WHAT ARE THE RESPONSIBILITIES OF CITIZENSHIP?

What are the responsibilities of a citizen? To obey the laws? To pay taxes? To respect your neighbor? All these, and more.

A lot more, if you undertake the special kind of citizenship a television station takes on, and go at it as seriously as KPRC-TV. You provide an open window through which the whole world may be viewed... to help bring understanding. You introduce your neighbors, one to another. You act as look-out for your community against fire and flood—and against the disasters which men conjure up... And you work to bind up the wounds of both the body and the spirit. You inspire, encourage and sometimes, tweak noses. You answer lots of phone calls and lots of mail. And—you entertain your neighbors... This way, you hope to get invited back.

YOU SEE, WE THINK WE ARE A CITIZEN TOO...THAT'S US,

Citizen KPRC-TV

NBC on Houston’s Channel 2

Represented nationally by Edward Petry and Company
Meet America’s fastest-growing “IN” group.

CATV viewers

In 18 years, the number of CATV (Cable television) viewers has increased ten million percent. These are the people who enjoy the full capabilities of their TV sets. Throughout America—in large cities or small communities—the cable delivers to them a large choice of TV programs in living color and crystal-clear black-and-white. CATV has dusted off their window to the world. It can do the same for everyone in America.

Systems now under construction will provide their subscribers with up to 20 TV channels over a single cable. These include a wide selection of VHF and UHF broadcast channels and service channels, originated at the head-end, which can cover emergency warnings, time, weather, stock market quotations, and events of purely local interest such as high school sports, town meetings, concerts, etc. This audio-visual highway to our homes is recognized today to be an integral part of total communications.

CATV has the down-to-earth potential of becoming the key contributor to total communications—the means whereby the broadest possible range of viewer interests will be served in the future. Techniques are presently being worked out to enable CATV to provide facsimile newspapers in the home, a home library reference service, full educational services, and even a method for shopping by cable. In fact, the future of CATV is limited only by the imagination.

For complete information about why the CATV systems of tomorrow are equipped by Jerrold today, write CATV Systems Division, Dept. H, Jerrold Electronics Corporation, 401 Walnut St., Philadelphia, Pa. 19105.
WHERE NEWS IS...WE ARE

News can happen any time...and when it does, KTVI News is ready! We’re the only TV station in St. Louis with reporters and photographers on duty 24 hours a day. We’re also the only St. Louis station with our own newsfilm lab. For the best news coverage any time...anywhere, the best informed St. Louisans prefer KTVI News.

KTVI abc 2
ST. LOUIS
The Dallas-Ft. Worth market — Growing . . . Thriving . . . Pulsating! An area with an increasing amount of important events creating a need for authoritative reporting. Channel 4's professional newsmen keep a constant vigil on the happenings with up-to-the-minute, reliable reporting — where it happens, when it happens.

Pole-to-pole, across the nation, around-the-corner, KRLD-TV news is first, fast, and factual.

Contact your H-R representative to place your next schedule in the happenings of the Dallas-Ft. Worth market.
Who's in charge?

With Democratic national convention in Chicago only three short months away, concern is being evinced over virtually inactive status of Democratic National Committee, particularly in regard to media arrangements at Soldier Field amphitheater. Within committee there's reported jockeying for position, with John B. Criswell, 35-year-old treasurer and former Oklahoma newsman, ostensibly in charge but with few if any pros on scene.

Nominally, national committee is responsible to President Lyndon B. Johnson as party leader, but problem has been accentuated because of President's decision to withdraw. In general charge of past three conventions as executive director has been I. Leonard Reinsch, president of Cox Broadcasting, who last fall outlined plans for this year but with no official assignment. With time running out, Marvin Watson, White House liaison as assistant to President and now postmaster general, may be forced into act.

Abolish FCC?

Commissioner Robert T. Bartley of FCC, who hasn't made formal speech in past two years and usually waits until he has something to say, has accepted invitation from Illinois Broadcasters Association to address its convention, May 23 in Quincy. His topic: "Let's Abolish the FCC."

While Mr. Bartley, second in seniority, isn't sending up any flares, he feels there should be separation of broadcasting and common-carrier functions and may propose that there be separate agencies handling these fields. He's evidently convinced FCC won't ever get enough money from Congress to do both jobs well. But if there are separate agencies, who would handle critical spectrum allocations? His probable answer: Let President do it. Same recommendation may eventually come from President's Task Force, though it might recommend separate Department of Communications amounting to same thing.

Waiting for the gun

Second round of House Investigations Subcommittee's pot-party probe will involve FCC and will come as promptly as parent Commerce Committee scheduling will permit—perhaps this week. Subcommittee staff is ready to move on moment's notice, and Chairman Harley O. Staggers (W. Va.) is known to favor prompt wind-up of hearing on WBBM-TV Chicago matter.

Fact that FCC hasn't finished its own investigation, set for formal hearing June 25, is considered irrelevant by subcommittee activists who think FCC has been reluctant to deal expeditiously with charges that WBBM-TV staged and misrepresented news event. Also, if activists get their way, probe will be expanded to deal with rash of other news-staging charges. Subcommittee member John E. Moss (D-Calif.) thinks all such charges should be run to ground in view of nation's currently volatile mood of social unrest.

Saturday's children

CBS-TV's acquisition of The Monkees out from under NBC-TV, officially announced by Fred Silverman, VP, daytime programs, at last week's affiliates meeting in Los Angeles (see page 54), is sure indication of things to come in Saturday morning line-up of network. The Monkees, which ran for two years on NBC-TV in nighttime, will be shown in rerun by CBS-TV on Saturday mornings beginning in 1969-70.

This will be spearhead of whole new swing in kids' programming to more wholesome and appealing product. Out will go monsters and super-heroes as soon as existing commitments expire. Reportedly in will come reruns such as Gentle Ben or informational type films. Peace, laughter and wholesome adventure will replace fright and violence in children's time periods.

Bishop in Buffalo

ABC-TV officials apparently don't intend to sit on their hands if affiliate nonclearance keeps their late-night Joey Bishop Show out of important markets. In at least one such case they're known to have arranged for affiliate's competitor to carry program. Word is that ABC-TV's regular affiliate in Buffalo, Capitol Cities' WKBW-TV, hasn't been clearing Bishop but that show will be seen in that market beginning June 3 on Buffalo Evening News's WBN-TV, CBS-TV outlet. WBN-TV will be 150th station carrying Bishop.

Pressure chamber

Plan is being implemented by President Vincent Wasilewski of National Association of Broadcasters to have NAB function as clearing house on handling of urban problem this summer in top 50 markets. Suggested by CBS Inc. president Frank Stanton, plan envisages not only collection of information on how situations are coped with by all radio and television stations in top 50 but also to give guidance, on request, based on experiences of station participants. Supervising "Cool It" project will be William Carlisle, NAB vice president, probably with expert in urban affairs recruited from university in immediate charge.

Sparse mail

Few Oklahoma broadcasters are responding to FCC Commissioners Kenneth A. Cox and Nicholas Johnson in their request for information on programming and employment practices. Controversial questionnaires, sent to 51 AM, FM and TV stations on April 12 (BROADCASTING, April 15 etc), have been completed and returned by only half-dozen broadcasters. Apparently stations are taking commissioners at their word—that they are not obliged to answer questions. Commissioners clarified that point at suggestion of Senator A. S. Mike Monroney (D-Okla.), who intervened in matter after receiving complaints from constituent broadcasters.

Two commissioners, meanwhile, are proceeding with basic plan—to persuade commission to strengthen renewal process. This includes digging through renewal reapplications of Oklahoma stations (their renewals are due June 1) in effort to draw picture of service in state. But lack of information they requested will make picture harder to complete.

Indie specialist

Edward Petry & Co. is expected to make stronger effort for representation of UHF outlets within establishment of new sales unit to be headed by Art Scott, formerly vice president in charge of sales for Adam Young VTM. Group is now in process of formation and will represent independent UHF as well as some VHF outlets in medium-sized markets.
Now watch!

KTLA-5, Los Angeles has appointed Blair Television.

KTLA-5 has a string of firsts to its credit. It's the West's first commercial TV station; operates the world's first Telecopter; is always on the spot first with local news. Now KTLA-5 has appointed the nation's number one broadcast representatives, John Blair & Company, to represent the station nationally.

Talk about winning innovations. With outstanding variety-entertainment, editorials, personalities, syndications—and Blair Television—KTLA-5 has everything. Ready, set, grow!

BLAIR TELEVISION
CBS-TV offers minutes, not money, to affiliates airing network sports. Question now is whether principle will spread to other shows since whole TV network system is under serious reappraisal by advertisers. See . . .

STATION RELATIONS UPHEAVAL? . . . 21

Radio Advertising Bureau-Association of National Advertisers workshop takes on evangelistic air as leading advertisers tell how radio delivered the goods, praise its flexibility during special campaigns. See . . .

PROOF OF PUDDING . . . 26

Advertisers put estimated $10.5 million on three radio networks, 1968 quarterly report of Broadcast Advertisers Reports show. General Motors is top advertiser; Corn Huskers hand lotion top product. See . . .

'68 RADIO'S BEST SO FAR . . . 28

Foods, toiletries, tobacco show marked increase in national TV spending, say TVB estimates, but real gains were made by insurance, transportation-travel products. All in all 1967 was $2.6-billion TV year. See . . .

RELYING MORE ON TV . . . 32

Consumers' white knight Ralph Nader tells New York Sales Executive Club days of buyers' acquiescence to shoddy merchandise, spacious advertising are over; bad ads are those that fail to fulfill proper function. See . . .

NADER ON ADS . . . 36

Two TV's, one FM are sold for aggregate price of more than $12 million. WTRF-FM-TV Wheeling, W. Va., goes to Forward Communications Corp. for $7-plus million; WRVA-TV Richmond to Jefferson Standard for $5 million. See . . .

$12 MILLION FOR TWO . . . 40

FCC clarifies its interim policy that freezes transfers and assignments pending resolution of one-to-a-customer rulemaking, but stands fast by in denying petitions for reconsideration. See . . .

ONE-TO-A CUSTOMER . . . 44

CBS top brass at affiliates meeting fire double salvo at those outside and inside broadcasting who would circumscribe its journalism function; urge station people to wake up and be counted. See . . .

BROADCAST-JOURNALISM PERILS . . . 50

NAB urges selected stations to cooperate with extensive NAB-sponsored Land Associates study on local programming, warns against wired city-television concept. See . . .

SPECTRUM RESEARCH ABOUNDS . . . 62

In what may be unprecedented move FCC may permit Teleprompter-Hughes to provide "cableless" CATV service to parts of New York City, but may deny use of this microwave service on national basis. See . . .

NEW YORK'S LINELESS CATV . . . 63

DEPARTMENTS

AT DEADLINE .......................... 9
BROADCAST ADVERTISING .... 21
CHANGING HANDS ........................ 43
CLOSED CIRCUIT .......................... 5
DATEBOOK .................................. 14
EDITORIAL PAGE ......................... 86
EQUIPMENT & ENGINEERING ... 62
FANFARE .................................. 66
FATES & FORTUNES ................. 69
FINANCIAL REPORTS .................. 64
FOR THE RECORD ....................... 72
INTERNATIONAL ....................... 69
LEAD STORY .............................. 21
THE MEDIA .................................. 40

MONDAY MEMO ........................... 18
OPEN MIKE ............................... 17
PROGRAMING .............................. 50
WEEK'S HEADLINERS ................. 10
WEEK'S PROFILE ......................... 85

WEEK IN BRIEF

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View from the top!

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PORTFOLIO II

THE TEXAN
TRICK OR TREAT
THE DESILU PLAYHOUSE
THE UNTOUCHABLES

PARAMOUNT TELEVISION

A DIVISION OF PARAMOUNT PICTURES CORPORATION
5451 MARATHON STREET, HOLLYWOOD, CALIF. 90038 TELEPHONE (213) 463-0100

BROADCASTING, May 20, 1968
Chicago court hears fairness arguments

FCC's new personal-attack rules under fairness doctrine went under legal microscope in Chicago Friday (May 17) as U. S. Court of Appeals for Seventh Circuit heard arguments on appeals brought by Radio-Television News Directors Association, CBS, NBC and various station interests.

Case is expected to get early ruling so U. S. Supreme Court may include it in considering pending litigation in Red Lion case also involving basic constitutionality of fairness doctrine (Broadcasting, April 22).

Sparsely attended Chicago argument was before Circuit Judges Latham Castle, Luther M. Swygert and Roger Killey. They heard RTNDA and NBC oppose FCC ruling as violation of First Amendment. CBS view was that case needn't be decided on broad constitutional point since personal-attack rule falls first as violation of statutory procedure action.

FCC told court that its new rule seeks merely to preserve "open marketplace for ideas" on air and provide milder sanctions than license loss, hence is reasonable guide in only media field where access is limited by nature of spectrum.

RTNDA and station group view was argued by Archibald Cox, Harvard University law professor and former Solicitor General of U. S. CBS counsel was Lloyd N. Cutler; NBC, Raymond Falls Jr. FCC case was argued by Daniel Ohlbaum, deputy general counsel of agency.

Judges interrupted attorneys often to question issues in case. Professor Cox, asked if section 315 political equal time law also might be unconstitutional under same logic, indicated that in extreme answer was yes, but suggested 315 may have "distinguishing differences." He explained he feels 315 treats stations in common carrier fashion whereas fairness doctrine rules unlawfully inhibit licensees' "publisher function." He noted also 315 does not require broadcaster to carry mandatory reply at station's expense.

Mr. Cutler, asked if view aired by licensed broadcaster doesn't carry with it some sort of government endorsement in public mind, agreed no one has right to license but having obtained one he does have right to "be good journalist." Then asked how bad broadcast journalists can be curbed, he said libel laws already protect both individuals and public from unwarranted attacks.

Mr. Ohlbaum, asked if First Amendment doesn't require that any rules be least restrictive possible, replied yes but explained FCC doesn't feel rule is restrictive since it only asks broadcasters to do what they already are doing on their own initiative. He said rule merely curbs, bad journalists. To another question he admitted if court says Communications Act "doesn't give use the power. that is the end of the case."

Coverage of peace talks impeded by Paris unrest

Current widespread and violent unrest among French students and workers may test ingenuity of U. S. networks covering Paris peace talks between U. S. and North Vietnam negotiators, particularly in use of facilities and personnel. Producers and directors of government-controlled national network Radiodifusion-Television Francaise, walked off job Friday (May 17) and were expected later that day to vote on proposed unlimited strike.

Strike, networks said, may affect technicians being used and equipment being borrowed from French government. NBC, in charge of TV pool coverage, said it will use its own film crews, and ship film to Brussels where it will be put on satellite.

Whatever problems face existing large network crews in Paris won't be encountered by stars of NBC-TV and CBS-TV news programs. They're home now after peace talks took secretive turn (see page 59).

Radio for summer

Remington Electric Shaver Division of Sperry Rand Corp., New York, launches five-week, youth-oriented spot radio campaign for "Selectro" shaver today (May 20). Commercials will run on 65 stations in 40 markets.

Background music was created and performed by musical trio Cashman, Pistitli & West, chosen from competition with other groups. Young & Rubicam, New York, is the agency.

TV spots win awards

National Safety Council, Chicago, cites several TV spots and programs among list of 1967 films on safety. Council gave "outstanding" rating to three spots sponsored by Insurance Institute for Highway Safety. Merit awards went to WCAU-TV Philadelphia and WGN-TV Chicago for traffic safety programs and to three TV spots on household poisons sponsored by Council on Family Health.

Early start promised for wire-less CATV

Teleprompter Corp. is preparing for early start of cable-less CATV system on commercial basis in New York City and two rural areas. Irving Kahn, president and chairman of Teleprompter, disclosed company's plans Friday (May 17) after receiving word of FCC action granting conditional authorization for such service (see page 63).

Mr. Kahn estimated that Amplitude Modulated Link (AML) system, developed and owned by Hughes Aircraft Co. and Teleprompter, would be in operation commercially in New York in two weeks.

Hughes and Teleprompter own CATV system serving upper Manhattan. Mr. Kahn said present AML transmitter could provide service for 85% of franchise area, which covers 400,000 dwelling units. He says system has 5,500 paying subscribers, with orders for 7,500 more.

Mr. Kahn said commercial service to rural areas would start "in immediate future." It's understood that one area will be in Pacific Northwest.

Commission said it is interested in testing Teleprompter proposal as means of "expanding CATV service to suburban and rural areas too sparsely populated" to be economically served by...
Before leaving for executive positions with Crowell-Collier Broadcasting Corp., Los Angeles, and ABC-TV, New York, he returned to Storer Broadcasting last year.

Bob Edell, director of sales development and research for Storer Broadcasting's WGN New York, named corporate director of advertising and public relations for Storer Broadcasting Co., Miami Beach, Fla., Mr. Edell first joined Storer with wons-tv Miami in 1955, transferred to Storer's wjrk-tv Detroit as director of advertising, sales promotion and public relations. Three years later he joined Miami corporate staff as associate director of advertising and public relations and national promotion manager.

cable. It also said "demonstration of experimental commercial operations in one major city" would be useful in furnishing information on public acceptance of service and "its technical and economic aspects vis-a-vis underground cable installation."

Commission action on proposal to make commercial use of system, in which 18-gc band is used as substitute for cable short-haul CATV relay service, came at helpful time for Teleprompter-Hughes CATV system in New York, according to Mr. Kahn.

"Now we will no longer be dependent upon even the reluctant cooperation of the phone company in the use of its underground ducts—or poles in other areas—and we can offer faster as well as better CATV service than companies using telephone facilities," he said.

One condition Teleprompter must meet, as revealed in commission announcement Friday, is requirement that company permit other CATV franchise holders in New York to participate in experiment. Mechanics of cooperation will be left to Teleprompter to develop.

Technically, commission action was not authorization but, rather, invitation to amend pending applications and file additional ones in accordance with conditions.

Mr. Kahn said he is "satisfied" with conditions and indicated no discouragement at commission action denying petition for rulemaking aimed at establishing service on nationwide commercial basis. He said he will apply again as soon as he can prove with current operation that system is feasible.

Seeks more time

National Association of Broadcasters Friday (May 17) asked FCC to extend time for filing comments on proposed rulemaking that would prohibit common ownership or control of more than one full-time station in market (see page 44).

NAB wants filing time moved from June 26 to Sept. 16; replies from Sept. 16 to Sept. 30. Change in dates was requested so that matter, which NAB says is "drastic departure" of longstanding procedure in dealing with concentration and diversification of broadcast interests on ad-hoc basis, could be discussed at June 17-21 NAB board of directors meeting.

Joins Wilding

Howard B. (Howdee) Meyers, formerly vice president-general manager, midwest division, Venard, Turbet & McConnell, joins Wilding Inc., Chicago, as account executive and producer. He has produced full-length films on his own for dozen years.

New threat to actors: runaway TV commercials

Screen Actors Guild hailed notice over weekend that it's "deeply concerned about growing practice of filming commercials in foreign countries for broadcast on U.S. television to advertise U.S.-made products for sale to U.S. consumers."

Notice was sent to all signatories of SAG 1966 TV commercials contract to all advertising agencies throughout country that have signed letter of adherence to commercials contract, and to joint policy committee on broadcast talent union relations.

SAG said it "deplores this invasion and erosion of American labor contracts and standards." It warned that if practice of runaway commercial TV production continues "economic action" will be taken.

 Recommends denial

Denial of license renewal for WWIT Canton, N. C., has been recommended in initial decision by FCC hearing examiner issued Friday (May 17).

Examiner Chester F. Naumnowiez Jr. held that "the applicant lacks the character qualifications ordinarily required of a licensee." Decision is subject to appeal to commission.

Examiner held that principals of station violated commission's "regulatory concepts" in two particulars—that Dalton R. Paxton participated in "strike" application designed to block introduction of competition in Canton and that principals, at time they acquired control of station in 1958 "knobbling misrepresented" to commission true consideration which they paid for their interest.

Split movie run

WFLD-tv Chicago over weekend began new movie policy whereby single feature will be aired seven or eight times each week but at different hour each day, for summer living schedules.

Mr. Edell

Mr. Brakefield

Mr. Forsch
Our business is mass communication in its most sophisticated form and our most important function is fast, factual news dissemination to the public!

In this connection, WMAR-TV and the following members of its news photography staff have recently won awards:

- **Joseph Tomko**

- **Robert Fleischer**
  Won 2nd place in spot news and 3rd place in general news by the Baltimore Press Photographers Association.

- **Frank Cronin**
  Won an award for his outstanding coverage of major fires by the Baltimore Fire Fighters Association.

**WMAR-TV**

Named Television Newsreel Station of the Year by the Baltimore Press Photographers Association.

**WMAR-TV**

Won first award for news reporting in depth by the Chesapeake Associated Press Broadcasters Association which includes Maryland, Delaware and the District of Columbia.

*No Wonder....In Maryland Most People Watch COLOR-FULL WMAR-TV*

CHANNEL 2, SUNPAPERS TELEVISION TELEVISION PARK, BALTIMORE, MD. 21212 Represented Nationally by KATZ TELEVISION
At the moment, "Julia" is not nearly as well known as Diahann Carroll. But then, Miss Carroll has had a head start.

For the last dozen years she's been scoring solid successes—as singer and actress—in TV, the theater, supper clubs and motion pictures.

"Julia," on the other hand, is a Twentieth Century-Fox comedy-drama series that won't make its debut until September. When it does—under the production supervision of multi-talented Hal Kanter—it will enjoy the tremendous advantage of having Miss Carroll in the title role.

The lovely Diahann plays a nurse in the health office of a large corporation. At work, she reports to a cranky-but-lovable general practitioner, brilliantly portrayed by co-star Lloyd Nolan.

At home, she reports to her captivating six-year-old son, whose father was a recent war fatality in Vietnam.

Just how "Julia" copes with her responsibilities as a nurse and a mother is the basis for a disarmingly engaging and truly different TV series.

NBC TELEVISION NETWORK
Don't Just Stand
Still All Summer

Whether the broadcasting season just passed was your best, your worst, or just-so, there is a unique opportunity this summer to make sure that next year is better.

The major ingredient in a station's success comes from what you do yourself, the programs under your control. The network helps — it helps a lot, but interestingly enough, you can be number one in your market regardless of network affiliation.

For example, do you know whether your rating strength in the news block comes from the news people, the weatherman, the sports reporter? Is one or more of these personalities weak? Do the personalities work as a team and contribute to the total rating? How do all these people stack up on your competitors' stations?

You can't find the answer in a rating book, but you can work through the questions we do. We have supervised over 100 market studies in depth, with over 55,000 in-home, in-person interviews. We have worked in 23 of the top 30 markets, and for clients in markets beyond the top 100 as well.

We have been developing the techniques of depth study and recommendation and have used them successfully for over sixteen years. McGugh and Hoffman, Inc., is in its seventh year, and was founded to apply all of the things we have learned to the study of radio and television station images.

We have some amazing success stories to tell which you can verify by talking directly to station managers all over the country. We would like to make a presentation with no obligation on your part. Just give us a call.

Don't waste the valuable time between the major sweep rating books. Don't just stand still all summer.
For years we’ve been offering a 30-day free trial, a full year’s warranty on parts and labor, an increase in effective coverage, a guarantee of protection against overmodulation without distortion—but there are still a few of you who haven’t tried AUDIMAX and VOLUMAX.

You sure are a tough audience!

Audimax reacts to any given program situation in exactly the same way as your best audio man would — only a lot faster and more efficiently. It eliminates distortion, thumping, pumping, audio "holes", and bridges through program pauses to eliminate the "swish-up" of background noise. It even returns the gain to normal during standby conditions. Big claims? You bet. But we’re willing to back them up with a 30-day free trial in your own studio. After that, send us $665 if you like it. If not, send it back — freight charges collect. What can you lose? By keeping average modulation up, everybody wins. Volumax for AM broadcasters costs the same as Audimax and limits peaks without side effects. Its action may be gentle or microsecond fast. That depends on the program waveform but the end result of the Audimax-Volumax team is always a more even and pleasant sounding program that may be transmitted safely at much higher effective power levels. That’s another big claim we’ll back up with a free trial.

We’ve even got a claim for FM and TV broadcasters. FM Volumax is absolutely guaranteed to prevent FM overmodulation and SCA crosstalk without distortion. This one costs $695.

Write and let us back these claims with a 30-day free trial. Or better yet—call us collect at (203) 327-2000.
Executive and production headquarters: Broadcasting-Television Building, 1735 DeSales Street, N. W., Washington, D. C. 20036. Telephone: 202-357-1022

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October
- October 14-18—11th annual International Film & TV Festival of New York, encouraging all phases of film production. For details and applications: Industrial Exhibitions Inc., 121 West 45th Street, New York 10036.

November
- Nov. 1-20—Annual convention of Broadcasters Promotion Association. Deauville hotel, Miami Beach, Fla.

Indicates first or revised listing.

Color camera coverage

Editor: Congratulations on the fine coverage your editorial staff prepared on this year's National Association of Broadcasters show. It certainly was a large and costly undertaking but I am sure the complete and detailed results were well worth the effort to your readers.

However, I would be remiss if I do not correct one point. On page 57, "Broadcasting, April 15" you stated that . . . Sarkes Tarzian and RCA offer color cameras with four-tube pick-up systems. Obviously this is not compatible with your later coverage on page 60 of General Electric's new PE-350 four-tube camera and William Gaither's statement that "General Electric has built one-tube, two-tube and three-tube cameras and finds none that is equal to our separate lumiance four-tube camera." The favorable post-NAB customer reaction to the PE-350 more than supports the fact that we announced a new four-tube plumbicon camera.—Paul F. Schonewolf, manager—advertising and sales promotion, visual communication products department, General Electric Co., Mattydale, N. Y.

OPEN MIKE®

I am writing to you in hopes of having you publish this letter. . . . We would like to receive tapes of programming from stations around the country so that we may keep this project going. Any type of tape would be welcome, we have facilities available for copying all types, full-track, half-track or quarter-track. We dub the original tape from the stations over to a four-track mono format with four hours of programming per tape.

As I mentioned previously this is a nonprofit venture with the cost of the tape and postage to Vietnam and Thailand being carried wholly by the members of the detachment. Any assistance that you may be able to provide would be greatly appreciated.—Sergeant Robert L. Moore, Tapes for Vietnam project director, 1953-1 Comm Det, APO San Francisco 92670.

Plaudits for NAB's Couric

Editor: Belated congratulations to John Couric of the public relations department of the National Association of Broadcasters. As many radio stations know and appreciate, Mr. Couric's efforts produced an up- until-now unique feature of the convention which undoubtedly will become a mainstay over the coming years. I refer to the audio news service provided by NAB.

As an off-shoot of his efforts, the Illinois Broadcasters Association is planning on providing a similar service at its spring convention May 22-23 in Quincy, Ill.

The industry has long been neglectful of finding proper avenues for publicizing its important activities. This is one which I hope will become a matter-of-fact at all broadcasters' meetings.—Norman S. Greenberg, assistant general manager, WBBV Belleville, Ill.

Blair Television

Representative for

WTRF-TV

Color Channel 7-NBC
Wheeling, West Virginia

Graham Junior College

Radio and Television Broadcasting

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Graham Junior College (founded as Cambridge School), 632 Beacon Street, Boston, Mass. 02215

Support your mental health association

Fight mental Illness

Help for those with mental disorders

Your Blair Man Knows . . .

Checking our chemistry prompts another industry investment in the Wheeling area. Air Products & Chemicals, Inc., of Ali- tentown, Pa., announced construction of a multi-million dollar oxygen and nitrogen facility in Nitro, 8 miles south of WTRF-TV's transmitter. The new plant will be built between PPG's Industrial Chemical Division and the Mobay Chemical Company and will feed tonnage quantities of gas by pipeline to both firms. Scheduled for completion late this year, construction payrolls will pour into the market and it's anticipated that operational payrolls will approach a million dollars a year when the plant is underway.

More and more money pouring into the pockets of the WTRF-TV audience. Is your advertising reaching the rich, Wheeling-Stevenville TV Market?
The Institute of Life Insurance this June will sponsor a television series unlike others we've underwritten in the past.

The series consists of three special broadcasts on the urban crisis, currently being prepared by CBS News and called The Cities. It'll be shown at 10-11 p.m. EDT on June 24, 25 and 26. Walter Cronkite will be the reporter on each presentation.

As the title implies, the programs will be a thorough probe of the American scene.

Urban Crisis • We are sponsoring the programs as part of our spring advertising campaign—a campaign that is focused on a single theme: the plight of America's cities.

The campaign has a working title of "A Call to Action." In it, we shall call attention to urban problems and show that with commitment and common effort they can be solved.

For us, a television advertiser of a number of years, the association with the CBS programs is apart from series we've sponsored in former years—the showing of football games and golf matches, election night specials and documentaries about historic episodes in the nation's past.

In a way, the campaign is a reflection of the commitment of the life insurance business to the cities. You may recall that last September the nation's life insurance companies pledged to invest $1 billion in projects to improve housing and help create jobs in neglected urban areas. This was and is a business response to a business problem.

What inspired our investment commitment—a faith in the idea that our cities can prosper anew—also moved us to present the facts of the urban crisis to the American people through our advertising campaign. That includes print ads in newspapers and magazines throughout the country, and, of course, the CBS news specials.

Our campaign goes beyond simple descriptions of troublesome problems.

We are urging all our fellow citizens of goodwill—businesses, labor unions, individuals, public-minded groups—to lend their time and talents to efforts to raise the level of life and work in our cities.

In connection with this effort, we are publicizing and distributing a booklet, "Whose Crisis? . . . Yours," which was prepared for the Institute by the U. S. Office of Economic Opportunity.

Objective • Our approach will be evident in the three CBS News specials. Walter Cronkite has summed up the aim of the broadcasts this way:

"... In these broadcasts we will trace the development, the growth and the present decline of our cities—exploring such areas as housing, transportation, education, government, crime, air and water pollution, cultural resources and opportunities.

"Our intentions, however, are not simply to state the problem and the history and then throw up our hands and walk away. We will be looking for answers—for solutions that are being developed today to combat today's problems, as well as for long-range efforts to anticipate and deal with what tomorrow will bring.

"In our investigations, we will talk to the best minds in the country, the world, for that matter... in order to present the most forward and advanced thinking available. Not necessarily grand sociological concepts... but more urgently the kind of practical thinking and planning—on the human level—that is necessary to solve today's problems today and set a firm base for tomorrow... This venture we consider the most urgent of our time."

Because of the importance of their subject matter, these programs will not be interrupted by commercials. The Institute will limit its messages to brief statements to be delivered at the beginning and the end of each of the broadcasts.

We are hopeful that The Cities series will have a large audience. It is estimated that the program schedule—three related broadcasts within three days—will attract a cumulative audience of about 35 million people watching in at least 14 million homes.

We have agreed to this program schedule because we believe that it will have maximum impact on the viewing public.

The TV series will present three aspects of the urban picture: growth and decay, steps being taken to cure current ills, and the cities of tomorrow. The programs will also trace the social, economic and cultural elements that have made our cities worth conserving.

"The first telecast, "A City Is to Live In," on June 24, will study the effects of pollution, the transportation maze and poverty. It will show how the flight to the suburbs has added to the cities' plight.

Our experience has shown us TV's power and attractiveness. We know that as a medium of ideas its influence is profound. It is our sincere hope that our use of it in the cause of better, healthier, happier cities will succeed.

We know that neither government, scattered individuals nor private industry can alone change the prospects of urban America. But together, backed by an interested, motivated citizenry, great strides can be taken.

Future Prospect • Our cities, it is generally agreed, are in danger. Yet the experts tell us that in the next few decades America will become increasingly urbanized. That more and more of the nation's economic resources will be concentrated in urban centers, that more and more of our citizens will be city dwellers.

The importance of creating healthy urban environment now and for the future should not be underestimated. The life insurance business in the past has been responsive to the economic needs of the nation. We have faith in the nation's ability to cope with its problems. That is why we are investing our advertising dollars in a program to keep Americans informed of the urgent task at hand.
“STEP OF THE DANCE.” Gracing the front of Detroit’s ultra-modern Michigan Consolidated Gas Company building, this breath-taking 16-foot-high bronze sculpture is a Motor City landmark. Created by the world-renowned sculptor Giacomo Manzu, the dancing lady was cast at the Modern Artistic Foundry in Milan, Italy.

Just as Detroiter regard this graceful dancer as distinctive of Detroit, so they have regarded The WWJ Stations as distinctively Detroit for 47 years. Why? Because of programming that reflects the city’s own interest in local news, sports, entertainment, public affairs, and community service. And, because of WWJ’s home-ownership by The Detroit News. When you ask a Detroiter which radio and TV stations are distinctively Detroit, he’ll instinctively tell you “WWJ.”
WBTV is the last thing some people think about.

That's because WBTV's Late Show is the last thing seen before bedtime by thousands of Charlotte area people.

But, according to the new surveys, WBTV programs are first in the thinking of most viewers—morning, afternoon or night. For example, the new ARB ratings show us with a 63% share of total homes viewing Charlotte stations, 9 am-midnight.

According to ARB, the top 42 shows in the Charlotte area are all on WBTV. And NSI ratings now give us 40 of the top 40 programs in the market.* That's just 40 (or 42) good reasons for WBTV to be the first thing you think about when looking at the Charlotte television market.

The audience figures are based on NSI and ARB February/March 1968 total homes, and share of total homes viewing Charlotte stations in the average quarter-hour, 9 a.m. to midnight, Sunday through Saturday. They are estimates only and are subject to the qualifications set forth in the survey report.
Upheaval in station relations?

CBS-TV offers minutes, not money, to affiliates carrying network sports; question now: Will principle spread to other shows, other networks?

A period of radical change in the business arrangement between television networks and their affiliated stations was seen to be taking shape last week.

In Los Angeles at a convention of its affiliates CBS-TV announced its intention to quit paying compensation to its stations for carrying network sports programs. Instead CBS will give the affiliates commercial availabilities to sell on their own. Some affiliates wondered aloud whether the principle of no compensation would stop with sports.

Neither ABC-TV nor NBC-TV officials would comment on the CBS development.

ABC has left no doubt, however, that it regards a re-evaluation of the network-affiliate relationship as inevitable and that “revolutionary” measures may be necessary. Elton Rule, ABC-TV president, said as much to his network’s affiliates at a meeting in Chicago during the National Association of Broadcasters convention (Broadcasting, April 8).

NBC has given no indication of planning any immediate change in its system of compensation. For some time NBC-TV has paid affiliates no compensation for the Today program and has paid them at reduced rates for Tonight, the Johnny Carson program. Affiliates are given two half-hours of Today to sell, without payment of co-op fees to the network; the network sells the other two half-hours. Stations carrying Tonight receive some compensation and are given slightly more than half of the total commercial positions in the program to sell, though they pay co-op fees to the network.

At ABC-TV, it became known, McKinsey & Co., a nationally known management consulting firm, was retained some time ago to conduct an extensive study encompassing, among other subjects, station compensation. Presumably ABC officials are awaiting the McKinsey report before proposing the changes that Mr. Rule said would prove to be inevitable.

Secret Pitch - The CBS sports plan was presented at a closed session of the annual conference of affiliates by William B. Lodge, CBS-TV vice president in charge of affiliate relations. It would scrap all station compensation for all sports features. It would offer stations a total of 185 60- and 70-second availabilities in all sports, 102 of them in National Football League games and the rest in college football bowl games, golf matches, National Hockey League games, soccer and horse racing (see details page 23). Until now affiliates have received no compensation for NFL day games but have been paid for carrying all other sports events including the few NFL games broadcast at night.

The proposal was offered on “a take it or leave it” basis. The affiliates were asked to canvass their individual markets to see whether they wouldn’t be better off financially selling minutes locally instead of receiving network compensation for the time. They also were asked to report back collectively to the network within two or three weeks (although network officials realistically do not expect a definitive answer that soon) with a decision as to whether or not they are ready to give up all sports compensation.

The network had prepared to present the sports-minutes proposal to the affiliates meeting not as a suggestion for possible use but as a firm decision saying in effect, “Take it; you can’t leave it” and still receive CBS-TV sports feeds. But the affiliates board, sounded out before the general conference opened, rose up in protest against it, and the network reportedly backed away from its original approach.

The inducement for affiliates in the time-for-comp sports plan is the availability of a total of 22 new 60-second spots in NFL games and a total of 20 more new 60’s in all other sports. The
UPHEAVAL IN STATION RELATIONS? continued

availability of 22 new minute units in NFL games would be a net gain for affiliates since they have received no comp for them in the past. Yet the 20 new minutes that would be made available locally, a total of 65 42-second commercial availabilities in NFL games and 63 42-second spots in other sports that affiliates already are permitted to sell would be increased to 70-second units of available time. And a total of another 15 42-second availabilities in NFL games now belonging to the local stations would increase to 60-second avail.

In The Contract • The network, in making the proposal, indicated that a clause in the contract with affiliates allows for nonpayment of compensation for all sports and specials. The network also stressed that affiliates could quite conceivably wind up making more money on sports by selling the commercial availabilities on their own.

The obvious motivation for the sports-minutes proposal, the black cloud that threatens the future climate of the whole television network system, is the serious reappraisal that advertisers, especially those involved in sports sponsorships, are giving to the economics and efficiency of television as an advertising medium. Rising program costs, the amount of expenditures necessary to acquire telecast rights to top sports events, have been countered by raising commercial prices. But with commercial charges in prime and sports time reaching $65,000 a minute and more, the point of diminishing returns apparently has been reached.

The affiliates at the meeting received the sports proposal with surprising aplomb. "Hell," exclaimed one southern station manager, "we weren't getting anything for the NFL games anyway." The big-market stations, he pointed out, would have little trouble in bettering the network compensation rate by selling the projected avail locally. But the small-market stations would be hurting, he figured.

One of the affiliate leaders played down the financial implications of the plan. "What bothers me and most of the affiliates I've talked to," he said, "is the precedent this is liable to set. We go along with no comp on sports and limited comp on politics, and before you know it the same thing will happen to entertainment shows. I don't care how much I'll make selling time. I'm against it on principle."

Political Cut • Principle isn't the only thing the affiliates are against. Here and there, at the numerous cocktail breaks that relieved the business day, musings were heard about the network's decision to pay limited compensation for political coverage (Broadcasting, May 6). Little, if anything, was said publicly, the official affiliate position seeming to be that a partial victory had been achieved when the network reversed its initial decision not to pay any compensation at all for campaign, convention and election programming. Privately some affiliates were still smarting at the suggestion that the network losses in covering the politicals should be recouped even somewhat at their expense.

Also giving the affiliates concern at the meeting was the question of how the 30-second commercial, which CBS-TV President Thomas Dawson is on the record as saying eventually will be the basic unit of television advertising (Broadcasting, May 6), should be priced. At a question-and-answer session on the concluding day of the meeting—ironically an innovation this year to promote better dialogue between network management and station representatives—conflicting views were given as to how the network feels the 30's should be priced. Reportedly, Frank M. Smith, CBS-TV vice president, sales, seemed to indicate that the short-form units should be priced at 50% of the minute rate. Mr. Dawson, however, quickly added that 60% or 70% of the minute rate would be a more feasible structure. Still, some affiliates, at least, came away with the distinct impression that the network favors pricing the 30-second commercial units at half the minute rate.

(Mr. Dawson's quotation of probable prices for 30-second units corresponded closely with one forecast by a leading agency buyer during the same Association of National Advertisers seminar at which Mr. Dawson predicted the development of the 30 as the standard television length. Herbert Zeltner, of Needham, Harper & Steers, said he expected 30's to be priced at two-thirds to three-fourths the minute rate.)

Reportedly, at last week's Q and A session, with affiliates given an opportunity to question a panel of CBS-TV executives, it was said that the stations will get a long-discussed late-night network program by September 1969, if that's what they want. There were indications given that this is the direction in which the network is headed.

Optimism • CBS-TV President Tom Dawson gave a brief and upbeat review of the year, pointing out that the first half was a particularly good period for sales. Jack Cowden, vice president, information services, gave a detailed analysis of the audience ratings of the three television networks. He emphasized that from October 1967 through April 1968, CBS-TV averaged out to the biggest night-time lead the network has enjoyed in several years. He conceded that the network had slipped in daytime this season compared to the last, but noted that it is still in first place with an average audience lead of 9% over NBC-TV.

Yet despite these sanguine reports, despite a gay-nineties setting for the meeting at CBS Television City, receptions in CBS Studio Center, a wind-up banquet and star-studded show at the Century Plaza hotel, the some 600 representatives of the some 200 network affiliates who attended did not appear to go away in high spirits. There was an atmosphere of a last hurrah as the affiliates filled out of the hotel ballroom.

A top network official surveyed the scene, worry lines etched deep into his brow. "What's happening to the network-affiliate relationship?" he was asked.

"It's too important a question, too broad, for me to wing an answer," he replied. "But, of course, it's giving, it's not to give. Elton Rule touched on it at the ABC meeting. He told them that some things are unavoidable and they are. This whole country is being swept up in change and I feel sorry for those stations that aren't aware or prepared for it."

Stanton goes over to NBC

A funny thing happened to CBS Inc. President Dr. Frank Stanton on his way to last week's CBS-TV affiliate meeting in Los Angeles. He got lost—and found himself in front of NBC Burbank.

Dr. Stanton told the story on himself, before addressing the affiliates at luncheon, as a way of apologizing for turning up late and somewhat breathless.

He told the chauffeur of his rented limousine to drive to CBS Studio Center in the San Fernando Valley. Busy in the back with last-minute adjustments to his speech, he didn't notice that the trip was taking an unusually long time. Finally looking up, he found the limousine stopped in front of the NBC studios, some 10 miles east of the CBS facility. The added insult came when the guard at NBC, asked for directions, said he never heard of CBS Studio Center.

22 (Broadcasting Advertising) Broadcasting, May 20, 1968
How CBS-TV wants to redesign and reassign commercial time

CBS-TV intends to increase the number of spots available for local sale and lengthen some of the spots already turned over to stations if the network's affiliates support its plan to eliminate compensation for sports programs in favor of more local saleable time.

As explained to the CBS-TV affiliates meeting in Los Angeles last week, here's how the proposed setup compares with what has been normal procedure:

CBS proposed to give the affiliates a total of 65 70-second spots and 37 one-minute spots within all National Football League games. All of the 70's and 15 of the 60's would be lengthened from 42-second spots the network has given to stations before, during and after games. A total of 22 of the 60's would be newly opened to local sale from time CBS has claimed in the past. (Affiliates would no longer be paid any compensation for NFL games. Last season they were paid only for the few night games that were broadcast.)

In the other CBS-TV sports programs, ranging from college football bowl games to horse racing, CBS proposes to lengthen 63 42-second spots to 70's and add 20 new 60's. All of those 60's would be put in the 20 North American Soccer League games.

A further breakdown of the proposed 70's shows 38 would go into 19 National Hockey League games, 16 would go into 16 golf matches, six would go into three post-season college games (Cotton Bowl, Sun Bowl and Blue-Grey game), two would go into the two-day Canadian Open golf tournament and one would go into one of the three horse races carried on CBS (Kentucky Derby, Preakness and Belmont Stakes).

Above charts show how CBS proposes to increase the number and length of commercial positions available for station sale in NFL games. Top line on each chart shows the length and position of each local spot as slotted in 1967. Bottom line of each chart shows the length and placement of local spots as proposed next season. In upper chart, for single NFL games, the network proposes to add one 60 and lengthen two 42's to 70's. Lower chart, for NFL doubleheaders, shows proposal to add one 60, lengthen one 42 to a 60 and lengthen three 42's to 70's. Thus in a single game the network would open an additional one minute, 56 seconds to stations and in a doubleheader it would open an additional two minutes, 42 seconds.

Business briefly...

Pepsi-Cola Co., New York, through BBDO, New York, and Sterling Drug Inc. (Glenbrook Laboratories Division), New York, through Danger-Fitzgerald-Sample, New York, have bought into news and sports programs on Mutual; Benrus Watch Co., New York, through de Garmo, McCaffery Inc., New York, has purchased time on Mutual news shows.

Buick Motor Division of General Motors Corp., Flint, Mich., through McCann-Erickson, Detroit, and Goodyear Tire & Rubber Co., Akron, Ohio, through Young & Rubicam, New York, will sponsor CBS-TV's coverage of the Buick Open golf tournament in Grand Blanc, Mich. Coverage includes Saturday, July 6 (5-6 p.m. EDT) and Sunday, July 7 (4-6 p.m. EDT).

Pontiac Motor Division of General Motors Corp. Pontiac, Mich., through MacManus, John & Adams, Detroit, has ordered a summer advertising schedule in news and sports programs on Mutual, CBS Radio, NBC Radio, and ABC's American Information, Contemporary and Entertainment radio networks.

Bristol-Myers Co., through Foote, Cone & Belding Inc., both New York, will sponsor Mr. 100,000 Volts—Gilbert Becaud, an ABC-TV special Wednesday, June 19 (7:30-9 p.m. EDT). The French singer will be joined by Brazilian singer Joao Gilberto, Swedish actress and singer Lill Lindfors, Austrian saxophonist Hans Koller, German recording star Inge Bruck and Berlin's Gunter Kaliman chorus.


The Campbell Soup Co., Camden, N.J. (BBDO, New York), McDonald's Corp., Chicago (D'Arcy Advertising, Chicago), National Biscuit Co., New York (McCann-Erickson, New York) and Vick Chemical Co., New York (Leo Burnett, New York) have renewed sponsorships of NBC-TV's coverage of the Macy's Thanksgiving Day parade (Thursday, Nov. 28).

Agency appointments...

- Universal City Studios, North Hollywood, Calif., has appointed MacManus, John & Adams, Detroit, to handle its advertising account. MJ&A recently merged with West, Weir & Bertel, which specialized in entertainment advertising. That division of MJ&A will do all national placement of ads for Universal in addition to handling movie openings in key local markets.

- Benton & Bowles, New York, has designated the agency for a new line of Yardley of London "women treatment" products expected to be introduced later this year. Yardley's other agency, Young & Rubicam, will continue to promote Khadine, a fragrance for women launched this spring, and the youth-oriented lines.
Spot's comeback cited at SRA ceremony

M'DERMOTT, WARNER, THAWANI ARE HONORED

Spot broadcast activity in 1968 has "snapped back with an exciting new vigor" from 1967, when "budgets were being stretched tenuously thin," Frank Martin, president of John Blair & Co., said last week.

Mr. Martin, who is also president of the Station Representatives Association, made this observation Monday (May 13) during the 11th annual advertising awards luncheon of the SRA in New York.

Award winners were Thomas J. McDermott, senior vice president and director of media and programming services for N. W. Ayer & Son, New York, who was given SRA's Gold Key for outstanding leadership in advertising, and John Warner, a senior buyer at Young & Rubicam, New York, who was presented with the Silver Nail timebuyer-of-the-year award.

In a separate ceremony in Chicago, Indru Thawani of D'Arcy Advertising was honored as SRA's Chicago timebuyer of the year.

Other Improvements • Mr. Martin reported that for the SRA, it was a year of accomplishment, with development of a standard spot availability form by SRA with other organizations, and progress on cooperative standardization of radio and television contract and confirmation forms. He said the point has been reached where "we can see the feasibility of ultimate standardization of paperwork from the inception of the buy to the final payment for broadcast time."

Another accomplishment cited by Mr. Martin was an SRA project to promote a larger allocation of cooperative advertising budgets to spot radio and television. He noted that Nathan Lanning has been retained by SRA to expedite this project and that Mr. Lanning is on call to SRA members who are faced with an immediate problem in this area.

In the principal speech at the New York luncheon, sportscaster Howard Cosell, director of sports for ABC Radio and for WABC-TV, New York, acknowledged that play-by-play reporters rarely are able to report with journalistic freedom. They are inhibited, he said, by "the strictures and structure of our industry, for which we are all responsible."

Agencies and sponsors originally "dictated the conditions of sportscasting," Mr. Cosell asserted, and he called for support to free sports reporting from "the manacles of implicit, indirect censorship."

Martin L. Nierman, president of Edward Petry & Co., was chairman of the awards committee for this year's SRA honors.

RKO rep firm hatches into radio, TV parts

RKO General Inc. announced last week a reorganization of its radio and TV stations group sales operations, including new names for the organizations, the expansion of their activities to include representation for stations not owned and operated by the company and the designation of personnel to various top-level posts.

Henry V. Greene Jr., vice president, television, RKO General Broadcasting, said that RKO National Television Sales has been organized and will be headed by Tom W. Judge as vice president and general manager. Mr. Judge has resigned as president of National Television Sales Inc. to assume his new post.

Ross S. Taber, vice president of RKO General Inc., announced that James F. O'Grady Jr. has been appointed vice president and general manager of the newly formed RKO National Radio Sales. Mr. O'Grady resigned from the presidency of Adam Young-VTM to accept his new assignment (Broadcasting, April 29).

Other appointments announced were those of Robert L. Glaser, who has been designated Midwest TV sales manager; James V. Marino, who has been appointed eastern TV sales manager; Victor E. Forke, who has been named eastern radio sales manager and George R. Jenson, who has been appointed Midwest radio sales manager. All four had held executive sales posts with RKO General previously.

In the reorganization, RKO General Broadcasting National Sales, which had covered both television and radio, is split into two organizations, it was said.

One of the objectives of the separation is to provide the opportunity for stations not owned and operated by RKO General Broadcasting to be represented in TV by RKO National Television Sales and in radio by RKO National Radio Sales. Officials said that only a limited number of outside stations—perhaps four or five each in TV and radio—would be added to their lists.

Mars Inc. moves all advertising to Bates

Mars Inc. announced last week it has consolidated all its confectionary advertising at Ted Bates & Co., pulling an estimated $3.2 million (90% TV) in billings out of Ogilvy & Mather.

The brands involved are Milky Way, Snickers, Sprite chocolate wafer bars and Starburst fruit chews. Bates has been handling Mars's M&M's plain and peanut chocolate candies, toasted almond bars and 3 Musketeers for some time.
Target: teenagers (mamas, too)

Among Carolina teenagers no other personality has such a following as does WSOC-TV’s Jimmy Kilgo. Swinging vehicle is “Kilgo’s Kanteen”, Saturday dance and party show now in its tenth successful year.

Natural outgrowth has been Kilgo’s solid endorsement among women. His “Midday” show, five days weekly, is the outstanding interview-variety program in this area.

Ask us or H-R to give you advertiser success stories on both of these business producers. Then let’s pick the slot that will do a big job for you in the important Charlotte market.

NBC / Represented by H-R

Charlotte’s
WSOC-TV

CBS Broadcasting Corporation stations: WSB AM-FM-TV, Atlanta; WNYD AM-FM-TV, Dayton; WSOC AM-FM-TV, Charlotte; WBBB AM-FM, Miami; KVUE-TV, San Francisco-Oakland; WBG-FM, Pittsburgh.
Rising tide of testimonials

Leading advertisers tell RAB-ANA workshop how radio delivered the goods for them; praise flexibility of medium in meeting demands of special campaigns

Radio's power to stimulate people, move products and sell services was cited, acclaimed and exalted by a procession of obviously satisfied customers last week with a fervor that gave the all-day radio workshop an evangelistic air.

More than 500 representatives of many of the country's top advertisers and agencies were on hand for the "radio briefing," held Thursday (May 16) in New York under the sponsorship of the Radio Advertising Bureau in cooperation with the Association of National Advertisers.

The evangelists for radio also included some radio practitioners as well as advertisers, and to speed the process of converting noncustomers and timid clients into new and bolder users the RAB unveiled a major study not only documenting radio's reach and frequency but also offering guides to reach-and-frequency buying (see below).

Better Than Ever • Advertising director Peter D. Forsch of The Nestle Co., chairman of the ANA radio workshop committee and newly elected chairman of ANA's radio advertising committee (see page 10), established the theme at the start by telling the workshop that "a new and vigorous radio" has emerged out of the ashes of transition into the age of the transistor and is today bigger, stronger and more productive than ever.

Mr. Forsch said that "the four deadly horsemen that seemed to threaten the industry a few years ago [are now] on the run." He listed them as "(1) no real audience measurement, (2) difficulty in buying radio, (3) lack of creative stimulation, and (4) insufficient leadership."

He disposed of the first three by saying the case histories and other reports at the workshop "prove that radio is measurable and measurably easier to buy, and is on the crest of a great new creative wave." Moreover, he added, the workshop itself, which he described as "only the second such cooperative venture in radio history," is "proof that the fourth horseman—insufficient leadership—has also come up lame."

In a similar vein, Gail Smith, general director of advertising and merchandising for General Motors Corp., radio's biggest customer by far in 1967 ($19.3 million in spot, $5.7 million in network), said radio "is the center of the electronic and synergistic revolution" and in a state of "fantastic growth and change.

Only the Beginning • Looking ahead to the year 2000, Mr. Smith also had some other predictions: microminiature circuits will permit manufacture of radios in "everything from wedding rings to ear rings"; the picture phone will come into use; laser light waves with frequencies in the hundreds of trillions a second will replace current broadband communications with frequencies in the billions of cycles a second; the cost of communication should drop sharply and the volume of information transmitted—by radio, telephone, facsimile reproduction and heliographic TV—should rise rapidly.

As evidence of current growth Mr. Smith said GM's Delco Radio Division produced its 50-millionth car radio in 1966. "The point for advertisers," he said, "is that there was a vast audience rolling around in a ready-made sound box. It took 16 years for Delco to produce its first 10 million car radios. It took just over two years to produce the latest 10 million. And the gap is narrowing. Today over 90% of all our cars are sold with radios." And FM auto radio sales in the 1967 model year were six times those of four years earlier, he noted, with the current rate running 32% ahead of 1967's.

Radio growth was stressed, too, by RAB President Miles David, who presided over the workshop and also under-

Computer study offers help in radio buying

The Radio Advertising Bureau last week made public a report, based on a computer study of 10,000 schedules, underscoring radio's reach and frequency and offering guides to simplify radio buying.

The report was presented to a one-day radio workshop in New York (see above) by RAB president Miles David, Executive Vice President Robert H. Alter, and research director Richard Monesano. They stressed this conclusion of the study: "On a dollar-for-dollar basis, radio delivers substantially more impressions than other media because its reach is equal to or better than that available anywhere and because its frequency is so substantially ahead of other media."

The report contains a set of "radio planner" tables that relate a schedule's gross total rating points and its total unduplicated audience of individuals.

They enable a user to calculate the reach and frequency, in terms of individual members of a target audience (men or women, 18-to-49 and 18-to-64), of three typical schedules: highly concentrated (24 spots in morning drive-time), moderately concentrated (24 spots in morning and afternoon drive-time) and "balanced" (24 spots divided evenly among four day-parts, morning and afternoon drive-time, and 10 a.m. to 3 p.m. and 7 p.m. to 12 midnight).

Comparing Schedules • The reach and frequency data are in terms of individuals reached and frequency per week. The planner tables permit both computation of the probable reach and frequency of a given schedule and, trading reach and frequency off against each other at various rating-point totals, selection of the type of schedule that would best meet given objectives.

For example, at a total of 100
scored the availability of RAB facilities and services to advertisers and agencies to help speed that growth. RAB, now operating on a $1.25-million annual budget, has grown by one-third in the two and a half years since RAB and the ANA radio advertising committee began planning cooperative ventures such as the workshop, Mr. David said, pointing out that as a result the bureau has been able to expand its services significantly.

Meets All Challenges • The why of radio's growth—its ability to deliver for advertisers—was stressed in two different sessions detailing the medium's success in selling products and services as different as face creams and airline seats and as competitive as soft drinks, coffee and beer. Countless commercials were played throughout the day to show how radio can be used creatively to attain many and vastly different marketing objectives.

Maurie Webster, CBS Radio vice president for development, presented commercials for products from pizza to insurance policies in support of his thesis that radio when creatively used "offers a multitude of selling opportunities" and that it is being used more creatively—and by more and more agencies and advertisers—all the time.

The workshop participants were also given insights into what community involvement can mean for a station and its users in reports by Rex Marshall of WMVW White River Junction, Vt., and Robert W. Mazur of WMCN New York, while in the advertiser case-history sessions they heard tips on how to use radio as well as evidence that it works. Highlights included:

Jerry Jordan, advertising and sales promotion vice president of American Airlines, said his company has invested almost $12 million in radio advertising over the last six years—and plans to step up its use of the medium.

Accentuating the flexibility and immediacy values of radio, he said American "has traditionally used spot radio to promote fast-breaking schedule change and service innovations." He pointed out that the airline's agency can write copy in the late afternoon in New York, and by 7 p.m. on the same day, the message can be broadcast to millions of people thousands of miles away.

"Certainly no other medium has this immediacy," Mr. Jordan asserted. Since 1966, American Airlines has expanded and strengthened its radio schedules substantially and now uses the musical theme, "Fly the American Way," on 160 stations in 37 cities. Mr. Jordan reported. He noted that for the past 15 years, the company has been sponsoring Music Til Dawn in 10 markets and receives about 20,000 unsolicited letters each year from listeners.

American Express Goals • Stephen Halsey, vice-president-marketing, American Express Co., described the use of radio in reaching affluent adults, who constitute his company's main market.

He pointed out that American Express buys radio on a high-frequency spot campaign basis timed for peak travel seasons to sell travelers checks: uses "atmospheric" spot commercials to encourage patronage of establishments granting American Express credit and schedules campaigns to enlarge the number of credit card holders.

The Coca-Cola Co. uses part of its radio advertising to sell teen-agers, appealing to them through their own music, performers and idioms in its commercials. According to Richard D. Harvey, vice president and marketing manager, Coca-Cola U.S.A.

He told the workshop that radio is "a natural medium to use . . . because it has become a very personal medium.

Through radio, he said, Coca-Cola is able to "speak to one important consumer segment without turning off or alienating another."

Mr. Harvey played commercials that trace Coca-Cola's radio efforts directed to the youth market have brought "bigger sales and kept Coke a part of the contemporary scene." He added that the company uses a variety of types of radio to reach older as well as young audiences. Donald M. Smith Jr., senior vice president, McCann-Erickson Inc., reported on the results of a media comparison test for the agency's "Think Drink" campaign for the International Coffee Organization.

The salient conclusion was this: Awareness of the advertising was more than twice as high in a market where both radio and TV were used as it was in a market where TV was the sole medium.

He said the test supported the validity of the "imagery transfer" theory, which holds that a memorable TV commercial is provided additional impact when the sound track is adapted and used on radio.

"As measured by verified recall of the advertising, the 'Think Drink' campaign reached almost half (44%) of the adult population in the radio-TV...
test market,” Mr. Smith told the workshop. “This was more than twice the 19% who were reached in the TV-only market.”

He also presented a series of slides that depicted the advantages scored by the radio-TV campaign with the under-and-over-30 age groups.

Pearl’s Technique • Robert Jornayvaz Jr., advertising manager of Pearl Beer, related that two years ago the regional brewer in the Southwest moved more heavily into radio because of the medium’s flexibility. At that time, he said, Pearl reduced its TV advertising because of “rising costs, clutter and listener boredom.”

Pearl uses a number of different commercial approaches in radio, each designed to appeal to one of the beer’s major consumer blocks, Mr. Jornayvaz pointed out. He played samples of commercials for each of these categories: middle-of-the-road, Negro, country-western, Spanish and contemporary.

He pointed to the importance of music in the radio commercial, saying that “we try to hook the customer’s ear with sound and hold him until the spot is perhaps 50% completed before he realizes it’s a commercial.”

Alfred G. Waack, who retired recently as vice president and director of advertising for Household Finance Corp., received a special silver gavel from Mr. David in recognition of his two-year chairmanship of the ANA radio advertising committee, from which he also has retired (see page 26).

In his talk at the workshop, Mr. Waack called radio “an important contributing factor” to the growth of sales at Household from October 1967 through March 1968 when its loan receivables increased to $76.5 million, a record gain for the period.

He acknowledged that Household’s business of “selling money to consumers is a challenging assignment” but said that extensive use of radio advertising—on 350 stations in the U.S. and Canada—has helped accomplish its objective effectively and economically.

He offered four guidelines to advertisers for their own use of radio: make sure your basic concept is right by checking it out with research; make sure the commercials project that concept clearly, interestingly and memorably; stick to the concept, and don’t let others—sales managers, distributors or even retailers—tell you what to do.

The Noxell Story • The Noxell Corp. uses radio to “make high-frequency contact with teen-age girls and young women,” according to Bates Hall, advertising manager. He noted that Noxell, which makes such products as Nokema and Cover Girl cosmetics, has doubled its investment in radio time in the past two years and has increased its outlay for production of commercials.

“To us it’s worth it,” he asserted. “Our business is healthy and we think we’ve come a long way in improving our abilities to work in the arena of radio.”

In their reports on “community-involvement radio,” WMC’s Mr. Mazur and WNOV’s Mr. Marshall said it can move audiences to action, whether they are in large cities or small towns.

Mr. Mazur, vice president and general manager of WMC, discussed several WMC campaigns—including those dealing with reapportionment, slum lords, consumer frauds, racial discrimination, capital punishment and education—and said WMC attempts to involve its audience in what’s happening through 48 newscasts a day, traffic and weather reports, a weekly religious program, opening-night reviews and community service announcements, plus editorials. Listeners may or may not approve of WMC positions, he said, but “they become involved, they write or call us, in praise or in anger.”

Total Involvement • Mr. Marshall, president of WNOV, offered a blueprint for community involvement that involves, on his station, on-the-spot coverage of such events as the airport arrival of a visiting celebrity, the opening of a new auto showroom or a charity promotion sponsored by a local civic group.

He said this sort of programing gets strong audience involvement, as do such other features as WNOV’s daily one-minute features on upcoming civic, social and fraternal events; ski reports and making its facilities available to listeners who phone in items they would like to buy, sell or exchange.

PGW gives transmitter to New York University

Peters, Griffin, Woodward Inc., television station sales representative, has donated an FM radio transmitter to New York University’s radio station, WNYU.

The university, which announced the gift last week, has applied to the FCC for an FM frequency. At present students operate a carrier-current station broadcasting programs in dormitories and student centers.

The representative firm acquired the 5-kw transmitter from RCA at a cost of $7,625 and peripheral equipment from WPX-FM, New York, worth almost $1,000. WPX-FM had traded in the transmitter for new equipment from RCA.

Lloyd Griffin, president of PGW, is a member of the board of directors of the university station.
Beeline Country...awfully big in Agriculture

...and BEELINE RADIO KBEE is a proven way to reach an important part of this market.

Modesto sits right in the center of the Number One nationally ranked county in peach production. And Modesto's KBEE radio is right there covering it seven days a week. Not only does it cover Modesto's county area, Beeline Radio KBEE covers a combined market of over $390 million in retail sales. So, put your message on KBEE Radio, where it really reaches in this big inland California market. And remember, KBEE is just one of four Beeline stations that cover California's prosperous Inland Valley area and Western Nevada.

Data Source: Sales Management Survey of Buying Power, June 1967
A bow-wow here and an arf-arf there

You either buy the right puppy, or you don’t buy any puppy in a Puppy Enterprises pet store. That’s the message that is virtually barked and yelped in a commercial that marks the beginning of a national TV campaign for Puppy Enterprises, Philadelphia, a franchise pet-store chain that is a subsidiary of Mars Inc.

The commercial, produced by W.C.D. Inc., New York, will be scheduled, starting in the fall, in daytime and early-evening slots in Philadelphia, New York, Washington and Boston. Other major markets will be added as the company expands nationally from its present base of 15 East Coast stores.

In the initial commercial (above) a salesman holds a Yorkshire terrier and says it is one of 43 breeds sold at Puppy Palace. He points out that a family with four children may “too hard on a little dog like this, and Puppy Palace won’t sell you a puppy.” But he adds that “we might recommend this shepherd or this fox terrier or this Afghan or this poodle.”

The commercial was directed by Joel Weissman of W.C.D. The concept was developed by Gene Grayson and Peter Hochstein, creative director and copywriter, respectively, of Ogilvy & Mather, New York.

Credit terms must be spelled out in ads

House-Senate conference members agreed on “truth-in-lending” legislation that will have implications for broadcast-advertising copy mentioning credit terms. Conference-committee members adopted stronger House language, including a section on advertising requirements, that was present in the original Senate-passed bill.

Retained, however, is a clause that exempts broadcasters and print media from responsibility for the content of advertising carried. The media-exemption clause came under heavy attack during House floor passage, but as the legislation now stands, only advertising agencies and their clients would be subject to penalties for advertising not in compliance with the law. Approval of the conference provisions is expected in Senate and House action, which could come this week.

The conferees were reported to have almost completely rewritten the legislation, but the general substance of the advertising section was adopted with only minor differences from the House bill (Broadcasting, Dec. 4, 1967).

As adopted by the House, advertisements that mention the size of an installment payment must also give the cast price, the down payment (if any), the number amount and period of each installment payment, the time-sale price and the finance charge, expressed as an annual percentage rate.

Bell nixes lobbying, favors service role

Howard H. Bell, president of the American Advertising Federation, has spelled out the role of the federation and what path it would take when it moves into its new Washington offices (Broadcasting, April 22).

Speaking to the AAF fourth district convention in Fort Lauderdale, Fla., Mr. Bell said that AAF will “be reasonable, and realistic. We will take responsible positions. The federation, he said, “will not oppose restraints necessary to protect consumers against unfair or deceptive marketing or advertising, nor reasonable restrictions against products which threaten health or safety...” AAF, he noted, will try to participate and “guide the government so that where necessary new laws are drawn, they will be fair, reasonable and practical.”

The federation’s role won’t be that of a lobbyist who opposes legislative and regulatory proposals, Mr. Bell, said, but rather one of service “of supplying facts and information that will be helpful to government and therefore helpful to the industry.”

The federation’s efforts should be hard-hitting, factual, persuasive, positive and constructive “whenever possible,” he noted, and “combative only when absolutely necessary.”

“This approach,” he acknowledged, “will not work miracles”, but it’s “the most productive and most effective long-run course to follow in Washington.”

But not all of AAF’s problems are in Washington. “Advertising is a vital industry that needs some revitalizing,” Mr. Bell said. It’s an industry which needs self improvement (“a meaningful program of self-regulation”) as well as one which faces the job of persuasion and education to be done with the public.

“We are not defending an out-dated, ill-functioning system,” he said, but rather defending one which has produced the “essentials of life in greater profusion than any other system in the history of the world.” Advertising, he noted, has created a fifth freedom—the freedom of choice.

More Hope for NBC-TV

NBC-TV has signed comedian Bob Hope to nine specials for the 1968-69 season. Chrysler Corp., through Young & Rubicam, will sponsor the package

20. True filter cigarettes
   21. True menthol filter cigarettes
   22. Camel regular cigarettes
   23. Pennzoll motor oil
   24. Better Homes & Gardens Magazine
   25. Salem menthol filter cigarettes

The top 25 network radio parent companies ranked for the first quarter of 1968:

<table>
<thead>
<tr>
<th>Parent Company Name</th>
<th>Revenue</th>
</tr>
</thead>
<tbody>
<tr>
<td>General Motors</td>
<td>$855,100</td>
</tr>
<tr>
<td>Sterling Drug</td>
<td>553,500</td>
</tr>
<tr>
<td>Ford Motor Co.</td>
<td>471,500</td>
</tr>
<tr>
<td>State Farm Ins. Co.'s.</td>
<td>422,900</td>
</tr>
<tr>
<td>Lorillard P. Co.</td>
<td>416,200</td>
</tr>
<tr>
<td>Chrysler Corp.</td>
<td>401,100</td>
</tr>
<tr>
<td>Reynolds R. J. Tobacco</td>
<td>357,000</td>
</tr>
<tr>
<td>Warner Lambert Pharm. Co.</td>
<td>352,900</td>
</tr>
<tr>
<td>Kellogg Co.</td>
<td>346,000</td>
</tr>
<tr>
<td>Plough Inc.</td>
<td>342,100</td>
</tr>
<tr>
<td>American Home Products</td>
<td>285,900</td>
</tr>
<tr>
<td>Pfizer Chas and Co.</td>
<td>274,900</td>
</tr>
<tr>
<td>Campbell Soup</td>
<td>270,000</td>
</tr>
<tr>
<td>Liggett and Myers Tobacco</td>
<td>261,900</td>
</tr>
<tr>
<td>Morton International</td>
<td>251,100</td>
</tr>
<tr>
<td>Eversharp</td>
<td>211,200</td>
</tr>
<tr>
<td>Bristol Myers</td>
<td>206,900</td>
</tr>
<tr>
<td>Admiral Corp.</td>
<td>197,800</td>
</tr>
<tr>
<td>American Express</td>
<td>193,900</td>
</tr>
<tr>
<td>Borden Co.</td>
<td>190,700</td>
</tr>
<tr>
<td>Miles Laboratories</td>
<td>181,600</td>
</tr>
<tr>
<td>Colgate Palmolive</td>
<td>151,100</td>
</tr>
<tr>
<td>Abbott Laboratories</td>
<td>149,600</td>
</tr>
<tr>
<td>Cowles Communications</td>
<td>140,200</td>
</tr>
<tr>
<td>American Tobacco</td>
<td>135,400</td>
</tr>
</tbody>
</table>

30 (Broadcast Advertising)
Look at this picture. What do you see?

The man. Or the Negro.

What you see depends on the depth of your prejudice. For the truth is we tend to think in terms of Black and White instead of people.

Two centuries of non-communication between Blacks and Whites, man to man, has resulted in the racial intolerance which threatens to divide our nation today.

“One Nation, Indivisible,” a unique 31/2-hour television documentary, is our attempt to help establish such communication. Produced by Group W and made available without charge to other broadcasters, it will be accessible to almost two-thirds of the U.S. television audience on 50 stations across the country, including the 5 Group W stations.*

In the first hour you will see urban Americans, Black and White, racists and liberals from both camps, as they tell it like it is in the cities in which they live.

Then these same people will be brought together in a face to face confrontation to discuss their widely varying and often conflicting points of view.

Next we will examine what is, and what is not, being done by public and private institutions about existing conditions.

The final portion of the program is where the viewer comes in. The local stations have invited to their studios civic and political leaders from their communities. They will be there not only to discuss what can be done locally, but also to answer calls from viewers concerned about any of the problems or opinions raised earlier in the evening.

We do not expect overnight miracles of racial brotherhood or action programs. But we do hope that “One Nation, Indivisible” will make a contribution in moving toward the day when bigotry, Black and White, is as “un-American” in practice as it is in theory.
Insurance, travel relying more on TV

TVB SAYS CATEGORIES HAD BIGGEST PERCENT GAINS IN '67

The more than $2.6-billion television year in national advertising in 1967—3.6% better than in 1966—was also a bigger year for such leading national TV advertising groups as foods, toiletries and tobacco, according to Television Bureau of Advertising estimate being released today (May 20).

Foods advertisers nationally spent over $584.7 million in network and spot television, a 5.7% increase for that product category; toiletries was up to over $407.1 million, a 1% gain, and tobacco up to more than $231.5 million for an 8.9% increase.

While these advertiser groups cut loose with additional TV spending last year, it was the insurance and transportation-travel product category that showed the most gain on a percentage basis, up 27.1% to $35.3 million in insurance; up 24.4% to $46.3 million in transportation-travel.

Also showing marked percentage gains in 1967 compared to 1966: jewelry (15.8%), consumer services (13.7%) and automotive (5.1%).

ESTIMATED EXPENDITURES BY PRODUCT CLASSIFICATIONS—NETWORK AND SPOT TELEVISION, JANUARY—DECEMBER 1967

<table>
<thead>
<tr>
<th>CATEGORY (%) Change '67 vs. '66</th>
<th>SPOT TV</th>
<th>NETWORK TV</th>
<th>TOTAL TV</th>
</tr>
</thead>
<tbody>
<tr>
<td>AGRICULTURE &amp; FARMING (+31.5%)</td>
<td>$5,291,100</td>
<td>$1,221,100</td>
<td>$6,512,200</td>
</tr>
<tr>
<td>Apparel, Footwear &amp; Accessories (-0.6%)</td>
<td>17,884,600</td>
<td>25,330,800</td>
<td>43,215,400</td>
</tr>
<tr>
<td>Footwear &amp; shoe care products</td>
<td>3,498,400</td>
<td>3,263,800</td>
<td>6,762,200</td>
</tr>
<tr>
<td>Ready-to-wear</td>
<td>2,975,300</td>
<td>2,538,200</td>
<td>5,513,500</td>
</tr>
<tr>
<td>Undergarments</td>
<td>3,303,200</td>
<td>2,322,900</td>
<td>5,626,100</td>
</tr>
<tr>
<td>Misc. apparel, accessories &amp; notions</td>
<td>6,153,400</td>
<td>13,051,800</td>
<td>19,205,200</td>
</tr>
<tr>
<td>AUTOMOTIVE (-5.5%)</td>
<td>52,769,200</td>
<td>115,750,400</td>
<td>168,519,600</td>
</tr>
<tr>
<td>Anti-freeze &amp; additives</td>
<td>207,300</td>
<td>2,250,300</td>
<td>2,457,600</td>
</tr>
<tr>
<td>Auto parts, batteries &amp; accessories</td>
<td>289,900</td>
<td>6,700,800</td>
<td>6,990,700</td>
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<tr>
<td>Car cleaners, waxes &amp; polishes</td>
<td>174,700</td>
<td>2,574,900</td>
<td>2,749,600</td>
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<tr>
<td>Passenger cars</td>
<td>47,804,700</td>
<td>86,663,000</td>
<td>134,467,700</td>
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<tr>
<td>Tires &amp; tubes</td>
<td>4,173,000</td>
<td>13,120,700</td>
<td>17,293,700</td>
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<tr>
<td>Trucks &amp; mobile homes</td>
<td>119,600</td>
<td>4,440,700</td>
<td>4,560,300</td>
</tr>
<tr>
<td>BEER &amp; WINE (-4.5%)</td>
<td>74,889,900</td>
<td>21,127,800</td>
<td>96,017,700</td>
</tr>
<tr>
<td>Beer &amp; ale</td>
<td>65,065,800</td>
<td>20,363,900</td>
<td>85,429,700</td>
</tr>
<tr>
<td>Wine</td>
<td>9,834,100</td>
<td>763,900</td>
<td>10,598,000</td>
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<tr>
<td>BUILDING MATERIALS, EQUIPMENT &amp; FIXTURES (+0.8%)</td>
<td>4,372,600</td>
<td>12,574,000</td>
<td>16,946,600</td>
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<tr>
<td>Building materials</td>
<td>375,900</td>
<td>2,397,100</td>
<td>2,773,000</td>
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<tr>
<td>Equipment, fixtures &amp; systems</td>
<td>2,653,600</td>
<td>4,395,500</td>
<td>7,049,100</td>
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<tr>
<td>Paints, varnishes &amp; misc. coatings</td>
<td>1,343,100</td>
<td>5,781,400</td>
<td>7,124,500</td>
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<tr>
<td>CONFECTIONARY &amp; SOFT DRINKS (-0.1%)</td>
<td>113,508,400</td>
<td>28,425,500</td>
<td>141,933,900</td>
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<tr>
<td>Candy &amp; gum</td>
<td>40,586,100</td>
<td>16,027,100</td>
<td>56,613,200</td>
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<td>Soft drinks</td>
<td>72,922,300</td>
<td>12,398,400</td>
<td>85,320,700</td>
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<tr>
<td>CONSUMER SERVICES (+13.7%)</td>
<td>28,471,500</td>
<td>15,347,700</td>
<td>43,819,200</td>
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<tr>
<td>Engineering &amp; professional services</td>
<td>2,782,200</td>
<td>1,404,600</td>
<td>4,186,800</td>
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<tr>
<td>Financial</td>
<td>10,933,400</td>
<td>2,580,000</td>
<td>13,513,400</td>
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<tr>
<td>Public utilities &amp; telephone service</td>
<td>12,374,200</td>
<td>11,064,900</td>
<td>23,439,100</td>
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<tr>
<td>Schools &amp; colleges</td>
<td>2,175,700</td>
<td>298,200</td>
<td>2,473,900</td>
</tr>
<tr>
<td>DRUGS &amp; REMEDIES (-4.0%)</td>
<td>63,439,500</td>
<td>169,702,400</td>
<td>233,141,900</td>
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<tr>
<td>Cold, cough &amp; sinus remedies</td>
<td>11,732,300</td>
<td>29,738,200</td>
<td>41,470,500</td>
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<tr>
<td>Digestive aids &amp; antacids</td>
<td>11,665,500</td>
<td>27,108,300</td>
<td>38,773,800</td>
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<tr>
<td>Headache remedies &amp; sedatives</td>
<td>14,450,800</td>
<td>57,044,900</td>
<td>71,495,700</td>
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</tbody>
</table>
BAR network TV-billing report for week ended May 5

Broadcast Advertisers Reports' network-TV dollar revenue estimate—week ended May 5, 1968 (net time and talent charges in thousands of dollars)

<table>
<thead>
<tr>
<th>Day parts</th>
<th>ABC Week ended May 5</th>
</tr>
</thead>
<tbody>
<tr>
<td>Monday-Friday</td>
<td>$409,100</td>
</tr>
<tr>
<td>Sign-on 10 a.m.</td>
<td>$1,532,200</td>
</tr>
<tr>
<td>10 a.m.-6 p.m.</td>
<td>$1,857,300</td>
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<tr>
<td>Sign-off 6 p.m.</td>
<td>$2,099,200</td>
</tr>
<tr>
<td>Monday-Saturday</td>
<td>$2,542,800</td>
</tr>
<tr>
<td>6 p.m.-7:30 p.m.</td>
<td>$2,752,200</td>
</tr>
<tr>
<td>Sunday</td>
<td>$355,500</td>
</tr>
<tr>
<td>7:30 p.m.-11 p.m.</td>
<td>$509,500</td>
</tr>
<tr>
<td>11 p.m.-Sign-off</td>
<td>$409,100</td>
</tr>
<tr>
<td>Total</td>
<td>$7,040.4</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>CATEGORY (% Change '67 vs. '66)</th>
<th>SPOT TV</th>
<th>NETWORK TV</th>
<th>TOTAL TV</th>
</tr>
</thead>
<tbody>
<tr>
<td>HOUSEHOLD</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Furniture</td>
<td>1,452,600</td>
<td>2,154,400</td>
<td>3,607,000</td>
</tr>
<tr>
<td>Household fabric &amp; finishes</td>
<td>1,488,700</td>
<td>2,066,400</td>
<td>3,555,100</td>
</tr>
<tr>
<td>Misc. household furnishings</td>
<td>322,100</td>
<td>480,200</td>
<td>802,300</td>
</tr>
<tr>
<td>INDUSTRIAL MATERIALS (-3.9)</td>
<td>1,929,300</td>
<td>13,690,500</td>
<td>15,620,800</td>
</tr>
<tr>
<td>INSURANCE (+27.1)</td>
<td>7,259,400</td>
<td>28,122,500</td>
<td>35,381,900</td>
</tr>
<tr>
<td>JEWELRY, OPTICAL &amp; CRAFTS (+15.8)</td>
<td>1,539,200</td>
<td>33,342,900</td>
<td>34,882,100</td>
</tr>
<tr>
<td>Cameraphotographic supplies</td>
<td>880,000</td>
<td>22,466,700</td>
<td>23,346,700</td>
</tr>
<tr>
<td>Jewelry &amp; watches</td>
<td>117,600</td>
<td>9,621,200</td>
<td>9,738,800</td>
</tr>
<tr>
<td>Optical goods &amp; precision instruments</td>
<td>541,600</td>
<td>1,255,000</td>
<td>1,796,600</td>
</tr>
<tr>
<td>LAUNDRY SAUSAGES, CLEANSERS</td>
<td>99,167,500</td>
<td>134,262,100</td>
<td>233,424,600</td>
</tr>
<tr>
<td>POLISHES (-0.1)</td>
<td>35,518,600</td>
<td>54,262,000</td>
<td>89,780,600</td>
</tr>
<tr>
<td>Laundry preparations</td>
<td>22,143,100</td>
<td>13,993,700</td>
<td>36,136,800</td>
</tr>
<tr>
<td>Laundry soaps &amp; detergents</td>
<td>41,505,800</td>
<td>66,006,400</td>
<td>107,512,200</td>
</tr>
<tr>
<td>OFFICE EQUIPMENT, STATIONERY &amp; WRITING SUPPLIES (-2.5)</td>
<td>3,711,100</td>
<td>12,188,000</td>
<td>15,899,100</td>
</tr>
<tr>
<td>Office machines, furniture &amp; accessories</td>
<td>281,600</td>
<td>5,124,900</td>
<td>5,406,500</td>
</tr>
<tr>
<td>Pens, pencils &amp; stationery</td>
<td>3,429,500</td>
<td>7,003,500</td>
<td>10,433,000</td>
</tr>
<tr>
<td>PET PRODUCTS (+3.1)</td>
<td>21,008,300</td>
<td>20,785,900</td>
<td>41,794,200</td>
</tr>
<tr>
<td>Pet foods</td>
<td>20,599,200</td>
<td>12,187,200</td>
<td>42,786,400</td>
</tr>
<tr>
<td>Pet supplies</td>
<td>409,100</td>
<td>603,200</td>
<td>1,012,300</td>
</tr>
</tbody>
</table>

| NOTE: The above product classifications have undergone major revisions and for the most part cannot be compared with past category data. The changes were made to make the data for TV more comparable to product class data published for other media. |
Doctor Dolittle's prescription for influencing animals and winning Oscars

It started with a series of letters. A British soldier at the front during World War I wrote them to his children. It ended with the musical film, "Doctor Dolittle," based on a book that resulted from that wartime correspondence. From book to box office, "Doctor Dolittle" has made people happy. For the principal person is a carefree country doctor who learns to speak 400 animal languages. And then involves himself in the lives of his animal friends, whom he likes more than people. To children, the movie has been a,
fantasy so real that household pets have taken on a new esteem. To children's parents, it's been a daydream that repeats itself because of the enduring popularity of the movie's musical score.

It was Leslie Bricusse who translated the book into a screenplay and then wrote the lyrics and music for the film's 14 songs. His 18 months of labor garnered him numerous honors, but none as prestigious as his Oscar for the song, "Talk to the Animals."

BMI is proud. For Mr. Bricusse is one of the more than 14,000 people whose music we license—among them the winners of eight Academy Awards in the past eight years. "Talk to the Animals," which details the advantages and pleasures of speaking the 400 animal languages in which the doctor was expert, joins such previous BMI Oscar winners as "Never on Sunday," Best Motion Picture Song of 1960; "Lawrence of Arabia," Best Original Score of 1962; "Tom Jones," Best Original Score of 1963; "Mary Poppins," Best Original Score of 1964; "Chim Chim Cheree," Best Motion Picture Song of 1964; and "Born Free," Best Original Score and also Best Motion Picture Song of 1966.

The best movie music is that which walks out of the theater with the audience. On occasion, it's the melody people whistle coming in. Whether going or coming, it's hard to miss hearing songs written by BMI-affiliated writers. They and their talent are part of the BMI success story.

All the worlds of music for all of today's audience.
Nader draws bead on ads

The media can expect a lot more "counter-advertising," salesmen were told last week.

Consumer crusader Ralph Nader told a luncheon of the Sales Executive Club of New York that the days of consumer acquiescence to shoddy merchandise and specious advertising were over. And as if the gathering of salesmen might not get the message, he detailed his objections to automobile advertising in an effort to get his point across.

Mr. Nader, the young attorney who successfully tangled with General Motors Corp. a few years back, said he doesn't question the rationale behind advertising. "It's critical to a free-mar ket system," he said.

What he objects to, he indicated, was advertising that neither fulfills a social function nor serves as a source of product information. When advertising helps the consumer differentiate among goods and prices, it helps both consumer and ultimately the producer, he said. But when it only serves to deceive the consumer. An example of this, he said, was the surfet of information on an automobile's ability to reach 60 miles per hour, and the dearth of information on a car's ability to brake from 60 m.p.h. to zero.

Hits Tire Ads • Another example, he told the salesmen, was the tire industry's penchant for turning tire safety standards to its own advantage in its advertising. Tire companies pressured the government to depress its tire safety standards, he said, but once they were adopted, the industry used the stand-

ards as "a foil for their advertising." And to this day, he claimed, a major tire company "refuses to provide data" to back up its advertising claims.

Car insurance companies, he said, could press auto manufacturers to install better anti-theft devices on motor vehicles. Instead of adorning drivers to lock their cars to prevent theft, insurance companies should ask automobile manufacturers to provide better locking devices. Mr. Nader and other observers have long held that effective anti-theft devices are practicable on mass production autos.

Consumer reaction to questionable advertising practices, he said, would take the form of "a good deal more counter-advertising." He indicated that such counter-advertising would no longer be limited to health groups such as the American Cancer Society and the American Heart Association, both of which oppose smoking, but from "consumer groups as well."

Mr. Nader also said that public pressure to release government data on consumer goods was bound to increase. Since citizens pay taxes to support such tests, he said, there's no reason why they can't see the results.

Moreover, he indicated, there's increasing legal and consumer pressure to tax advertising at its face value. There's a growing belief that ad agencies should be cited as codefendants when a consumer brings suit against a manufacturing company that produces shoddy or dangerous products, he claimed.

Most importantly, he said, socially responsible advertising "will have a greater role in radio and television, whether voluntarily or through vigorous FCC guidelines or pressure from consumer groups." He did not elaborate on this point in his speech.

Extend Fairness • After his address, Mr. Nader told BROADCASTING that he felt the FCC's application of the fairness doctrine to cigarette advertising (BROADCASTING, June 5, 1967 et seq.), could be extended to "embrace advertising in the automobile area and drug area." Although the products are not inherently dangerous, he indicated, a great deal of the advertising is irresponsible.

On the whole, however, said Mr. Nader, broadcasting "has been keeping pace with the consumer movement—much more so than the other media." he said. "Radio has been particularly bold in carrying antismoking messages and legitimate consumer information," he added.

Mr. Nader's remarks before the sales club followed the presentation of Manhattan College's seventh annual "Moral Tone in Advertising" awards. Winners included General Electric Corp. which, through its agency BBDO, won the

Commercial preview: Weather Wax

S. C. Johnson Inc., through Foote, Cone & Belding, Chicago, will begin schedules of prime evening color commercials on all three TV networks this month plus spot-TV buys in major markets to introduce a new heavy-duty liquid-car-wax production, Weather Wax. Filming the 60-second commercial was a heavy duty job for the agency in itself.

FC&B, using the talents of Wilding Inc., also Chicago, shot more than 14,000 feet of film in several parts of the country to get the 60-second demonstration. The agency took a Pontiac Firebird on Jan. 1, waxed it, and parked it on a beach in Key Biscayne, Fla. Guards kept 24-hour watch for a month as even land crabs crawled underneath the car to escape the sun and sea or storms.

In February the car was driven north for another month of zero temperature, snow slush and street salts. Then what was probably America's dirtiest car was driven down Chicago's Michigan Avenue for the final scene of the washing.

Donald H. Hockstein (l), FC&B producer, and J. C. Moll (r), S. C. Johnson product manager, checked temperature with armed guard assigned to watch over the Firebird parked on the beach at Key Biscayne.
We got DOUBLE FIGGERS

Yep, these figgers got what counts, and it’s all in the right places.

Accordin’ to the latest ARB figgers, in the Fargo three station market, WDAY has the highest share of audience, and look at them homes that Nielsen shows.

With the WDAY-WDAZ combination, we got the strongest, broadest beam ’tween Minneapolis and Spokane. Fact is, in all that stretch, you gotta go way to Seattle before you hit a Metro Area with bigger retail sales than you find in Fargo-Moorhead.

Wanna see more of these great figgers? Jist talk to your PGW Colonel.

<table>
<thead>
<tr>
<th>Time Period</th>
<th>Share</th>
<th>Homes</th>
</tr>
</thead>
<tbody>
<tr>
<td>6:00 pm - 6:30 pm</td>
<td>64%</td>
<td>38,500</td>
</tr>
<tr>
<td>10:00 pm - 10:30 pm</td>
<td>77%</td>
<td>42,000</td>
</tr>
<tr>
<td>Sun. - Sat. 9:00 am - Midnight</td>
<td>52%</td>
<td>22,000</td>
</tr>
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</table>
‘Let’s Go to the Races’ runs strong in second outing

In the fall of 1966, Von’s Grocery Co. began sponsoring Let’s Go to the Races, the then still relatively new television promotional game, and immediately enjoyed great success. At one point the food chain reported a customer increase of more than 300,000 a week, accounting for a sales increase of $1 million a week. After running the game on KTLA (TV) Los Angeles for 39 weeks, Von’s dropped its sponsorship believing the promotion had run its course of effectiveness.

Last February, a little more than a year after that cancellation, the 74-store El Monte (Calif.)-based chain began another 13-week cycle of sponsorship, again on KTLA. What’s happened since has suggested to Von’s that Let’s Go to the Races, although having been around the track a couple of years, still may be good for a sprint or two.

Crowd Puller • Reportedly the program, which is based on reruns of horse races with grocery customers able to compete at home for prizes using cards that are given out in stores, is still attracting added traffic to Von’s. Industry sources estimate that traffic has increased some 17%. Von’s average dollar amount per purchase is smaller, but its total number of transaction is greater. This means that more people come in to buy, yet they buy less for each trip to the store.

Apparently, the one thing that decidedly has not happened as a result of the renewed sponsorship is a jump in retail prices. Instead, representatives of Honig-Cooper & Harrington, Los Angeles, the grocery chain’s advertising agency, point out the increase in sales offsets the cost of sponsoring the promotional program on television.

The television games, produced and distributed by Walter Schwimmer Inc., Chicago, a division of Cox Broadcasting Corp., is now being played in some 70 markets across the country by such chains as Jewel Food Stores in Chicago, Colonial Stores in the Southwest and Publix Super Markets throughout Florida. Howard Christensen, executive vice president for Schwimmer, claims that some 16 million Let’s Go to the Races game cards are now being distributed each week, or about 800 million a year (included in this estimate are cards for It’s Racing Time, a slight variation on the original game theme). At its peak, Let’s Go to the Races was in some 125 U. S. and Canadian markets.

Schwimmer sells and distributes the program to grocery-store clients and also prints and distributes the game cards. It’s the cards that provide the greatest source of revenue. Schwimmer prints and packages the cards in lots of 1,000 each. Stores are charged $8.50 per 1,000 cards. That’s the standard price whether a store uses 200,000 cards a week or four million.

Decent Rating • In its second go-around with the game, Von’s is sticking to the same schedule it used previously. The half-hour game program is shown at 7:30 on Thursday nights. Von’s commercials and local market introduction and summaries to the filmed races is taped at KTLA with a local personality on the afternoon of the weekly telecasts. The program has been averaging a 7 rating, which the store feels is entirely satisfactory.

On Feb. 24, the Schwimmer organization put a sequel to the horse-racing game into station distribution. An entertainment-type game, this one is called Win with the Stars. Again home viewers participate through the use of game cards distributed in food chains. The half-hour show stars Allen Ludden as the host to celebrities who race the clock and each other in recalling titles and singing the lyrics of songs. The key—as it is with all the Schwimmer games—is that the home viewer is allowed to participate for cash prizes. Win with the Stars is now in 15 markets, with a total of 4 million game cards distributed each week.

radio award, and Royal Globe Insurance Co., which through Ted Bates and Co. won the TV award for its commercial on guarding one’s car against theft. Westinghouse Broadcasting Co., through Delehanty, Kurnit and Geller Inc., New York, won the “Moral Tone” magazine ad category.

Blair expects in '68:
TV up 8%, radio up 2%

Television-advertising expenditures could rise about 8% in 1968 and radio spending about 2%, according to a projection in the fourth annual Statistical Trends in Broadcasting, published by John Blair & Co.

In the introduction to the 32-page publication, Frank Martin, Blair president, says that total advertising dollars in 1968 could show a 7.5% gain.

The booklet is available on letterhead request to public relations department, John Blair & Co., 717 Fifth Avenue, New York 10022.

4A foundation sets up school research grants

Grants in excess of $100,000 for university research projects in advertising, marketing and consumer behavior were announced last week as part of the first-year program of the American Association of Advertising Agencies’ Educational Foundation.

Edward L. Bond Jr., chairman of Young & Rubicam, chairman of the AAAA and president of the foundation, said the aims of the awards program are to “seek out and support the best scholars who have contributions to make,” and to involve young doctoral candidates who are working with the selected professors. No more than 40% of each grant may be used to compensate faculty members who are not doctoral candidates.

Projects range from examination of the key variables in consumer decision-making to a study of the validity of physiological measures in advertising research as predictive factors.

The foundation’s academic committee, headed by Dr. Miller Upton, president of Beloit (Wis.) College, screened more than 40 applications for the 11 grants to a total of 14 professors at 11 universities from the University of California at Berkeley and Stanford to the University of Chicago and Michigan State.

National Biscuit Co.,
K&E parting in fall

National Biscuit Co., New York, is reducing the number of its domestic consumer advertising agencies from four to three. In the process, Kenyon & Eckhart will lose approximately $4 million in billing, of which an estimated $2.9 million is in TV-radio. The effective date of the termination at K&E is Oct. 1.

A National Biscuit spokesman said last week the brands involved are Nabisco and Shredded Wheat, Team
Ask a sticky question...

"Why?" series wins Sloan Award for Tim Spencer

WEHT-TV in Evansville, Indiana, asked "Why?" more than 200 times last year. The uniquely conceived two-minute editorials were meant to be sticky — prickling the conscience of the community by exposing problems that demanded action.

The 79 editorials on traffic safety in the "Why?" series earned a $1,000 Alfred P. Sloan radio-TV award for Tim Spencer, WEHT-TV news and public affairs director. That's a nice bonus.

But the local reaction counts even more with Tim.

With film, pictures, maps and sharp comment, "Why?" explored air and water pollution, beautification, local and state government inaction on a myriad of problems. "Why?" jabbed at local apathy, jolted citizen awareness. And 70 percent of the Why's were answered with positive action, resulting in solutions to the problems raised.

We're proud of the awards we win for creativity in the Gilmore Broadcasting Group — proud of the recognition our people win on the local, regional and national scenes. But most of all we're proud to make good things happen.

Because we believe in community involvement

GILMORE BROADCASTING CORPORATION

BROADCASTING, May 20, 1968
Flakes and Milk Bone dog biscuits. These products will be assigned to other National Biscuit agencies, consisting of McCann-Erickson, Ted Bates & Co. and the William Esty Co., all New York, effective next January. The company official said they were announcing the change so far in advance "to provide agencies lead time to make necessary adjustments within their own organizations."

Humphrey campaign elects Doyle Dane

Doyle Dane Bernbach, New York, last week was named to handle the advertising of Vice President Hubert H. Humphrey in his bid for the Democratic presidential nomination.

DDB, which handled President Lyndon Johnson's advertising in 1964, has set up a special account group, under Arie Kopelman, a DDB vice president, to handle the account, which was placed by the United Democrats for Humphrey, the Vice President's campaign organization. DDB spokesmen said that its employees now working voluntarily on other campaigns will not be affected by the new account. They acknowledged that DDB employees have for some time been working with the campaigns of Senators Eugene McCarthy and Robert F. Kennedy.

Still another politician chose his ad agency last week: New York Republican Senator Jacob Javits picked Delehanty, Kurnit & Geller Inc. to help in his 1968 re-election campaign.

NY firm to offer media services

Independent Media Services, established to provide media planning, buying, bill paying and other operations for small agencies lacking media departments, has opened offices at the Delmonico hotel, 502 Park Avenue, New York. Richard Ger- shon, former vice president and manager of media at Benton & Bowles, is founder and president.

Lois Holland Callaway is the new company's first client: negotiations with one or two more agencies are in progress. Independent Media Services will also function as a consultant to advertisers on media problems.

Warner-Lambert switches hit BBDO hardest

Warner-Lambert Pharmaceutical Co., Morris Plains, N. J., has announced a reshuffling of agencies for various brands totaling about $10 million, with BBDO, New York, losing an estimated $7.5 million in billing.

BBDO is relinquishing Efferdent ($4 million, of which $3.2 million is in TV-radio) which goes to Papert, Koenig, Lois, New York, and Bromo-Seltzer ($3.5 million in billing, of which about $3 million is in broadcast), which is headed for Ted Bates & Co., New York. In turn, Bates is losing Clorets ($2.5 million in billing, of which $2 million is in TV-radio) to the J. Walter Thompson Co., New York.

Also in advertising...

Tax threat thwarted — Bombarded by letters and telegrams from local advertising club members and various representatives of media, the California Assembly government organizations committee has decided to put over action on A.B. 1000, a bill that would tax TV-radio advertising. Action on the proposed bill will not be considered "for about a year." The bill would levY a 4% gross receipts "license fee" on ra-

THE MEDIA

$12 million for two TV's, one FM

FORWARD BUYS WTRF-FM-TV; JEFFERSON STANDARD GETS WRVA-TV

Two television stations were reported sold last week and their aggregate price is more than $12 million.

Sold were wTRF-TV Wheeling, W. Va., and its adjunct, wTRF-FM to Forward Communications Corp. for more than $7 million, and wRVA-TV Richmond, Va., to Jefferson Standard Broadcasting Co. for $5 million. Both transfers are subject to FCC approval.

At the same time, applications were filed for FCC approval of the merger of Ktar Broadcasting Co. and Eller Telecasting Corp. as well as other Eller enterprises (Broadcasting, Jan. 1).

The 15-year-old channel 7 Wheeling facility, affiliated with NBC, is owned by WTRF-TV Inc., with Robert W. Ferguson, president and general manager, holding 10%, and Albert V., Robert C., Raymond E. and Gordon C. Dix each equally holding the remaining shares (22.5% each). Through newspaper holdings, the Dshes own or control wWST-AM-FM Wooster and wKNT Kent, both Ohio, and WRAD-AM-FM Radford, Va. Dix newspapers are the Martins Ferry-Bellaire Times-Leader, Wooster Record, Ravenna-Kent Record-Courier, Defiance Crescent-News, and Ashland Times-Gazette, all Ohio, and the Kentucky State Journal, Fortkamp, Ky.

Under the new ownership, Mr. Ferguson and George Diab, assistant general manager and sales manager, would remain in charge of the station.

Group Owner — Forward Communications Corp. already owns WSUA-AM-FM-TV Wausau, wMTV(TV) Madison, and wXAV Kaukauna, all Wisconsin, and KCAW-TV Sioux City, Iowa.

It is principally owned by Charles Lemke. 27.2%: the Wausau Record-Herald, with 25.9%: Wisconsin Rapids Tribune, 6.5%; Marshfield News-Herald, 12.9%; Rhinelander News, 8.6%; Merrill Herald, 8.6% and William F. Huffman Radio Inc. (WFRH-AM-FM Wisconsin Rapids). 6.5%, all Wisconsin.

John C. Sturtevant is chairman and Richard D. Dudley is president of Forward Communications. Mr. Dudley is chairman of the radio board of the National Association of Broadcasters. Mr. Ferguson is outgoing chairman of the NAB's television board and is the new chairman of NAB's television code board, he has been vice chairman of the NBC-TV affiliates board for the last four years.

WTRF-FM, established in 1965, is on 107.5 mc with 12.5 kw. Since the ownership transfer of two facilities in the same community would run afoul of the FCC's one-to-a-customer policy (see page 44), Forward Communications officials are expected to seek a waiver for this transaction.

In the Richmond sale, wrva-TV (ch. 12) is being sold by Larus and Bros. tobacco company, to the broadcasting subsidiary of Jefferson-Pilot Corp., which owns WBTV-AM-FM and WBT(WTV) in Charlotte, N. C. Larus and Bros. (Edgeworth pipe tobacco, Holiday, Domino and Yukon cigarettes) owns

BROADCASTING, May 20, 1968
dio and television advertising and would establish a commission with broad powers over broadcast media.

**New TV spot-maker** • Klein/Barzman, Los Angeles-based production company mostly involved with radio commercials, has formed a TV film commercial unit. Sid Hecht, in charge of the commercials division for Pacific Title and Art Studio, Los Angeles, has been named to head Klein/Barzman’s new film unit. Best-known for radio commercial campaigns for Sahara hotel, Olympia beer, Treesweet juices and the city of Palm Springs, Klein/Barzman has been shifting its emphasis to TV production this year. The company recently completed work on national TV spot campaigns for Like soft drinks and Thermo-King automobile air conditioning.

**Henderson home in Atlanta** • Henderson Advertising Agency Inc., Greenville, S. C., has opened an office in Atlanta. Larry Weltin, former account supervisor in the Greenville office, will manage the new office, at 1110 The Life of Georgia Tower.

**Rep. appointments ...**

- WBLX Buffalo, N. Y.: Greener, Hikken, Sears, New York.

95% of the TV station. It also holds a construction permit for WTRT-TV (ch. 54) Columbus, Ga. It owns 100% of WRVA-AM-FM Richmond, which it is retaining.

The sale is subject to approval of the Richmond station’s stockholders, who are meeting June 10.

Jefferson Standard Broadcasting sold its Florence, S. C., TV outlet, WBTW (TV), last year to the Bluefield (W. Va.) Daily Telegraph for $4.5 million. The Bluefield newspaper owns WHIS-AM-FM-TV in that community. The Florence sale was necessitated, Jefferson Standard officials said, because of secondary overlap between the Florence and Charlotte TV stations, preventing them from using maximum facilities.

**Third Change** • The WRVA-TV sale is the third transfer of ownership of a Richmond broadcast group in the last three years. In 1965, WBMG, WCOD (FM) and WTVR (now WTVY-AM-FM-TV) were sold to Roy Park for $5 million. Last year, Nationwide Communications bought WLEE-AM-FM and WEVE-TV for $7.15 million.

WRVA-TV was founded in 1956 and is affiliated with NBC. Howard E. Stark was the broker in the deal.

A loss of $141,575 in 1967 was

**NEWSMAN on the "GO"!**

Since being named Colorvision Ten’s News Director last year, Ken Taylor has become South Florida’s most respected television newscaster. Believing that most news stories are where you find them, Ken keeps his energetic assistants (and himself) on call around the clock to film the news wherever it is, and provide the area’s outstanding, most picture-full coverage.

**BROADCASTING**, May 20, 1968
posted by Eller Telecasting Co. of Arizona, licensee of KBLU-AM-TV Yuma, Ariz., while a net income of $241,289 ($4.08 a share) for the calendar year was reported by KTAR-AM-FM-TV Mesa-Phoenix. Both financial reports were part of applications filed last week seeking FCC approval of the merger of the two companies, as well as other firms, into a new southwest communications complex, Combined Communications Corp.

The new group is an amalgamation of the John J. Louis Jr. family holdings in the Phoenix stations as well as KYUM Yuma and KYCA Prescott, Ariz., and Karl Eller and associates, whose properties in addition to the Yuma stations are Eller Outdoor Advertising Co., Eller Realty and Investment Co., Phoenix magazine, Myers-Leiber Sign Co., and Eller Indoor Advertising.

The Louis interests will own more than 70% of CCC with the Eller group holding the remainder. The transaction, estimated to amount to $15 million, principally calls for payment in CCC stock.

Total assets of the Eller-owned Yuma stations are listed at $474,401 with total current assets at $71,741. Total current liabilities are given as $108,917; long term debt, $495,000; and an aggregate loss of $15,175. The financial data also disclosed that KBLU had a gross income of $104,393 in 1967; KBLU-TV, $146,653.

Balance sheet of Eller Outdoor as of Dec. 31, 1967, showed total assets of $3,537,582 with total current assets of $678,983. Total current liabilities added up to $738,403; long-term debt, $2,495,286; and retained earnings, $212,369. Eller Outdoor took in $2,968,752 in 1967 resulting in a net profit after taxes of $78,440. Eller Realty and Investment Co., also as of Dec. 31, 1967, had total assets of $674,199 and long-term debt of $611,811.

KTAR Broadcasting Co., the licensee of the Phoenix stations and parent of the Yuma and Prescott stations, reported total assets of $3,076,934 with current assets at $1,273,979 in its balance sheet as of Dec. 31, 1967. Total current liabilities were listed at $237,044 and retained earnings at $2,917,492.

New Holdings - CCC, according to the agreements, will acquire 100% ownership of the KTAR holdings for common stock, 80.4% of Eller Telecasting for common stock, 66.5% of Eller Outdoor for cash and the other one-third for common stock, and 60% of Eller Realty for cash, with the other 40% for common stock.

Mr. Eller, who will retain 19.6% of Eller Telecasting, will vote all the stock of Eller Telecasting for three years. He also will be president of CCC. Mr. Louis will be chairman. Among other stockholders of CCC will be Ray C. Smucker, now president and general manager of the KTAR stations, who will own 1.4%.

The Louis group already has bought back for $1 million the 11,303 shares of KTAR Broadcasting held by Richard O. Lewis who is and will remain chairman of KTAR Broadcasting and the 11 shares of KYCA held by minority shareholders for $11,000.

Because of the potential violation of the FCC's duopoly rules, forbidding the ownership of more than one station in the same market, CCC is donating KBLU to Arizona Western Junior College in Yuma. KBLU’s worth was appraised at $200,000, the application stated. It will retain KYUM in that market.

Mr. Louis is associated with Mr. Eller in the present ownership of Eller Outdoor Advertising (11%) and Eller Realty and Investment Co. (10%).

In submitting the application to the FCC, both firms also asked for waivers of the FCC three-year rule, the interim one-to-a-customer policy, and the multiple-ownership rule. Mr. Eller acquired the Yuma stations in 1967, for $500,000, so their transfers would take place in less than three years of ownership requiring, under FCC rules, a hearing. The one-to-a-customer policy, initiated by the FCC last month, proposes to forbid any single owner from owning more than a single broadcast facility in the same community (Broadcasting, March 25 et seq.). The waiver requested on the multiple-ownership rules relates to the fact that for a moment CCC will own KYUM and KBLU before the latter is transferred to

LBJ's NAB playback

A phrase from President Lyndon Johnson's April 1 speech to the National Association of Broadcasters convention (Broadcasting, April 8) has been picked as the title of a new book made up of the President's speeches and essays about Mr. Johnson by administration figures. The original title was to have been, "The Frontier Moves On." The new title, "To Heal and to Build" was used by Mr. Johnson the day after he announced his decision not to seek re-election. The 520-page book is being published later this month by McGraw-Hill Inc., New York.
the local educational institution.
Both Mr. Louis and Mr. Eller at one time were with the old Needham, Louis and Broby advertising agency in Chicago.

KTAR-TV (ch. 12), was established in 1953 and is affiliated with NBC. KBLU-TV (ch. 13), founded in 1963, is affiliated with CBS.

KTAR, 24-years-old, is full time on 620 kc with 5 kw, and an NBC affiliate. KTAR-FM, established in 1960, is on 96.7 mc with 115 kw. KBLU, nine-years-old, operates daytime only on 1320 kc with 500 w. KYW, founded in 1940, operates full time on 560 kc with 1 kw. KYCA, also founded in 1940, is full time on 1490 kc with 1 kw day, 250 w night and is affiliated with NBC.

Changing hands . . .

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

WTRF-FM-TV Wheeling, W. Va.: Sold by Robert W. Ferguson and others to Forward Communications Corp. for more than $7 million (see page 40).

WVAR-TV Richmond, Va.: Sold by Larus and Bros. to Jefferson Standard Broadcasting Co. for $5 million (see page 40).

WWAY-TV Wilmington, N. C.: Sold by William G. Broadfoot, Charles B. Britt and associates to Clay Broadcast- ing Corp., which is 100% owned by The Charlestown Mail Association, publisher of the Charlestown (W. Va.) Daily Mail, headed by Lyell B. Clay and Buckner Clay, for $1,335,573. Lyell Clay is a realtor and Buckner Clay owns a retail hardware firm. Mr. Britt is 75% owner of wiry Plattsburgh, N. Y. WWAY-TV is an ABC-TV affiliate on channel 3.


APPROVED * The following transfers of station interests were approved by the FCC last week (For other FCC activities see For the Record, page 72).

KSWS-TV Roswell, N. M.: Sold by Frances Mayo Barnett, Paul B. McEvoy and John A. Barnett Jr. to Joe H. Bryant and associates for $250,000 and assumption of $235,000 in obligations. Mr. Bryant and associates own KCBF-AM-TV Lubbock, Tex. and CATV system there. Mr. Bryant will operate KSWS-TV as a satellite of KCBF-TV. KSWS-TV is an NBC affiliate on channel 8. Commissioners Robert T. Bartley, Kenneth A. Cox and Nicholas Johnson dissented.

WTOW-AM-FM Towson, Md.: 51% interest sold by Harry J. and Maryhelen Daly to T. E. (Dick) Paisley, John M. Horan and associates for $385,735. Mr. Paisley has been associated with NBC in various sales and management capacities over an eight-year period and also served as sales manager of WPBS(FM) Philadelphia. Mr. Horan is a bank executive. WTOW is a 5 kw daytimer on 1580 kc and WTOW-FM operates on 101.9 mc with 20 kw.

Cable Television

San Diego: Southwestern Cable Co., sold by Richard A. Moore, Edwin W. Pauley and associates to Time-Life Broadcast Inc. Price was not disclosed. Southwestern serves all of San Diego north of San Diego River except Rancho Bernardo. System was established in 1965 and serves 4,000 subscribers in Pacific Beach area with TV signals from local stations as well as Los Angeles. Time-Life, which owns KOGO-TV in San Diego as well as other broadcast facilities in Bakersfield, Calif., Denver, Indianapolis, and Grand Rapids, Mich., is a multiple CATV owner serving an estimated 49,000 subscribers with systems in 16 communities in California, Florida, Indiana, Louisiana, Michigan, New Jersey, New York, Ohio, Pennsylvania and Texas. It holds about 50 other franchises and has 36 applications pending.

New TV station

KLKN-TV (ch. 15) Lafayette, La., has set its target date for September to begin telecasting with 239 kw visual and 51.3 kw aural from an antenna 500 feet above average terrain. Permittee is Southwestern Louisiana Communications Inc., headed by J. W. Francisco. The station will be a primary NBC affiliate and will operate with total color facilities.

New bill for longer licenses

Representative Thomas G. Morris (D-N. M.) has joined the ranks of congressmen who have supported longer-license legislation for broadcasters by submitting a bill to amend the Communications Act. Representative Morris's measure (H.R. 17240) would allow the FCC to issue licenses for up to five years. It is similar in wording to a majority of the longer-license bills that have been submitted to the 90th Congress.

EXCLUSIVE BROADCAST PROPERTIES!

CALIFORNIA —Oldest fulltimer AM located in multi-station market. Retail sales of the area $400 million plus. Definitely a prestige facility making a profit. Aggressive management could improve billings appreciably. Price $580,000, terms 29 per cent down, balance negotiable.

Contact Don C. Reeves in our San Francisco office.

MIDWEST —Single station market with a city zone population of 125,000. Absentee-owned and currently grossing well under potential. This station offers a very realistic opportunity and is priced less than twice billings at $265,000, 29 per cent down, balance negotiable.

Contact Richard A. Shaheen in our Chicago office.

Hamilton-Lands and Associates, Inc.
Brokers of Radio, TV, CATV & Newspaper Properties
Audits and Financing

American's Most Experienced Media Brokers
One-to-a-customer: FCC clarifies policy

Keeps freeze on transfers and assignments in denying petitions for reconsideration

The FCC has refused to repeal or modify the interim policy it adopted in its so-called one-to-a-customer rulemaking proceeding. But at the same time it has sought to answer questions as to what the interim policy really means.

The commission took the steps last week in an order denying three petitions for reconsideration of the policy, under which new applications for new stations or for transfers or assignments that fall within the scope of the proposed rules are frozen until the rulemaking proceeding is concluded.

The proposed rule, aimed at promoting diversity of viewpoints expressed over the air in the same area, would prohibit common ownership or control of more than one full-time station in a market. However, it would not require licensees to divest themselves of existing properties (Broadcasting, April 1).

The commission, in denying the petitions, said that it regards the objectives of the rulemaking proceeding as sufficiently important to warrant the interim policy. And it apparently feels the policy will place no great burden on applicants.

Proliferation Stopped - The commission said if the proposed rules are adopted, the interim policy will have precluded a proliferation of commonly owned full-time stations in the same market during the pendency of the rulemaking. If they are not, the delay in handling applications won't be great "since it is our intention to terminate this proceeding with dispatch," the commission added.

By the same token, the commission saw no harm resulting even if the proposed rules are modified—as some petitioners have suggested—to apply to large but not small markets. "The delay will be minimal for the small markets, and proliferation of commonly owned stations in larger markets will have been avoided," the commission said.

The commission rejected arguments of the petitioners that the interim policy constitutes a premature—and illegal—adoption of the rules. It is well established, the commission said, that a policy aimed at assuring that the objectives of the proposed rulemaking will not be frustrated may be instituted with no advance warning.

Rejects Unfairness Charge - The commission also rejected the argument that the policy is unfair to parties who were preparing applications at the time the unexpected policy was put in force. If the rules are not adopted, the commission said, the parties won't have suffered much harm, "since the proceeding will be terminated at an early date."

What if the rules are adopted? "We can only say that in a situation of this kind, where private equities are balanced against public interest considerations, the later must prevail," the commission said.

The commission dealt with the questions about the policy in question-and-answer form. Among them:

What is the date on which the interim policy began?

April 3, 1968; the date on which the notice of proposed rulemaking was published in the Federal Register. Thus, all applications on file before that date will be handled in accordance with existing rules.

NBC's color count

NBC has reported that as of April 1, 1968, the number of color-equipped TV households in the U.S. climbed to 15,270,000, a gain of 48% over the April 1, 1967 total. Allen R. Cooper, vice president, planning, NBC, said that during the past 12 months, 4,960,000 more homes have been added to the color TV audience, the largest annual increase to date.

Nielson's color count

More than one-fourth of all U.S. homes now have color television, according to A. C. Nielsen Co., Chicago, based on results of a new study. Nielsen said as of March 1 about 26% of all homes had color sets while upper income households scored with 46%.

isting rules.

What is the meaning of the term "market" for purposes of the interim policy?

The commission, noting that it does not want to prejudice the matter—it will consider comments on the subject in the rulemaking—said it will extend the principles underlying the present duopoly rules in defining the term. Thus, the policy would apply to applications that would result in a party owning stations with overlapping contours of the kind prohibited by the duopoly rules—yet another indication that the proposed rulemaking will result in a predicated 1 mv/m contour of an FM station overlapping the grade B contour of a television station.

Noncommercial Stations - Do the proposed rules apply to noncommercial educational stations?

No. Is the application of an FM licensee applying for a daytime AM station in the same market subject to the interim policy?

No. The language of the proposed rules applies to indicate that, while a daytime AM licensee could acquire an FM in the same market, an FM licensee could not acquire a daytime AM in the same market. But that is not the intent. One full-time and one part-time station would be permitted.

If a party owns no broadcast stations in a market, would an application to assign to that party two or three full-time station licenses in the same market be subject to the policy?

Yes. It has been suggested (by Douglas Aanlo, general counsel of the National Association of Broadcasters) that a strict reading of the proposed rules would permit a party owning no station in a market to acquire up to three in one package (Broadcasting, April 8). This is not the intent of the proposal, and if the proposed rules are adopted, that point will be clarified.

Would the policy apply to an application to increase the facilities of one or more commonly owned full-time stations in the same market?

No. Since the proposed rules would not require divestiture of existing facilities, multiple licensees of full-time stations in the same market would be "grandfathered in." As a result, such multiple owners would be permitted to apply for increased facilities of a station.

If applications are mutually exclusive, and some or all of them fall under the provisions of the interim policy, what procedure will be followed in dealing with them?

Since the commission intends to bring the rulemaking proceeding to a speedy conclusion, its first course is to hold back on designating the applications for hearing until a decision...
We tested your commercial.
Before you wrote it.

We're sure it will sell.
Because we found this out: the color is superb, the video image unexcelled.
Nobody in any business tests the basic material like Kodak tests film. So every commercial made with our film system starts out with an equal chance in the marketplace. The crucial factor from here on out is creativity—and the best creative people are film people.

Today's top writers, directors, cameramen, editors, grew up in the medium—know its flexibility. Whatever mood or effect they're after, they can rely on Eastman film to come through with flying colors. We know. We already ran it up the flagpole.

EASTMAN KODAK COMPANY
Atlanta: 404/GL 7-3211 Chicago: 312/634-0200
Dallas: 214/EL 3-3221 Hollywood: 213/604-6311
New York: 212/MU 7-7080 San Francisco: 415/776-6055
"It was like having him home for a visit."

Last June, one of the Fetzer radio stations, in cooperation with the U.S. Army Home Town News Center, brought the voice of a Grand Rapids-area soldier from the battlefields of Vietnam into the homes of his family and friends. His family wrote, in addition to the quoted headline above: "We were proud and thrilled to hear him. We hadn't heard his voice in eight months. Thank you . . . for giving him and his family and friends the time."

The Fetzer Stations

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on the proposed rules is made.

Petition for Channels • What if, after the April 3 cut-off date, the licensee of a full-time AM station petitions the commission for a rulemaking proceeding to assign an FM or TV channel to his community and indicates that he will apply for its use, will action be taken on the petition pending the outcome of the one-to-one customer proceeding?

If the petition is otherwise merited, yes. But if a channel is assigned, an application for its use will be governed by the interim policy, if it is filed before the one-to-one customer rulemaking proceeding is terminated, or by the results of that rulemaking, if it is filed subsequently.

If, while the channel-assignment rule-making is pending, the present proceeding ends with a rule prohibiting the petitioner from owning a second station, and if no other party indicates an interest in the new facility, the channel-assignment proceeding will be terminated and no channel will be assigned.

What if the channel-assignment petition was filed before the cut-off date? If the petition is otherwise merited, a rulemaking proceeding will be started—or continued, if already underway—subject to the same policies governing petitions filed after April 3.

Unsuccessful Petitions • The petitions for reconsideration of the interim policy that were denied were filed by KCIN, Inc. (KJFN and KCL-FM Houma, La.), Dixie Radio Inc. (WDLP-AM-FM Panama City, Fla.), John W. Spottswood (WKWF Key West, Fla.), and Woofum Inc. (WPOF Marietta, Ga.), jointly; by Screen Gems Broadcasting of Utah Inc. (KCPX-AM-FM-TV Salt Lake City) Cleveland Broadcasting Inc. (WERA-AM-FM Cleveland and WLEC-AM-FM Sandusky, Ohio, and KPCA-FM Los Angeles), KWTX Broadcasting Co. (KWTX-AM-TV Waco, Tex.), Ring Radio Co. (WRNG North Atlanta, Ga.), Beef Empire Broadcasting Co. (KCOL Fort Collins, Colo.), and WJAG Inc. (WJAG Norfolk, Neb.) jointly; and by Southern Broadcasting Corp. (KTOO-AM-FM Shinton, Tex.).

D.C. court asked to overturn WFMT sale

A federal appeals court in Washington last week was asked to "summarily" reverse the FCC's action last month approving the $1 million sale of WFMT (FM) Chicago to WGN Continental Broadcasting Co., and to require the station to be restored to its original owner pending the outcome of an appeal.

The appeal, the second filed by a group of Chicago citizens, claims that the addition of WFMT to the broadcast holdings of the Tribune Co., parent of WGN Continental, involves concentration of the media of communication in Chicago. The Tribune Co. publishes the Chicago Tribune and Chicago American; WGN Continental owns WGN-AM-TV there, as well as radio and TV stations in Duluth, Minn., and Denver, and through interlocking ownership the New York Daily News and WPIX-FM-TV New York and WICC Bridgeport, Conn. The Chicago group had originally asked the FCC to set the WFMT transfer application for hearing, but its petition was denied. The commission approved the transfer of WFMT on March 27 and on April 29 the transfer was consummated. The Chicago group appealed the FCC's decision on April 26 to the U.S. Court of Appeals for the District of Columbia, asking a stay (Broadcasting, April 29).

The latest motion, in the name of Mrs. Burton Joseph, Robin De Grazia, "Citizens Committee to Save WFMT-FM", et al., asks the court to reverse the FCC on the ground it acted unlawfully in granting the assignment without a hearing, and to direct "the restoration of the status quo as it existed on April 26, 1968. . . ."

Manhattan Cable lands large contract

Manhattan Cable Television, one of three CATV companies franchised by New York City, has signed a contract with the Metropolitan Life Insurance Co. to service 11,000 apartments of Peter Cooper Village and Stuyvesant Town, which are owned by the insurance firm.

The developments are located between 14th and 33rd Streets on the east side of Manhattan and are included in Manhattan Cable's allotted district—south of 86th Street on the east side and south of 79th Street on the west side. Installation is expected to be completed in September, replacing a master-antenna system. Residents now using the master antenna will pay no installation charge; others will pay $9.95. The monthly service charge will be $6.

The system offers 12 channels: New York's six major stations and one educational outlet; one shared between WJU(TV) Linden-Newark, N. J. a Spanish-language station, and the New York City's board of education station, WNYE-TV; one for WNYY-TV the municipal station in New York; others for stock market ticker-tape reports, the United Press International news ticker and for weather reports.

Major owners of Manhattan Cable are Sterling Communication Inc. and Time-Life Broadcast. The other New York-franchised systems are Teleprompter Corp. and CATV Enterprises Inc.

A fourth New York company, Comtel Inc., subsidiary of Bell Television Inc., leases telephone company lines for CATV service and does not require a city franchise (Broadcasting, April 22).

WBC executives move on East, West Coast

In a move of top management personnel, Westinghouse Broadcasting Co. announced last week the election of Perry B. Bascom, general manager of WBC Boston, as a vice president of WBC and assigned him to the New York corporate staff. James R. Lightfoot, general manager of WBC's KFWB Los Angeles, replaces Mr. Bascom on June 1, and Gordon Davis, WBC vice president-Los Angeles, assumes Mr. Lightfoot's duties.

It could not be determined whether these changes were prelude to still other executive realignments at Westinghouse. WBC officials declined comment last week on published reports of a pending move of Chet Collier, president of WBC Productions and WBC Program Sales, to the parent company in a programmed capacity and the appointment of Jerome R. Reeves, now WBC vice president-creative services, to succeed him. These reports also said Robert M. Hoffman, senior vice president, Television Advertising Representatives, would be moved into the creative services that would be vacated by Mr. Reeves.

Mr. Bascom, with WBC since 1956, has served in several WBC sales and station management posts, including general manager of KYW (then in Cleveland), eastern sales manager for radio and TV, and national radio sales manager. Mr. Lightfoot had been with WBC in New York serving as national radio program manager when he was moved to KFWB as general manager in 1966.

In another appointment, John Horn, a former TV critic for the New York Herald-Tribune who also held other editorial posts with newspapers and...
magazines and served with CBS for 13 years in public relations and as field producer of Person to Person on CBS-TV was appointed national press editor. His area includes special writing assignments and press liaison for WBC's public relations.

Booth American gets its 14th station

Booth American Co., Detroit, has been granted a Class-A FM station in Saginaw, Mich., by the FCC. The acquisition brings to 14 the number of radio stations owned by Booth American, which also owns nine newspapers with a combined daily circulation of 529,521.

The action was approved by the FCC with Commissioner Nicholas Johnson casting the only dissenting vote. Mr. Johnson felt that the commission should not grant a new FM to Booth American until it determined if the public interest would be served by such a move and this could not be done without exploring the numerous media holdings in the company. After noting the concentration of Booth's holdings in the lower Michigan area, Mr. Johnson stated that the commission "should not hand over another radio station to a media owner who is not only dominant in the local community but in the entire region."

Booth's station holdings include: WSGW Saginaw, Mich.; WJLB and WM2R-FM Detroit; WIBB and WBBC-FM Jackson, Mich.; WJVA-AM-FM South Bend, Ind.; WTBQ and WIEM-FM Toledo, Ohio; WOOU and WREO-FM Kokomo, Ind.; and WABQ and WXEN-FM Cleveland.

NAEB joins chorus for 315 suspension

Another voice has been added to broadcasters calling for suspension of equal-time provisions of the Communications Act during this year's elections. The National Association of Educational Broadcasters' board passed a resolution last week that favors legislation now before Congress that would allow stations to give air time to major presidential candidates without providing equal time to minor candidates.

Meeting in Washington May 15-16, the full board also expressed its concern over delays in funding the Corp. for Public Broadcasting and facilities grants for educational TV stations. The board urged both Congress and the President to provide at least the funds authorized by the Public Broadcasting Act. The House Appropriations Committee is holding hearings on the $12.5 million for facilities grants, but no request from the President has been received for CPB's authorized $9 million for fiscal 1969.

NAEB's board also took a neutral, middle-of-the-road position on the pay-TV controversy, which has been dormant since the House Commerce Committee passed a resolution to stop FCC action on the matter last November (Broadcasting, Nov. 20, 1967). Several suggestions have been made to support noncommercial TV through subscription fees, among them that by Dr. Ronald H. Coase, professor of economics, University of Chicago (Broadcasting, Jan. 8). Although the NAEB is uncertain concerning pay-TV's applicability to ETV, it believes subscription service may be a useful experiment in presenting noncommercial programming to the public and as a source of funds for ETV operations. Prior to this time NAEB has taken no position on pay-TV.

The board commended NAEB's staff for their efforts to close the communications gap between the advantaged and disadvantaged. Major resolutions of the full board had been passed by the Educational Television Stations Division's board, which met May 13-14.

Media reports...

Up and away • Lowell R. Wright, Washington aeronautical-space control consultant, is moving from offices in the Munsey building to Suite 509, 1225 Connecticut Avenue N. W. Phone number will be 659-9046.

New Catholic foundation • The formation of the Catholic Communications Foundation in New York to further the communications efforts of the Catholic Church was announced last week. The new organization, which will be supported by financial gifts from a group of Catholic insurance fraternal societies, will make its headquarters at 1 Rockefeller Plaza, New York 10020.

Mountain States adds its 25th franchise

Mountain States Video, the Bill Daniels-Vumore Co. CATV combine that's seeking to blanket the 750,000 people living on Colorado's eastern slope with cable systems, got its 25th franchise last week. It's for Aurora, Colo., adjacent to Denver proper, with a total potential of 25,000 homes. The Aurora city council studied the applications for a cable franchise—there was one also from Time-Warner Inc.—for 14 months before making the award. Aurora will receive 5% of the gross revenues of the CATV system.

Mountain States, which has a target of 35 CATV systems in the area, with over $25 million estimated as the overall cost of putting in facilities, all underground, already holds permits for Jefferson, Arapahoe and Adams counties, Littleton, Englewood, Sheridan, Greenview Village, Brighton and Golden. In the Denver metropolitan area: Fort Collins, Greeley, Loveland, Longmont, Weld, Larimer and portions of Boulder counties, on the north; Colorado Springs, Manitou Springs and unincorporated areas of El Paso county in the south.

Still pending are 10 applications, including one for Denver proper.

Completed already is the Manitou Springs system: next month 412 miles of Colorado Springs system with 11,000 charter subscribers, and by the end of the year, Greeley.

Each of the systems will provide 19-channel service. Mountain States said, feeding its customers not only the local TV channels but also eight Los Angeles and two San Francisco TV programs. A request for an FCC waiver to import the distant signals was filed with the FCC nine months ago.

Mountain States is 51% owned by Vumore Co., a multiple-CATV owner, and 35% by Mr. Daniels. His principal business is as a CATV broker and system management consultant. Vumore is owned by group-broadcaster RKO General Inc., which in turn is owned by General Tire and Rubber Co. The remainder of the Mountain States stock is held by local businessmen.
Mary Anne's no genius. But she has a private line to one.

Mary Anne's boss just asked her a tough question on Price/Earnings multiples, and she came up with the answer in 30 seconds flat!

Mary Anne got her answer by "conversing" via a typewriter-like terminal, at her desk, with a third-generation computer hundreds of miles away.

This is just one example of the many uses of our new Reactive Terminal Service (RTS), the most advanced computer time-sharing service of its kind.

We didn't build the computer or terminal. But our Data Services division did supply the "heart" of the system—the computer programs that enable Mary Anne to get the right answers, fast.

While Mary Anne was asking the computer her question, other Data Services customers many miles away were asking it to tackle their problems—all at the same time. (This is what is meant by computer "time-sharing.")

Already, over 30 major companies use our RTS service, including stockbrokers, manufacturers, engineers and banks. And by 1969, this service will be available nationally through ITT data processing centers in more than 20 major cities.

The more intricate space-age electronics become, the simpler they seem to make life for us. As simple, in fact, as a Mary Anne turning to her terminal keyboard.

The perils broadcast journalism faces

STANTON, SCHNEIDER DEPLORE CENSORSHIP, EXTERNAL AND INTERNAL

Top brass from the CBS command last week fired a double salvo at those outside and inside broadcasting who would circumscribe the broadcast journalism function. In what amounted to a determined, coordinated counter-attack, Frank Stanton, president of CBS Inc., and John A. Schneider, president of CBS/Broadcast Group, warned of threats to broadcast freedoms and urged station people to wake up and be counted.

In speaking before the annual meeting of the CBS-TV affiliates in Los Angeles (May 14-15), Dr. Stanton took aim at would-be federal censors, while Mr. Schneider seemingly addressed himself to specific members of the CBS family of stations who apparently would not like the news reported as it is. Specifically, Dr. Stanton reiterated his call for suspension of Section 315 of the Communications Act—the so-called equal-time provision—so that leading political candidates may be shown in televised debates this year.

He asked the network affiliates to apply grassroots pressure on Congress, particularly on the House of Representatives, to bring about suspension of the equal-time provision and to force remedial legislation out into the open. (Later the affiliates adopted a resolution asking the Congress, "at the earliest possible moment," to suspend Section 315 in its application to presidential and vice-presidential candidates.)

Mr. Schneider cautioned of the ever-hovering spectre of selective censorship. He told the more than 400 station representatives present for the speech that a revolution is taking place and that complacency or censorship or self-delusion won't make it go away.

Call for Action * Dr. Stanton, the opening-day luncheon speaker, began by engaging the affiliates in a spirit of camaraderie, noting the long way they all had traveled in broadcast journalism, yet reminding them that there's still a long way to go with no time out for resting on laurels.

"I feel a tightening of the ring around our already proscribed broadcast freedoms, and I think it is time to take their measure," he said. "I believe the broadcasters of this country must declare themselves once and for all time the legitimate inheritors of the First Amendment. I believe we must move with both vigor and dispatch to strike from our shields the one bar sinister we have borne from the beginning, and to reject the other restrictions of second-class citizenship that many would seek to impose upon us."

He cited as examples the attempt by two members of the FCC (Commissioners Kenneth Cox and Nicholas Johnson) to impose programing standards on applicants for license renewals in Oklahoma (Broadcasting, March 18 et seq) and the congressional inquiry into the "investigative reporting" by WBBM-TV Chicago of college marijuana parties (Broadcasting, April 22 et seq). The corporate president pointed out that the freedom of knowing what

What the candidates would do with equal-time law

CBS succeeded last week in putting most of the presidential candidates on record with their opinions about Section 315, the political broadcasting law. One candidate was for outright repeal of the section. Two favored suspension during the 1968 campaigns. One opposed suspension. The others hedged their answers.

Several of the candidates expressed their views in film strips shown last week at the CBS-TV affiliates convention during a speech by Frank Stanton. CBS Inc. president (see this page).

In his filmed interview Senator Eugene McCarthy (D-Minn.) came out unequivocally for elimination of Section 315. "I think they ought just to repeal it," he said. "It's one of the provisions that's impossible to administer, and as a general rule when you get something that's an administrative monstrosity it's best to repeal it. If not, of course, you suspend it at the time when it might come into effect."

Vice President Hubert Humphrey and former Vice President Richard Nixon both favored suspension.

Mr. Humphrey was quoted by Dr. Stanton as having assured Senator John Pastore (D-R.I.), chairman of the Senate Communications Subcommittee: "In 1960 I supported and voted for a suspension of Section 315 for the presidential and vice-presidential candidates. I would favor the passage of similar legislation this year" (Broadcasting, May 13).

Mr. Nixon, appearing in a film, said: "Well, I favored the suspension of the equal-time provision in 1960, when that action by the Congress made possible the Kennedy-Nixon debates, and I favor the suspension of the equal-time provision in 1968, so that the nominees of the two major parties may again participate in
is happening in the world today must begin with Section 315. The "gut issue," he said, "is whether the broadcaster is to be entitled to exercise the same journalistic judgment that has from the founding of the republic been not only the privilege but the duty of our ink-stained colleagues."

According to Dr. Stanton, the consistent answer to broadcasting’s plea for journalistic freedom has been "we are not ready." Said Dr. Stanton in firm tones: "... If we are not now, we shall never be. I fear that if we do not win now, we may never win. And if we lose, so will America."

House Block • There is still hope for suspension of the equal-time provision in time for debates during the preconvention period, but in making this observation Dr. Stanton made it clear that he was not going to hold his breath until it happened. He pointed to the House, especially to its Commerce Committee, as the cause for the "deepest concern" about suspension. Indicating that "there appears to be no great enthusiasm for action in the House," he expressed conviction that without action on the part of broadcasters, this "lethargy" will continue.

The Senate, Dr. Stanton said, presents a brighter picture. "With a little encouragement," he said, "the Senate will take positive action."

Continuing his assessment, Dr. Stanton estimated that President Johnson will neither resist nor encourage suspension and that Vice President Humphrey is eager to engage in televised debates if nominated for the presidency. Dr. Stanton then showed filmed interviews with presidential candidates stating their views on Section 315 (see box below).

CBS Inc.'s president, making his address from a smartly decorated sound stage in the company’s film facility in North Hollywood, concluded by stressing the need for broadcasters to pressure Congress both to support the suspension of 315 and "to take the initiative in bringing pending legislation out of committee and onto the floor." The way to the future of this issue was laid out unequivocally in terms by Dr. Stanton: "I think we can win," he said. "Our cause, after all, is just. Our reasons are right, and history, I believe, is on our side. But the victory, if it comes, will not be thrust into our hands. We must reach out for it."

Straight Talk • The CBS/Broadcast Group president, Mr. Schneider, the second-day luncheon speaker, seemed to point his remarks directly at the network affiliates gathered in Studio 41 of CBS Television City in West Hollywood. From the start, Mr. Schneider cited television’s ability to stir people emotionally, its impact on entertainment, its predominant position as an advertising medium and its documented acceptability as the most believable source for primary news. These achievements, he indicated, do not happen in a vacuum.

"We’re going to hear from more and more people who think they know best what the people should and should not see," he said.

He told of a Mississippi congressman, not further identified, who has advocated a law that would allow communities to prevent news media from releasing unfavorable stories about their locales. What the congressman is really saying, Mr. Schneider contended, is "Let’s have free speech and free press. Let’s tell it my way!"

The mail received by the network sometimes reflects this same kind of thinking, he pointed out. "There are, there always have been, there always will be, those who are all for selective censorship." Mr. Schneider emphasized. "They never advocate total censorship. They have only two conditions. They
want me right to screen news from and in their own particular interest. And they want to appoint the censor."

Beyond these conditions, he claimed, these people, the same ones who don't want the networks to cover riots in hopes that what isn't discussed will go away, are "prepared to fight to the death for freedom of expression and information."

No Censorship - Then, looking straight out at the affiliates, he said: "I'll confess that I'm terribly apprehensive about any suggestion that news people enter into a conspiracy of silence. To me, the only thing there is no such thing as a little bit of censorship, any more than anybody was ever a little bit pregnant."

Suppress news of strife in the streets, he said, and before long it might be argued that the country would become better off not knowing how many died in Vietnam or about the loss of our aircraft in combat. Expressing faith in the fundamental strengths of democratic America, Mr. Schneider said that the nation "can withstand the sulphurous spouting of a Stokely Carmichael or a Rap Brown, when measured and balanced against the deliberate moderation of a Whitney Young or a Roy Wilkins."

Mr. Schneider reviewed the network's news guidelines that are specifically designed to achieve balance in covering civil disorders, qualities that electronic news media already have demonstrated under fire. Mr. Schneider also reviewed what has happened since 1956 in civil rights and said that television's role in bringing about these dramatic changes cannot be underestimated.

Facing a sea of white faces, backed by tiers of Caucasian CBS executives on a dais behind him, Mr. Schneider predicted that nonwhites will be seen more often in network programs other than news and documentaries in the near future. He also indicated that there will be more nonwhites operating behind the cameras, "in positions of ever-increasing importance and responsibility."

It's not going to be easy, he warned. "There's slippery footing ahead." What's more, he said, "emotions and tempers are frayed. Summers get hot, and the winters and springs and falls don't stay very cool, either."

Mr. Schneider said "that we can't afford the luxury of complacency any more than . . . we can afford the contamination of censorship."

Don't let the country die in its sleep, was his concluding plea. "We can't pull the covers over our heads hoping 'it will all go away,' To put lens caps between reality and America won't make the reality go away. But it might make America go away."

The network's news division's policies, practices and programming generated less reaction from affiliates than CBS-TV management expected. The CBS-TV affiliates board, led by Chairman Thomas C. Bostic of KIMA-TV Yakima, Wash., had asked stations to mail in questions for network people to answer. CBS News President Richard S. Salant had been prepared to defend his division's decision to present a series of three one-hour specials on the urban crisis in this country and a series of seven programs on Black America. He also was put on guard that some stations objected to the expression of personal opinion by network commentators on certain occasions. One letter from an affiliate in the South supposedly said, "Please, watch it," implying that the network was overdoing its coverage of the racial revolution. Yet in a Q and A session at last week's convention CBS News was not taken to task.

Mr. Salant reported that Walter Cronkite is winning the three-way "free-for-all in the early evening news period. According to Mr. Salant, who was quoting Nielsen estimates for the period between October 1967 and April 1968. The Cronkite program has commanded an average lead of 4% over NBC-TV's Huntley-Brinkley and a lead of 140% over ABC-TV's Bob Young.

**Art Stark plans new specials, quiz show**

Producer-director Art Stark, who ended a year association with Johnny Carson last year, is producing a daytime series for ABC-TV, a beauty-pageant special that will be carried on NBC-TV next month and is busily preparing several other series and specials.

Mr. Stark reactivated his own company, Art Stark Productions, after he left NBC-TV's Tonight series after five years (earlier he had been with Mr. Carson on Who Do You Trust?) He is now producing The Wedding Party (ABC-TV, 1:30 p.m. EDT) and will produce the National College Queen Pageant on NBC-TV on June 17 (9-10 p.m.), which will be sponsored wholly by Best Foods, through McCann-Erickson.

Mr. Stark stressed in an interview in New York last week that network television cannot fulfill the obligation of diversity in programming unless it encourages the independent producer. He acknowledged that this is not altogether an altruistic comment, but said the reliance by the networks on the major film studios for their prime-time offerings is bound to perpetuate "a sameness."

Among the Stark projects in preparation are a musical quiz show titled The Music Game; a one-hour documentary on radio and TV commercials "as a mirror of our times" and a home-interview program similar to The Good Company series which was dropped by ABC-TV after a short run.

**Revamped 'What's My Line' going into syndication**

One of TV's hardy perennials, What's My Line?, which ended on CBS-TV last fall after more than 17 years, returns to the air this fall as a daily, half-hour syndicated series (Broadcasting, April 8), it was announced last week.

The program will be produced again by Goodson-Todman Productions and will be distributed by CBS Enterprises. It will have a new host, Wally Bruner, who most recently was a news correspondent for WTTG(TV) Washington and earlier had been a sportscaster, game-show panelist and manager of two radio stations.

Mark Goodson and Bill Todman, partners in G-T, and Ralph M. Baruch, vice president and general manager of CBS Enterprises, noted that the program will attempt to appeal to the young adult audience more than it has in the past. The panel will consist of a rotating group of young stage, screen, broadcasting and publishing personalities, plus Arlene Francis, the only holdover from the original What's My Line? The program has one innovation: there will be film clips or on-the-air demonstrations related to the person's occupation.

Initial sales have been made to four RKO General stations—WOR-TV New York, KAJY-TV Los Angeles, CKLW-TV Windsor, Ont.-Detroit and WHCT(TV) Hartford, Conn.

**'Cat' in syndication**

NBC Films has placed T.H.E. Cat into syndication and has made initial sales to the five ABC-owned stations. It was announced last week by Jacques Liebenguth, vice president, sales, NBC Films. The stations are ABC-TV New York, WBKB-TV Chicago, KGTV San Francisco, KABC-TV Los Angeles and WXYZ-TV Detroit. The series, consisting of 26 half-hour episodes was on NBC-TV during the 1966-67 season. A spokesman said T.H.E. Cat will be telecast in prime time, starting in fall.
Pick a number. Any number.

Every number here is a winner when you're looking for straight talk about the petroleum business. A call or wire to the Humble PR man nearest you will get you the facts and figures you need.

So, don't gamble when it's so easy to win. Pick a number. Any number. You can't lose.


HUMBLE Oil & Refining Company...
America's Leading Energy Company

BROADCASTING, May 20, 1968
Thomas's return is CBS-TV coup

Star back after NBC-TV interlude; daytime programs get shuffle

The return of Danny Thomas to the network after a three-year absence, a partial revamping of the daytime schedule to create a solid mid-afternoon block of soap operas, scheduling of The Lucy Show in daytime repeats on the network and cancellation of two familiar daytime strips were the substance of programming announcements made at the CBS-TV affiliates meeting in Los Angeles last week. Danny Thomas, who has been working for NBC-TV for the last three years, has been signed to star in two specials on CBS-TV during the coming 1968-69 season. One will be an hour revival of his Make Room for Daddy situation comedy that enjoyed an eight-season run on CBS from 1957-65. The other will be a comedy-variety production, also featuring a Make Room for Daddy segment.

News of the programs was revealed to the network affiliates by Michael H. Dann, senior vice president, programs, in the opening-day session of the two-day conference (May 14-15). There were also indications given that Mr. Thomas, if his specials are successful, may star in an hour comedy-variety series for CBS-TV in 1969-70.

Changes in Daytime • Fred Silverman, vice president, daytime programs, outlined a realignment of the network's daytime programming beginning in September. Plans call for the morning Candid Camera and afternoon To Tell the Truth strips to be dropped from the schedule. The first appearance of The Lucy Show (not to be confused with the original Lucy series, which long has been in syndication) will replace Candid Camera in the morning lineup. The new daytime entry had a six-year run in prime time on CBS-TV (Lucy) will be back on Monday nights on the network this fall with a situation comedy that has a new format) and this is its first appearance in syndication.

A replacement for To Tell the Truth has not yet been determined. Although a decision is expected within the next few weeks. Art Linkletter's House Party, now carried in the early afternoon, will be rescheduled so that an uninterrupted block of soap operas may be presented from 1:30 to 4 p.m. every weekday afternoon.

In making his presentation to affiliates, Mr. Silverman also described the network's new look on Saturday mornings. He pointed out that the objective in these children-oriented time periods is to make kids "laugh as they've never laughed before." This will be accomplished, he believes, by the introduction of a two-and-a-half-hour comedy block.

"Appeal is Key • Mr. Silverman indicated that in 1969-70 still more of the animated super-heroes that used to be in the network's Saturday morning lineup will be retired. "We will replace them," he said, "with the most appealing shows we can find or create." He cited reruns of the now defunct NBC-TV nighttime series, The Monkee, syndication rights to which CBS-TV has just acquired, as one of the future entries for Saturday morning. He also indicated that the network is exploring the idea of programming specials, live programs, and other such relatively dif-

Atlantans sound off as WGKA changes tune

Atlantans, the FCC is finding out, take their serious music seriously. Some 150 of them have written the commission in the past week protesting plans of the proposed new owner of the WGKA-AM-FM to change the stations' format from classical to middle-of-the-road music.

One listener gave WGKA-AM-FM—classical-music stations for 11 years and the only such stations in the area at this time—as "the reason I don't leave the city." Another listener, Hyman Baron, an Atlanta steel and pipe broker, even offered to "consider" buying the stations to insure their continuing broadcasts "of the type we all enjoy."

The letters have been stimulated at least in part by columns and editorials in the Atlanta Journal reporting the proposed change and advising readers to let the commission know their feelings about the pending transfer.

Dick Gray, the newspaper's television-radio editor, said it was time for "our noble civic organizations or business leaders to get behind a movement to keep at least one Atlanta station broadcasting classical music... ."

The proposed new owner is Strauss Broadcasting Co of Atlanta, which is a partnership comprised of Strauss Broadcasting Co. (66%), a Dallas-based company, and Jere W. Thompson (33.5%), a Dallas businessman. Strauss now owns KXK-AM-FM Dallas and KCEE-AM-FM Tucson, Ariz., both middle-of-the-road operations.

Consideration • The consideration for the transfer is $300,000, less debt, expected to amount to $150,000, plus a payment of $32,500 to Locke Glenn, chairman of the present licensee, for having his "control" stock in favor of the transfer, and payments totaling $138,615 to Mr. Glenn and two other principles, W. O. Jones and Barton Isbell, or a covenant not to compete for four years.

Strauss, in its portion of the transfer application, said that it decided to change the format after a survey in Atlanta in December by the company's executive vice president, Dan Hayslett. The consensus, Strauss said, was that the stations would be better utilized if the programing had a "more general appeal." Accordingly, Strauss plans separate programs of popular standards, Broadway hits and moderate light classics on the two stations.

Another indication that the all-classical approach may not be sufficient was provided by the present owner, Glendale Associates Inc., in giving its reason for selling. The "additional capital needed to make necessary changes," it said, "is not available to the present owners" who have, therefore, decided they have to sell and upgrade in another market, "if possible."

No Philanthropist • The point was put more bluntly in a letter from two station officials that was printed in Mr. Gray's column. Jonathan Phelps, program director, and Linda Wiemeyer, operations manager, noted the present WGKA-AM-FM owners are not "philanthropists," and need advertising revenues, then asked of the music lovers who were firing off letters to the Strauss and the FCC: "Where have you been for 11 years?"

The last card in the game, however, has yet to be played. Strauss company officials received a batch of letters themselves, many of them copies of those sent to the commission; as a result, they discussed the matter with commission staff members on Friday (May 17). Indications were that format changes should not be ruled out.
fertent attractions on Saturday morning.
Earlier the affiliates had been told by Mr. Dann that two returning night-time series will undergo changes in formats. Lucille Ball's Monday-night comedy series is one of the programs that will change. Miss Ball will now portray a widow with two children, played by her real-life youngsters, Lucie, 16, and Desi Arnaz Jr., 15. Character actor Gale Gordon will again be featured in the series, this time appearing as Miss Ball's brother-in-law who operates an employment agency.
The hour detective-adventure series, Mannix, also will have a format change. Mike Connors will continue to star, but will now operate as an independent private investigator instead of as a member of Intertect, a highly-specialized detective firm.

Three returning series will be moved to new time slots in the fall, the CBS-TV affiliates also were told. Dakar will go from Tuesday to Wednesday at 7:30 p.m. The Beverly Hillbillies will move from 8:30 p.m. to 9 p.m. on Wednesday; Green Acres shifts from 9 p.m. to 9:30 p.m. on Wednesday. Also highlighting CBS-TV's fall schedule, according to Mr. Dann's presentation, will be some 40 cultural and entertainment specials and six new series. A new CBS news program, titled 60 Minutes, will be presented on alternate Tuesdays.

Station line-up grows for WBC-TV special

The roster of TV stations carrying this week's Westinghouse Broadcasting Co. three- and-a-half-hour special on the racial crisis of the cities increased last week as WBC itself raised the tempo of its promotional efforts.

As of late last week, Westinghouse reported 55 stations, including WBC's five TV's, had scheduled the study, One National Indivisible, in prime time. Of the 55 outlets, 33 will telecast the program today (May 20). All the WBC stations will carry the program at 7:30-11 p.m. local time (BROADCASTING, May 6).
The Westinghouse promotional effort covers periods both before and after the telecast. In the preprogram phase, ads were purchased in the New York Times, Washington Post, Wall Street Journal, TV Guide and in several trade magazines and spots were carried on all WBC TV stations. Additionally, WBC radio stations received a package of commercials (three 60's and two 30's) and Westinghouse's TV stations got three commercials, a 10, a 20 and a 60.

Post-program advertising (May 21) includes full pages in newspapers in each of the WBC TV-station markets (Boston, Philadelphia, Pittsburgh, Baltimore and San Francisco) and in the New York Times and Washington Post. This ad, which refers to points made in the program by Rod MacLeish (WBC commentator and narrator on the program) as to how citizens can become involved to improve the crisis situation, also was supplied by Westinghouse to the 50 other stations carrying the show with suggestions for placing the ads locally.

Westinghouse said the 22 stations which will show the program on dates other than May 20 would schedule the telecast in prime time during the same week.

Ethnic stations call for code

Say standards of ethics will help in urban crisis; want better news operations

Adoption of a new "code of broadcast ethics" for the nation's continuing urban crisis, including self-censorship by networks and wire services of "language considered offensive by minority groups," was urged by nearly 100 representatives of Negro and Spanish-market radio management and talent at a meeting in New York Thursday (May 16).

They also called for "hiring and training more newsmen and women" to improve ethnic stations' frequent "rip 'n read news policies," and for more screening of commercials "that might tend to constitute or aid in consumer fraud."

The seminar was called by Vice President Hubert H. Humphrey and the Community Relations Service of the Justice Department, at the initiative of the National Association of Television and Radio Announcers (NATRA). Other co-sponsors were the National Urban League and New York's Puerto Rican Forum.

Participants listened to several speeches, including a closing address by FCC Commissioner Nicholas Johnson, but they evidenced more energetic interest in two sets of seven workshop sessions running a total of three hours.

The tone of these sessions was at times passionately divided, with on-air personalities sharply critical of ethnic stations' news and commercial policies and managers more moderate in their criticism, or even defensive. Nevertheless, the conclusions were described as the products of "consensus" by NATRA executive secretary Del Shields of WLIB New York.

Commissioner Johnson said Negro-oriented and Spanish-speaking stations have a unique opportunity to offer a healthy outlet for ghetto passions and frustrations that can otherwise explode in violence. The "angry voices of the ghetto will be heard," he said, "The only questions are when and how. If they and the problems which beset them are heard now, with your microphones, then they will not have to seek expression later, in violence, rebellion and terror."

He also said that the white licensee of a Negro-oriented station—and most licensees of such stations are white—has a special responsibility. He must constantly show that his station exists to aid and educate the slum dweller, not to exploit him and to "promote vigorous leaders who represent the community," not to limit access to the studios to "phony spokesmen" who represent only the station owner, the commissioner said.

Participants in the seminar's "program exchange" panel in the closed morning session were Robert F. Bell, general manager of WVOO Chicago, Mark Olds, general manager of WWRD New York and Luis Romanache, program director of WADO, New York. Other speakers in the morning session were Ben Holman of the Community Relations Service, and Harry Novik, general manager of WLIB.

ABC sets six-part urban-crisis series

ABC News last week joined CBS News and NBC News in planning a series on America's urban crisis.
The Institute of Life Insurance, through J. Walter Thompson, both New York, is sponsoring a CBS News series on urban crisis, and AT&T through N. W. Ayer & Son, both New York, is sponsor of the NBC News specials.
The six one-hour specials to be presented by ABC News in June and July will deal with America's poor, last summer's riots, police prejudice, the third generation of immigrants and racism in suburbia. The first special, Bias and the Media, is scheduled for June 27 (10-11 p.m. EDT). No sponsor has been announced for the series.

CBS News will present three one-hour TV specials (10-11 p.m. EDT) dealing with the growth and decay of U.S. cities, steps being taken to cure current ills and the cities of tomorrow, on June 24, 25 and 26 (BROADCASTING,
April 8). The first telecast, A City Is to Live in, will study the effects of pollution, the transportation maze and poverty.

In a separate project, CBS-TV will also present six one-hour and one half-hour programs on "Black America" on Tuesday nights (10-11 p.m., EDT) this summer. (CLOSED CIRCUIT, April 29). The programs will seek to trace the history of the Negro and relate it to his place in America today and will be seen on consecutive Tuesdays from July 2 through Aug. 20, except for Aug. 6.

NBC News will examine the urban crisis in the U.S. in a series of four specials, two to be telecast this fall, and two early next year. The programs will show the nature of what is happening to the cities, and what the cities mean to noncity dwellers. They will also state the problems that plague big cities and look at some answers being suggested and tried.

WLAC-TV sets up national program arm

WLAC-TV Nashville has announced formation of 21st Century Productions, a new operating division of the station that will produce television programs for the networks and syndication, TV commercials for national advertisers and motion pictures for theaters.

Roy A. Smith, vice president and director of operations for WLAC-TV, has assumed additional duties as general manager for 21st Century Productions.

Mr. Smith is a founder and past president of the National Association of Television Program Executives, an organization for the study and improvement of TV programming on a local and national basis.

Milton H. Lehr, TV and motion picture producer-director who has worked mainly in Europe during the past 18 years, has been signed by the new production firm.

Already in production under the 21st Century banner is The Ray Anthony Show, 26 one-hour shows in color being filmed at the Miami Hilton Plaza hotel, and The Stan Hitchcock Show, a contemporary country-music program, being produced in Nashville.

In Nashville, production is being carried on at WLAC-TV's new facilities with 35mm and 16mm film equipment currently available. Full TV facilities for live and video tape will be available this summer.

Daniel, Reardon meet head to head

The attempt to bridge the gap between two absolute constitutional guarantees, the First and Sixth Amendments, again provided the basis for a confrontation between advocates for free press and fair trial. But the debate's site, Washington's National Press Club, and an audience loaded with newcomers could hardly be considered neutral.

The antagonists—E. Clifton Daniel, managing editor of the New York Times, and Paul C. Reardon, associate justice of the Massachusetts Supreme Court and chairman of the American Bar Association's committee that drafted the new fair-trial guidelines—had each previously presented formal papers on their respective positions (BROADCASTING, May 13, 6). In the opening of the debate last Thursday (April 16), time was provided each to rebut statements in the earlier papers.

Mr. Daniel, replying to Justice Reardon's charge "that a great deal of reporting on criminal matters is careless, imprecise and inept," said the same terms can be applied to the administration of justice in this country. However, he admitted that training of crime-news reporters and pooling arrangements to cover notorious cases were not bad ideas. Mr. Daniel argued that restraints on pretrial publicity should be reached by voluntary agreement, "not imposed on the press by the bar and the bench." He termed the ABA's new rules as "presumptuous" and "in all probability, unconstitutional."

In his rebuttal, Justice Reardon reminded the audience that the guidelines are "thrust mainly at lawyers as officers of the court and the enforcement agencies." Commenting on Mr. Daniel's statement that the previous ABA code had not been enforced and the new one was unlikely to be, Justice Reardon said the new guidelines eliminate vagueness in language and present a readily enforceable guide. To the charge that the new code "uses a sledge hammer to kill a gnat," he replied that although the number of prejudiced cases are a small percentage of the total, these "test the very fabric of our judicial system by placing the most stress upon it."

Oswald Case: Questions from the floor, mainly directed to Justice Reardon, provided several thorny issues. Could the alleged assassin of Dr. Martin Luther King Jr. be guaranteed a fair trial? The judge replied that he probably could not, citing the similar problem with Lee Harvey Oswald, the assassin of President Kennedy. But Mr. Daniel thought that Oswald could have been given a fair trial, and indeed was found guilty by the Warren Commission. Another newsmen expressed the fear that the new code would grant absolute power to the courts, leading to absolute corruption. He cited the problem of civil-rights cases in the South, especially in local courts, and the fact that many judges must run for office and thus have affiliations with local bases of political power. Another newsmen pointed out that the Sixth Amendment guarantees not only a fair trial but a public trial, and closing of part of the trial to news media would hinder the public's right to know.

In their closing remarks, both debaters reinforced their original positions. Justice Reardon did not back down from the conclusions of the ABA's three-and-a-half-year study; Mr. Daniel made it clear that what he termed "news management by the bar" was totally unacceptable.

WTTG-TV Washington taped the debate for its Face to Face series and was to show it last Sunday (May 19). The program was produced in cooperation with the American Enterprise Institute and was the first of the National Press Club's "Town Meetings." Other media stations and the Eastern Educational Network will also carry the show. It was sponsored in Washington by the National Savings and Trust Co.

All's quiet on the pot front

House Investigations Subcommittee staff offices, always a hush-hush scene, seemed abnormally quiet last week after the rumblings and detonations of the previous week, when the panel held open hearing on charges that WBBM-TV Chicago had staged a marijuana party that it had aired as a spontaneous event.

Nowhere was there word on the subcommittee's next moves. Even Subcommittee Chairman Harley O. Staggers (D-W.Va.) would make no predictions. Last Wednesday (May 15) he
We don’t carry everything!

A giraffe can stick his neck out. But we know better. There are some things we just can’t ship by Greyhound Package Express. But, chances are, whatever you’ve got in mind will fit very nicely.* Try GPX. We’re a whiz at getting your shipment where you want it, in a hurry...usually the very next morning. Your shipment is loaded aboard a regular Greyhound bus traveling on fast, frequent passenger schedules. Your shipment goes wherever Greyhound goes. And Greyhound goes almost everywhere in the U.S.A. and Canada, too. Ship anytime, 24 hours a day, 7 days a week, weekends and holidays. You’ll find GPX saves you money and time. Take your choice of C.O.D., Collect, Prepaid or open a GPX Charge Account. For complete information about service, rates, schedules and routes, call Greyhound or write: Greyhound Package Express, Dept. 8-E, 10 South Riverside Plaza, Chicago, Ill. 60606.

It’s there in hours and costs you less

<table>
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*Other low rates up to 100 lbs. Lot shipments, too.

*If we can’t carry it, call Greyhound Van Lines, the nationwide moving service of diversified Greyhound Corporation.
Golden Globes are dimmed by NBC

NBC-TV, which has presented the Hollywood Golden Globe Awards ceremony for the past four years, will not carry the program next year. A network spokesman said NBC-TV will not exercise its option on the awards program, which is presented by the Hollywood Foreign Press Association for various categories of performances in motion pictures and television. He refused additional comment.

The awarding ceremonies and their telecasts have come under fire from the FCC, which said NBC had not adequately supervised the procedures used in selecting winners (Broadcasting, May 6). The 1968 Globe awards telecast was on NBC Feb. 12.

Peanuts, Yankees are campaign competition

Candidates using television are battling for viewer attention with a lot more than just their political opponents. They must use the medium imaginatively to win interest as well as votes.

The Broadcast Advertising Club of Chicago got this message last week from a panel of three speakers with campaign experience, including Eugene Case of Jack Tinker & Partners, New York. Tinker handled the Rockefeller for governor campaign in 1966.

Mr. Case, displaying several of the governor’s TV commercials, recalled that “like all candidates, we were running against Peanuts and good old Charlie Brown, the New York Yankees and the war in Vietnam, and Bonanza and Ed Sullivan.”

Mr. Case explained that the influence of broadcast ads on politics “can be and should be to make politics less dull—to jar the voters out of their apathy, to threaten their prejudices and preconceptions about men and issues. That is the role we assigned to the broadcast media in 1966 and it is our little fantasy that we succeeded.”

Irving Gerson, president of Gerson, Howe & Johnson, Chicago agency which handled the Senator Charles Percy (R-Ill.) campaign in 1966, told how concentration in television helped to “sell the man,” while Mr. Percy’s speeches dealt with the complex issues. He described TV’s political impact as “revelatory.”

William E. Roberts, partner in Spencer-Roberts & Associates, Los Angeles, which handled the Reagan for governor campaign in 1967, was not able to attend but his talk was read by wbbm-tv Chicago newscaster Joel Daly. Mr. Roberts told how the mass media helped actor Ronald Reagan demonstrate to the public he was qualified for the state’s highest office through positive public relations.

Reeves plans two-day video-tape workshop

From 9 a.m. to midnight daily on Sept. 24 and 25, approximately 350 invited representatives of advertising agencies and schools and universities will gather at the Hotel Roosevelt in New York for a workshop on video-tape production. (Closed Circuit May 13)

The two-day workshop, which will cover about 30 hours of instruction, is being organized by Reeves Sound Studios, New York, with the support of a group of major manufacturers, including Ampex Corp., Memorex Corp., 3M Co., Philips Broadcast Equipment Corp. and RCA. The undertaking is called “Production ’69: a Shirtsleeve Workshop in Television Techniques.”

Parallel sessions will be conducted throughout the workshop in two areas: commercials and shows, and education and training, with students choosing their area of interest. The evening session will be joint meetings.

The instruction agenda includes day sessions in applications and creativity in tape production; use of cameras, recorders and video tape; working demonstrations in lighting, sound recording make-up, electronic editing, video mixing and sound mixing.

There will be two night sessions, spotlighting industry officials discussing production and costs and futures concepts. Both of these sessions will be open for comments from the floor.

Additional information may be secured from Grey Hodges, marketing director, Reeves Sound Studios, 304 East 44th Street, New York 10017.

EBS facilities provided to radio and TV outlets

The FCC has adopted rules aimed at simplifying the emergency operating procedures of AM, FM and TV stations by making available to them facilities of the Emergency Broadcast System (EBS). In addition, the commission has made it possible for EBS facilities to be made available for an expanded number of emergency situations, including civil disorders.

Previous requirements, concerning emergency broadcast notification and
submission of copies of broadcast operations during the period of emergency operation, have been deleted by the commission. Operating privileges, such as full use of daytime facilities during night-time hours by AM's during emergency situations, have been retained, however. Operations must still be carried out on a noncommercial basis and broadcasters may still utilize point-to-point messages upon request of public officials.

Besides civil disorders, some of the other emergency situations for which EBS facilities may be used in the new listing include tornadoes, tidal waves, discharge of toxic gases, industrial explosions and power failures.

The new uses of EBS facilities do not involve activation of the national EBS which may only be initiated by the President in times of national crisis.

Primaries, Paris talks offered no big news

Few surprises materialized for the legions of newsmen who trekked to Nebraska to cover last Tuesday's (May 14) presidential primary. The peace talks in Paris provided even less news: By Thursday evening (May 16) the stars of the NBC-TV and CBS-TV news programs—Huntley-Brinkley and Walter Cronkite, respectively—had returned to the U.S. from Paris.

In covering the Nebraska balloting, ABC News interrupted regular TV programming and projected Senator Robert F. Kennedy (D-N.Y.) the winner of the primary at 9:40 p.m. EDT. The network interrupted again at 10:23. At 11:30 it presented a 15-minute special. ABC Radio carried primary results during its regular news programs.

CBS News projected Senator Kennedy's victory at 9:30 p.m. EDT. Another news bulletin was presented at 9:44 and a half-hour special was aired at 10 p.m. CBS Radio updated election proceedings throughout the evening and at 10:45 p.m. EDT presented a 15-minute special on the Nebraska primary.

NBC News predicted a Kennedy victory at 9:05 p.m. EDT on TV, making it last week's winner of the weekly primary projection sweepstakes. NBC-TV also presented three five-minute reports at 9:13, 9:54 and 10:40 and a half-hour special at 11:30 p.m. EDT. NBC Radio presented five-minute summaries every 30 minutes from 9:15 p.m. to 12:15 a.m.

The Paris talks between North Vietnam and the U.S. were not as fecund a news source earlier publicity would have led audiences to believe. Diplomacy between the two nations took a decidedly secretive turn quite early, so several of the principal network newsmen returned to New York.

**Barand puts you in the driver's seat**

When ABC-TV presents an hour color special in June on the celebrated husband-wife auto racing team of Craig and Lee Breedlove it will have more significance than just another one-shot program for sports addicts. It will be an audition for—it is the pilot of—a projected series of 13 one-hour specials, each to be not only the profile of a racing champion but a racing sport. The planned series, called *The Racers*, would include programs on airplane racing, motorcycles, compact cars, hydroplane boats, Indianapolis 500-type cars, sports cars, stock cars, drag boats, Grand Prix-Formula I cars, ocean runabouts, dragsters and America-style boats.

The project is the work of Barand Productions, a Hollywood-based company started two years ago by lawyer Barry Scholer and sports programs director Andy Sidaris. Barand has produced a number of sports events for *ABC's Wide World of Sports* and turned out 13 syndicated half-hours of *The Professionals* for Warner Bros.-Seven Arts Inc.

Mr. Scholer, who is producer of the new project, has spent over a year trying to sell the concept of a series of racing specials to the three networks. He was told to sell the idea to advertisers first. That's what he has done, having enlisted American Motors Corp., The Goodyear Tire & Rubber Co. and Shell Oil Co. as sponsors of at least the opening special, which will be shown by ABC-TV on Saturday, June 8, 4-5 p.m. PDT.

The hour has a production budget of $75,000 and was actually geared for a prime time slot. Messrs. Scholer and Sidaris, who say they were inspired by the camera techniques used in the motion picture "Grand Prix," are attempting to have the camera take a subjective point of view so that viewers can identify closely with the driver of the racing vehicle, react to his wheels and pedal action, be in on his positioning strategy, and get to know the guys in the pit crews. The first program was filmed in various places around the country for three weeks beginning in March. The original color footage—about 40% of the total footage used on the program—will be combined with home movie footage and still photographs of Craig and Lee Breedlove and with stock footage of their world land speed record attempts and performances.

The three advertisers are licensed to sponsor the program for the first run and a rerun. Barand Productions has retained foreign distribution rights with the knowledge that racing of all kinds is followed avidly in other parts of the world. Reportedly, ABC Films is already negotiating to distribute the program—and possibly series—outside of the U.S.

Craig and Lee Breedlove survey an expanse of beach atop their dynamic vehicles, the "Spirit of America" (l) and the new AMX.
Program notes . . .

Japanese alliance • Filmation Associates, Los Angeles, has completed negotiations with Japan's Toho Ltd. to co-produce an animated television series and also a full-length live-action animation theatrical feature. The television series, aimed for 1969-70 season, will be based on the monster character of Godzilla, which Toho has used in six science-fiction motion pictures.

More holiday specials • Television's King Family has been signed for seven one-hour holiday specials to be produced for first-run syndication during the 1968-69 season. North American Television Associates, Hollywood, will produce the new series in association with Kingfam Productions. The new series, already sold prior to their release to the Metromedia stations, is a follow-up to of five King Family specials now syndicated in some 90 markets.

New service • Universal Publicizers Inc., Chicago, has introduced a new local commercial production service for TV stations based on 15-second comedy lead-ins for all types of stores and sponsors. Produced in color, the film also serves as retail presentation with introduction by Jim Ameche.

H-B goes live • A completely live-action series of TV program inserts, the company's first, has been set for production by Hanna-Barbera Productions, Hollywood-based programming arm of Taft Broadcasting. Called Danger Island, the program will be in serial form and will consist of 18 ten-minute filmed segments. It will be used as part of a live-animated Saturday morning hour that Hanna-Barbera is producing for NBC-TV next season with Kellogg Co. sponsoring. The hour series, reportedly budgeted at $5 millon, will combine animation and live action on each program. It's tentatively titled The Banana Bunch Adventure Show.

Consecutive • CBS News's three-part documentary The Cities will be broadcast on consecutive nights, Monday, Tuesday and Wednesday, June 24-26 at 10-11 p.m. EDT. Originally, the news special, sponsored by the Institute of Life Insurance, through J. Walter Thompson Co., had been scheduled for three nights over a two-week period.

New series • R. W. Bacon Co., 41 Jerome Avenue, Bloomfield, Conn., is producing a new 13-week radio series Traveling . . . with Bob Bacon. The five-minute features deal with the people and places of both domestic and international travel, with particular attention to family travel. The series is designed for use five times each week and slanted for sales to travel-oriented clients.

Guest announcers • Metromedia Television's syndicated The Woody Woodbury Show introduces a new format this month with celebrities appearing as guest announcers on the strip series. The celebrity announcers will deliver commercials as well as announce the star's entrance and handle the show's billboard. Guest announcers already signed for an appearance are Andy Divine, Elsa Lanchester and Abby Dalton.

Expanded late news • In the intensely competitive Los Angeles market, where most TV stations have at least one hour early evening newscasts, KNXT(TV) also has expanded its late night news coverage. The CBS-owned station has put an open-end policy on its Monday through Friday Eleven O'Clock Report newscasts, which traditionally had operated under a 30-minute format. New individual news broadcasts will end whenever the events of the day have been fully reported. The format has been in effect for several weeks, with most late night news broadcasts running about 40 minutes.

Iron Curtain talk • Bob Grant, telephone-talk personality for KLAC Los Angeles, is in Czechoslovakia taping conversations with university students. Mr. Grant has taken along selected tapes of previously aired conversations between typical outspoken Los Angeles citizens and various KLAC talk personalities. Through interpreters, Mr. Grant hopes to solicit Czech student reactions to these radio-talk dialogues and to establish an exchange of viewpoints.

Coast Gig • National Educational Television beginning yesterday (May 19) is presenting four weekly specials on the 1967 Monterey Jazz Festival. Produced by KQED(TV), San Francisco, shows feature Dizzy Gillespie, Mel Torme and others.

Record TV harvest

Writers Guild of America reports a record year in gross revenues from television. For the year ended April 30, the guild collected $5,046,312, 58% more than the $3,191,385 from the similar 12 months of the previous year.

According to the guild, the current residuals flow indicates a still further increase in total revenues. Collection for April of this year is some 150% more than the comparable month last year.
Around most TV stations, E-V lavaliers are taken pretty much for granted. Just hang one around your neck, or clip it onto lapel or pocket—and start talking.

Nothing could make us happier. Because we take great pains to insure the absolute reliability of these tiny microphones. And frankly, no other type of microphone poses a bigger design problem. The lavalier gets dropped, stepped on, swung by its cord, smashed and banged—not once, but often during its life. Most of the abuse is accidental—but inevitable.

So we developed a "nesting" principle of construction that is based on tolerances so tight that the internal element acts as a solid mass, reducing damage due to shock. And we use nothing but Acoustalloy® diaphragms... almost indestructible despite heat, humidity, dirt, or high intensity noise or shock.

We've also spent years developing cable specifications—and methods for attaching it. We've taken into account all the tugs and twists that are the fate of any lavalier cable. That's why our strain relief is so effective. And knowing that no cable can last forever, we've made replacement easy and fast.

Of course reliability by itself is not enough. So our field testing of E-V lavaliers is also devoted to sound quality. We must satisfy major network and independent stations on every score. As a result, E-V lavaliers can be mixed in the same program with stand microphones with no change in voice quality.

In the process of developing the lavalier, we've also made it smaller. Our original model was 7" long and 1" in diameter. Today's Model 649B is just 2-1/4" long, 3/4" in diameter, and weighs a mere 31 grams!

Of course TV studios aren't the only places you'll find E-V lavaliers. They're used in classrooms, lecture halls, conferences, stages and business meetings. And they offer the same year-round reliability with no compromise of sound quality.

Every E-V professional lavalier is protected by our unique 2-year unconditional warranty against failure of any kind, plus the lifetime guarantee of workmanship and materials that is an integral part of every E-V microphone. Full details are waiting at your nearby Electro-Voice microphone headquarters. Or write us about your special needs. We're ready to solve the toughest sound problems—off the shelf—all year 'round!
Spectrum research abounds

NAB requests detailed information on local programing, warns against wired television

If broadcasters hear another rap at the door or read another specialized mailing piece, it's probably just a research man wanting some information.

Never before have there been in such a short period of time so many asking so much of so few. And the hectic questioning is geared toward presenting early answers to what broadcasters fear is a potential spectrum grab inherent in studies now underway by the President's Task Force on Telecommunications.

At the hub of this activity in recent weeks has been the National Association of Broadcasters. It's already cooperating with a program study being conducted by a task force-commissioned research firm, Spindletop Research Inc. (Closed Circuit, May 13). But it's also soliciting on its own a comprehensive set of answers from selected TV stations (about 100) regarding locally originated programing and what it costs.

This information will be made part of an NAB-sponsored study on program diversity conducted by Herman W. Land Associates, New York (Broadcasting, May 6). The study will attempt to ascertain what diversity of programing is now available to the public and how it is distributed.

Replies Expected • But NAB wants the information in a hurry, by May 27. And it's understood that the Association of Maximum Service Telecasters, All-Channel Television Society, Television Information Office, National Association of Educational Broadcasters and the Television Bureau of Advertising are encouraging full cooperation from their members.

In a May 10 letter sent out under the signature of NAB President Vincent T. Wasilewski selected stations have been asked to cooperate with the "crash (Land) study" by providing a report on local programing for 1967. The report will cover programing in each of the following categories: community and public affairs, educational, editors, religious, cultural, agricultural and entertainment.

The stations are asked to list each program by name with a description as well as "any evidence of impact"—press clippings, letters, community action, including rating and audience information. "Mr. Land would appreciate more detail on any particular undertaking(s) you feel deserves special note," the letter says.

News Angle • In addition NAB wants a separate report on station news operation—scheduling, length, staff and operations. If a station is doing more news now than before, it's asked how that coverage differs and "why the new emphasis." If the news operation is going to be expanded, the station is asked why and what it plans to do.

NAB further wants an estimate on the cost of the news and public affairs operation and whether the station is in a "breakeven, profit or loss position in that connection."

Other information sought includes market size, types of service in the market, whether the station is network affiliated or independent, how long it's been on the air and its net weekly circulation.

The information being requested followed almost to a "T" that sought by Spindletop. But it's understood that whatever use is made of the survey in connection with the Land study, the reports (and they're bound to make a voluminous package) will provide NAB with its first real look at the extent of local TV programing and probably will have some future use above and beyond the spectrum fight.

Considering Wired Television • While station officials are poring over their records, they might have time to read a second NAB letter, also sent May 10 to TV members. That provides a reprint of a study which was presented last September at an Airlie House conference on the use and regulation of the radio spectrum (Broadcasting, Sept. 18, 1967). That study proposed a "wired city" television concept with purportedly better quality TV reception and more diversity at less cost.

The letter says: "NAB and other organizations are concerned that we may be witnessing the development of a high-level effort to phase out broadcast television and phase in wired television." It further notes that the Land study is designed to explore ideas embodied in the wired city report.

If the stations involved in the Land study cooperate, the letter says: "... We may be able to develop facts which will lead the President's task force ... to conclude that merely increasing the number of outlets does not necessarily lead to increased diversity and 'quality' in television programing, and that in a transition to a wired system, much public benefit that is unique to over-the-air broadcasting would be irrevocably lost."

NAB claims that the wired city concept would not be an outgrowth of

Why no engineers on task force?

The President's Task Force on Telecommunications Policy may arrive at erroneous conclusions because there are no technical engineers among its members. This omission was mentioned twice last week during sessions at the annual convention of the Armed Forces Communications and Electronics Association in Washington.

Lawrence A. Hyland, vice president and general manager of Hughes Aircraft Co., called attention to the fact that the task force has only two members who have any technical background, and only one is a communicator.

"Admitting the vital need for participation by legal, political and diplomatic experts," Mr. Hyland said in a speech accepting AFCEA's distinguished service gold medal, "it is equally necessary for a substantial number of technologists to be represented on such a committee to elucidate, project, interpose and judge on the facts relating to the future of communications, and to have a vote in the policy determination."

A similar point was made by Cole A. Armstrong, deputy director of the Office of Telecommunications Management.

"My own prediction," Mr. Armstrong said, "is that economists and lawyers alone can't succeed; in fact they're likely to come out in worse shape than we're in now. A multidisciplinary approach is certainly needed but the nature of the technology demands a predominant engineering approach to the systems problems. Using the most sophisticated tools of operations analysis before and not after the decisions are made."

EQUIPMENT & ENGINEERING

62

Broadcasting, May 20, 1968
CATV, but a “planned and probably subsidized development” employing the largest common carriers “within existing patterns of wire distribution.”

All set sales ahead of ’67 pace

TV and radio set sales by distributors to dealers for the first two months of this year were all plusses compared to the same period in 1967, the Electronic Industries Association has reported. Color TV and FM sales particularly moved briskly upward this year.

Color TV sales were up 30.3% for the month of February, and 29.9% for the first two 1968 months compared to the same periods in 1967. Black-and-white TV sets rose 7.2% for February, and by 1.2% for the two months.

In the radio field, home receiver sales in February were up 12% and cumulative sales were up 7.5%. Auto sales moved up 17.6% for February, and 10.4% for January-February.

A real surge took place in FM radio sales; home FM jumped 26.7% for February and 11.1% for the two months; auto FM was one-third higher in February and was up 41.2% for January-February combined.

EIA cumulative figures for the two months of the year:

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EIA group urges action on domestic satellite

A call for fast action in establishing a domestic-satellite telecommunications system was made last week by an electronics group. The satellite telecommunications subdivision of the Electronics Industries Association, in a policy statement, urged “aggressive pursuit and implementation” of a domestic system.

The committee also called on the Office of Telecommunications Management to study propagation conditions involved in the sharing of frequencies between satellite systems and terrestrial systems, and also to experiment in determining the utility of frequencies above 10 gc.

John H. Gayer, General Electric, is chairman of the subdivision.

Lineless CATV moves closer in New York

BID FOR NATIONAL SERVICE EXPECTED TO BE DENIED

The FCC was reported moving last week toward conditional approval of a request for permission to provide virtually cableless CATV service to a portion of New York City on a commercial basis. The order would also provide for commercial service to two unspecified rural areas.

However, a request for a rulemaking proceeding aimed at making such service available nationally apparently will be denied, at least for the time being.

Both requests were filed by Teleprompter Corp., co-owner with Hughes Aircraft Corp. of a CATV system serving upper Manhattan.

At issue is Teleprompter’s revolutionary proposal to use the 18 gc (18,000 mc) band in place of cable trunk lines for short-haul CATV relay service. The company, which was authorized by the commission two years ago to test the concept in New York, requested permission 18 months ago to operate the system commercially.

Action on that request, as well as on the rulemaking, proposed in February 1967 (Broadcasting, Feb. 6, 1967), has been delayed by controversy over whether the 18 gc band should be reserved for use in domestic communications-satellite service.

Finishing Touches * The commission is believed to be putting the finishing touches on a document that would resolve the conflict by permitting Teleprompter to make commercial use of the system in New York on the condition that the company agree to adapt its system to give up the 18 gc band if it is eventually required for satellite service.

In its impending decision to deny the request for rulemaking, the commission reportedly will specify that the denial is without prejudice to reconsideration of the proposal at such time as policy has been established on the development of domestic communications-satellite service.

This denial would be a disappointment to Teleprompter and Hughes, since they could profit from a proliferation of CATV companies using their system. They have formed a subsidiary, Theta Communications, to make and market the electronics equipment that would be used. Thetacom also owns the commercial rights in the microwave system that is the subject of the FCC order.

Commission approval of the New York operation is said to be conditioned also on Teleprompter applying for experimental authorization for two rural areas of different physical characteristics. Teleprompter, in its application, had indicated it would seek such a proceeding. The commission, reportedly, would permit the tests to be conducted commercially.

The commission is said to be making 224 mc of space available for the commercial operations. This is half the amount Teleprompter had proposed be allocated to the service.

Company's Contention * The Teleprompter proposal, which has impressed commission engineers, is heralded by the company as a means of eliminating the dangers and inconvenience of installing underground cable ducts in densely populated urban areas.

But observers also point out that, by eliminating the need for primary trunk cable systems to link a CATV headend plant to distribution points, the system would sharply reduce CATV costs—or would, once the cost of the necessary equipment, which will not be inexpensive, is reduced through production.

This factor is regarded as likely to open sparsely settled areas to CATV operators who now avoid them because of the high cable costs involved. By requiring Teleprompter to demonstrate its system in two rural areas, the commission's impending decision provides for a test of that theory.

In urging the commission to lift the restrictions on commercial use of its system in New York, Teleprompter said it should be given the opportunity of demonstrating, in the market place, whether "the frequencies and engineering practices meet the practical specifications for public acceptance. Such data constitutes a significant part of this experiment."

Other Uses * Observers point out that the system, employing a broad band of spectrum, could be used for more than relaying television signals. Data transmission is among other services that presumably could be accommodated.

This was pointed out by an application for an experimental research in millimeter waves, which would provide essentially the same kind of service as the Teleprompter system, and which was filed with the commission last week by the Chromalloy American Corp., of West Nyack, N. Y.

Chromalloy American, which gave a public demonstration of its system in New York last month (Broadcasting, April 22), has requested permission to experiment on the 10.5 gc, 14 gc and 42 gc bands. It plans to conduct the tests from a mobile station within 50 miles of Roslyn, N. Y.

Chromalloy American said its de-
Metromedia stock split okayed

Stockholders approve two-for-one proposal as well as new issues of common and preferred

Metromedia Inc. stockholders have approved a two-for-one split of common stock and plans to increase the number of outstanding shares of both common and preferred stock.

At their annual meeting in New York last week, shareholders voted overwhelmingly in favor of a plan approved earlier by Metromedia directors (Broadcasting, March 25) which calls for a two-for-one split of common stock in the form of a 100% dividend, payable June 14 to stockholders of record May 23. In addition, there is to be an increase in the authorized number of common shares from 3.5 million to 10 million, and an increase in the shares of preferred stock from 70,000 to 500,000. There are no plans to issue the shares.

John W. Kluge, Metromedia chairman and president, told stockholders the availability of additional preferred and common stock "will aid acquisitions and future capital requirements."

He said the recent acquisition of Playbill, the theatrical magazine, and its printing facilities would serve as an "excellent springboard" to a number of new activities for Metromedia, as well as cutting down the company's printing costs.

Mr. Kluge said sales for the second quarter of 1968 were better than those during the comparable period in 1967. It had been reported earlier that the company's sales for the first quarter were 140% above the comparable period in 1967 (Broadcasting, April 22). Metromedia is a group broadcaster and among its diversified holdings are interests in TV program production and distribution.

Outlook foresees higher revenues and earnings

The Outlet Co., Providence R. I., group station owner and cable system owner and department store operator, announced Wednesday (May 15) preliminary estimates of revenues showing an increase of about 12.5% for the quarter ended April 30. Final figures were not available, but net earnings and earnings per share were expected to be substantially higher than last year, Joseph S. Sinclair, Outlet president, indicated. Last year's revenues were $56.4 million, and net earnings were $1.9 million (Broadcasting, April 22).

Stockholders elected Harvey White, president of Puritan Aerosol Corp., Berkeley, R. I., as a director, succeeding George O. Griffith, Outlet chairman, who has reached mandatory retirement age. Mr. Sinclair was elected board chairman and remains as president.

Mr. Sinclair announced the appointment of James M. Brown, former manager at Outlet-owned KSAT-TV San Antonio, Tex., as vice president in Outlet's broadcasting division and general manager of KSAT-TV.

Interpublic refinances debt, obtains capital

The Interpublic Group of Companies Inc., the troubled $700-million-a-year advertising complex, finally found succour in the form of refinancing from New York's giant Chase Manhattan Bank.

In a terse statement that Interpublic officials would not comment further on, Robert E. Healy, the corporation's president, last week announced that his company had arranged a "total" financial package "which refinances existing bank debt and provides additional working capital."

The arrangement with Chase Manhattan apparently solves the financial problems of the company, which reportedly needs about $5 million for...
the CATV engineering and manufacturing field since 1952. Advertising efforts will be directed at the CATV market.

New color monitor — A new transistorized, high performance color broadcast monitor has been produced by Ball Brothers Research Corp. The new monitor is designed to solve the basic studio engineering problems of placement and accessibility of controls. Featuring a 14-inch display, the monitor fits into a compact EIA rack space. An extendible printed circuit control card is located behind the front control panel to aid in accessibility to the monitor’s controls. The unit also comes with slide guides attached for rack mounting or may be mounted in a 19-inch equipment cabinet.

Cartridge loader — Lauderdale Electronic Labs Inc., Fort Lauderdale, Fla., is manufacturing a high-speed cartridge loading device for radio-TV stations and music duplicating studios. The Kartwinder II, winds tape onto a cartridge reel at 220 inches per second.

Other features include variable speed winding, automatic tensioning, and a push-button operation.

Second Circuit backs FCC on presunrise

A federal court in New York has sustained the FCC’s presunrise rules, turning down 30 broadcasters who claimed they were being discriminated against. Fourteen other broadcasters backed the commission.

The unanimous U. S. Second Circuit Court of Appeals decision, found for the FCC in all respects. It turned down arguments that the commission’s June 1967 judgment was arbitrary and capricious, that it violated the Communications Act’s provision regarding interference among stations and the distribution of frequencies among the various areas of the country, and that the rules were formulated to comply with a new agreement with Canada. The objecting stations also charged that the FCC’s decision to allow many daytime and other stations to begin broadcasting at 6 a.m. caused them interference in the early morning hours and thus modified their licenses without a hearing.

In its presunrise ruling, the FCC said that daytimers and other stations awarded presunrise authorizations can commence broadcasting at 6 a.m. local standard time with their daytime antenna arrays at 500 w power or less if necessary. The commission already has a proceeding underway to change the terminology of the 6 a.m. rule from local standard time to local time to take into account daylight savings time.

Second Circuit Judge Edgar Friendy, with Chief Judge Edward Lumbard and Circuit Judge Robert P. Anderson concurring.

permanent capital and $5 million to pay off several bank loans. Interpublic had been dickering with several financial houses — reportedly Dillon, Read & Co. and E. F. Hutton & Co. — in an effort to solve its difficulties. Interested investors, however, asked that Interpublic sell about 30% interest in its business in exchange for financial help (Broadcasting, Feb. 5 et seq.).

Under the new financial plan with Chase, “all stock in Interpublic will continue to be held only by employees of Interpublic and its employee benefit trusts,” Mr. Healy said.

Company stock is currently held by top management or employee trusts. Under the refinancing plan, “application will be made to the Securities and Exchange Commission to permit further distribution of Interpublic stock to its employees,” Mr. Healy announced. Company spokesmen say the SEC application will be made within a few weeks.

Domestic satellite coveted by Comsat

James McCormack, chairman and chief executive officer of the Communications Satellite Corp., told a sparsely-attended stockholders meeting last week in Washington that Comsat is the only agency that should be authorized to operate a domestic satellite communications system. And he told the group estimated at between 150 and 200 shareholders, a decision can’t be expected until the President’s Task Force on Telecommunications Policy makes a judgment.

Mr. McCormack noted also that last week marked 500 hours of TV handled by Comsat’s four satellites since the start of commercial service in 1965. Broadcasters covering the Vietnam peace talks in Paris ordered more than 25 hours of satellite time for the first week of the negotiations. The bulk of the TV traffic was to Europe to the U.S., but some transmissions were routed onward over the Pacific to Japan and other Asian countries.

By the end of the first quarter this year Mr. McCormack said, Comsat’s investment in communications facilities amounted to $73 million; it will reach $100 million by the end of the year.

He iterated that Comsat might begin paying dividends next year.

Vikoa registers for $3.2 million in stock

Vikoa Inc., Hoboken, N. J., major CATV-equipment manufacturer and multiple CATV owner, has filed a statement with the Securities and Exchange Commission seeking registration of 200,000 shares of common stock at

Poe departure said not to affect MGM

Last week’s departure of Seymour Poe from the executive suite of Cinerama Inc., has no connection with the battle now mounting over control of Metro-Goldwyn-Mayer Inc., feature film and TV series producers, headquartered in New York.

So said spokesman for MGM, Mr. Poe, president of Cinerama since August and former executive vice president of Twentieth-Century-Fox, had been mentioned as a possible replacement for Robert H. O’Brien, president and chief executive of MGM.

Mr. O’Brien is reportedly fighting off attempts by an MGM majority stockholder — Edgar Bronfman — to gain control of the company (Broadcasting, March 6). Mr. Bronfman, according to reports, is demanding that Mr. O’Brien provide for a presidential successor and more Bronfman representation on the MGM board. An MGM board meeting on May 23 in New York may provide the denouncement of the business conflict, sources indicated.
Taft shows overall net revenue increase

Taft Broadcasting Co. last week reported an increase in net revenues, but a 4.9% drop in earnings per share during fiscal 1968. However, the addition of a nonrecurring capital gain of $1,575,000 after taxes, realized from the sale of WFLY-TV Lexington, Ky., for $2.5 million to the Bluegrass Broadcasting group (Broadcasting, May 1, 1967), resulted in net earnings increase.

The Cincinnati-based group broadcaster reported a 12.8% increase in fourth-quarter earnings over the same period last year and attributed it to "a general upswing in broadcasting earnings and to a substantial fourth-quarter contribution by Hanna-Barbera Productions Inc.," a wholly owned Taft subsidiary.

For year ended March 31:

1968 1967
Earned per share $2.40 $2.03
Consolidated net revenues 36,592,330 29,604,638
Net earnings before non-recurring gain 6,480,060 8,813,894
Non-recurring gain 1,575,000  — —
Net earnings 8,055,060 8,813,894

CBS wins Sloan award for 'Driver's Test'

CBS News, for the third consecutive year, will be among the 14 recipients of the Alfred P. Sloan Radio-TV Awards for Highway Safety, to be presented Tuesday (May 21) in New York. Eleven bronze plaques will go to stations, networks and advertisers. Three $1,000 prizes will be presented for creativity in producing programs on highway safety.

CBS News won the national television-sustaining category for production of the National Driver's Test. NBC Radio won the award in the national radio-sustaining category for 20 features on safety carried on Monitor. Winners of the $1,000 creative awards are Allan Page, KGWA Enid, Okla.; Tim Spencer, WEHT-TV Evansville, Ind., and Phil Johnson, WTVL-TV New Orleans, television producer.

Other winners are MFA Insurance Co.'s, Columbia, Mo.; WMD Atlantic City; WAMS Wilmington, Del.; Indian Nation Radio Network, Oklahoma; WTVL-TV New Orleans; South Carolina ETV Commission; American Oil Co., Chicago; Bethlehem Steel Co., Johnston, Pa., and Allstate Insurance Co.'s, Skokie, Ill.

Y&R's urban campaign

Campaign in support of the activities of the New York Urban Coalition has been prepared by Young & Rubicam, New York, to emphasize the need for employment opportunities and funds for recreational use for young people in the ghetto this summer. The campaign, created as a public service by Young & Rubicam, points up the theme, "Give a damn," and consists of TV and radio commercials, print advertising, posters and buttons.

Bernstein opens PR firm

Melville Bernstein, formerly director of advertising and sales promotion for United Artists Television Inc., has opened his own advertising-promotional consultancy firm in New York for broadcast program firms and other enterprises. His office is at 14 East 49th Street, New York.

In his new post, Mr. Bernstein will also direct planning and development for National Bicentennial Production Inc., a business organized to license, promote and exploit products and events connected with the celebration of the 200th anniversary of the American Revolution and the signing of the Declaration of Independence.

IRTS honors Lowell Thomas

Veteran CBS Radio newscaster Lowell Thomas received a special award from his broadcaster peers last week. The second such recognition afforded him in the past two months. On May 14 Mr. Thomas was given the "personality of the year" award of the International Radio & Television Society in New York. He was described as "a legend in his own time" who "is best
Owning a Schafer Broadcast Automation System has really put wind in his sales!

Profits up... problems down. This station owner knows his reliable Schafer System is operating smoothly day in-day out. His people are free to be more creative... They have more selling time, too. And Schafer gives any station owner more time for fun, relaxation, his family, and the community. That's the magic of Schafer-land.

Meanwhile Back at the Station
The Live Sound of Schafer Goes On... And on... And on...

Schafer
World's Leader in Broadcast Automation Systems
Schafer Electronics 9119 De Soto Avenue, Chatsworth, California 91311 (213) 882-2000
known and most respected by millions as a broadcast journalist whose brilliant career spans 38 eventful years.” On April 1, Mr. Thomas was recipient of the National Association of Broadcasters distinguished service award.

Drumbeats . . .

Award to Moore = ABC Group Vice President Thomas W. Moore, was the recipient of a “Horatio Alger Award” of the American Schools and Colleges Association at ceremonies in New York Tuesday (May 14). Dr. Norman Vincent Peale presented bronze plaques to Mr. Moore and 10 others, including former U. N. ambassador Arthur J. Goldberg and entertainer Bob Hope.

AWA praises Chet = Chet Huntley, NBC News, New York, and Jerome Kueht and George Vicas of NBC’s Paris news bureau have won the 1968 Aviation/Space Writers Association Writing Award in the television, radio and motion picture category for the NBC-TV documentary The Aviation Revolution. The award will be presented May 22 at the AWA’s Annual Award Banquet in Cocoa Beach, Fla.

From Jeffee with love = Saul Jeffee, chairman and president, Movielab Inc., has donated $100,000 to Lincoln Center for the Performing Arts in New York for development of a film institution. Established in 1963, the center’s film department sponsors such programs as the annual New York Film Festival and the National Student Film Awards competition. Mr. Jeffee is a member of the Lincoln Center film committee.

Pop puzzle = A California record promoter has developed a promotional game for use by radio stations that is based on a crossword puzzle concept. Called the spinIT crossword puzzle, the game offers listeners an opportunity to test their knowledge of contemporary music in return for prizes. It involves a 13-square crossword puzzle, numbered with matching stub. The puzzle is completed by identifying the names of contemporary recording artists and their respective hits. The puzzles would be made available by participating sponsors. The cost for the promotional game—which could vary depending on market size—would be approximately $400 for the first month of service and $300 for each consecutive month on a minimum three-month agreement.

Educational auction = Noncommercial WTTW(TV) Chicago has gone well over its auction fund raising goal receiving more than $330,000 in viewer purchases and pledges. Local businesses donated merchandise auctioned on the air by celebrities and civic leaders. Last year WTTW raised $208,000 in this fashion. Its 1968-69 operating budget is $2.5 million.

New PR outfit = Barbara Steward, former public relations director for J. S. Fullerton Advertising Inc., New York, has formed a public relations company, Steward Associates Inc., that city. The firm’s first account is The 1968 American Festival of Radio and Television Commercials Festival.

Contest for furs = The newspaper ad stations have bought to herald the promotion call it “the most fabulous contest ever held in Los Angeles.” In a joint effort, KOST (FM) Los Angeles, and XTRA Tijuana, Mexico, both stations run by the McLendon organization, are offering Southern California listeners to their “good music” format a trip for two to Copenhagen and the opportunity to pick any fur from the collection of A. C. Bang, furriers to the royal court. Listeners are asked to send a card with their name and address to either station, with winners drawn from a mink-lined bowl. The idea of the promotion is to introduce the new music format at KOST and XTRA, which until recently featured all-classified advertising and all-news programming, respectively.

San Francisco bird = A homing pigeon representing San Francisco county won a pigeon sweepstakes promotion sponsored by KLOK San Jose, Calif. More than 300 advertising agency personnel participated in the promotion, with Chick Galt, owner of the Galt Agency in San Francisco, holding the lucky ticket that won him a five-day all-expense stay in Hawaii for two. Each of the 17 birds entered in the sweepstakes represented a county in the areas served by KLOK and its sister station KWZ Santa Ana, Calif. Both stations are owned by Davis Broadcasting Co.

Award for ABC Radio head = Walter A. Schwartz, president, ABC Radio and its divisions, received an alumni award citation from Wayne State University alumni association at its centennial reunion last week in Detroit. Mr. Schwartz was honored for his “outstanding contribution in the field of broadcasting.”

Degree for Sevareid = Eric Sevareid, national correspondent for CBS News, will receive an honorary degree at Colgate University’s 147th commencement on May 26. Mr. Sevareid’s commentaries are a regular feature on the CBS Evening News with Walter Cronkite.

Pilot Godfrey praised = CBS Radio’s Arthur Godfrey will be inducted into the Congressional Flying Club as an honorary lifetime member at the organization’s annual banquet Tuesday (May 21) in Washington. Mr. Godfrey, who has logged nearly 14,000 hours of flying time, is a qualified commercial pilot.

Beasley’s Bike-In = Bob Beasley, a disk jockey at WTMJ Milwaukee, helped promote National Bike Month in May with a Sunday afternoon 12-mile “bike-in.” Governor Warren Knowles of Wisconsin joined the 1,000 cycle enthusiasts and onlookers who gathered for the event.

WBAP executive wins ‘Betty’ = Roy Bacus, general manager of WBAP-AM-FM-TV Fort Worth-Dallas, has received the “Betty” Award of the Association of Broadcasting Executives of Texas. The award, ABET’s top honor, is presented annually to an individual or organization as “special recognition for a specific or consistent contribution to further the effectiveness, service or dignity of the broadcast industry.”

Clio award due May 22

The NBC-TV color award, which has been established to recognize the most effective use of color TV by an advertiser, will be presented at the 1968 awards ceremonies of the American Television and Radio Commercials Festival on May 22. The ceremonies will be held in Philharmonic Hall, Lincoln Center, New York, and a Clio statuette will be presented by a top NBC executive.
AM treaty continues to elude U.S. and Mexico

U. S.-Mexican agreement on a new treaty governing the two countries' use of the AM band remains a will-o'-the-wisp.

FCC Chairman Rosel H. Hyde headed a three-man delegation to Mexico City last week for what was hoped would be a wrap-up of negotiations on the treaty that began in Washington in September 1966.

But after three days of talks, the chairman returned to Washington late Thursday afternoon with Wallace E. Johnson, assistant chief of the Broadcast Bureau, and Richard Black, a State Department telecommunications expert, reporting that more work needs to be done. No date has been set for another meeting.

Before the latest round of talks, four points remained to be resolved, among them the key one involving each country's expanded nighttime use of the other's clear channels. This includes each side's efforts to have exempted from the treaty's provisions a number of stations that would operate on the other's clear at night.

The issue also includes the U. S. effort to remove the existing across-the-board restrictions on presurface operations by a number of U. S. daytime-only stations.

Chairman Hyde said no agreement had been reached on any of the points.

But he refused to give a completely pessimistic report. "Significant progress has been made," he said.

The U. S. and Mexico are operating under the second extension of the five-year treaty that was to have expired on June 9, 1966. One protocol extended the life of the pact until Dec. 31, 1967. A second protocol, signed late last year, will expire at the end of this year.

Abroad in brief...

Compton's interest in Italy = Compton Advertising Inc.'s French partner agency, Dupuy-Compton, Paris, has purchased an interest in Compton-Cueto, S.P.A. in Italy, which becomes Compton-Dupuy Italia, S.P.A. Offices in Rome and Milan this year handle an estimated $1.2 million in billing. Accounts with Compton-Dupuy Italia, S.P.A., include Procter & Gamble, Schick Safety Razor Co., Boeing Co. and Johnson & Johnson.

Football network = Moffat Broadcasting Ltd. has proposed a radio network for games in the Canadian Football League's western conference for the 1968, 1969 and 1970 seasons. Moffat Broadcasting, which owns CKY-AM-FM Winnipeg, Man., said the network would carry games on CKY; CJME Regina, Sask.; CKXL Calgary, and CJCA Edmonton, both Alberta; and CHQM Vancouver, B.C., and would feed the games to 35 other stations from western Ontario to British Columbia.

Haiti documentary = Barry Gray, interview program host on WMCA New York, has produced a television documentary on Haiti, including an interview with the country's president, Francois Duvalier. Mr. Gray is handling the sale of the program, and said that at present he is accepting bids from the TV networks.

FATES & FORTUNES

Broadcast Advertising

John W. Conner, VP and creative director with Doremus & Co., New York, elected senior VP.

Arthur Miller, VP and sales manager with Bernard Howard & Co., New York, joins Dore and Allen as executive VP and general manager of New York office.

Richard Bompaine, assistant director of research and sales promotion for Storer Television Sales, New York, joins H-R Television, that city, as eastern division research manager. Richard W. Ghitner, research director for WBKB-TV Chicago, joins Corinthian division of H-R Television, that city, as salesman. Richard Wittwer, with broadcast sales division of Marshall Field & Co., Chicago, joins sales staff of H-R Representatives, that city.

Goff Lebhar, general sales manager for W2AT-AM-FM-TV West Palm Beach, Fla., joins WDCO-TV Washington as sales manager.

Bob Mahlman, account executive with Storer Television Sales, New York, joins WLRW-TV Miami as national sales manager.

Dr. Robert Grayson joins Daniel & Charles, New York, as senior VP in charge of marketing services.


Thomas W. Watson, account supervisor, and Raymond J. Maloney Jr., member of legal department, both with BBDO, New York, named VP's.

John R. Blaney and William C. Moffartland, account supervisors, and Billings S. Fuess Jr., copy group head, Ogilvy & Mather, New York, elected VP's.

Joseph A. Garibaldi, corporate secretary: Jay Beckerman, executive art director, and Jay Arnold Greif, production and traffic manager, all with de Garmo, McCaffery Inc., New York agency, named VP's. Michael O. Gold named VP, creative; Adrienne Clai-
The Federal Bureau of Investigation asked broadcasters last week to be on the lookout for a fugitive who has worked as an announcer at radio stations at various times and is wanted for embezzlement in Watertown, S.D.

The FBI identified the fugitive as Bernard Berman, who is said to have fled from Watertown in March 1966 after he was identified from a picture and story in Broadcasting. At that time he was wanted by the FBI for bad-check charges in Michigan. In Watertown he had lived under the name of Lawrence Parker, married the daughter of a prominent businessman and gone into partnership with the father in a soft-drink bottling plant.

According to the FBI, Berman worked in 1958 at a St. Louis radio station under the name of William Holliday. Later he was an announcer at stations in Kalamazoo and Albion, both Michigan, using the name William London. Other aliases he has used were said to include Robert Davis, Bill Miller, Julius J. Rubinstein and Robert Lawrence Russell. He is said to be 35 years old and five-feet, eight-inches tall and to weigh about 200 pounds. His eyes are reported to be brown and his hair brown-black.

Advertising. Fort Lauderdale, Fla., joins B/G/F as writer.

Ted Brew, national sales manager for WABC-AM-FM, New York, named Detroit regional sales manager for ABC Radio's four-network system.

Craig Meeker, media buyer with Gumbinner-North Co., New York, joins Hellitzer Advertising, that city, as media director.

Sanford Greenwald, VP and account supervisor with Benton & Bowles, New York, joins Wyse Advertising, that city, as account supervisor.


Peter Tiisler, with Campbell-Ewald, New York, joins Warren, Muller, Dolobowsky, that city, as art director. Alan A. Fisher, with Doyle Dane Bernbach, New York, joins account service staff of WMD. Regina Grant, with Douglas Simon Advertising, New York, joins copy department of WMD.

Harry M. Apel, local sales manager for KHTV-TV Houston, appointed general sales manager.


Howard Weis named sales manager for WNOV Milwaukee.

William Carney, television account executive with The Katz Agency, New York, joins Blair Television, that city, in similar position.

Dante (Danny) Longo, regional sales manager for KFRE-TV Fresno, Calif., named local sales manager.

Jack R. Harvey, account executive with Young & Rubicam, New York, and John B. Carles, account executive with Grey Advertising, that city, join LaRoche, McCaffrey and McCall, that city, in similar positions.

Richard Coulter, account executive with WTOR-TV Toledo, Ohio, named regional sales manager.

Lance Johnson appointed art director for Northern Television Inc., Anchorage group owner.

Mike McCoy, associate producer for VPI of California Inc., Los Angeles, appointed producer and head of West Coast sales for Pelican Films of California, Hollywood.

George Kalman, account executive with WVON New Rochelle, N. Y., joins Pro Time Sales, New York, in similar position.


William C. Doughty, on sales staff at KMEX-TV Los Angeles, appointed local sales manager.

Lloyd Venard, principal with Adam Young VTM, New York, is recuperating at Doctors hospital in San Diego after heart attack.

Jerry Rosenthal joins radio sales staff of McGaevren-Guild-PGW, Chicago.


Ernest (Bud) Roick Jr., account executive with WNNY Newark, N. J., joins NBC Radio network sales, New York, as account executive.

Leon Surrus joins Chicago sales staff of Blair Television.

Jim Foley, assistant research director for Mediasat Inc., Washington, joins Bishopric/Gree/Fielden, Miami, as media and marketing analyst.

Robin Leach, press representative at WBBM-TV Chicago, joins Livingston & Associates, there as account executive.

George Geib, VP and general manager, WEE-AAM-FM Rensselaer, N. Y., also named senior VP of parent Star Broadcasting group.

Lucky Cordell named assistant manager, WVON Chicago.

Ken Draper, manager, WCFL Chicago, resigns with no plans announced.

Ray Diaz, NBC station relations regional manager for Southeast area, appointed manager, radio station relations, NBC, New York.

Arnost Horlik and Richard D. Klinger named associate directors with CBS-TV business affairs department, New York.
William G. Evans, general manager of Wtwo-TV Terre Haute, Ind., joins WDMP-TV Chattanooga in similar position.

PROGRAMING

D. J. Leary, on leave of absence as general manager, WESC Duluth, Minn., joins United Democrats for Humphrey, Washington, as coordinator of news media advance teams for Vice President's presidential campaign.


Barbera Productions, Hollywood, appointed manager, editorial department.

Dave Sturm named program director for KTLD Tallulah, La., succeeding Bill Johnstone, who resigns with no plans announced.

Milt Hoffman, executive producer for KJH-TV Los Angeles, named director of live programming.

NEWS

Bill Beutel, newsman, WABC-TV New York, named correspondent in ABC News London Bureau.

Lee Giles appointed news director of WISH-TV Indianapolis.

Frank Bensh, assignment editor with WXYZ-TV Detroit, named news director, succeeding William Fyffe, named to similar position with WKBA-TV Chicago. Both are ABC-owned stations.


Ian MacBride, news editor with WLOS-TV Asheville, N. C., appointed news director.

Chuck James, news director for KCBS San Francisco, appointed vice chairman of California Television and Radio Association.

Michael T. Craig named news director for KHGO-AM-FM Tahoe Valley, Calif.

Bob Maher, newsman with WXYZ-TV Detroit, and Robert Blair, newsman, with WVUE-TV New Orleans, join WWJ-AM-FM-TV, Detroit in similar positions.

FANFARE

Keith H. Moon, director of advertising and promotion for KHOU-TV Houston, joins KIRO-TV Seattle as promotion director.

Fedora Bontempi, with WOR-AM-FM-TV New York, joins KLAS-TV Las Vegas as director of public affairs.

Don Berrigan named director of promotion and publicity for KHJ-AM-FM Los Angeles.

Philip G. King, manager of editorial information center for National Education Association, New York, appointed director of press, radio and television relations division, Washington, succeeding Roy K. Wilson, who has been appointed executive director of National School Public Relations Association.

Richard J. Popin, with promotion department of KRON-TV San Francisco, named assistant promotion manager.

John F. Burby, with public affairs office of Department of Transportation, Washington, named special assistant for communications to secretary.

Bruce Fox, news director for KMVT-(TV) Twin Falls, Idaho, joins L. E. Johnson and Associates, Boise, Idaho, PR firm.

EQUIPMENT & ENGINEERING

Al Micheli, sales engineer for Jerrold Electronics Corp., Redwood City, Calif., named manager of turnkey sales for western region of CATV systems division of Jerrold, that city. Howard Lomax named to newly created position of marketing manager for CATV systems division. Walter J. Mecleary named eastern regional manager of CATV systems division.

Richard F. Adler, VP in charge of sales for semiconductor products group.
of General Instrument Corp., New York, named to newly created position of VP and general manager of semiconductor components division.

Robert E. Wiles named manager of product planning for Sylvania entertainment products division of Sylvania Electric Products Inc., Batavia, N. Y.

INTERNATIONAL

Michael Burt, account supervisor with BBDO, London, appointed associate director.

Herbert Krosney, producer with National Educational Television public affairs department, New York, appointed resident expert for documentary production with Israel Television, Jerusalem.

Frank C. Murray, c/o Q Belleville, Ont., named board chairman of Radio Sales Bureau, Toronto, succeeding Arthur C. Harrison.

Eugene S. Hallman, VP, programming, for Canadian Broadcasting Corp., Ottawa, named VP and general manager of English networks division, Toronto, effective July 1. Robert W. McGall, acting general manager of English network operations for CBC, Toronto, appointed CBC director for British Columbia effective July 1, succeeding Kenneth P. Gale, who retires at end of May.

ALLIED FIELDS

Charles B. Schneider, senior project director, custom service division, Market Research Corp. of America, New York, named director of client relations, Scherwin Research Corp., that city.

Michael Pertschuk, general counsel for Senate Commerce Committee also named charter member of newly formed national commission on product safety.

DEATHS

Marion Lorne, 82, who played Mrs. Gurney on Mr. Peepers in 1952 for NBC, comedy sketches on Gary Moore Show for CBS in 1958 and Aunt Clara on Bewitched for ABC, died of heart attack May 9 at her home in New York.

Blair Fraser, 59, Canadian radio and TV commentator and Ottawa editor of Maclean's magazine, drowned May 12 while canoeing in Algonquin Provincial Park, about 40 miles northwest of Pembroke, Ont. Mr. Fraser had been heard regularly on Canadian Broadcasting Corp. and last month covered Liberal party's national convention for CTV television network. He is survived by his wife, Jean, and two sons.

FOR THE RECORD

STATION AUTHORIZATIONS, APPLICATIONS

As compiled by Broadcasting, May 8 through May 15 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, ERP—effective radiated power, kc—kilocycles, kw—kilowatts, LS—local sunet, mc—megacycles, mod.—modification, N—notified, PAA—preapplication authority service, SCA—subsidiary communications authorization, SH—specified hours, SSA—special service authorization, STA—special temporary construction permit, trans.—transmitter, UHF—ultra high frequency, U-unlimited hours, VHF—very high frequency, vis.—visual, w—watts, e—educational.

New TV stations

APPLICATIONS

Davenport, Iowa—Standard Broadcasting Co. seeks UHF ch. 30 (566-572 mc); ERP 232 kw vis., 46 kw aur. Ant. height above average terrain 334 ft; ant. height above ground 550 ft. P. O. address: 725 Sutton Place, Waterloo, Iowa. Estimated construction cost $419,835; first-year operating cost $250,000; revenue $250,000. Geographic coordinates 41°35' 29" north lat.; 90°32' 56" west long. Type trans. RCA-TTU-10A. Type ant. RCA TPU-30J. Legal counsel Edward P. Morgan (Welch & Morgan); consulting engineer Raymond E. Roberts; Principals: Eugene G. Combs, president; Otto A. Sutton, first vice president. Martin C. Donnolinger, second vice president (each 20%) and Mr. Combs, attorney, apartment building owner, real estate holding company owner. Mr. Sutton is owner of oil producer investment firm. Mr. Combs is 31% owner of general contracting firm, and has numerous other business interests. Ann. May 14.

Staten Island, N. Y.—Broadcasting Affiliates Corp. seeks UHF ch. 6 (786-794 mc); ERP 310 kw vis., 31 kw aur. Ant. height above average terrain 287.5 ft.; ant. height above ground 53 ft. P. O. address: 315 Madison Avenue, New York 10022. Estimated construction cost $445,000; first-year operating cost $268,000; revenue $250,000. Geographic coordinates 40°46' 55.2" north lat.; 74°06' 36.6" west long. Type ant. Jampro JZZ-20-B. Legal counsel Scharfstein, Beckhauser and Baron; consulting engineer David L. Steel Sr. Principals: Michael O. Finkelstein, president (12.5%); George Soll, vice president (12.5%); Herman N. Finkelstein (37.5%) and Mr. Finkelstein is attorney and president and 35% owner of document retrieval bureau. Mr. Soll is partner in law firm. Mr. Herman N. Finkelstein is also partner with Mr. Soll in law firm. Ann. May 10.

OTHER ACTIONS

Review board in Los Angeles, TV broadcast proceeding, Docs. 16697-80, denied petition for reconsideration and for enlargement of issues filed Feb. 19 by Fidelity Television Inc. Action May 8.


Review board in Patchogue, N. Y., TV broadcast proceeding, granted extension of time to extent indicated and denied in all other respects petition to enlarge issues filed Feb. 18 by Long Island TV Corp. Action May 8.

ACTIONS ON MOTIONS

Chief Hearing Examiner James D. Cunningham on May 3 in Red Lion, Pa. (Red Lion Broadcasting Co.), TV proceeding, designated Hearing Examiner Forest L. McCleming to serve as presiding officer; dates for preliminary conference and hearing to be specified by subsequent order (Docs. 18138).

Hearing Examiner Thomas H. Donahue on May 7 in Utica, N. Y. (Rust Craft Broadcasting Co., P. H. Inc. and Roy Park Broadcasting Inc.), TV ch. 20 proceeding, granted motion by Rust Craft and continued certain procedural dates and continued hearing from June 3 to July 9 (Docs. 18932-4).

Hearing Examiner Jay A. Kyle on May 3 in Boston (Patriot State Television Inc. and Boston Heritage Television Inc.) TV ch. 68 proceeding, granted request of Boston Heritage Broadcasting Inc. and continued to July 29 hearing now scheduled for May 6 (Docs. 17742-3).

Hearing Examiner Chester F. Naumowicz Jr. on May 7 in Medford, Ore. (State of Oregon acting by and through the State Board of Higher Education: Liberty Television Co. and State Board of Higher Education: Liberty Television Inc., and Stikine Broadcasting Inc. and Medford Printing Co.) TV ch. 8 proceeding, upon informal request of the Federal Communications Commission, continued commencement of hearing to May 14 and ordered if hearing continues beyond May 17, it shall be resumed on May 24 (Docs. 18680-2) and on May 9 granted petition by State of Oregon acting by and through the State Board of Higher Education for disconnection and application and ordered application dismissed (Docs. 17880-2).

Hearing Examiner Chester F. Naumowicz Jr. on May 9 in Sacramento, Calif. (Grayson Television Co., Hercules Broadcasting Co., TV ch. 13 proceeding, ordered all procedural dates including commencement of hearing for June 4, continued pending further order (Docs. 17978-8)).

Hearing Examiner Chester F. Naumowicz Jr. on May 9 in Patonoke, N. Y. (Little League Video Broadcasting Co., TV ch. 67 proceeding, ordered conference scheduled for May 13 cancelled and set following dates to govern hearing: June 25, exchange of exhibits; July 2, notification
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$38,160; first-year operating cost $70,000; revenue $88,000. Principal: John W. Morley. Mr. Morley and associates purchased KEGE Eugene, Ore. Sale is subject to FCC approval. Action May 9.
**New FM stations**

**APPLICATIONS**

Harrodsburg, Ky.—Fort Harrod Broadcasting Corp. seeks 99.3 mc, ch. 274, nighttime with 68 ft. P. O. address: 400 Beaumont, Harrodsburg, Ky. 1060. First-year operating cost $7,640; revenue $7,000; property $25,000. (Principal: Dr. John R. and Jeanette Banoczi. Seeks also jointly own KNOB-FM Long Beach, Calif. Ann. May 8.)

Pompano Beach, Fla.—Pompano Beach Broadcasting Inc. seeks 84.3 mc, ch. 232, 3 kw, X. Ant. height 284 ft. P. O. address: 1138 Northeast 7th Street, Pompano Beach, Fla. 33066. Estimated construction cost $41,000; revenue $43,000; property $50,000. (Principals: James E. Miller, president and 25% owner.)

“...final action...”
Joint request for dismissal of application and approval for reimbursement of expenses filed March 12 by The Graphic Printing Co. for certain findings. The agreement submitted therewith is approved; application and approval for reimbursement of expenses is dismissed with prejudice and remaining application and approval for reimbursement is retained in hearing status. Action May 9.

* Review board in Louisville, Mo., FM broadcast station WCMR(A). May 13, granted motion filed May 7 by Risher Broadcasting Co. to change primary station to change frequency from 82.7 to 82.8 MHz, AM, and to change primary station to change frequency from 82.8 MHz to 82.7 MHz, AM, in accordance with rule 37.8 of Commission, Action May 9.


** ACTIONS ON MOTIONS **


** ACTIONS ON MOTIONS **


** ACTIONS ON MOTIONS **


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** ACTIONS ON MOTIONS **

**RADIO**

**Help Wanted**

**Management**

Wanted... bright take charge manager for new AM-radio facility in Northern Ohio. On the fringe of one of nation's largest markets, with 150 million dollar local market to look out for and toe the mark, mid-Atlantic seaboard area. Excellent potential. Salary and local progressive radio station.

**SITUATIONS WANTED** 25c per word—$2.00 minimum.

**APPLICANTS:** If tapes or films are submitted please send $1.00 for each package to cover handling charge. Forward remittance separately. All transcriptions, photos etc., addressed to box numbers are sent at owner's risk. BROADCASTING expressly reserves any liability or responsibility for their custody or return.

**HELP WANTED** 30c per word—$2.00 minimum.

**Help Wanted**

**Sales**

Kansas, one-station market. Splendid sales potential. Opportunity to build good earnings. Box E-45, BROADCASTING.

Experienced salesman for northern Illinois network station. Salary plus. Excellent account list. Sales manager's position is waiting for you if you can produce. Box E-72, BROADCASTING.

Young salesman ready to move into management in 150,000, 2 stn. N.Y. S. mkt. Box E-121, BROADCASTING.

Sales representative for new syndicated radio program service. Leads supplied by direct mail and trade advertising along with your own personal contacts. Requires travel. Replies confidential. Box E-199, 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 KVVR, Brainerd, Minnesota.

Personable, self-starter who likes people, can become involved in community. Pleasant announcing voice helpful for shifts heavy selling. Mail resume to: Lewis Egge, WAOA, Opelika, Alabama.

Excellent opportunity for local time salesman in Cedartown, Georgia. Only those who want a permanent, secure position and whose personal and credit references are excellent need apply. Contact Bob Bond, WOA.

Very successful local AM/FM wants another good salesman, and brief resume and photo. Graph: WLING, Sag Harbor, Long Island, New York.

Outstanding opportunity with #1 rated large local chain to handle local market, mini-Atlantic seaboard area. Excellent potential. Salary and commission plan. Full company benefits... group station operation. Send short resume to radio station WRAP, P. O. Box 598, Norfolk, Va.; Attention: S. H. Baronec. No phone inquiries, please.

C & W sales—need two—management potential. Call collect—310-385-9451.

**Sales—(Con'd)**

Nation's leading broadcast school with 28 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. Send resume with photo to: Wm. Anderson, President, Box 1800, San Francisco 17, California.

Immediate opening for experienced sales-man-announcer for small northern Minnesota FM station. Must have sales experience. Must know how to accept responsibility. You can write your own $ ticket! We have group hospitalization, life insurance, paid sick leave, and vacation. Send complete information, including tape, and full address, P. O. B. G. 45, Park Rapids, Minn. 56470.

**Help Wanted**

**Announcers—(Con'd)**

Program director with several years experience who will assume responsibility for station sound. MOR station with network and adult audience. No rock or country. Permanent, secure position available in vacation country. Box E-170, BROADCASTING.

Midwest M.O.R. in need of a good personality. Good salary, unlimited future with a growing chain. If you are a personality, or if you have a problem in your background which will not apply. Send tape and resume to Box E-97, BROADCASTING. All replies confidential.

Immediate opening for top announcer with several years experience. Must have ability to write copy and do production work. Prefer experience in current market. Good pay, advancements, and fringe benefits. Eastern U. S. Send complete resume and non-returnable tape. Box E-298, BROADCASTING.

Top pay for major market contemporary powerhouse. Send complete tape and information about yourself, including salary desired. Only radio professionals need apply. Box E-312, BROADCASTING.

Looking for personality afternoon dj, MOR format in the midwest. Must be experienced. Send resume, tape & photo to Box E-239, BROADCASTING.

Live-west midwest MOR expanding small station market needs first phone morning personality. Tape and resume to Box E-239, BROADCASTING.

Need bright, promotional-minded morning top C&W format in southwest. Good salary needed, send tape and resume to Box E-243, BROADCASTING.

Immediate full-time announcer opening at AM/FM station in Seattle combo with TV CP where it's happening in Christian radio! 5 kw daytime suburban market, attractive vision plan. Req: 240 kw FM (biggest north of France) running adult/Computer station. MOP with one sixty second mini-message per hour. Send tape and resume to KBQI, Seattle 98133.

Alaska's largest market, $800 to start. City over 100,000. Good music AM-FM-TV. Production work, news board shift. Experienced, mature voices only. Quality sound. Immediate consideration. Airmail tape, picture, experience and references to Ken Flynn, KHR, Pouch 7-016, Anchorage, Alaska 99501.

Wanted by KOLT, Scottsbluff, Nebraska. Sportscaster—salesman—no experience necessary. Apply by mail with picture.

**ANNOUNCEMENTS**

"KB81—radio ticket," Minneapolis, a member of a growing chain with a bright new successful format has opening for experienced 1st phone jock. Also future openings among other local market stations. Send tape and resume plus salary requirements to Tom Wynn, KB81, 4500 Exeter Blvd., Minneapolis, Minnesota 55416.

Top rated station has immediate openings for three positions. Announcer, news director, chief engineer. Sales network. Excellent facilities. Salary depends on experience and ability. Send tape, photo, resume. KSIS AM-FM, Sedalia, Missouri.

Wanted: Good-voced experienced announcer with no bad habits, capable of running and controlling as little or as much music as the station demands. Air shift and production duties only. Must be able to follow instructions. Our station is modern, serving a beautiful southern resort city, populated number one, and we pay well above average. Must be able to stand past employment laws. We'll pay you to come. Send resume and air check to KWOW, P. O. Box 481, Texarkana, Tex. 75501.

Top soul station in Houston needs soul voice. Send tapes and resume to Dave Jordan, KYKX, 613 Preston, Houston, Texas.

Immediate opening for phone, tape and complete announcer for top rated format station. Tape and resume.

Texas stations has an opening on second-class production equipment. Of being tied down by an air shift so there's no doing production? We're offering the opportunity with a future you're seeking! A new ultra-modern 5 kW AM & FM stereo station covering a growing market of over 150,000 will soon serve Auburn & Opelika in east central Alabama, home of famous Auburn University. Be a part of a substantial new organization with real radio operations in the southeast. First-class personnel and production oriented announcers for a MOR format needed in June. Send photo, resume and tape to: Manager, Radio Station WJIC, P. O. Box 2329, Opelika, Alabama 36801.

The man that I'm looking for is about 25, has at least one year of experience, is personable, mature, stable, and has at least one year of record experience. We offer a livable starting wage, group ownership and fringe benefits, and the opportunity to work with a young friendly group of professionals. Can you come close to filling the bill? Send photo, resume, tape to: Manager, Radio Station WCSI, 501 Washington Street, Columbus, Ind., 47201.

MOR announcer with opportunity for advancement. Play-by-play helpful. WCSI, Columbus, Ind.

Small market station needs announcer with first phone. Station member of young, growing group; unlimited opportunity. Sales experience desired but not necessary. Salary based on ability and experience. High resume and tape to General Manager, WCRS, Cherryville, North Carolina 28021.


Worth checking—announcer, third, needed by ABC affiliate half hour from Ann Arbor, Bellingham and Detroit. WHMI, Howell, Michigan.

We're adding to our staff. Needed an experienced newscaster, sales and production. Tape, picture, resume and salary requirements to G.M., WINA, Charlotteville, Virginia.

We need a good voice, bright sounding addition for our air staff. Someone probably M.O.R. or adult top 40 who wants to move up. If you've got the basic equipment (voice & intelligence) we'd like an aircheck and resume as soon as possible. WIRE, Indianapolis. Ind. 46206.

Immediate opening—bright, professional announcer needed. Send photo, and tape to WJIC, Salem, New Jersey.

One of Washington D.C.'s leading music radio stations has an opening for an experienced and professional announcer. Must be experienced with deep voice delivery. Modern, air-conditioned studio with latest equipment. No calls. Send tape to: Manager, WilMOR, WAYS, 812 Georgia Avenue, Silver Spring, Md. 20910.

Summer vacation relief announcers for contemporary pulse rated number one operation. Send photo and complete resume to: Manager, WRadio, 589 Third Street, Wausau, Wisconsin 54401.

Announcer—salesman. Be our morning man: inherit & expand active, growing account list. Must have experience in sales. Send resume to: Manager, WSTU/WMCF-FM, Stuart, Florida.


Chance to move up with new station in Delmarva. Need first ticket. Experience preferred. Send photo and resume to: Manager, WHRD, Milford, Del., 302-422-7575.

Immediate opening for first phone all around announcer at leading central New York contemporary station. Send tape and resume to: Bill Quinn, WRTL, Stras Broadcasting Corp., New York.


Technical

Major open market AM-FM needs experienced engineer good on transmitters, general maintenance and administration. $1000+ transportation and other benefits. Send resume. Box E-36, BROADCASTING.

Chief engineer for daytime directional in Northern Ohio. You're in on the ground floor of an important new station. Heavy engineering work done in next several months. Experience and/or potential to work in a fine community. Salary open. Box E-60, BROADCASTING.

Chief engineer, beautiful peaceful market ON AIR! Good pay, extra benefits. Send resume and salary requirements to: Manager, WHI, Ind. 46206.

Ohio station needs chief engineer. Must be experienced in installation, construction and maintenance of both AM & FM. Box E-233, BROADCASTING.

FM engineer for major southeastern university. First class license, experience and appreciation of small community. Salary open. Box E-257, BROADCASTING.

Chief engineer, East of the Mississippi. Directional, $200 to start with scheduled increases. Box E-245, BROADCASTING.

Chief engineer for northern California 5 kW. One of California's oldest broadcast stations, still under original ownership. Must have first phone and ability to assume all engineering responsibilities well equipped stations. Wire or write: Frank McLaurin, KSRO, P.O. Box 1588, Santa Rosa, California.

Chief engineer directional AM-FM stereo. Air two 10-day weeks. Ideal for college students or for full-time employment. Contact Jim Martens, Chief Engineer, WHA, 8601 Broadway, Milwaukee, Wisconsin 53208.

Midwest 125 miles north of St. Louis, Eng. first phone—AM/FM/TV. Good opportunity. Send resume and verification for college students or for full-time employment. Contact Jim Martens, Chief Engineer, WHA, 8601 Broadway, Milwaukee, Wisconsin 53208. Phone area code 211-222-0860.

Broadcast engineer-long established WILM- Unique opportunity for recent first class chief. Maintenance only, modern equipment remote controlled RCA installation. Heavy on remote. Send resume to Morris, General Manager, 654-7771 for interview, call collect.

Technical opening for experienced chief or well trained engineer for chief. WAJZ, Albany, Georgia.

Chief engineer for 5 kW full-time station. Must take over complete engineering responsibilities. Excellent studio & transmitter maintenance, remote control and night work. GM, M.O.R. type airshift required, Contact General Manager, WJPS Radio, Evansville, Indiana. Position now open.

Engineer, 1st class ticket. Must maintain transmitter. Transmitting useful, not necessary. Up to 36 hours per week. Hunting, boating. Call 608-269-3307.

CATV chief technician—non-lease-back system just starting turnkey construction. Position will be filled with background. Send resume. Box 1186, St. Cloud, Minnesota or call Paul Franklin, 612-251-4422.

Affluential news station in college town seeking dedicated reporter. $115-120 to start. Send resume, tape. Box E-191, BROADCASTING.

Excellent opportunity for newsman with 2 years experience. Send resume, tape and letter. First letter. Dale S. Low, KSMM, Mason City, Iowa.

Report-airman to 5 broadcast journalists. Experience in buying, renting, operating. Immediate opening for the right man with college degree. We're interested in top salary and fringe benefits and join top rated ABC affiliate. Send resume, tape and picture to: Mr. Morey Alter, New Dir. KRSTT, 1111 East River Dr., Davenport, Iowa.

Newsmen to gather, write, deliver local news live to community TV or radio stations. Immediate opening. Contact Brad Harris, WADS, Ansonia, Conn. 06411, tel. 735-4096.

Suburban New York station needs newsman to round out its energetic news staff. Must be able to gather, write and broadcast. Heavy emphasis on local news. WLNA, Peekskill, N. Y.

Programmer—Production, Others

OK, prove it! Needed a pro, rock P.D., who can handle a strong rock style and keep it swinging. If you are on the air now and ready to move, good as you think you are, send: tape, photo, salary requirements, resume, air day photo. Contact: WMAM, 301 E. Flint, Michigan 48402. Tapes returned: Prima donna's do not apply.

Tired of the need for first-class production on second-class equipment: of being tied down by an air shift so there's no time for production? This may be the opportunity with a future you're seeking! A beautiful, peaceful modern, serving a small city, growing market with a stereo picture, resume and extra benefits. Send resume and salary requirements to: Manager, WHV, Indiana 46206.

Wanted: Chief engineer beautiful, peaceful market ON AIR! Good pay, extra benefits. Send resume and salary requirements to: Manager, WHI, Ind. 46206.

Ohio station needs chief engineer. Must be experienced in installation, construction and maintenance of both AM & FM. Box E-233, BROADCASTING.

FM engineer for major southeastern university. First class license, experience and appreciation of small community. Salary open. Box E-257, BROADCASTING.

Chief engineer, East of the Mississippi. Directional, $200 to start with scheduled increases. Box E-245, BROADCASTING.

Chief engineer for northern California 5 kW. One of California's oldest broadcast stations, still under original ownership. Must have first phone and ability to assume all engineering responsibilities well equipped stations. Wire or write: Frank McLaurin, KSRO, P.O. Box 1588, Santa Rosa, California.

Chief engineer directional AM-FM stereo. Air two 10-day weeks. Ideal for college students or for full-time employment. Contact Jim Martens, Chief Engineer, WHA, 8601 Broadway, Milwaukee, Wisconsin 53208. Phone area code 211-222-0860.

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Engineer, 1st class ticket. Must maintain transmitter. Transmitting useful, not necessary. Up to 36 hours per week. Hunting, boating. Call 608-269-3307.

CATV chief technician—non-lease-back system just starting turnkey construction. Position will be filled with background. Send resume. Box 1186, St. Cloud, Minnesota or call Paul Franklin, 612-251-4422.
Announcers—(Cont'd)

Weake up smiling! My listeners do . . . want yours to wake up for four years. Box E-200, BROADCASTING.

Announcer. engineer. Desires permanent position with Pacific Northwest operation. Four years experience in announcing, news, audio computer and automation systems. Box E-205, BROADCASTING.

About two years experience, some college, third grade announcer. Box E-206, BROADCASTING.

Most all-night shows drag. They shouldn’t I don’t. Contemporary, first, four years experience. Box E-215, BROADCASTING.

Attention California—13 years solid experience. Announcing, DJ, music. Midwest. AM, FM, days, nights, country. Midwest family. Box E-230, BROADCASTING.

Disc jockey, newscaster, salesman. Experience, DJ, tele, tele, aggressive, creative, versatile, tight board, third endorsed, family man. Box E-238, BROADCASTING.

Negro soul jock, first class ticket. Working now. Box E-244, BROADCASTING.

There is little to this Irishman than just plain great!! What happens to him remains to be seen. Are you just shopping? Box E-245, BROADCASTING.

Looking for a professional top forty jock who can adapt his style to anybody’s tight format. Good workman. Local or long distance. Who can create and record convincing spots? Looking for a professional music, producer. Family man, with a family and a first phone? Look no further than Box E-244, BROADCASTING.

Announcer with resonant voice and 3 years experience wants to join group of professionals at AM station. Good defensive, serious, professional. Age, 29, married, military connected. Available in June. Box E-245, BROADCASTING.

Announcer—second broadcast. MOR, grad, 22nd-exempt, prefer New York state or surrounding states. CA, MO, MI. Combined 3 years, 914-471-1973, or Box E-104, BROADCASTING.

DJ, tight board, solid news, commercials, third phone. Box E-107, BROADCASTING.

Female broadcaster—experienced, tight board, single, professional, dependable, well-qualified, responsible. Weekends New York area. Box E-165, BROADCASTING.

Excited at the thought of no. 1 station. 54 years old. Top board, top market. 50th area needs the best pain reliever: Top 40 station. Box E-137, BROADCASTING.

Program director, top rated east coast rock station. Excellent personality, good news and production. Sales. Nine years. College. Rock or MOR, consider C&W. Box E-147, BROADCASTING.

DJ, authoritative newscaster, mature atmosphere, close board, versatile, professional. No floating/rotating sales. Box E-153, BROADCASTING.

Sports and/or sales. 18 years experience. Currently play-by-play major conference football, basketball. Former major college basketball play-by-play. Outstanding salesmanship, management, 3 years. Prefer Midwest or West, good size market, 35. Seeks profitable move to progressive station. Box E-137, BROADCASTING.

Program director, top rated east coast rock station. Deep-voiced, versatile, mobile, experienced. Upstate area and Rock towns. Box E-166, BROADCASTING.

Modern country DJ—1st phone, 5 years same station. Can handle news, production, jingle writing, voice-overs. Prefer east or south-east. Married, draft exempt, slight handicap. Salary, $250. Box E-162, BROADCASTING.

DJ—announcer—broadcast grad—draft exempt—work hard for experience. Box E-159, BROADCASTING.

Telephone talk-show, very knowledgeable, communicator with right answers available. Permanent, substitute, Los Angeles, San Francisco. Box E-171, BROADCASTING.

Announcers—(Cont’d)

Do you need a very good play-by-play announcer? High respectability and position or adjacent state preferred. Write to Terry Hartlke, 736 East 12th Ave., Emporia, Kansas.

Attention Minnesota area AM, FM, and TV! I have over 15 years experience in announcing, designation, directionals, sales and engineering. Former Midwest and East Coast stations. Write Mr. Duane R. Miller, R. R. #1, Box 157, Marshall, Minn. 56255.

Brown Institute Graduate, first phone operator. Call 606-226-8141.

Female DJ—tight board—well qualified—catholic, Baptist, Jewish, Catholic, Jewish. Desire this position in or near southern N. E. George Blakiar, 48 Poole St., Cheshire, Conn. 06410.


Technical


Chief engineer, highly experienced, seeks position with medium or large station. Box E-175, BROADCASTING.

TV-AM engineer 10 years experience desires opportunity in Chicago or Charlotte. North Carolina. Authoritative, sound seeks. Box E-239, BROADCASTING.

Chief engineer—21 years experience all phases of broadcasting. Management to announcing. AM-FM directions, stereo, multiple. Box E-256, BROADCASTING.


Assistant producer, 6 years experience. Seeks MOR position. Send resume to Box E-274, BROADCASTING.

Over fifteen years all phases broadcasting with strong engineering background. See my ad under “Announcers.” Rod Arkell, High Springs, Florida. Phone: 454-1372.

NEWS

Experienced sportscaster-newman wants medium-large market. Box E-348, BROADCASTING.

Programming—Productions, Others

Nebraska, or neighboring area native. Desire production experience. Continuity, traffic, operations, announcing. Male, 30, married, military, family man, 4 children. Box E-144, BROADCASTING.

Program director—eastern medium or large market. Exp. as asst. program director in 2 of top 10, 28, married, B.A. degree. Top experience. No rock. Box E-264, BROADCASTING.

Top DJ-major market-three years. Wants PD or management small market. Fourteen years experience all phases ticket. Available now: Bob White, 2246 Juvenile Way, Cincinnati, Ohio 45206 or call 513-826-5561.

TELEVISION—Help Wanted

Sales

Business manager-accountant in east. Send resume. Box E-150, BROADCASTING.

Television account executive for Wisconsin account executive for Michigan. Excellent opportunity and income opportunity. You supply ambition and success and will to succeed. Box E-206, BROADCASTING.

Creative salesman as representative in Detroit and eastern Michigan for rapidly expanding film and production company. Knowledge of Michigan television market essential. Production experience helpful. Excellent starting salary, plus commission and expenses. Box E-244, BROADCASTING.
TELEVISION—Help Wanted

Announcers

Staff announcer for mid-Atlantic VHF experienced in doing on camera commercials, needs floating weatherman for broadcast. Excellent salary and fringe benefits—good future. Send full particulars in writing and salary requirements to Box E-123, BROADCASTING.

Like a good job in a city near good fishing and boating? Southeastern VHF needs a broadcast college graduate to move to area immediately. Good salary and fringe benefits—good future. Send full particulars in writing and salary requirements to Box E-123, BROADCASTING.

Opening for man to take over technical operations of small market TV station. Must have experience in studio and transmitter operations. Mid-Michigan location. Box E-114, BROADCASTING.

Director of engineering. Working administrator in eastern market; total responsibility and authority. Good gross and income. Box E-149, BROADCASTING.

ancy in Florida—beaches, fishing and money for 2 experienced studio engineers. One position is full time; the other is vacation relief. Color experience necessary. Call Chief Engineer: 213-955-5560. Box E-154, BROADCASTING.

Midwest 125 miles north of St. Louis. Opportunity to work in an outstanding company—NBD & ABC TV. College degree, Chief Engineer, WQEN Radio & TV, Quincy, Illinois 62301, or phone area code 217-222-6610.

Opportunities for technicians with first-class licenses at expanding station now all-color and ready to construct complete new plant. Will consider at any level of experience from entry expert to any based on experience. Good wages, many benefits. Position in expansion group. Contact Bob Klein, Chief Engineer, WTVT-TV, Lexington, Ky. Phone 606-504-4727.

Opens for TV technicians with 1st phone—southern New England station. Write Chief Engineer, WNBQ-AM-FM-TV, New Haven, Conn. 06510.

Staff engineer needed for full-color studio operations, maintenance. Salary open. Send resume to Roger Hale, Chief Engineer, WTVX, Columbus, Ga.

Television engineer, first phone license with operation experience and excellent working conditions. Immediate opening. South central Pennsylvania. Box E-138, BROADCASTING.

Department of Communications, Gramm Junior College (Founded Cambridge School) now accepting applications for September, 1968, for Television Engineer. Minimum requirements: First Class License. Five years professional experience, including color. Send resume and salary requirements to: S. R. Allen, Chairman, Department of Communications, Gramm Junior College, 429 Beacon Street, Boston, Massachusetts 02215.

NEWS

Expanding news operation in the nation's 39th market is seeking a competent TV jour- nalist with authoritative on-camera delivery. The man we're looking for must have credentials as a news broadcaster and must be able to develop his own stories for the electronic_columns. Send resume to: News Director, Box D-391, BROADCASTING.

Competitive station in major eastern market needs experienced announcer with excellent camera presence and minimum 3 years on the air experience. Must be able to develop film story from scratch. Immediate opening. Send resume to: Box E-2, BROADCASTING.

Experienced news director for TV-radio 6 man market in the midwest. Needs announcer, tape and photo or reply by wire to Box E-231, BROADCASTING.

California CBS affiliate has immediate opening for aggressive engineer, capable of handling all aspects of camera operation. Immediate opening. Good future. Send resume by wire to Box E-139, BROADCASTING.

News—(cont'd)

Applications will be considered at any level of experience. Send complete resume to: Box E-139, BROADCASTING.

Programing—Production, Others

Administrative assistant/executive secretary to general manager of TV station in nation's capital. Top salary with good benefits. Contact Jim Martens, Chief Engineer, WQEN Radio & TV, Quincy, Illinois 62301, or phone area code 217-222-6610.

Department of Communications, Gramm Junior College (Founded Cambridge School) now accepting applications for September, 1968, to teach Television Production. Minimum requirements: Bachelor's Degree (Minor's Preferred). Three years commercial experience. Send resume and salary requirements to: S. R. Allen, Chairman, Department of Communications, Gramm Junior College, 429 Beacon Street, Boston, Massachusetts 02215.

TELEVISION—Situation Wanted

Management

Experienced radio station manager and top 50 market seeks change to challenging TV station management or sales management. Any area; will relocate anywhere, southwest preferred. Box E-126, BROADCASTING.

Announcers

Radio sportscaster wants to join in television plus radio play-by-play. Experienced high school, college, and Gladstone,Portland, personally. Box E-133, BROADCASTING.

Experienced weatherman seeking position in medium size market. Excellent commercial and booth work, 10 years broadcasting experience. Box E-126, BROADCASTING.

Sportscaster—Experience play-by-play, knowledgeable analysis from the professional viewpoint as a winning coach. Veteran, Master Degree in Education; radio and/or television experience. Box E-252, BROADCASTING.

Technical

Chief engineer position desired—several years experience. Will consider assistant chief. Box E-609, BROADCASTING.

Young man, electronic school, first phone, some college, with experience in studio operations, maintenance, desirable. Position with possibility for advancement. Will relocate anywhere in southwest. Box E-426, BROADCASTING.

Director of engineering seeking large market station or group position. 18 years experience—is supervisory. Able to handle any job required; through experience and ability. Box E-251, BROADCASTING.

5 years experience, first phone, GE-RCA UHF transmitter, microwave, studio area looking for position—California. Box E-260, BROADCASTING.

TELEVISION—Situation Wanted

Programing—Production, Others

Art director—need a total graphic image? Eight years experience in top markets. Production secretaries, top rate. Send resume, samples on request. Box E-173, BROADCASTING.

Producer-director—responsible, young, creative, preferably Florida or California. Ten years experience: 6 radio, 4 television. BA in mass communications. Presently employed in major market. Married. Box E-126, BROADCASTING.

Vision picture producer with sixteen years top experience will produce red hot new film properties for your station or network. Live action and voice talent or staff. Ready to roll! Box E-219, BROADCASTING.

WANTED TO BUY—Equipment

We need used, 250, 500, 1 kw & 10 kw AM transmitters. No junk. Guarantee Radio Supply Corp., 13146 Northbound St., Laredo, Texas 78040.

Raytheon RA 5002 modulator transformer. In good working condition. Urgently needed. Call Frank, 415-946-2700, or box 267, East Point, Georgia 20014, 44-2513.

We need good used 1 kw FM transmitter, also 4 bays antenna available to 100.1 MC. Box E-96, BROADCASTING.

Used solid state VTR in good operating condition. Will consider TRA, TR22 or VR 1905. Absolutely in any color. Box E-111, BROADCASTING.

Will trade equipment for—no cash—need transmitter remote control system. No junk. Call collect 319-396-9431.

Need FM-10 watt transmitter or exciter, console, applicable equipment for college station. No phased array. Reasonable price. Box E-213, BROADCASTING.

FOR SALE—Equipment

Coaxial-cable—helix styroflex, spiraline, etc., and fittings. Unused materials—large stock—will negotiate. Write for prices list. B-W Elec., Box 4668, Oakland, Calif. 94603, phone 415-822-3327.

Manufacturer's close out of FM transmitters and amplifiers—all power levels—available at reduced prices. Box D-102, BROADCASTING.

General Electric type 7T-25A, 12 kw UHF TV transmitter—excellent condition—available immediately. Box D-299, BROADCASTING.

Tower erection equipment—several late model winch trucks, gin poles and numerous other miscellaneous items. In good condition. 918-758-7453, Greenville, N. C.

New Moseley SGC-4-T transistor sub-carrier generator available immediately. Make offer. Box E-18, BROADCASTING.

Six million candlepower spotlight mounted on Ford tractor trailer. Partnership dissolved. No need for any radio or television station advertising. Reasonable priced. 79046.

Gen'l radio 916A RF Bridge. Good condition. $50.00. Box E-210, BROADCASTING.

Transcription player, portable recorder, tape typewriter, condenser. Excellent used. Sacrifice. Box E-229, BROADCASTING.

Five hay Collins 27M FM antennas for 106.8 MC, 360 feet jacketed 1%-Helix. Hewlett- Packard 335 B combined frequency and modulation monitor. Used short time. Contact: Frank Pfingst, WCCC, Hartford, Conn.

Broadcast equipment, we have or we'd get. Best deals. Financing acceptable. Audiovox Box 7067-55, Miami—Florida, 33150.

Scotch audio, recording tape, lowest prices. Tape Center, P.O. Box 4985, Washington, D.C. 20012.

Turntable, RCA 7C-C (complete) $50. Immediate shipment. Don Jansen, Box 3663, Washington, 20007.

BROADCASTING, May 20, 1968
FOR SALE—Equipment


2 Magnecord M-50AC tape recorders, full track 1/4-in. 5000 cycles, 1000 cycles per inch. Excellent condition. For $750.00, $400.00 each. Box E-225. BROADCASTING.

MISCELLANEOUS


Mike plates, studio banners, magnetic car signs, auto tags, decals, cellular buttons, etc. No. 1 Studio Builders, Box 184, Opelika, Alabama 36801.

Original-freshly written one liners for radio, Mail samples, box #39, 3614 Heights P.O. San Francisco, California 94112.

"Rock" aircheck recordings ... top dj's major market "rock" stations ... inexpensive. Command Productions, Dept. D, Box 1591, Portland, Oregon.

INSTRUCTIONS

FCC License and Electronics Degree courses by correspondence. Also, resident classes in Washington, D. C. Free catalog. Desk Set School, 5053 St., N. West- ern, Hollywood, California 90027.

Elkins is the nation's largest and most re- spected name in First Class FCC License. Complete course in six weeks. Fully ap- proved for Veteran's Training. Accredited by the National Association of Trade and Technical Schools. Write Elkins Institute, 2503 W. Theater, Dallas, Texas 55209.


The Masters, Elkins Radio License School of Atlanta, offers the highest success rate of all First Class License schools. Fully approved for Veteran's Training. Elkins Radio License School of Atlanta, 1138 Spring Street, Atlanta, Georgia 30308.


Guaranteed first phone, 4-6 weeks. Broadcast Engineering Academy, 3700 Lenmary Ferry, St. Louis 31235. 314-621-1155.

Announcing, programing, production, news- casting, sportscasting, console operation, disk jockeying and all phases of Radio and TV, taught by highly qualified professional teachers. The nation's newest, finest and most complete facilitor includes all First Class License training—KERR. Fully approved for veteran's training. Accredited by the National Association of Trade and Technical Schools. Elkins Institute, 2503 W. Inwood Road, Dallas, Texas 75233.

Since 1946. Original course for FCC first class radio telephone operator license in six weeks. Approved for veterans. Lowest-most dormitory facilities at school. Reservations required. Enrolling now for June 25—July 25. For information, references and reserva- tions write William B. Ogden Radio Opera- tions, Elkins Institute, 2503 W. Inwood Road, Dallas, Texas 75233.

WANTED:—A GOOD ILLINOIS NEWSMAN

This progressive Illinois fulltime AM/FM/Musical operation is looking for an experienced "take-over" Newman to de- vote fulltime to our local news depart- ment. No quibbling over money to right man who is not afraid of work. Experi- ence a must. Write with resume or call George Walker, general manager, WKEI, Kewanee, Illinois.

**CAREER OPPORTUNITY IN SALES**

If you are now in management, sales or promotion and ready for a new challenge, you want to see us. If you want to expand your horizons and make good money, let's talk. We're in New York—providing services to leading Radio and TV broadcasters all over the country. If you are a real go-getter, you want to travel a bit—you'll be the judge of that. A real chance to grow and advance rapidly with a well-established, well-respected company that's eager to help you reach your full potential.

**INSTRUCTIONS—(Cont'd)**

R.E.I. in beautiful Sarasota, Florida. Zing, Zap, Blap, you have a first class radio telephone license, a Florida vacation, and a better job in six weeks. Total tuition $350.00. Free placement work. Rooms & apartments $10-$15 per week. Classes begin June 24, July 22, Sept. 3. Call 955-9222 or write Radio Engineering Incorporated, 1536 Main St., Sarasota, Florida.

"Boy, say Bey, you not lisenin'" They gave R.E.I. school and I'm gonna get it some. FCC 1st Phone in (5) weeks. Tuition $350.00. Rooms & apartments $12-$17 per week. Call City 3-1441. Classes begin June 24, July 22, Sept. 3. or write 800 Caroline Street, Fredericksburg, Virginia 22401.

Going to Kansas City, Kansas City here I come. They gave R.E.I. school there and I'm gonna get me some. FCC 1st Phone in (5) weeks. Tuition $350.00. Rooms & apartments $12-$17 per week. Call City 3-1441. Classes begin June 24, July 22, Sept. 3, Call The Pope at WE-1-5444 or write R.E.I., 3125 Illinois Road, Kansas City, Missouri 64108.


See our display ad under Instruction on page 83, Den Martin School of Radio & TV, 1603 No. Cherokee, Hollywood, California 90028. HO-2-5581.

**RADIO**

Help Wanted

Management

D.C.—Md.—Va.

Dynamic firm seeks participating corporate officer. Sales or technical background. Growth potential should net substantial sales and long term capital gain. Principals only.

Box E-183, BROADCASTING.

Sales

'opportunity' is WYRD Radio

We are looking for a $15,000 salesman willing to make 10,000 calls now and work his way up. SEVEN STATION CHAIN. If you can sell against stiff competition, we're interested.


**NEWS**

WAYZ, New Haven, Connecticut

News Director position available. Seeking hard working news director with ability to continue the tradition of one of the most award winning news departments in the Nation! The position has been held for 6 years by one of the state's top men. If you're good enough, send a tape and background to:

WAYZ, 152 Temple Street, New Haven, Connecticut 06510. A Division of KOFS-MONAHAN Communications, Inc.
PRODUCTION MANAGER

Creative genius with razor blade for major market "MOR" 50KW with excellent fringe benefits including pension program. We're #1 and we want to stay that way. Send tape and resume to:

Box E-201, Broadcasting.

RADIO

Situations Wanted

Announcers

LOOKING FOR AN ANNOUNCER?

Then write Jerry Berman a letter.

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 write Jerry when 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)

HELP WANTED

Programing.—Production, Others

Modern Country & Western station top 50 market, mid-west has excellent opportunity for knowledgeable program manager strong on air and production. Good salary—equal to experience and capabilities. Need details, picture and tape.

Box E-35, Broadcasting.

SITUATIONS WANTED

Management

TO OWNER

Seeking strong station manager who will be new talent, sales manager, offering excellent programming concepts, solid staff background, 20 years experience—announcer, sales, station management.

Box E-125, Broadcasting.

TELEVISION

Help Wanted

Sales

WE'LL INVEST IN A TV SALES EXECUTIVE

This ad isn't directed to the run-of-the-mill salesman. The man we want may not be "seasoned", but he's an aggressive self-starter who will develop into tomorrow's sales executive. He has had TV Sales experience, is imaginative, industrious, personable; and is fully equipped to work effectively with agencies, local and regional accounts. This is not a ready made job. Given the right man, we'll invest in him—underwrite his activities—and groom him for an important job with the country's fastest growing CBS affiliate.

If you fit the picture, you'll live in a pleasant, medium sized, midwestern community. You'll start at up to $7,500 depending upon your background, and you'll move ahead rapidly at a UHF station with the market's finest facilities. If you're interested, write us a complete resume of your background and experience. An interview can be arranged.

Box E-229, Broadcasting

TELEVISION—Help Wanted—News

MAJOR MARKET

Television station needs street-reporter/airman. Send recent VTR audition or aircheck plus resume to:

An Equal Opportunity Employer

Box E-31, Broadcasting.

ART DIRECTOR

New independent TV station with Fall start has an excellent salary and working conditions to offer an imaginative and creative art director. Must have good background in graphics, layout and set design. New plant with all-color facilities. Send letter and resume to:

Ted Bose, Program Director
WCAH-TV, United Artists Broadcasting
2500 Payne Avenue
Cleveland, Ohio 44114

An Equal Opportunity Employer

MISCELLANEOUS

Volume I Was Great!

Now—Volume II is HERE!! "IDEAS UNLIMITED" 250 Prime Ideas for Features, depth, business, editorials.

$3

New Features Associates
P.O. Box 1455, St. Louis, Mo.

BUSINESS OPPORTUNITY

If You Live

in the midwest or southwest and would like to go in the air with a class A FM station and with minimum initial cash expenditure send the deal you are looking for. I have all the necessary equipment will file your application, if you have a channel allocation, and will help you set on the air including proof of performance, and filing for final station license, etc. $2,000 down will handle everything. You name the terms on balance.

Box E-229, Broadcasting.
(Continued from page 76) parated areas of Volusia county, all Florida (Orlando-Daytona Beach, Fla.-ARB 65). Ann. May 14.

Halifax Cable TV Inc.-Requests distant signals from WMFE-TV-Orlando, WUFT-TV-Gainesville, WEDG-TV-Tampa, WJCT-TV, WPBQ-TV-WJXT-TV, WJRK-TV, and WOUU-TV, Jacksonville and WOTG-TV, Ocala, all Florida to Port Orange, Florida (Daytona Beach, Fla.-ARB 65). Ann. May 14.

FINAL ACTION
Kalsipell, Mont., Western Microwave, Inc., CATV Task Force dismissed request to withdraw petition for reconsideration filed by KMOS-TV Inc. vs. KGVO(TV) Missoula, Mont. Action May 9.

OTHER ACTION
• FCC stayed order regarding Community TV Corp. CATV operation at Lorton, Va., to comply with Sec. 21121 of rules and provide program exclusivity for WCHS-TV and WQAN-TV, both Portland, WMTW-TV Poland Springs, all Maine, and WMUR-TV Manchester, N. H., to permit CATV operator to file for court stay of order. Stay was granted provided Community files with court within 14 days. Action May 8.

ACTIONS ON MOTIONS
• Chief Hearing Examiner James D. Cunningham on May 3 in Lower Belden, Malden, Dupont City, Rand and George's Creek, all West Virginia (Ashby and James TV Cable Service) cease and desist order directed against CATV operators, ordered continuance of hearings pending consideration of motions. Order granted September 20, 1968.

FOR SALE—Stations

FLORIDA DAYTIME—Stations

Write Box D-392, Broadcasting.

NEW JERSEY AM-FM

$300,000 range—cash. For details write:
Box E-277, Broadcasting.

CLASS B METROPOLITAN FM

Southern New England in Black—Great Potential. $450,000 Terms.
Box E-235, Broadcasting.

FOR SALE—Stations

California Coast—1000W full time AM radio station. Includes real estate. Excel- lent equipment. Write or call:
L. C. Larson, 9000 Sunset Blvd., Los Angeles, California 90069. PH 270-3166.

OREGON

Single small market AM. Profitable. Real estate included. Full price $75,000 on terms.
Box E-250, Broadcasting.

COLORADO

1. Solid suburban daytimer on great frequency covers Rocky Mtn. Metro srz. $120,000
2. Healthyfulltimer in fine vacaion srz. $150,000 terms.
3. Daytimer. AM-FM-CBS in beautiful single sounion market, $175,000.
4. Class IV AM-CBS C FM, Only station available in very desirable market, $200,000.

MOUNTAIN STATES BROADCAST PROPERTIES

1615 California St.
Denver, Colo.
(303) 292-3735

Chapman Associates

2045 Peachtree Road
Atlanta, Ga. 30309

Broadcasting, May 20, 1968
ment of license of KOKY Inc. to Mid- west Broadcasting Corp. for $160,000. Principles of Kernel Research School: Harvey J. Martin, vice president and Arthur F. Bostic, president (33%). Principals of Midwest Broadcasting: John B. Anderson, chairman, Mr. New York owns 99.95% of stock and is owned by Howard W. Wadsworth, father of H. W. Applicant of KPTI, Carson City, Nev. Principals of Northern Berkshire Broadcasting: James E. Conaton, president (60%) and others. Mr. Johnston is used by 50% of the factor company, and 40% owner of electronic distributing firm. Ann. May 13.

WHCT Hartford, Conn.—Seeks assignment of license of KRFQ from WQXL to RKO General Inc. for purpose of merger between the two companies, for will be surviving corporation. RKO General Inc. is owned by General Tire and Rubber, Thomas F. O'Neill, chairman. Ann. May 8.

WLCQ Eustis, Fla.—Seeks assignment of license of WQJY from WQJY to WMFL to WKY for purpose of merger between the two companies. Mr. will be surviving corporation. RKO General Inc. is owned by General Tire and Rubber, Thomas F. O'Neill, chairman. Ann. May 8.

WNIW Muskoproud, Ill.—Seeks assignment of license of WQJY from WQJY to WMFL to WKY for purpose of merger between the two companies. Mr. will be surviving corporation. RKO General Inc. is owned by General Tire and Rubber, Thomas F. O'Neill, chairman. Ann. May 8.

WKY-FM Erlanger, Ky.—Seeks assignment of license of WQJY from WQJY to WMFL to WKY for purpose of merger between the two companies. Mr. will be surviving corporation. RKO General Inc. is owned by General Tire and Rubber, Thomas F. O'Neill, chairman. Ann. May 8.

WKY-FM Erlanger, Ky.—Seeks assignment of license of WQJY from WQJY to WMFL to WKY for purpose of merger between the two companies. Mr. will be surviving corporation. RKO General Inc. is owned by General Tire and Rubber, Thomas F. O'Neill, chairman. Ann. May 8.

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How not to be squeezed out of television

SOME writers for television think Paul Monash is a flak. They said as much when he appeared before about 500 of their fraternity at a Beverly Hills hotel one night last January in what was billed as a television craft forum. The happening, arranged by the Writers Guild of America, West, brought together a panel of veterans from television's gold-plated age of dramatic anthologies to report on what those early years were really like and to examine the present state of the much-maligned art of television writing and its dubious future. In other words, it was to be one-part remembrance of sweet things past and two-parts a curse on all your establishment houses.

But Mr. Monash, whose golden era credentials include frequent contributions to Studio One, was to show no patience for nostalgia, little use for recriminations that evening. Unlike Ted Mosel, Stirling Silliphant and Nat Hiken, the other members of the panel, he has become a pillar of the television establishment as a hyphenate executive producer-writer, with the emphasis decidedly on the executive. And unlike hundreds in the room, his attitude is no longer puckered by the bitterness of rejection. Instead he delivered a hard, realistic appraisal of television past and present and of the writer's responsibility for much of what has happened.

TV Improvement ° There was a certain number of peaks in television's old days, Mr. Monash acknowledged, but there also were many profound valleys. Television is better than ever today. It offers the audience a much greater choice than 10 years ago.

A great deal of the responsibility of quality in television was up to them, Mr. Monash told the writers. If writers forfeit this responsibility, he claimed. They don't extend themselves, don't stick with a show during the functioning part of a production. Instead they over-commit, take on multiple assignments, promise to turn out scripts for several different shows on an assembly-line basis. Don't whine about the conditions of the job, Mr. Monash said in effect, learn how to contribute meaningfully within the bounds of the medium.

Denying an accusation from the audience that he was cynical, contending instead that he's "dedicated, but practical and realistic," Mr. Monash went on to tell the writers: "I love to be loved, I think I will leave here hated by most. I'm trying to say things you should hear, instead of nice things. Television is a tough medium for freedom of expression and a lot of you will be squeezed out by it."

But practical and realistic Paul Monash has not been squeezed out. Since starting as a television writer some 16 years ago—after a wild-oats period of "bumbling around"—he has learned to be conscientious, grow within the framework of the tight little picture that is television, the molder of merchandise, not the great art form. Like all thoughtful producers who have adapted to television and not argued for the medium to conform to their impossible dreams, Mr. Monash has tried to improve the quality of programming, say meaningful things in a modest way through his own productions.

He realizes that an audience that still roars with delight when a comic's pants falls down does not become sophisticated overnight. He knows the message better be sugar-coated with melodrama and entertainment values or it won't be swallowed.

The job he has done with Peyton Place reflects, perhaps better than anything else, his philosophy about television. The ABC-TV night-time serial was his first major project as an executive producer for 20th Century-Fox TV after spending three years in a similar capacity for MGM TV. With the possible exception of The Beverly Hillbillies, probably no other program has been more often used as a sort of generic way of denigrating television than Peyton Place. The very title is usually accompanied by a snort.

Yet it's odds on that most of the show's severest critics have not watched it often if at all. For Peyton Place gives consistent evidence of being well-acted, sensitively directed, intelligently written. Indeed, it achieves what it sets out to do—provides a reflection of American morality and values in a melodramatic setting. It's slick, saleable and it communicates.

Going into its fifth season and 450th episode, Peyton Place—now thoroughly accepted—will wade into stories of deeper significance. The first Negro family will move into Peyton Place—mother, father, two children—and their problems will be related to those of the white characters in the series. In another story, a teen-age girl will question why she doesn't have the same sexual freedom as that of her divorced mother.

Other Project ° Mr. Monash also is executive producer of ABC-TV's Judd for the Defense (he was the series creator), another show that inches forward against the limits of what mass audiences used to accept. Next season, its second on the network ("I tremble for its time period up against movies," says producer Monash), Judd will examine such untypical questions as the moral and legal dilemma of heart transplants.

But Paul Monash's sights are set beyond television at this time. He has produced his first movie, "Deadfall," starring Michael Caine, for 20th Century-Fox and will be executive producer of another, "The Sundance Kid and Butch Cassidy," with Paul Newman, that will have a $10 million budget.

He doesn't think of his movie work as an extension of television. "It's a departure," he says, indicating that it's the direction he'd like to go in the future. "One is greedy in this business," the ever-practical producer points out, "you can't let opportunities pass by."

WEEK'S PROFILE

Life imprisonment

WILL a newspaper ever again acquire a television station (or even an AM or FM) in its market? The answer is no if the Antitrust Division of the Department of Justice, as presently minded, prevails. There's nothing fuzzy about the division's attitude as set forth in a memorandum to the FCC in opposition to the proposed $5.5-million sale of KFDM-TV Beaumont, Tex., to the Enterprise Co., which publishes the only daily newspapers in the market.

Assistant Attorney General Donald F. Turner, the man who nailed the ITT-ABC merger, told the FCC it should not approve the Beaumont sale without a hearing and that the department would become a party in opposition on antitrust grounds, alleging it would lessen competition.

It's hard to conceive of a merger of media in any market that wouldn't lessen competition. The inevitable conclusion must be that the Antitrust Division will seek to block any future mergers of media in any market, whatever the economic or public-service consequences.

Assistant attorney generals come and go, as indeed Mr. Turner is doing June 1 to return to Harvard. His successor, Edwin H. Zimmerman, who has been the first assistant, is expected to follow the Turner philosophy. Whether he will be around when a new administration takes over next January is doubtful. New Presidents usually bring in their own people and their own policies.

Under the Turner aegis the division is adroitly if improperly using the FCC as its cat's paw. ITT-ABC was Exhibit A. The Beaumont case is Exhibit B, and there are several others on the backburner. The FCC, under this unique distortion of antitrust law, is instructed to hold hearings on public-interest grounds in which the division becomes a party. In the unlikely event that the FCC would defy the division and grant a transfer, the presumption is the department then would sue on antitrust grounds, which is what it should have done to begin with.

With the department pre-empting the FCC on station ownerships and a publicity-bent House Investigations Subcommittee maintaining a continuous watch on all FCC broadcast activities, that agency becomes the captive of both the executive and the legislative branches of government. The FCC by law is an independent agency. As it stands in today's confused climate, it has lost its independence.

Written on the wind?

AS reported in the May 13 issue of this publication, the FCC has decided to put off until June 5 its consideration of radical proposals for network-affiliation restrictions. Perhaps the delay will give the commissioners time to clear their heads.

To assist in restoring this whole matter to perspective we herewith present a passage from the majority decision of December 1966 approving the later-to-be-frustrated merger of ABC and ITT. The majority made these comments in rejecting proposals that a better way to strengthen ABC than by permitting its merger with ITT was to create regulation that would even out the affiliation strengths of major networks. Here is what the majority said:

"As for taking more direct and drastic action to equalize competitive positions, such as by forcing a change in the affiliation of individual stations, we consider this unwise, unwarranted and incompatible with our basic mandate of maintaining a competitive system of free enterprise in the field of broadcasting. Such action would come close to public-utility type of regulation. It would involve a far more drastic intrusion into the economic operation of broadcasting than any we have yet undertaken or than we have so far thought authorized or justified."

The majority in that case comprised Rosel Hyde, Lee Loevinger, James Wadsworth and Robert E. Lee. Robert E. Lee? Isn't he the one who has joined with Kenneth Cox to propose the new affiliation regulations?

If the type of regulation now proposed by Commissioners Lee and Cox were neither "authorized" nor "justified" in December 1966, it is neither authorized nor justified now. Neither the law nor the basic structure of television has changed in the interval.

Who's smoking what?

IF the Congress is serious about looking for ways to cut the federal budget, an easy place to make a start would be on its own premises. The expenses run up by the House Investigations Subcommittee in pursuit of undiscovered scandals in broadcasting are an extravagance that taxpayers ought not to be asked to bear.

Its latest venture typifies the subcommittee's obsessed search. It is bent on proving that the CBS-owned WBBM-TV Chicago staged a marijuana party to be filmed for presentation on news programs. Nothing has been proved yet, but what if it is eventually shown that the station's newsmen had a hand in assembling a group of marijuana smokers in a given place at a given time? So what?

To judge by their sanctimonious statements, some subcommittee members were shocked to learn that WBBM-TV filmed the criminal act of marijuana smoking without calling in the police. It is left for us to wonder whether those congressmen can possibly be unaware that investigative reporting in any journalistic medium frequently requires newsmen to protect unsavory sources.

Or is it possible that these same congressmen—and perhaps others in government—have in mind the suppression of aggressive journalism on radio and television? Federal harassment such as WBBM-TV is now enduring can lead only to the neutralization of broadcasting as a journalistic force.

"They're the production crew on the Julia Child cooking show!"

Drawn for Broadcasting by Sid Hix

BROADCASTING, May 20, 1968
RADIO MOVES!

Would You Believe?

TWIN FREQUENCIES*
TWIN CITIES
DOUBLE IMPACT

*Only one other like it in broadcasting. Write for complete explanation and information today:
Roy Bacus, General Manager, WBAP, P. O. Box 1780,
Fort Worth, Texas 76101.

RADIO WBAP
Dallas-Fort Worth
12th Market

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Whether you plan a new system or want to upgrade an existing system, you owe it to yourself to check with Vikoa. Call Collect today.

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Whether you plan a new system or want to upgrade an existing system, you owe it to yourself to check with Vikoa. Call Collect today.

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