,000 offers all company benefits. Send complete resume and tape to Box E-21, BROADCASTING.
Announcers—(Cont'd)

Hagerstown, Maryland—first phone for ABC middle of the road aggressive operation. Call GMTAG-390.

We're adding to our staff. Needed an experienced morning announcer for board and production. Tape, salary, and retirement benefits. Send resume and samples to Box E-38, BROADCASTING.

Technical—(Cont'd)

Chief engineer, Medium market AM/FM station. Excellent opportunities. Also available for temporary engineering work. Excellent salary and fringe benefits. Send resume and samples to Box E-38, BROADCASTING.

Assistant chief, first ticket, directional engineering. Excellent opportunities. Apply with resume to Box E-38, BROADCASTING.

Technical

Chief engineer, Medium market AM-FM station. Experienced engineer good on transmitters, gener- al maintenance and sales. Experienced in new FM, TV, and the latest in studio, transmitter, and system maintenance. Send resume and samples to Box E-38, BROADCASTING.

Ohio major market AM-FM needs experienced engineer good on transmitters, general maintenance and sales. Excellent salary and fringe benefits. Send resume and samples to Box E-38, BROADCASTING.

Chief engineer for daytime directional in Northern Ohio. You're in on the ground floor. Station is growing rapidly, engineering work done in next several months. You'll be on top and living and working in a fine community. Salary open. Box E-38, BROADCASTING.

Chief engineer for 5,000 watt tower direction engineer. Medium Midwest market. Modern equipment, successful station with AM-FM personality. Send full details first letter to Box E-45, BROADCASTING.

Chief engineer beautiful, peaceful small-market Ohio quality AM-FM. Good pay with extra benefits. Send resume and salary requirements to Box E-45, BROADCASTING.

Immediate opening for chief engineer, capable of limited air time. Must be qualified to handle tower and do preventive maintenance. Send tape and detailed letter to Gen. M. Loffler, KGEZ, Kalispell, Montana 59901.

Experienced chief engineer directional AM-FM stereo. Air shift 2 days per week. Ideal location, living conditions, and job to be able to find. Good future. Contact Gen. Mgr., Lyle Richardson, KUDE, Ocean Springs, Miss.—117-131-59.

Midwest 125 mile north of St. Louis Engineer—first class AM-FM/TV, good opportunity for engineer or summer relief for college student. Send resume for employment. Contact Jim Martens, Chief Engineer, WGEM, Rochester, Ill. 62301 or phone area code 217-222-8940.

Chief engineer (or 3 kw full-time station. Must "take over" complete engineering responsibilities including FCC proofs, studio and transmitter maintenance, remote control and night time operation. Day off air required. Contact, WJAL, WPJA, Evansville, Indiana Position now open.

Engineer for summer relief, must have first class radio-telephone license. Contact WATC Radio, Grand Blanc, Michigan. Phone 246-4146, area code 91.

Chief engineer, strong on maintenance. New FM with automation being installed to go with directional AM, WTMN, Taylorville, Ill. Salary at advertised position.

Engineer—writer wanted for position in educational department of accredited, nationally known, electronic communication school. Must be strong in theoretical knowledge and writing ability. Degree required. Send letter of application (not a resume prepared by someone else) to Mr. Grantham, Grantham School of Electronics, 1500 N. Western Ave., Hollywood, California 90027.

Engineer—first class ticket. Must maintain transmitter. Answering, useful, necessary. Upper story, all equipment, hunting, fishing, boating. Call 608-269-3007.

News

Broadcast Journalist . . . addition to top rated midwest radio news team. Excellent opportunities. Top pay for top man. Box D-260, BROADCASTING.

Sharp radio newsman for microwave radio/TV. Must have experience, desire to learn television, tape, photo, and resume to Box E-28, BROADCASTING.

Newsman to gather, write, deliver local news. Will provide some training under competent supervision. Attractive N.E. medium market, CBS affiliated station. Box E-87, BROADCASTING.

News—(cont'd)

Capital city in mid-west needs young, ambitious newswoman to head up small staff. Excellent opportunities. Must be available from home to home. Call or write for appointment. Send resume to Box E-101, BROADCASTING.

Immediate openings: News director to assume full-time responsibilities. Also daytime announcer. Box E-120, BROADCASTING.

Suburban New York station needs newswoman to round out its energetic news staff. Must be able to gather, write and broadcast. Call or write for appointment. Box E-152, BROADCASTING.

Downloadable file

Program—Production, Others

Instructor: M.S. degree required in radio-television film; Commercial radio and teaching experience desirable. To teach modern courses and supervise FM student training station. $7200; 9 month academic calendar. Box E-125, BROADCASTING.

Broadcast engineer/instructor, California Junior College, ideal community. Teach radio and television production and engineering; also assist in repair and radio and television broadcast equipment. One month vacation. Salary to $13,000 or more, depending upon education and experience. Excellent fringe benefits. Box E-125, BROADCASTING.

We are looking for a heavy production man. This job requires more than just slipping mics behind a voice track. You must be a production junkie. Send tape, resume to Gene Oelker, KDFW Radio, Box 7-630, St. Paul, Minnesota 55119.

Copywriter—creative, straight and production copy ability desired for top adult station in Carol Hallberg, Mgr., WDBO, Orlando, Fla.

Production—aner. Creative production ability and good air sound are necessary to fill openings in leading adult stations in Florida market. CBS affiliate. Contact or same experience, box resume and references to the attention of Carol Hallberg, WDBO, Orlando, Fla.

Program director/chief announcer—imme- diate opening, 1st class license, tape and complete requirements including salary requirements first letter. WEAW, Evanston, Illinois 60202.

Production chief writer: Important position in leading Michigan station; Top salary for top man, good fringe benefits. Send background information, photo, sample copy, and if possible tape of radio spots you have produced to WPDF, Flint, Michigan.

Situations Wanted—Management

Currently general sales manager, major west coast market. Desires management position in large to medium city. Top man with top record. Box D-357, BROADCASTING.

Station managers—northeast preferred, broad experience sales, programming, promotions, currently VP-general mgr. publishing firm, desires return to broadcasting. Box E-184, BROADCASTING.

Program manager . . . production, promotion, news, public-service, air personality background. Ready to join a growing organization. 12 years experience. Box E-71, BROADCASTING.

Program manager—production, promotion, news, public-service, air personality background. Ready to join a growing organization. 12 years experience. Box E-71, BROADCASTING.

Texas or Gulf Coast. Wish position as manager of FM or AM station. Currently employed in management position. Excellent production and engineering. Would prefer opportunity for ownership. Box E-73, BROADCASTING.
Situations Wanted

Management—(Cont'd)

There is a difference! Indeed there is! be an entrepreneur downgrading all of the "elegance" and little niceties that go with a "position," let me say that-jobs-most of them really "tuffies"—have been my specialty for the last quarter-century. Now I want another! I'm 45 years of experience—versatile—dependent. This claim is adequately documented. I've just sold a 3 kw AM—5th rated in the market. I'm ready for a new bronco to break—but can sit very well to tape alone one at the gallop! I know all phases of radio management....I've been my life. Not interested east of Colorado. I like the west...will consider investment, plus $150,000 minimum salary. Box E-18, BROADCASTING.

Highly successful PD and air personality at one of America's largest. Ready for management opportunity, sales manager, program manager, brake and all phases of radio management....I've been my life. Not interested east of Colorado. I like the west...will consider investment, plus $150,000 minimum salary. Box E-18, BROADCASTING.

Strong local sales, adept with reps. Outstanding 12 year pro available. Best references. Seeks management position. Sales manager opportunity, radio or TV. Box E-197, BROADCASTING.

Husband and wife team, both pros. We'll manour station the station in your area with professional know how plus community and socialites. Prefer small to medium market. Box E-153, BROADCASTING.

Multiple station owner. Running from station to station to maximize profits with press, degree, experience—all phases, all levels. Can produce results on probable rather than just possible basis. You enjoy more pressing headaches. For resume write Box E-168, BROADCASTING.

Opportunity to invest and manage in small to medium market. Fifteen years in sales with management experience. Imagination, vision, integrity. Sound business practices. Prefer midwest. Box E-171, BROADCASTING.

Gen. mgr., excellent on sales, collections, public relations, programing, sports, news and all phases of radio....experienced net, middle road, top forty and talk—first phone...twenty years experience, 17 in management. Age 45, married, available immediately. Box E-178, BROADCASTING.


Attention midwest owners or groups: Presently employed, but looking for new challenge. 37 with 16 years experience, 13 as general manager. First phone. Network type voice. Passed, four years have increased billing at present station from $100,000 to nearly $300,000. Will consider any offer over $25,000 plus ownership opportunity. Box E-182, BROADCASTING.

Experienced in all phases of inside station operation. Interested in managerial position. Like to be part ownership Dick Teubner, 402-721-3238.

Assistant manager desires manager position in upper midwest. Sales ideas and programing...will make you money. Call 717-245-1714, evenings.

Situated Wanted

Sales

Outstanding salesman, late twenties, married, college degree, management potential, mature, a job! Will relocate. I'm in central midwest location. Box E-118, BROADCASTING.

Young, anxious to learn salesman wants career in radio. Has management with casual, show him how. College trained. Box E-141, BROADCASTING.

Announcers

Announcer/newscaster—currently #1 personality in 500M market. Young, well developed MOR, strong voice, colorful, college grad. Proven audience loyalty. Seeks to work with you! Please include job description and salary range with resume. Box D-402, BROADCASTING.


Announcer/dj. Experienced, dependable, aggressive, highly intelligent, CD, TV, college trained. Board, 22, draft exempt, re-locate. Box E-19, BROADCASTING.

Warm, personable, quality announcer with first phone (no maintenance). Desires position with MOR station. Mature, friendly sound coupled with experience. Solid references, married, draft exempt, will travel. Dependable, cooperative, permanent, reasonable salary. Box E-102, BROADCASTING.

Negro R&B jock, 1st phone, 10 yrs. exp. Available immediately. Production, news, interviews. Box E-9, BROADCASTING.

Award winning college graduate desires summer replacement position as radio-television and production manager. Box E-92, BROADCASTING.

Some light announcing experience, heavy sales experience, prefer disc jockey work, service oriented, 3rd year college. N.J. Conn. N.Y. area preferred. Box E-97, BROADCASTING.

MOR-dj/newscaster-write-gather news/daily homemaker, show with home economist. NBC affiliate. Desire to relocate to Florida. Air check. Phone request. Box E-98, BROADCASTING.

Newspaper sports professional wants job in radio. Describe your opportunities, producing or directing. Could do informative talk show. Skill on/air or off air, you will find me valuable employee. Strong on basketball play-by-play and can learn others. Box E-99, BROADCASTING.

Morning man: 15 yrs. happy, informal adlib and MOR music formats. Good news delivery. Dependable, cooperative, permanent, reasonable salary. Box E-102, BROADCASTING.

Sports director, major college and professional position. Roch radio-TV combo. Box E-103, BROADCASTING.

Announcer-3rd broadcast school. MOR—grad—22-drake and his work stage or southern New England. Call 914-472-1579, or Box E-104, BROADCASTING.

DJ, light beat. TV commercials, commercials, third phone. Box E-197, BROADCASTING.


Female broadcaster—experienced, tight board, neat, third phone, single, personable, responsible. Weekends New York area. Box E-103, BROADCASTING.

Versatile disc jockey authoritative news-caster. Scoop! Small or medium station. One year experience. Box E-113, BROADCASTING.

Top 40 jock, currently working-seeking advancement opportunities. Single, drivers license, sales. Veteran—married. No pressure... Box E-115, BROADCASTING.

Attention: New FM stations. MOR or country television, announces needed. Single, draft free, east coast 4 years FM, 2 years selling. Box E-118, BROADCASTING.

All night show? Contemporary? Love it!!! I'll trade you my first ticket, humore, four years college. Box E-124, BROADCASTING.

Humorous first-phone, four years top-four medium market, college, wife, seeks wake-up show east. Box E-130, BROADCASTING.

Announcers—(Cont'd)

Nine years in radio as pro. dir. and sta. mg.—wanting to settle in so. or central Calif. Military P.O. or Army vet. Box E-131, BROADCASTING.

Exceedin headline #1—No. 1 jock (4'th ever) in influence in state. 4's sports area. 50' area needs the best reliever: Top air for station in top market areas only. Box E-133, BROADCASTING.

Announced experienced, single, willing to move. Male, newspaper, authorizational. Box E-142, BROADCASTING.

First phone, no experience, seeks tranege position. Announcer or technical. Age 27. Prefer South but will consider all. Box E-142, BROADCASTING.


Director program, top rated east coast rock station. Unhappy and want to relocate. Personality, good news and production. Sales. Nine years. College, Rock or MGR, consider. C&W. Box E-147, BROADSTAIRS.

Female announcer AM exp. Strong on reading and writing continuity. College grad. Box E-148, BROADCASTING.

Authoritative announcer—newswoman with college and experience. Seeks work in New York metropolitan areas. Tape, resume Available. Box E-151, BROADCASTING.

DJ, authoritative newscasting, mature prestige, seeks close by home. No floater/primary. Wanting sales. Box E-155, BROADCASTING.

Rhythm and blues Jock available: 2 yrs experience. Box E-156, BROADCASTING.

Experienced announcer-dj, news, sports-play-by-play, sales College graduate. Box E-158, BROADSTAIRS.

Top program director and dj interested in new or up coming AM & FM stations, which will program top-40. I would like to get back in the saddle. Your program station help build an image that I think you have the ability if you have good equipment and license. Let's go. Box E-159, BROADCASTING.

About two years experience, some college, third phone. Box E-161, BROADCASTING.

22, single, BA, tapeless. Copy, air mature station. Box E-162, BROADCASTING.

DJ announcer, newscaster, pleasant person. Total broadcast experience, married. Box E-169, BROADCASTING.

Draft free till November when nineteen. Some college. Announcing experience, 3rd endorsement. Box E-171, BROADCASTING.

Beginner—male. 21, married. Graduate of Midwestern Broadcasting School and Illinois Wesleyan University. 3rd class endorsed. Desire to stay in midwest. Available June 3rd. Box E-183, BROADCASTING.

Country jock, first phone. Available now with experience. Box E-186, BROADCASTING.

Professional, tight, fast, evening rock jock. Tom McMurray, 21, single, 7th Street, 65, Phoenix, Arizona. Phone (602) 277-6393.

Talented creative personality seeks major market, MOR or Rock. 313-276-4756.


Mature sound/4j news. My sound is good, if you're looking for a tight voiced registered. Call now 914-NE-2-1011.

Radio-TV, announcer, limited experience, married, draft exempt, Broad school grad, 3 yrs college. 23, Dependable, hard worker. Paul Siragusa, 60 Chatsworth, Ave, Kenmore, N.Y.
Announcers—(Cont'd)

E-55, Box director. announcer, sports, weather, family.

Northeast: Engineer with Box doped gree.

Mature, intelligent news, 31/4 Call University; Carbondale, College gust announcing or engineering. Available immediately 717-5347, 125; phone. 171-4367, 125. Married, plus technical background, seeking MOR.

Does Box -with.

Announcers-(Cont'd)

Marty McCloak and McLeod, current PD in major market. Prefer west coast. You want ratings? See references. Box E-164, BROADCASTING.

Mature family man. 3rd phone. 10 years successful business career. Now qualified in all phases of College grad., ambitious and ready to go to work for you in upper-midwest market. Box E-179, BROADCASTING.

Top DJ-major market-three years. Wants PD large or management small market. Fourteen years experience all phases (1st ticket). Has Midwest base. 2335 Juvene Way, Cincinnati, Ohio 45238 or cell 513-522-9843.

TELEVISION—Help Wanted

Announcers

Like a good job in a city near good fishing and boating? Southeastern VHF needs a booth and studio announcer with mature delivery. Immediate opportunity for a hard worker. Send audio or video tape and a complete resume to Box E-135, BROADCASTING.

Technical


Opening for man to take over technical operations of small market TV station. Must have experience in studio, video and transmitter operation. Mid-Michigan location. Box E-119, BROADCASTING.

Director of engineering. Working administrator in east. Total responsibility and authority. Good kiss and income. Box E-149, BROADCASTING.

Florida—beaches, fishing and money for 2 experienced engineers. One position is permanent, one is vacation relief. Color experience needed. Engineer, 305-965-5500. Box E-154, BROADCASTING.

First phone engineer for full color Channel 5. NSC affiliate in beautiful Lower Rio Grande Valley of Texas. Contact W. Yordy, CT. KRKV-TV, P.O. Box 626, Wes- lace, Texas 78595.

Opening for technician with first class license. Call or write H. L. Van Amburg, WGAN-TV, Portland, Maine 04101, phone 772-6850.

Midwest 125 miles north of St. Louis. Opportunity for first-class licensed engineer. Contact Jim mathews, West 62901 or phone area code 717-222-8640.

Programing—Production, Others


Young (21), married. American vet. with 10 years in college desires employment in London, England. Young sound: for hard news, exciting commercials and bright banter. Can write (have written for a living) newspaper or commercial brochures and product promotions—weak on sports. Available in August. Resume tape and photo on request. Write Box E-105, BROADCASTING.

Nebraska, or neighboring area—natives desires return. Twelve years radio-television experience in semi-satellite management. First phone, 34, and 4 children. Box E-146, BROADCASTING.

Almonus Store and McLendon, current PD in major market. Prefer west coast. You want ratings? See references. Box E-164, BROADCASTING.

Staff engineer needed for small color-studio operations and maintenance. Salary open. Send resume to Roger Hale, Chief Engineer, WTVB, Columbus, Ga.

Televison engineer, first phone license with operating experience. Excellent working conditions. Must be able to develop his own store. Box E-135, BROADCASTING.

NEWS

Farm director-news director—or combination. Ten years experience each. Box E-79, BROADCASTING.

Newman— with first class license, seeks position—southern California. Married, age 38, family man. Busy by-play, 3 years experience. Writes, gathers, and delivers authentic newscasts. Box E-177, BROADCASTING.


NEWS—(cont'd)


Programing—Production, Others

Young (21), married. American vet. with 10 years in college desires employment in London, England. Young sound: for hard news, exciting commercials and bright banter. Can write (have written for a living) newspaper or commercial brochures and product promotions—weak on sports. Available in August. Resume tape and photo on request. Write Box E-105, BROADCASTING.

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Televison engineer, first phone license with operating experience. Excellent working conditions. Must be able to develop his own store. Box E-135, BROADCASTING.

Competitive station in major eastern market needs a full time engineering manager with strong background. Must have good all-around engineering experience. Must be able to develop film station from scratch. Immediate opening. Send resume to Box E-2, BROADCASTING.

Top-rated television station in Reno, Nevada, needs aggressive young man with prior news experience. Job involves filming, editing, on-air work. Opportunities for growth, and salary open. Contact news director, KCLO-TV, Reno . .. (702) 786-8088.


Programing—Production, Others

Producer-director—Group owned VHF in northeast. Must have experience in switch over. Box E-86, BROADCASTING.

TV—Situation Wanted—Management

"Deep in the heart of the southwestern United States, the general manager of a respected television station finds himself in a difficult situation. But—he doesn't want to leave this area. His family background thoroughly qualifies him for station management or to represent some outside client. He offers all allied services dealing with stations or agencies. Family man, widely-known, top references. Resume and/or personal interview, please. Write Box E-132, BROADCASTING."
TELEVISION—Situation Wanted
Management—(cont’d)

Attention owners: TV executive in top 10 market seeks general manager position. 17 years experience covers all phases of television operation, including news, programming, and sales. Box E-160, BROADCASTING.

Announcers

Top weatherman with pleasant delivery. Also good copy writer and booth work. Box E-116, BROADCASTING.

Major market radio-television announcer. Veteran with Masters seeking permanent opportunity. Box E-126, BROADCASTING.


Radio sportscaster wants start in television plus radio-play-by-play. Experienced high school announcer. Box E-133, BROADCASTING.

Technical

Electronics lab tech. with several years radio background interested in TV. Box E-9, BROADCASTING.

Want st. or ph. position. Progressive TV, 7 yrs color. VTR, ex-chief UHF, construction. No B.S. Box E-143, BROADCASTING.

Available: Experienced cameraman, producer, studio technician. First Station Orms. 427 Anastasia, Coral Gables, Fl.

NEWS

Professional top market radio-televisionnews manager seeks new management challenge. Box E-117, BROADCASTING.

TV news producer-editor, top market, seeks station needing experienced, young, imaginative newcomer to create top news package. Box E-167, BROADCASTING.

Programmers—Production, Others

Eight years experience in studio production. Color slides, prints taken and edited. Box D-318, BROADCASTING.

TV major seeks summer cameraman position. Box E-122, BROADCASTING.

Sports director, eight year radio-TV veteran, looks for play-by-play. Box E-123, BROADCASTING.

Producer-director-cameraman-writer seeks big time opportunity with major network and/or commercial production company: five years experience. Willing to relocate. Must have one year ETV: M.S. candidate: Houston, Tex. Contact: Box E-128, BROADCASTING.

Assistant to production director for large educational film producer wishes to join ETV or commercial. Degree primarily broadcasting—also strong in management and marketing. Experienced all phases of broadcasting and film. Detailed resume must be seen to be appreciated. Married, 25, (family, living in midwest. Box E-172, BROADCASTING.

Art director—need a total graphic image? Eight years experience in top market. Production, promotion, art, etc. Resume, samples on request. Box E-173, BROADCASTING.

WANTED TO BUY—Equipment

We need used, 250, 500, 1 kw & 10 kw transmitters. No Junk. Guarantee Radio Supply Corp., 1314 Tiber St., Laredo, Texas 78040.

Raytheon RA 500 modulation transformer in good working condition. Urgently needed. Call or write: J.W. Craig, P.O. Box 967, East Point, Georgia 30344, 344-2223.

We need good used 1 kw FM transmitter, and receiver able to tune up to 1001.1 NC. Box E-98, BROADCASTING.

Used solid state VTR in good operating condition. Consider this $1200 A, either monochrome or color. Box E-111, BROADCASTING.

WANTED TO BUY—Equipment Continued

Will trade equipment for equipment—no cash—need transmitter remote control system. No junk. Call collect 310-383-0413.

FOR SALE—Equipment


Manufacturer's close out of FM transmitters and amplifiers. All in perfect working order at reduced prices. Box D-102, BROADCASTING.

General Electric type TT-35A 12 kw UHF television transmitter—excellent condition—available immediately. Box D-399, BROADCASTING.

1 kw UHF television transmitter. Sacrifice. $6,900. Box D-339, BROADCASTING.

Tower erection equipment—several late model winch trucks, gin poles and numerous other miscellaneous items. All in good condition. 519-128-1653, Greensville, N. C.

Add vertical polarization to your present FM antenna. 12-Guage, stranded elements. $100.00 each. Box E-22, BROADCASTING.

New Moseley SCG-47 transistor sub-carrier generator. $600. Make offer. Box E-16, BROADCASTING.

Gates Model BC-1-E, 1 kw, AM transmitter, F.O.B. Monday. Box E-153, BROADCASTING.

Western Electric 465H used for spare parts. Contact Don Hannah, WHIO, Dayton, Ohio.


Immediately available: Large quantity TK-11, TK-20 and Marconi cameras. RCA TK-$ color pedestals with Houston—Fearless heavy duty color cradle head. Less than one year old. $3,850 for each set. Contact: ED HIES & ASSOCIATES, 8804 Boycott Street, Los Angeles, Calif. 90016 (1213) 870-1553.

Mose Gold Crown 3 speed tape recorder. Two accessory transformers included. Excellent condition. Contact Manager, WICR. 401 Otterbein, Indianapolis, Indiana.

Anamplex 352-2 Stereow playback in excellent condition. $875.00. KFGM, Box 907, Bakersfield, California.

RCA limiter, excellent operating order, will sell reasonable. Don Funkhouse—WSIG Mt. Jackson, Fl. Box 1157-1526.


MISCELLANEOUS

Deejays! 6000 classified gag lines. $5.00. Comedy lines free. Ed Orrin, Boyer Rd., Marietta, Calif 65322.

Mike plates, flaps, streamers, magnetic car signs, auto tags, decals, celluloid buttons, etc. Write: Business Builders, Box 164, Opelousa, Louisiana 70570.

Gillham Road, Hollywood, Calif. 90028.

Original—freely-written one liners for radio. Sample... Box 31244... Diamond Heights P.O. Box 315 San Francisco, Calif.

"365 Days of Laughs!"—daily radio gag service—may be available in your market. Sample a couple. Box 6668, Merchandise Mart, Chicago, Illinois 60654.

Instant gags for Deejays—Thousands of one-liners, gag books, one-liner cards, etc. Linen in free "Broadcast Comedy" catalog. Write: Show-Biz Comedy Service—1725 East 26th St., Brooklyn, N.Y. 11225.

"Rock" aircheck recordings... top dj major market "rock" stations inexperienced are looking for someone. Box C-12, Command Productions. Dept. D. Box 158, Portland, Oregon.

MISCELLANEOUS—(Cont’d)

One liner! Fresh, timely and funny! Supplied weekly, exclusive in your market. Five dollars monthly. Send sample sheet. Box E-116, BROADCASTING.

News directors—station manager: If you or your staff have ever had a story because you couldn't get past a police or fire line or had trouble getting the press box at a sports event because of "inadequate" press credentials, you need our news releases. Send $2.50 set. Write for details—Radio Press International, 2673, Tulsa, Oklahoma 74103.

INSTRUCTIONS


Elkins is the nation's largest and most respected name in First Class FCC licensing. Complete Degree programs are fully approved for Veteran's Training. Accredited by the National Association of Trade and Technical Schools. Write Elkins Institute, 8060 Inwood Road, Dallas, Texas 75238.

The many known six-weeks Elkins Training for an FCC first class license. Conveniently located on the loop in Chicago. Fully GI approved. License School of Chicago, 14 East Jackson Street, Chicago, Illinois 60604.

First Class License in six weeks. Highest success rate in the Great North Country. Training approved and laboratories approved for Veterans Training. Elkins Radio License School of Minneapolis, 4119 East Lake Street, Minneapolis, Minnesota 55406.

The Masters, Elkins Radio License School of Atlanta, offers the highest success rate of any First Class License school. Fully approved for Veterans Training. Elkins Radio License School of New Orleans, Louisiana 70130.

Guaranteed first phone, 4-6 weeks. Broadcast Engineering, 157 E. 42nd St., New York City, N. Y. 10017.

MISCELLANEOUS—(Cont’d)


Going to Kansas City, Kansas City here I am! We gotta be there! I'm gonna get me some—FCC 1st Phone license. Five dollars monthly. Tapes & apartments $12-15 per week. Classes begin May 25, June 24, July 22. Write R.E.I. Radio Engineering Incorporated, 3712 36th Street, Houston, Texas 77005-1240.

BROADCASTING, May 13, 1968
INSTRUCTIONS
Continued

New York City's 1st phone school for people who cannot afford to make mistakes. Proven results: April 68 graduating class passed FCC 2nd class exams, 100% passed FCC 1st Class exams; New program methods and each with a 90 minute learn job opportunities. Contact ATS, 25 W. 43rd St., N.Y.C. Phone OX 5-6945. Training for Technicians, Combo-men, and Annunciators.

Your 1st Class License in six weeks or less at America's foremost school of broadcast training, the Don Martin School of Radio and Television offering the entire Broadcasting Industry since 1931. Make your reservations now for our Accelerated Theory class June 17. Most experienced personalized instruction and methods. Lowest costs—finest accommodations available. Close-by Call or write: Don Martin School, 1653 N. Cherokee, Hollywood, Calif. (213) HO 2-2261.

RADIO
Help Wanted

Short of time to Recruit People

Our staff of experienced broadcasters can help you. Use the only nationwide TV and radio recruiting firm able to effectively search for broadcast personnel in all job categories. Call 312-337-5318 For Search Charges.

Nationwide Broadcast Personnel Consultants

INSTRUCTIONS—(Cont'd)

First phone in six to twelve weeks through tape recorded lessons at home. Sixteen years FCC experience, proven results. Bob Johnson Radio License Instruction, 1060D Duncan, Manhattan Beach, Calif. 90260.

Jobs, jobs, jobs. Weekly we receive calls from the top stations throughout the fifty States, Wash. Ore.-Mich., Wis., Okla., Texas, La., Ala., Fla., Ky., Wis., N. J., Conn., Mass., and many more. These calls are for Don Martin trained personnel. To succeed in broadcasting you must be well trained and capable of competing for the better jobs in the Industry. Only the Don Martin School of Radio & TV, with over 30 years experience in Vocational Education, can offer training in all practical aspects of broadcasting. If you desire to succeed as a broadcaster, call or write for our brochure, or stop in at the Don Martin School, 1625 N. Cherokee, Hollywood, Calif. 90028. HO 5-3881. Find out the reasons why our students are in demand!

Help Wanted—Management

D.C.—Md.—Va.

Dynamic firm seeks participating corporate executive or technical background. Growth potential should net substantial return and long term capital gain. Principal only.

Box E-183, Broadcasting.

Sales

ACCOUNT EXECUTIVE

We have a few choice local sales positions in some of our group owned stations for experienced successful radio or television account executive who are looking for improved earnings and fringe compensation and opportunity to grow into management level. We are an Equal Opportunity Employer. Send a complete confidential resume of your experience and earnings to:

Box E-139, Broadcasting.

Technical

Broadcast Consulting Firm Seeks Experienced Broadcast Engineer or Technician

for Position of Junior Engineer

Applicant must possess background of experience and responsibility in all phases of broadcasting and a willingness to travel. Engineering Degree Desirable. Send Resume and References to Jules Cohen & Associates 1145 — 19th St., N.W. Washington, D. C. 20036

JACKSONVILLE, FLORIDA

Has a brand new 5000 watt full timer going on the air June 1st. All new equipment. Located in one of Jacksonville's leading skyscrapers.

OUR FORMAT

Modern Country Western Music with the Uptown Bound

WE NEED

Heavy Local Sales

A Savvy Program Director who understands Modern Country Western Music

Jobs with Top 40 Production and MOR Voices

Aggressive News Director who goes beyond checking the wire and can cut out the Local News

Newswomen who can rewrite and then tell the story with authority

An excellent Receptionist and Continuity Writer

Get your resumes and air checks in now to Stan Hagan 1435 Ellis Rd. Jacksonville, Florida 32205 Phone 904-388-1508

Here is your opportunity to join a live wire group, financially responsible and live in the land of sunshine.
Looking for an Announcer?

Jerry's Job Placement Director at Columbia School of Broadcasting—With 26 offices coast to coast the chances are that we have a graduate near you. Just tell Jerry what you want and he'll send you a resume, photograph and audition tape of just the one you're looking for. Air mail.

Columbia School of Broadcasting
4444 Geary Boulevard/San Francisco 94118
(Not affiliated with CBS, Inc)

RADIO
Situations Wanted
Announcers

TELEVISION—Help Wanted
Technical

WANTED . . . . . . .
CHIEF ENGINEER FOR SMALL MARKET TV-AM-FM OPERATION!

Station has CP for 1500 ft. television tower and new AM transmitter site. Greatest hunting, fishing and boating area in the south. Wonderful opportunity for right man. Send resume, photograph and audition tape of just the one you're looking for. Air mail.

Columbia TV and Radio, Inc. P.O. Box 1588, Lake Charles, La.

GROUP OR EXPANSION MINDED BROADCASTER

Responsible young lawyer with eleven years of diversified engineering and legal experience of the highest level in FCC regulatory matters, skilled and qualified to prepare the technical portions as well as the non-engineering portions of FCC applications, desires responsibility and challenging executive position with a station group or expansion minded broadcaster. 15 years of preparation of AM, FM & TV engineering applications and hearing exhibits 6 years an attorney practicing before the FCC. Capable of taking responsibility over department of allocation and technical planning, plus normal duties of administrative assistant to chief executive. Qualifications are perfect for an active station group that continuously is improving its broadcast properties or for a younger station group or broadcaster that has plans to increase or improve upon present properties through acquisition or construction. Will relocate. Background will withstand critical examination. Resume including references of the highest order upon request.

Box E-100, Broadcasting

PROMOTION MANAGER

New independent with full start needs a thoroughly experienced and imaginative promotion manager to assume full responsibility for all station advertising and promotion. Chance to become part of a new and growing broadcasting group. Salary open. Send letter and resume to:

Bill Schwartz, Station Manager, WPAB-TV, United Artists Broadcasting, 2108 Payne, Cleveland, Ohio 44114 . . . .
An Equal Opportunity Employer.

TELEVISION
Situations Wanted
Announcers

I AM A QUALIFIED entertaining television MC-HOST, looking for a vehicle. Do you have a show we can talk about? If so please call me in Phila., after 9:30 P.M., at HA 4-0178 or CH 8-1691. I can travel no farther than Guam.

Box E-139, Broadcasting.
WANTED TO BUY—Stations

BROADCASTING, May 13, 1968

Tired? Want Out?
New company wants to buy fulltime AM, Small or Medium market, West or Midwest. Desired by veteran broadcasters and financially responsible associates. Confidence respected.

Let’s talk business!
Box E-166, Broadcasting.

WANTED TO BUY—Stations

BROADCAST PERSONNEL AGENCY
Shearish Basirich, Director

FOR SALE

GOOD FULL-TIME

AM in one of Top Ten markets.
Box E-187, Broadcasting.

Confidential Listings

RADIO—TV—CATV
N. E.—S. E.—S. W.—N.
G. BENNETT LARSON, INC.
R.C.A. Building, 6363 Sunset Blvd., Suite 701
Hollywood, California 90028 213-649-1171
BROADCAST PERSONNEL AGENCY

WHY BUY AN FM?
But never own.
1000 open freq. 45 states. Operate for
$1,000mo., with revenue potential
$65.44mo. You show FCC $20,000.
We do the work for reasonable fee.

TNT, Suite 202, 1616 Victory Blvd.
Glendale, Calif. 91201 213-246-4874

LaRue Media Brokers Inc.

116 CENTRAL PARK SOUTH
NEW YORK, N. Y.
266-1490

Miss. small daytime $ 63M SOLD
Ill. small daytime 235M 29%
La. small daytime 85M 29%
N.E. metro daytime 325M 29%
Wis. major AM/FM 400M SOLD
Wis. small fulltime $210M Cash
S.D. small daytime 90M 29%
Wash. small daytime 75M terms
S.E. metro daytime 100M 29%
S.W. major daytime 350M 29%

BROADCASTING, May 13, 1968

CATHEDRAL TV, Inc.—Requests distant signals.

RADIO—TV—CATV

AM in one of Top Ten markets.
Box E-187, Broadcasting.

Confidential Listings

RADIO—TV—CATV
N. E.—S. E.—S. W.—N.
G. BENNETT LARSON, INC.
R.C.A. Building, 6363 Sunset Blvd., Suite 701
Hollywood, California 90028 213-649-1171

WHY BUY AN FM?
But never own.
1000 open freq. 45 states. Operate for
$1,000mo., with revenue potential
$65.44mo. You show FCC $20,000.
We do the work for reasonable fee.

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Wis. small fulltime $210M Cash
S.D. small daytime 90M 29%
Wash. small daytime 75M terms
S.E. metro daytime 100M 29%
S.W. major daytime 350M 29%
The following are activities in community antenna television reported to Broadcasting through May 8. Report includes pertinent information to install and operate CATV's, grants of CATV franchises and sales of existing installations.

**Indicates franchise has been granted.**

- **Butler,** Ala.—Anco TV Cable Co. has been granted a nonexclusive franchise.
- **Jasper,** Tenn.—Anco TV Cable Inc. has been granted a franchise which was formerly held by Ultra-View Co. The firm plans an $11-channel system.
- **Brighton,** Colo.—Mountain States Video Inc. has been granted a franchise for an underground system.
- **Winter Haven,** Fla.—Television Communications Inc. of New York (multiple CATV owner) has purchased Universal Cable Vision Inc. of Winter Haven from Cowles Communications Inc. New York (multiple CATV owner) for an undisclosed amount of stock.
- **Manchester,** N.H.—Betterview Co., Dallas and KARD-TV Wichita, Kan., have each applied for a franchise. Betterview would offer for $3 million an 11-channel system including a 24-hour weather service.
- **Visalia,** Calif.—H.S.B Enterprises has applied for a franchise, which would offer an 11-channel system including a 24-hour weather service.
- **Wolds,** Wash.—Tecale of Bellingham, Wash. has been granted a franchise.
- **Shoaloha county,** Wash.—Wash. TV Systems Inc. (multiple CATV owner), Seattle, has been granted a franchise for the unincorporated areas of the county.

COMMUNITY ANTENNA ACTIVITIES

BROADCASTING, May 13, 1968
Marketing has proven to be a good choice

A Swift & Co. executive saw the study and recruited him to do long-range planning for their marketing organization. After working for a while in Swift's commercial-research department, the tempo of World War II accelerated and Mr. Tully enlisted.

He was stationed as a personnel specialist at Fort Sheridan in Illinois and was able to finish his master's degree at Northwestern. His thesis was on "scientific control of the marketing organization."

He moonlighted his first five years with Foote, Cone & Belding, teaching sales administration, marketing and research in Northwestern business school's evening division. He had "reservations" about the advertising business and felt he might "like to teach for a living."

It didn't slow his advancement at the agency. A year and a half after he joined the agency, he was named research director, and the year after that a vice president. Three years after he started, he was elected vice president in charge of marketing and research.

His progress was interrupted for a year and a day, during which he served as an information officer in the Korean War. He had joined the reserve after World War II, never dreaming he would be called up again quite that soon.

In 1953, he was appointed account supervisor of General Foods, one of the few FC&B executives to bypass normal channels of account management.

In 1956, he was named general manager of the Chicago office. He consolidated certain media and broadcast functions, established the creative department as an independent entity and further developed the plans board. At various times he has been either a member or chairman of the operations, development, special projects, stock incentive, electronic data processing and employee relations committees.

In 1958, he was elected to the board of directors, and the following year elected to the position of senior vice president in charge of operations.

Extended Stay • He had settled in the East, when a temporary troubleshooting assignment in the agency's West Coast offices turned into a six-year tour of duty.

In 1960 he was put in charge of Foote, Cone & Belding's three western offices (San Francisco, Los Angeles and Houston. He finally settled with his wife Helen, a former fashion model and dress designer, and his daughter, Carolyn, in Atherton, near San Francisco.

He was elected executive vice president in 1963, and board chairman effective Jan. 1, 1967.

He has resided in each of FC&B's four headquarters cities and continues to travel among them because he feels that "with decentralized, autonomous operating units you don't know what's going on unless you really go out and see for yourself."

He says "you get used to it," and that it's interesting to "hold multiple viewpoints."

"The Atherton house is probably closest to being our home," he says. He is based in New York now but is in Europe at the moment.

The boy from Beaver Dam, Wis., is the chairman of a quarter-billion-dollar-a-year corporation and is able to speak "on a basis of equality" with the heads of major manufacturing firms. "I probably wouldn't be able to do that if I hadn't chosen marketing," he says.
EDITORIALS.

The mini trend

The 30-second commercial now appears to be irreversibly destined to replace the minute as the basic unit of network television advertising, and the date when its destiny was made certain can be marked with some precision. It occurred on the morning of Monday, April 29, when President Thomas H. Dawson of the CBS-TV network, addressing a seminar of leading advertisers, predicted the event and said he would welcome it (Broadcasting, May 6).

The ultimate emergence of the 30 as the basic unit may have been and probably was inevitable anyway. The trend has been running in that direction for some time, accelerated no small bit by CBS-TV. What Mr. Dawson's statement did was put it on the record that CBS is in the trend to stay. That removes any reasonable doubt about the inevitability of the outcome because it means that—assuming advertiser demand for 30's, which is increasingly evident—the other networks have no choice but to stay with it too. The momentum of competitive pressures is virtually unstoppable as stations learned when they opposed piggybacks, for example, or as the other networks learned when they opposed ABC-TV's move to 42-second station breaks years ago.

Just when the 30 will become standard is less easily predicted. Mr. Dawson thought that "it's down the road a ways—how far. I don't know." What is perfectly clear, however, is that now is not a moment too soon to begin preparing for it, and that means setting rates. Many stations have already done so, of course.

The same Association of National Advertisers seminar that Mr. Dawson addressed also generated some guidelines to pricing. Herbert Zeltner of Needham, Harper & Steers, said his talks with broadcasters and others in advertising indicated 30's will come to be priced at two-thirds to three-fourths of the one-minute rate. This, coming from the buying side, seems potent ammunition against those who claim the 30 should be no more than half the cost of a 60.

There is other ammunition in this arsenal: the study last fall for Corinthian Broadcasting, for instance, which found no real difference in the communication values of 60's and 30's (Broadcasting, Oct. 23, 1967). Before that, numerous other studies had found 30's to be from 60-70% to 100%—and in some cases more—as effective as minutes. If the 30's take-over as the basic unit is inevitable, so should be its pricing on the basis of value, not fractions of time.

Poor butterfly

It isn't our desire to indulge in national politics, but events in the presidential campaign need ventilation.

Senator Robert F. Kennedy (D-N.Y.) has never demonstrated any great love or respect for the broadcast media, except as a necessary means to political ends. Last week, following the Indiana primaries, he used a CBS-TV news interview to whack networks and stations for the high cost of time, arguing first that they should make time available "for free." or at least "at cost." And he wondered out loud "how much the networks have made out of this political campaign?" He should know better. Such uninformed and loose talk does not become a presidential candidate.

Neither Walter Cronkite nor his colleagues had the will or the authority to answer the multi-millionaire senator, who denied he had "bought" the Indiana primaries, mentioning about $650,000 in expenses (against a $750,000 estimate for the time alone). There was not one word about the inhibiting effects of Section 315 and its impossible requirements for equal time under equal conditions for all candidates for the same office—crackpots included.

If Senator Kennedy had joined his more seasoned colleague, Senator Vance Hartke (D-Ind.), in Mr. Hartke's continuing effort to repeal Section 315, and thus recognize the broadcast journalist's competence to cover political campaigns on equal footing with the printed media, he might have had a basis for complaint. But so far as we're aware the senator has never shown an interest in remedial legislation or, for that matter, has never had a kind word publicly for either radio or television.

Antique

The 602-page report emanating last week from the staff of the Senate Communications Subcommittee is of doubtful value in the current arguments about the fairness doctrine, which was the subject of the report. For one thing, the documentation on which the report is based is out of date. For another, the recommendations in the report have been clearly labeled as those of one staff member, who has left the subcommittee's employ.

Still there are some findings that may be used against the journalistically-minded broadcasters who oppose the fairness doctrine, the equal-time law and other editorial restraints. Those findings ought not to go unchallenged.

The survey conducted by the staff back in 1966 found that more broadcasters had no objection to the fairness doctrine than thought it needed modification or repeal. It found broadcasters about evenly divided on whether Section 315, the equal-time law, ought to be retained or modified or repealed. The percentage of respondents advocating repeal of the fairness doctrine was 20.5%, of those advocating repeal of Section 315, 19.4%.

The staff found it surprising that so small a percentage favored repeal of the two restraints, and so do we. But we have the feeling that a qualitative analysis of the responses, not provided in the report, would show the numerical minorities are composed of stations that aggressively pursue their journalistic mission and are thus of larger influence than those that de-emphasize news and public affairs.

As evidence supporting that supposition, it is necessary only to cite the actions—taken since the survey—of the Radio Television News Directors Association, NBC and CBS in attacking the constitutionality of parts of the fairness doctrine that the FCC has adopted as rules. That so many interests would go to the expense of a constitutional challenge would indicate that significant broadcaster opinion opposes restraints. And indeed a favorable ruling in the courts could render academic just about everything said about the fairness doctrine in the subcommittee's staff report.

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...OF THE GUESTS

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A fast-paced variety show, DIALING FOR DOLLARS presents games, gifts, prizes, contests, money-winning telephone calls and interviews with famous and interesting people from all over the world.

With personable, experienced Jim Hutton as host, DIALING FOR DOLLARS has been a success for more than ten years and is the only show of its kind in this major market.

The format of the show makes it an ideal showcase for advertising messages, for introducing and testing new products with Jim Hutton doing the commercials and offers merchandising and promotional advantages not available from other types of shows.

KSTP-TV has recently completed a four-color brochure detailing the DIALING FOR DOLLARS show and what it can do for you. Drop a note to KSTP-TV Sales Manager Jim Blake or your nearest Petry office and we'll be happy to send you a copy.
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