Is CATV's future in the hands of the FCC? p19
Candidates digging deep for political buys. p24
Optimistic NCTA ready for convention this week. p33
What the exhibitors will be showing in Boston. p36

COMPLETE INDEX PAGE 7
Beginning this September, a minimum* of 62 half-hours of programming from Screen Gems is scheduled to be shown on New York’s television stations each week.


*Does not include network originated feature films on WABC-TV and WCBS-TV, and locally originated feature films (from a library of more than 1,400 titles) on WABC-TV, WCBS-TV, WNBC-TV and WOR-TV, and specials, both network and locally originated.
On May 17, 1968 we got the signal to go ahead.

That was the day we received authority to proceed with applications to use "short haul" microwave for distributing TV signal to CATV subscribers.

This commercial authorization would allow for tests in New York City and two rural areas.

For the present, application of this new system will be limited, but its promise for the future can be far-reaching. CATV systems can become economically practical in sparsely populated rural communities.

Many rural viewers can enjoy the full range of television programming, for the first time. The delivery of CATV signal to city dwellers can be accomplished without major street construction, public inconvenience, or delay.

Natural barriers can cease to be barriers.

We, at Theta-Com, who developed "short haul" microwave, are proud to see it move ahead. Through the combined skills of a leading communications systems company and a leading CATV operating company, it has proved something about electronic communications: There are no impossible dreams.

Theta-Com is a jointly-owned subsidiary of TelePrompTer Corporation and Hughes Aircraft Company.
The new channel 6 WTEV tower, reaching 1,049 feet above sea level, has vastly increased the effectiveness of this station throughout the greater Providence area.

*Increased efficiency in key areas, plus more powerful coverage of its entire market, is proved by a 53% increase in overall average audience.*

WTEV is on the move—soaring to new heights in service, programming, audience reach. This new WTEV is important in your sales picture.

---

*Based on Feb. March 1968 Nielsen estimates compared with Feb. March 1967 estimates; subject to inherent limitations of sampling techniques and other qualifications issued by Nielsen, available upon request.*

Represented by:

[HR Television, Inc.]

---

WTEV
Providence—New Bedford—Fall River
Rhode Island—Massachusetts
Vance L. Eckersley, Sta. Mgr.
Serving the Greater Providence Area

STEINMAN TELEVISION STATIONS • Clair McCollough, Pres. • WTEV Providence, R.I./New Bedford—Fall River, Mass. • WGAL-TV Lancaster—Harrisburg—York—Lebanon, Pa. • KOAT-TV Albuquerque, N.M. • KVOA-TV Tucson, Ariz.
Pearson's ploy

There may be more than coincidence in candidacy of Joseph Borkin, Washington "consultant," for upcoming FCC vacancy and recent syndicated columns by Drew Pearson advising President Johnson to name commissioner who will align himself with hard-line regulators Nick Johnson and Ken Cox. Messrs. Borkin and Pearson are old friends and—more to current point—participants in application for TV and AM stations in Washington.

Owing 4,824% of stock each, Messrs. Borkin and Pearson are in 22-member group that has applied for channel 14, now occupied by WNIT, and 1340 kc, now occupied by wook, both owned by Richard Eaton. Mr. Borkin would have to drop his interest if appointed to FCC—which insiders think is unlikely (Broadcasting, June 17).

Tighter control

FCC is expected to bite off large new piece of regulatory responsibility over CATV this week, in case that has bearing on question of who is to control wired communications network of future. On commission agenda is issue as to whether telephone companies should be required to seek commission authority before building facilities to provide channel service to CATV systems. Commission is expected to say that they should.

CATV systems have long urged commission to take that position, arguing that regulatory void now exists as result of failure of local and state authorities to assert jurisdiction over such facilities. Because of this void, cabemen say, telephone companies are able to maintain "iron-fisted control" over all forms of wire communications. If commission rules as it is expected to, it will put itself in position of regulating growth of telephone companies in CATV.

Vulnerable?

Antitrust suit against National Association of Broadcasters is regarded as distinct possibility as result of NAB TV board's tabling of code board proposal to lift ban on advertising of certain personal products on TV (see story page 44). Issue was raised explicitly last December by attorney for Alberto-Culver in letter to code authority in behalf of A-C's FDS deodorant spray. Although letter did not openly threaten suit, it dealt at length with antitrust implications and said that group action to put or keep FDS off TV would be discriminatory and raise serious restraint-of-trade questions.

Tentative decision to retain personal-products ban apparently ends easy truce that reportedly has been in effect between code authority and FDS. When review of ban was agreed upon last winter, FDS commercials were on half-dozen code stations, and code and Alberto-Culver people reached understanding that while review was in progress, stations would not be asked to drop them and A-C would not seek to expand station list. Now code authority must tell stations to cease and desist—and it's good bet some may refuse. At earlier stage, at least one broadcaster is known to have told code authority that he thought FDS commercials were in excellent taste and he had no intention of dropping them.

Long summer

There'll be no summer "hiatus" at FCC this year as far as Chairman Rosel H. Hyde is concerned. Until last year, FCC traditionally had recessed for month of August. Chairman Hyde expects quorum of commission will be available each Wednesday during summer although there will be automatic slow-down with many employees taking their vacations and with Congress and courts in recess.

Hot house

George Schlatter-Ed Friendly Productions, riding high now with Rowan and Martin's Laugh-In series, has received firm commitment from major advertiser to produce 16 half-hour programs for new comedy series tentatively called Knockamannie. Project is aimed at January 1969 start. Production team also has commitment from NBC-TV to produce hour special pilot called Soul. Scheduled to go before cameras first week in July, show will be heavy Negro-oriented both in performing and technical personnel and in theme. It's likely to be sneak-previewed by network in fourth quarter of this year as forerunner to continuing series.

Stretching the wire

Major cable TV system owner, Television Communications Corp., New York, in exchange of stock is acquiring Universal Cable Vision Inc., subsidiary of Cowles Communications and operator of CATV in Winter Haven, Fla. Winter Haven system has 1,500 subscribers, and with this addition, Television Communications, of which Alfred R. Stern is Chairman and president, can now claim more than 65,000 subscribers with about 15 CATV's in U.S. Multiple-station owner Cowles retains CATV holding (Total TV) in Memphis through its WREC-TV there.

Thing to do

TV stations in Madison, Wis., may be next broadcasters to feel pressure from anti-smoking groups. Sources close to anti-cigarette interests say ad hoc citizens group in Madison is preparing petition to FCC calling for revocation of station or stations' licenses on grounds that outlets have not presented enough anti-smoking messages to counter cigarette commercials. Petition apparently would be similar to that recently filed against WNBC-TV New York by John Banzhaf III and his Action on Smoking and Health (Broadcasting, June 17). Anti-smoking forces are said to feel Banzhaf petition will set off chain reaction and that action in Madison is first of many to come.

Numbers game

Disagreement between broadcasters and American Research Bureau over methodological changes instituted by ARB in its local-market TV reports apparently is still there. ARB officials and Television Bureau of Advertising's research advisory committee met last week in effort to resolve difference, but TVB group came away feeling nothing had really changed—or was likely to. ARB officials appeared somewhat more optimistic, at least on long-range basis, but acknowledged "we're still searching for answers to some of these questions." TVB advisory group, headed by James M. Rupp of Cox Broadcasting, plans to meet this week to draft resolution outlining its objections.
A view of the top

LUCILLE BALL—"THE LUCY SHOW"
Outstanding Continued Performance by an Actress in a Leading Role in a Comedy Series

BARBARA BAIN—"MISSION: IMPOSSIBLE"
Outstanding Continued Performance by an Actress in a Leading Role in a Dramatic Series

"MISSION: IMPOSSIBLE"
JOSEPH E. GANTMAN, PRODUCER
Outstanding Dramatic Series

PARAMOUNT TELEVISION

* A DIVISION OF PARAMOUNT PICTURES CORPORATION

BROADCASTING, June 24, 1968
U.S. Supreme Court provides shocker in decision exempting CATV's from copyright liability, but court action appears to thrust burden on FCC to integrate CATV into existing system of free, local TV. See...

**CATV'S FUTURE? ... 19**

With eyes on public-opinion polls, candidates for presidential nominations are preparing heavy plunges into broadcast advertising. Pre-convention runs to media may limit avails. See...

**EARLY POLITICAL BUYS ... 24**

17th annual convention of National Cable Television in Boston this week is buoyed on high note as the result of that favorable Supreme Court copyright decision, but tough questions still face cable industry. See...

**CATV OPTIMISM ... 33**

NAB's TV board, meeting in Washington, discusses problem of what to do about violence on television; personal product advertising code provisions fail to pass; 26 mc spectrum gift urged for land-mobile allocation. See...

**VIOLENCE BACKLASH ... 44**

FCC Commissioner Lee Loewinger, volatile philosopher and ex-New Frontiersman, who began his regulatory career in days of Calvin Coolidge, leaves commission June 30 after five years of service. See...

**BOISTEROUS ERA ENDS ... 48**

Aggregate $7.5 million for two station sales. On the block are WKNR Dearborn, Mich. and KTHI-TV Fargo, N. D. FCC approves Metromedia Washington-Baltimore FM trade. See...

**WKNR, KTHI-TV SOLD ... 50**

Broadcast journalism finds an ally in FCC Chairman Rosel Hyde. In appearance before House Investigations Subcommittee on WBBM-TV pot party, he says broadcast journalism should have same latitude as print. See...

**NEWS EQUALITY ... 56**

Excessive violence in programming will be soft-pedaled this summer and fall say network, station and syndicator spokesmen; networks appear determined to review existing standards at all levels. See...

**CONTINUING TV REVIEW ... 58**

Broad but quiet undercurrent of affiliate dissatisfaction is being expressed over TV networks' coverage of funeral and burial services for Senator Robert Kennedy June 8. See...

**COVERAGE TOO MUCH? ... 65**

Association of Maximum Service Telecasters hits FCC's policy of providing unrestricted radio frequencies in business radio services. AMST calls policy "intolerable" in times of pressing demands for spectrum space. See...

**AMST ASSAILS POLICY ... 67**

---

**DEPARTMENTS**

| AT DEADLINE | 9 |
| BROADCAST ADVERTISING | 24 |
| CHANGING HANDS | 46 |
| CLOSED CIRCUIT | 5 |
| DATEBOOK | 13 |
| EDITORIAL PAGE | 86 |
| EQUIPMENT & ENGINEERING | 67 |
| FANFARE | 55 |
| FATES & FORTUNES | 68 |
| FINANCIAL REPORTS | 30 |
| FOR THE RECORD | 70 |
| INTERNATIONAL | 66 |
| LEAD STORY | 19 |
| THE MEDIA | 44 |

**MONDAY MEMO** | 16
**OPEN MIKE** | 15
**PROGRAMING** | 56
**WEEK'S HEADLINER** | 10
**WEEK'S PROFILE** | 85

Published every Monday by Broadcasting Publications Inc. Second-class postage paid at Washington, D. C. and additional offices.

Subscription prices: Annual subscription for $2 weekly issues $10.00. Annual subscription including Yearbook $20.00. Add $2.00 per year for Canada and $4.00 per year for all other countries. Subscriber's occupation required. Regular issues 50 cents per copy. BROADCASTING Yearbook, published every January, $10.00 per copy.

Subscription orders and address changes: Send to BROADCASTING Circulation Dept., 1737 DeSales Street, N.W., Washington, D. C. 20036. On changes, please include both old and new addresses plus address label from front cover of magazine.
When you look over a market . . . don't overlook the Norfolk-Newport News Metro area. Estimated here is the greatest concentration of people in the entire Southeast — more than 900,000 people in half the area of metro Atlanta or Miami!

Tidewater Virginia's true size is obscured by the fact that the U. S. Government, Sales Management and other statistical references unrealistically list Norfolk and Newport News as separate metro areas. (Actually . . . the two areas are only 2½ miles apart, connected by bridge and tunnel.)

To get the full picture you must always add Norfolk and Newport News, all ways. They are much closer than Tampa-St. Pete, for example, with more people — and don't overlook the hidden market — the huge military complex in Tidewater with a military and civilian payroll of over TWO MILLION DOLLARS a day!
Licensee is the ultimate judge

NAB board still up in air on what industry can do as unit regarding TV violence

For four days National Association of Broadcasters board met in Washington last week and mulled over question of how to best respond to charges media has aired excessively violent programming (see page 44).

General conversation jelled Friday (June 21) into firm statement that seemingly defined NAB's position. But despite expression of high principle and lofty language, underlying tone indicates NAB still doesn't know at this time how it should cope with violence problem.

Best it could come up with was outright rejection of blanket indictment leveled against all media (specifically, TV) that they are responsible for increase in lawlessness in our society, and renewed pledge to work within existing machinery (code restrictions, network program review) to solve problems of program content.

In Licensee's Hands • However, board acknowledged that there was little it could do concretely to ameliorate problems. It laid burden of "the final and basic responsibility for program acceptance" at licensee's doorstep. "As he exercises this profound responsibility," NAB statement reads, "each broadcaster should enter into fullest dialogue with the people of his area to work together for a regeneration of social morality and a respect for the processes of law and order throughout America."

Some NAB staffers say statement is reasonable response given present attitude of public toward broadcasters. If statement had been stronger or if NAB had taken some other unspecified and heavy-handed action, it's theorized effect could have been "disastrous."

NAB statement endorses President's Commission on the Causes and Prevention of Violence, noting that present troubles are "deeply rooted in economic, social and psychological forces which are too little understood." But it also notes that there's yet to be established causal relationship between street violence and presentation of violent acts on TV, particularly on news programs: "Along with all news media, broadcasting must continue to present the world as it is, not as we might like it."

Supports Code • Statement emphasizes present code language that finds depiction of excessive violence for dramatic effect unsuitable for family viewing. And it commends "positive action" of three networks in conducting extensive review of current programming (see page 58).

Board further directs NAB Code Authority to "intensify its surveillance of dramatic program content to have it conform effectively with the spirit and the principles of the code." What surveillance is going to be intensified is not yet known, because code authority has been chary about crossing delicate line of program censorship. Several possibilities might include increased monitoring of programs by code staff or intensified review of script material submitted by Association of Motion Picture & Television Producers, affiliate code members. Extent of surveillance is yet to be worked out by code staff.

Backs Oklahomans • In other matters board commended Oklahoma broadcasters for "firm handling" of survey conducted by FCC Commissioners Kenneth A. Cox and Nicholas Johnson (BROADCASTING, April 15 et seq.). It was noted that "the vigilant action of Oklahoma broadcasters resulted in a minimal response to the unusual request by the two commissioners."

Board further approved plans for two seminars at Harvard University during 1969—sales seminar July 13-19, and post-graduate course for broadcast executives from July 20-26.

It heard report that on-air campaign to promote careers in broadcasting has 280 radio and 107 TV stations participating. And it set up tentative schedule for 1969 fall conference to be held in Chicago, Boston, Atlanta, Dallas, Denver and Portland, Ore. As for its 1970 winter board meeting, board voted to hold session in Honolulu, January 1969 meeting is already set for San Juan, P. R.

CBS reopens attack on CATV copyright

CBS will press four-year-old copyright-infringement suit against Teleprompter Corp. to determine sweep of U. S. Supreme Court decision that CATV systems do not incur liability when they relay copyrighted material (see page 19).

This was interpretation placed on statement Friday (June 21) by Richard W. Jencks, CBS vice president and general counsel, on high court's decision in CATV copyright case.

Mr. Jencks said decision did not make clear whether CATV systems that relay signals hundreds or thousands of miles from television station's normal service area, or that originate programing, are exempt from copyright liability. He said such systems do not appear to fit analogy that court drew to cooperatively owned television antenna.

Clarksburg and Fairmont, both West Virginia systems in case which United Artists brought against Fortnightly

Use renewals to combat TV violence

New national group has been formed to press for reduced violence and more prime-time public-affairs programming on television. Television Improvement Society of America wants to organize viewers to wire protests to FCC, build up files of telegrams at commission in hope of influencing license-renewal decisions.

Incorporated Friday (June 21) under District of Columbia non-profit laws, TISA organizer Edward C. Dougherty, semiretired public-administration consultant, said he's aware commission can't oversee content of individual programs but notes that renewal process, under law, should consider stations' over-all operation in public interest.

Complaints to sponsors would be cumbersome approach, he notes, compared with ease of "picking up phone and sending telegram to FCC."

Mr. Dougherty said research is planned on ways to get broadcasters to de-emphasize "violence, cruelty, brutality and savagery," and indicated foundation financial support will be sought.
Corp., relayed signals less than 100 miles and did not originate program-
ing. Some of systems in CBS suit, in Farmington, N. M., Elmira, N. Y., and Johnstown, Pa., use microwave to relay signals and originate programing. Ac-
tion on CBS suit filed in 1964, has been held up pending decision in Fortnightly
case.

"We believe," Mr. Jencks said, that courts should now adjudicate the ques-
tion whether the holding of the Supreme Court . . . applies to CATV systems
which, like those in the CBS lawsuit against Teleprompter Corp., import sig-
als over great distances by microwave and also originate programing of their
own in competition with broadcasters."

However, he also indicated that CBS
would drop suit if "satisfactory legis-
lativa solution of the problem" were
achieved. He said CBS has long sup-
ported reasonable revision of copyright
law which could provide compromise
between legitimate interests of CATV
operators and those of copyright own-
ers and broadcasters. He said efforts
should be renewed to secure such legis-
lation.

2 stations liable
for candidate's words

Wsaz-tv Huntington, W. Va., and
Wlsl Pikesville, Ky., were directed by
FCC, Friday (June 21) to comply with
its personal attack fairness doctrine
requirements in connection with com-
plaints of Kentucky antipoverty workers
who had been arrested under a state se-
dition law. Wsaz-tv ruling was first in
which station incurred reply obligations
as result of broadcast by political can-
didate.

Complainants were Mr. and Mrs.
Joseph Mulloy and Mr. and Mrs. Alan
McSurely. The McSurelys and Mr.
Mulloy work for Appalachian Volun-
teers, which is financed by Office of
Economic Opportunity. All four had
been indicted for sedition under Ken-
tucky law, but charges were dropped
after federal court held state statute unconsti-
tutional.

Complaint against Wsaz-tv involved
Nov. 3, 1967, broadcast by Thomas
Ratliff, then candidate for Lieutenant
Governor of Kentucky. Commission said material supplied by station showed
Mr. Ratliff had indented complainants
by name as having been indicted for
sedition and had quoted portions of
county grand jury report which implied
that complainants were among "Commu-
ist organizers" who had infiltrated
antipoverty groups in area.

Commission said case was first to
come to its attention in which licensee
incurred obligation to make time avail-

WEEK'S HEADLINER

Douglas S. Cramer, VP in charge of pro-
gram development for 20th Century-Fox Tele-
vision, Los Angeles, appointed executive VP in
charge of production for Paramount Televis-
ion, Hollywood. Mr. Cramer, 36, will be 
responsible for creation and development of new TV
properties for television division of
Paramount Pictures as well as over-
seeing production of studio's three current
network shows. He was formerly VP in charge of program development
for ABC-TV and prior to that broad-
cast supervisor for Ogilvy & Mather
and TV supervisor for Procter & Gamble.
Top TV production job had been vacant
at Paramount since last November when
Herbert F. Solow resigned to take
similar position with MGM TV.

For other personnel changes of the
week see FATES & FORTUNES

ments dealt with state sedition laws and
arrest of complainants.

Station had been willing to sell time
only after election. Commission said
time should have been made available,
even if some ordinary commercials had
to be shifted, so that public could be
informed on other side of issue before
election.

FCC directed Wsaz-tv and Wlsl to
submit statements within 20 days on
how they will comply with fairness
rules.

CBS's Shakespeare
joins Nixon effort

Frank J. Shakespeare Jr., president,
CBS Television Services Division, an-
nounced Friday (June 21) that he's
taking immediate leave of absence to
participate in presidential campaign of
Richard M. Nixon. He said he will
serve on executive staff and told Broad-
casting his services as broadcast con-
sultant "would not be excluded" from
his responsibilities. He will "work out
of it" Nixon for President Committee
headquarters offices in New York.

During his absence, which will con-
tinue past Republican convention in
August and through election day in
November if Mr. Nixon wins Republic-
ian nomination, his duties at CBS will
be supervised by Felix A. Kalinski,
president of CBS/Comtec Group of
which CBS Television Services is divi-
sion.

Mr. Shakespeare joined CBS in 1950,
became manager of Wxik(tv) (now
Wvrv[tv] Milwaukee) in 1957, when
station was owned by CBS, moved on
to Wchs-tv New York as general man-
er in 1958, and in 1965 was elected
successively senior vice president, CBS-
TV Network Division, and then execu-
tive vice president, CBS Television Sta-
tions Division. He became president of
services division in realignment last Oc-
tober.

Bank buys old shows

LaSalle National Bank, Chi-
ago, was high bidder Friday
(June 21) for package of 195
five-minute monochrome pro-
grams featuring Burr Tillstrom
and puppets Kukla and Ollie.
Bank itself had ordered sale to
satisfy note of Taynod Produc-
tions held by bank. (Broadc-
asting, June 10). Price was not
disclosed but LaSalle said it was
only fraction of amount due it.
Ward Huey's a weekend duffer and weekday pro. He's general sales manager for WFAA-TV, and weekdays his secret as a winner is follow-through. That's where his "army" comes in, the programming, traffic, operations, promotion, accounting and sales-staff people. They're behind Ward 100%. Like in golf, at WFAA-TV follow-through is fundamental. Ask Ward... or his army.

WFAA-TV DALLAS-FT. WORTH

ABC, Channel 8, Communications Center. Broadcast Service of the Dallas Morning News, Represented by Edward Petry & Co., Inc.
Black is a red-blooded American color.

The Black showed the color of his blood in places like Vietnam and Korea. (And other all-American battlegrounds in two World Wars, the Civil War and the Revolution.)

His country called for help, and he heard.

But we can't seem to hear his call.

Perhaps if Black and White could listen with their hearts they could hear each other. That's what NIGHT CALL is all about. It's a radio program that lets people air their views man to man. Color to color. Live. From phones anywhere in the country.

After all, a syringe full of junk bites into Black and White skin with the same ruining surge. And a Black mother cries over her child just like a White one does.

The problems are pretty much the same; just the characters have different colors.

NIGHT CALL's person-to-person nationwide radio hook up lets Black and White tell it like it is . . . each in his own words.

Call it a social pressure valve—the voice of the ghetto, the voice of disgust, the voice of hope. Call it what you will—it's the voice of the people. NIGHT CALL lets people talk. And experts on the phone anywhere in the country or world offer answers to some of the problems.

Having a heart-to-heart squawk. (At least it gets people talking. First about their problems. And eventually to each other.)

NIGHT CALL has a cast of millions (200 millions of us).

Produced by The United Methodist Church's TV, Radio and Film Commission (TRAFCO), the program covers 43 stations in 36 cities and Washington, D. C.

It could just be the most important listening post on the air today because it starts people talking. A program you should program.

Because if we don't start talking to each other, we'll end up shouting. And there's no telling where we'll wind up after that.

Monday thru Friday
11:30 PM-12:30 AM (EDT)

For complete information on programming and format, contact:

475 Riverside Drive—Suite 420
New York, New York 10027
(212) 663-8900
A calendar of important meetings and events in the field of communications.

JUNE

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


June 25—Annual meeting of stockholders of Rust Craft Greeting Cards Inc., parent corporation of Rust Craft Broadcasting Corp., to elect directors and act upon proposed amendment to and restatement of certificate of incorporation authorizing a new class of $500,000 shares of preferred stock; increasing authorized common stock from one million to three million shares, and modernizing and simplifying certificate of incorporation. Rust Craft Park, Dedham, Mass.

June 26—Annual stockholders meeting of Standard Radio Ltd., Toronto.

June 27—Deadline for filing comments on FCC's proposed rulemaking that would permit type-acceptance and use of automated FM transmitters.


June 28—Annual stockholders meeting, General Instrument Corp. to elect directors and act upon adoption of executives and employees stock participation plan. Hotel Robert Treat, Newark, N. J.

June 29-29—Annual summer meeting of Oklahoma Broadcasters Association, Western Hills Lodge, Wagoner.


June 29-July 3—17th annual National Cable Television Association convention. Sheraton-Boston hotel, Boston.

JULY

July 7-11—First national convention of American Advertising Federation. Speakers include: Under Secretary of Commerce Howard J. Samuel; Charles A. Anderson, president Stanford Research Institute; Tom Dillon, president BDBO; A. Carl Kotchian, president Lockheed Aircraft Corp.; Sen. Mark Hatfield (R. Ore.); George Zinkemets, dean University of Texas graduate school of business administration; Oregon Governor Tom McCall; Walter Straley, vice president, public relations, AT&T. Portland Hilton, Portland, Ore.

July 7-30—Fourth annual high school broadcast institute sponsored by Indiana Broadcasters Association and Indiana University radio-TV department. Indiana University, Bloomington.

July 8—Deadline for comments on FCC proposed rulemaking to explore possibility of using actual field strength measurements to determine coverage of TV and FM stations, instead of present theoretical field strength charts.

JULY

July 9—Annual stockholders meeting, Taft Broadcasting Co., Cincinnati.

July 12-14—Annual summer convention of Wisconsin Association of Broadcasters. Pioneer Inn, Oshkosh.

July 14-16—Annual summer convention of South Carolina Association of Broadcasters. Ocean Forest hotel, Myrtle Beach.


July 15—Deadline for filing comments on FCC's proposed rulemaking to permit type-approval of AM modulation monitors that do not incorporate indicating meters or revised type-approval of FM modulation monitors that do not incorporate indicating meters.

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

July 23—National Association of FM Broadcasters seminar. Topics will include improving sound and learning more about audiences. Fairmont hotel, San Francisco.

July 26—Deadline for filing reply comments on FCC's proposed rulemaking that would permit type-acceptance and use of automated FM transmitters.


July 28—New deadline for filing comments on FCC's proposed rulemaking that would permit standard broadcast stations operated by remote control to transmit telemetry signals by Intermodulation subsonic tones. Previous deadline was May 27.

July 30—Deadline for filing reply comments on FCC's proposed rulemaking to permit type-approval of AM modulation monitors that do not incorporate indicating meters.

AUGUST

Aug. 5-7—Association of National Advertisers workshop on advanced administrative and planning techniques. Drake Oak Brook hotel, Chicago.

Learn the seven warning signals of cancer. You’ll be in good company.

1. Unusual bleeding or discharge.
2. A lump or thickening in the breast or elsewhere.
3. A sore that does not heal.
4. Change in bowel or bladder habits.
5. Hoarseness or cough.
6. Indigestion or difficulty in swallowing.
7. Change in a wart or mole.

If a signal lasts longer than two weeks, see your doctor without delay.

It makes sense to know the seven warning signals of cancer.

It makes sense to give to the American Cancer Society.
Broadcasting
THE BUSINESS NEWS OF TELEVISION AND RADIO


Editor and Publisher
Sol Tainoff

Editorial
Vice President and Executive Editor
Edward H. James
Editorial Director (New York)
Rufus Crater
Managing Editor
Art Kim


Staff Writers: C. Anthony Beagle, Steve Benetos, Sue M. Tropin, Editorial Assistants: Steve Millard, Marcia Sanford

Secretary to the Publisher: Gladsy L. Hall

Business
Vice President and General Manager
Malory Long

National Sales Managers
Warren W. Middleton (New York)
Advertising Director
Ed Selles

Institutional Sales Manager
Don Manning

Production Managers: George L. Dall; Traffic Managers: Harold N. Kinsella; Assistant Production Traffic Managers: Bob Sandor; Classified Advertising: Margaret E. Montague; Advertising Assistant: Carol Ann Cumber

Business Manager: Dorothy Collins

CFO: Irving C. Miller

Auditor: Enidie Weston

Circulation
Circulation Director
David N. Whitcomb

Sales Manager
Richard B. Kinsey

William Criger, Kewlin Kineman, Stanley Palmer, Jr., Joan Powers, Katherine Tucker

Bureaus
New York: 444 Madison Avenue, 10022, Telephone: (212) 786-0816.

Editorial Director: H. James
Senior Editors: David Bernyn, Rocco Famiglietti; Associate Editor: Michael Hornberger; Staff Writers: Hazel Hardy, Linda Miller; National Sales Managers: Warren W. Middleton; Institutional Sales Manager: Eleonor R. Manning; Eastern Sales Manager: Greg Marks; Advertising Assistant: Laura D. Gereau.

Chicago: 360 North Michigan Avenue, 60601, Telephone: (312) 575-1111.

Senior Editor: Lawrence Christopher; Mere

Western Sales Manager: Arthur B. Byers; Assistant: Rose Agudina.

Hollywood: 1680 North Vine Street, 90028, Telephone: (213) 463-3148.

Senior Editor: Morris Garfield; Western Sales Manager: Allen M. Bissett; Assistant Publisher: Lawrence B. Tainoff


© Reg. U. S. Patent Office

Copyright 1968, Broadcasting Publications Inc.


August 8—New deadline for filing reply comments on FCC's proposed rulemaking that would permit standard broadcast stations operated by remote control to transmit telemetry signals without electronic transmission. Previous deadline was June 5.

Aug. 9-10—Rocky Mountain CATV Association meeting, Teton Village, Jackson Hole, Wyo.


August 30-September 1—1968 International Radio-TV Press Exhibition, sponsored by International Broadcasters Society "to promote interdisciplinary dialogue within the mass communications media." The IBS Honors List will be announced at the annual honors dinner at the Hof Van Houten, Hvilumera, The Netherlands. For information interested personnel of the radio and television industry should write: The Secretariat, International Broadcasters Society, Zwaluwizla 78, Bussum (Nl) The Netherlands.

SEPTEMBER


Sept. 5-13—International Broadcasting Convention, sponsored by Electronic Engineer Association; Institute of Electrical and Electronic Engineers; Institution of Electronic and Radio Engineers; Royal Television Society; and Society of Motion Picture and Television Engineers. Registration forms may be obtained by writing, International Broadcasting Convention, 1568, Park Avenue, Victoria Embankment, London, W. C. 2 Grevenor House, London.


Sept. 16-19—35th National Premium Show, Navy Pier, Chicago.


Sept. 18-20—Meeting of the Tennessee Association of Broadcasters, Ramada Inn, Nashville.


Sept. 20 — Luncheon of Pacific Pioneer Broadcasters, Sportman's Lodge, North Holly

RAB MANAGEMENT CONFERENCES


Sept. 19-20—Cincinnati, Carew Inn.

Sept. 30-Oct. 1—Chicago, Marriott motor hotel.

Oct. 7-8—Dallas, Marriott motor hotel.

Oct. 10-11—San Francisco (Burli

November

Nov. 10-13—California CATV Association fall meeting, Del Coronado hotel, Coronado Island.

Nov. 10-13—Technical conference, Society of Motion Picture and Television Engineers, E. D. Llerena, Eastman Kodak, is program chairman; Charles L. Chester and Adrian B. Kittliger, both CBS, are co-chairs for television. Washington Hilton hotel, Washington.

Nov. 17-19—Annual convention of Broadcasters Promotion Association, Deauville hotel, Miami Beach, Fla.

Indicates first or revised listing.
Show the flag

EDITOR: Out of Freedoms Foundation's Operation "Closed Ranks," encouraging a national display of the American flag as a dramatic expression of national faith and unity, has come an excellent suggestion which we think should be passed on to television stations.

The suggestion is made that there has been a surprising absence of the display of the flag in broadcasts of public service programs for years.

We believe that the American emblem should be displayed when possible in every studio as a part of the American tradition. This was the suggestion of the national publicity committee representing 25 distinguished American public relations and media men which met in New York.—C. James Proud, vice president, Freedoms Foundation, 530 Fifth Avenue, New York 10036.

Particularly penetrating

EDITOR: I thought your two editorials of May 27 ['All the way' calling for repeal of Section 315 of the Communications Act and 'Time of tension' concerning station compensation] were unusually outstanding if that's possible, since all of your editorials are highly significant.—H. W. Maschmeier, general manager, WNHC-TV New Haven, Conn.

On 'Attack and Destroy'

EDITOR: Let me take this opportunity to commend your good magazine on the editorial 'Attack and Destroy' [BROADCASTING, June 10].—Harlan G. Oakes, president, Harlan G. Oakes & Associates, Hollywood.

(EDITOR warned of assaults from many directions being made on free-enterprise broadcasting.)

BOOK NOTES


This survey, drawn from the expertise of 20 contributors, all of whom were involved in the shift to color from the beginning, covers aspects of color television from engineering and production techniques to selling and promoting this new communications force. Compiled by Howard Coleman of the A. C. Nielsen Co., the book includes chapters written by Ward L. Quaal, president, WGN Continental Broadcasting; Sheldon W. Peterson, Time-Life Broadcasting; Norman E. Cash, Television Bureau of Advertising, and Mr. Coleman's boss, Arthur C. Nielsen Jr. Especially helpful are appendices on color-TV set ownership and a glossary that clarifies engineering terms.


This comprehensive examination of management aspects in American radio and television is drawn from the long and distinguished broadcasting careers of Ward Quaal and Leo Martin. Their study is based on historical perspective but offers suggestions for future improvement in all areas of managerial leadership. Among the elements explored are audience, programming, sales and profit management and government regulations.

Ward Quaal, president of WGN Continental Broadcasting Co., Chicago, qualifies as an authority on broadcasting management through experience gained since his entry into radio back in the mid-1930's. Added perspective on the regulatory aspects of the industry was garnered by Mr. Quaal while serving as director of the Clear Channel Broadcasting Service in Washington after World War II Navy service.

Leo Martin, professor and chairman of the television and radio department at Michigan State University, has been in broadcasting education for over 30 years.

The volume is the first in a series, "Studies in Media Management," under the general editorship of Dr. A. William Bluem, Newhouse Communications Center, Syracuse University.


Techniques for effective public speaking and appearances on radio and television are distilled in this book from Mr. Swan's 30 years experience as a consultant to national figures including the production of Adlai Stevenson's telecasts during the 1952 presidential campaign. The book offers instructions in voice control, public dress, researching and writing speeches and press relations.
Advising careers are born in political campaigning

In the various marketing courses most business students have, somewhere along the line they usually are told you can't get a job in advertising without experience and you can't get experience without a job.

There seems to be a lot of truth in this statement unless the students have taken specialized business courses that could carry them directly into a training program in one of the larger agencies. But this route represents a very limited number of jobs.

Over the years I've talked to many college graduates who wanted to explore advertising as a career. A useful guide has evolved from these experiences.

Many candidates have been college trained in creative writing courses. It would seem natural to expect instant success, but this isn't true in more cases than you would imagine.

The Midget Message • The trouble with creative writing courses is that they do not teach the disciplines that are required for success in advertising. The creative writer may take three to 30 pages to express something meaningful. The advertising writer has to express something meaningful in one to three paragraphs of copy or script. He may have to present his entire thesis in a single 10-second ID.

There are others who during their college careers have spread themselves all over the place studying rhetoric and literature, have taken some psychology and sociology, have gotten into the theater by choice or accident and may have designed scenery or written or directed a play and maybe fooled around with a dance band on the side. Every person with this type of background who has come to me for a creative job has been hired.

The background doesn't necessarily indicate lack of a singleness of purpose; rather, it demonstrates a wide set of interests, a feeling for the dramatic, an ear for music (whether they write or not), a curiosity about things and a wide exposure to people and ideas of various kinds. It generally means the student is an aware person interested in what is going on around him and probably with an affinity for people. This sort of person can get a job in advertising in very short order with a little persistence.

The third and most difficult candidate is the recently-out-of-school graduate who has found his first job un-rewarding and tells you he long has been interested in advertising but doesn't know if he is qualified. He would like to see if he could get a job in advertising and find out if he can contribute. This is tough on the agency.

Until the agency is big and rich it can't afford an over-supply of trainees. Certainly it has some. But a man or woman already earning a salary may find that they have to take a cut to get a trainee job.

None of these three classifications, though, fit the majority of college students who in their junior, senior or graduate years get the notion they would like to get into advertising. Is there a way?

Yes there is. For the majority I suggest there is an opportunity to get free on-the-job training in advertising before they are ready to make a career decision. It will cost only their time.

My suggestion: Go into politics.

By going into politics as a volunteer worker such students will come out of the experience not only with personal satisfaction but also with credentials that can land them a job with an advertising agency. There are many parallels in advertising and politics. About the only thing missing in the latter is the three-cents-off coupon and the money-back guarantee.

Step by step the selling problem in politics is almost identical. The product is the candidate; the pre-set goal is election. Your research is the straw polls and the precinct reports. You study your candidate's assets and liabilities in relation to the competition and develop an overall campaign strategy to successfully market the product.

You concentrate your creative efforts to build a winning image of your man. If his package needs dressing up, you change his haircut, polish his teeth and choose his ties. If you are working for a Rockefeller you'll have a Procter & Gamble-size budget. If you're working for a McCarthy your budget may be peanuts and you have to make every dollar work harder—you allocate your budget among the media which can deliver the largest prospect audience at the lowest possible cost and you phrase your copy to have the broadest possible appeal among your prospective customers, the voters.

The student volunteer has a chance to observe, learn and even participate in all the activities that make up a political campaign. He can do it at any level—ward, city, county, state or national. Every job he is given will teach him something useful about advertising.

Experience Gained • First he will learn his unit has to live within a budget—and there's never enough money to do everything he'd like to do. He'll probably sit in on long meetings (one needs endurance in advertising) where strategy is discussed, polls dissected, precinct reports digested and courses of action determined. He may be sent to a newspaper office or to a station where he'll learn how a scratchy piece of paper becomes a polished selling message to enhance the image of his product.

The student volunteer will learn how hard it is to build and sell an image. He will establish some values of his own as to what is believable and what isn't, what is in good taste and what isn't.

He'll see how advertising can be a potent force for change. He'll also find he can't do a good job unless he believes in his product.

If such a student then will analyze this experience, develop a report showing how it could be done better—show he knows how to think—I guarantee he'll get a hearing from K&E.

Peter Frantz joined Kenyon & Eckhardt in April 1967 as senior vice president in charge of western operations with headquarters in Chicago. For eight years previously he had been with Leo Burnett Co. there and was administrative vice president of creative services before he joined K&E. Prior to that Mr. Frantz had been chairman of the plans board at Waldie & Briggs, Chicago. He served in the Navy in the Pacific. A native of Iowa, Mr. Frantz graduated from Northwestern University.
available now for 1968-69

David Susskind is starting his 12th consecutive year on National Television . . . a tribute to the timely, intelligent awareness of Mr. Susskind and his always interesting guests. His scoops, lively action and many television firsts are reflected in these outstanding ratings.

* SEATTLE, WASH. — captured 64% share of Sunday afternoon audience.
* WASHINGTON, D.C. — averages 5.7 rating.
* LOS ANGELES, CALIF. — averages 6 rating in highly competitive seven station market during prime time play.
* NEW YORK — outstanding prime time rating averaging between 7 and 10.

Here are just a few of the distinguished national sponsors and educational endowers who have been with David Susskind for as much as 8 years in some instances.


Color, ratings, and sponsor appeal make the David Susskind Show the perfect series for your station. Markets sold already for the 1968-69 season:


Don't delay. For full market information write, wire or call your NTA representative today.
EQUATION
FOR
TIMEBUYERS

ONE BUY = DOMINANCE*
X

WKRG-TV• MOBILE
ALABAMA

*PICK A SURVEY---ANY SURVEY

Represented by H-R Television, Inc.
or call
C. P. PERSONS, Jr., General Manager
Is CATV's future in FCC's hands?

That's what high-court copyright ruling implies,
but authorities at commission and elsewhere say
Congress should step in with new legislation

The dark cloud of copyright liability that had long hung over the CATV industry appeared to have passed out of sight last week, wafted along by a U.S. Supreme Court decision that CATV systems do not incur liability when they pick up and retransmit copyrighted programming.

But no sooner had the industry begun to enjoy the sunshine than new clouds began rolling in. The FCC was facing up to what it saw as the need for new, and possibly tougher, CATV rules to accomplish the goal of integrating CATV into the existing system of free, local television. Commission sources said the present rules, adopted in March 1966, were only a "holding action" designed to keep CATV matters under control until the copyright question was resolved.

And while many in Washington counted the court's decision a resounding victory for the CATV industry, not all lawyers agreed it was as sweeping as it appeared. Some said it seemed to be limited to the kind of systems involved in the decision—nonmicrowave-fed operations that do not originate programming. CBS was trying to decide last week whether to test that theory, with a copyright-infringement suit of its own that has been on file since 1964.

However, the high court's decision last week, on a 5-to-1 vote, was a stunning surprise, reversing as it did an appeals court decision that had affirmed a federal district court's opinion.

Essentially, the court held that CATV systems are "viewers" rather than "performers" and thus do not infringe copyrights when they pick up and relay copyrighted material.

Earlier Decision - The decision was being read in Washington—and particularly at the FCC—in conjunction with the one handed down by the high court a week earlier conferring broad authority on the commission to regulate CATV systems (Broadcasting, June 17).

Chairman Rosel H. Hyde and other members of the commission had long counted on copyright to lighten the commission's regulatory burden in CATV. They felt that, if CATV systems were held liable for copyright payments, the systems would be forced to compete on more equal terms with stations and that, as a result, the commission's need to afford broadcasters economic protection against CATV competition would be reduced. Furthermore, some pointed out that stations' right to exclusive use of copyrighted material would be protected to a greater degree than that provided by the commission's nonduplication rules.

But in light of last week's Supreme Court decision, the commission realizes it will have to do more, not less. And, in light of the earlier decision, it is satisfied it has all the authority it needs.

There was talk at the commission of limiting severely CATV systems' right to originate programming and carry commercials. (Chairman Hyde said last year that some commissioners felt that CATV systems that use the product of broadcasters "should be limited in the extent to which they may originate programming and carry advertising" (Broadcasting, May 1, 1967).)

Some officials have even mentioned the possibility of licensing CATV sys-

It was a big week for NAB, NCTA

Feature of the NAB joint-board meetings in Washington last week was the "topping-off" ceremony for the new NAB headquarters. Appropriately enough NAB President Vincent Wasilewski (wearing a hard hat, as were all NAB board members) made a dedicatory speech through a bullhorn. Among his comments: "This building is being erected by 50-cent spot announcements."

Before and during the speech champagne was served. (See page 45.)

Meanwhile, down the street, members of National Television Cable Association were pondering their apparent copyright victory in the U.S. Supreme Court (see above) and wondering about changes in the agenda for their annual convention (see page 33) scheduled to begin in Boston next Saturday.

While NCTA President Frederick Ford refused to comment (see page 21), general sentiment among NCTA members was one of jubilation at the somewhat unexpected victory in the CATV copyright case.
ens, saying that the commission might want to assume authority for making a finding as to whether proposed systems would be in the public interest—a function now exercised, if at all, by state and local authorities. There is also interest in such questions as multiple-ownership and cross ownership of CATV and broadcast media, and whether access to CATV channels should be limited to the owner of a system (BROADCASTING, June 17).

Big Backlog • But much of the concern at the commission is with its backlog of CATV cases. There are pending some 200 top-100-market cases—in which CATV systems seek waivers of the rule requiring hearings when systems propose to import distant signals into major markets—and most are over two years old. Also pending are some 300 other cases. The load is primarily the responsibility of a 12-member task force.

Some officials favor junking the top-100-market rule. The hearing it requires is intended to determine whether a system would have an adverse impact on present or potential UHF stations in major markets. But CATV representatives regard the rule as a thinly disguised freeze on the establishment of cable systems in those markets—and some commission officials agree.

Commission sources say the hearings are slow and costly, and not likely to establish proof of anything. Of some two dozen top-100-market cases designated for hearing since the rules were adopted, only one has reached the stage of an initial decision. There is talk of replacing the rule with one that would simply permit long-distance importation in some markets, presumably under-taxed ones, and prohibit it in others.

Job for Congress • Both the majority and minority opinions in the Supreme Court decision last week reflected the view that the job of apportioning copyright liability in CATV matters is best left to Congress.

The Justice Department, in a friend-of-the-court brief, had suggested that the court accommodate the various interests by holding that CATV systems relaying only the signals of local stations be exempt from copyright liability. But Justice Potter Stewart, writing for the majority, said that kind of compromise job is for Congress to perform. And Justice Abe Fortas, the lone dissenter, said: "Our ax, being a rule of law, must cut straight and sharp and deep: and perhaps this is a situation that calls for the compromise of theory and for the architectural improvisation which only legislation can accomplish."

Legislation providing for the first overhaul of the copyright statute since 1909 has been pending in Congress for almost two years; the office of the registrar of copyright has been working on the matter for 13 years. And the Senate version of the bill contains a provision that would specifically make CATV systems liable for copyright payments but also provide for certain exemptions—for instance, systems carrying only local signals and not originating programs would be exempt. The CATV section was stricken by the House, when it approved the bill.

But no one expects Congress to move fast on the copyright bill. Action on it had been stalled largely because of disagreements on the cable-TV section between copyright holders and broadcasters on the one hand and CATV representatives on the other. Even before the Supreme Court decision came down, there was no likelihood that Congress would complete action on the bill in the final weeks of the current session. The commission has long been aware of this, and began taking its "new look" at its CATV responsibilities two weeks ago, after the court decision on its powers to regulate CATV. Sol Schildhause, chief of the CATV task force, was instructed to suggest a new approach to CATV regulation. His recommendations are to be made through General Counsel Henry Geller and Broadcast Bureau Chief George Smith, an apparent concession to those on the commission who feel the task force has been pro-CATV in administering the CATV rules.

Not Soon • In view of the court decision, the expectation is that Congress will not act before the second session of the next Congress—that is, some time in 1970—if then. Any of the parties directly affected by the legislation could probably block action. And it was widely assumed that the CATV industry, in view of the Supreme Court decision, would be more inclined to stall than to speed action on new legislation.

This clearly is the expectation of broadcasting industry representatives. Members of the National Association of Broadcasters committee that has been attempting to negotiate a bi-industry agreement with the National Cable Television Association are not sanguine about the future of those negotiations.

However, NCTA officials indicated readiness to continue the negotiations (see page 21). And one cableman, Irving Kahn, who is chairman and president of Teleprompter Corp. and member of the NCTA's negotiating team on the copyright matter, took a decidedly positive approach. He said that although he is "thrilled" that the court's decision "was totally in CATV's
Reason for rejoicing in CATV ranks

CATV industry sources didn't hide their ebullience regarding the future of their industry as the result of last week's U. S. Supreme Court decision (see page 19), but they proved to be more inscrutable (or was he super-cautious?) about the future of copyright negotiations with broadcast groups. Those negotiations between the National Cable Television Association and the National Association of Broadcasters have remained dormant since last month pending some decision by the high court (BROADCASTING, May 13).

But sources at the NAB appeared to be more willing to discuss the prospects of future talks. As one official put it glumly: "Why should they [NCTA] want to talk now?" Another source termed future negotiations an apparent "exercise in futility." If the talks are to continue, he said, perhaps the question of CATV copyright liability should be pressed more by the copyright owners rather than by NAB.

However, NCTA spokesmen indicated that as far as they were concerned, there was "no reason why we shouldn't keep meeting," although they were indefinite as to whom they would continue to meet with. Another NCTA source responded to a question about the negotiating by saying that "it's their move now." Another cable source said they preferred to let "the dust settle" before making firm predictions about CATV's future. But there were some who expressed relief that a muddled legal cloud that has hung over the cable industry for the last two years has apparently been dispelled. The court decisions, they said, prescribe "favorable conditions" under which CATV could build a "solid basis for the future."

Another industry source speculated that now that the ground rules have been established, more investors, who to this point had been leery about getting into the cable marketplace for want of some specific rules, would be putting money into cable. With the new ground rules, he said, what CATV's should be concerned about now is who are going to occupy seats on the FCC. What CATV needs, he suggested, are "favorable" commissioners.

favor," the fact remains that "legislation which is fair to all concerned ... will be the proper and enduring solution to the copyright problem."

Mr. Kahn said the cable industry negotiating committee is seeking that end, and added, "I hope that the fruits of this negotiation are a bill which Congress can vote on favorably, thus enabling us to achieve very soon a fair resolution we all seek."

Charles F. Dolan, president of Manhattan Cable Television which, like Teleprompter, operates a CATV system in New York, indicated what he feels the Supreme Court decision means to CATV systems. He said Manhattan Cable's "subscribers will be protected from increase in rates "that might have resulted from copyright charges imposed on the cable systems." Third parties," he added, "will not be permitted to interfere with the right of the subscriber to receive all programs carried by the cable system. The decision is a giant step forward in permitting cable television operators to make full use of the enormous multichannel capabilities which are inherent in coaxial cable."

Mr. Dolan said Manhattan Cable is considering the importation of sports programs, feature films and educational programs from Philadelphia stations that will "supplement but not duplicate local programming."

More Talks - In New York, representatives of program sources appeared optimistic that talks that copyright owners had been holding with CATV-industry spokesmen would resume in an effort to arrive at a fair formula for payment by cable companies that relay copyrighted material. The program sources representatives said that several CATV operators had, in the past, indicated a willingness to pay. Copyright owners are expected to confer with CATV industry spokesmen at the NCTA convention in Boston this weekend (see page 33). There is considerable disagreement among copyright owners as to whether congressional action is necessary to effect a fair compromise. Some feel it is. But one program company official said: "Nobody really wants Congress in the act." He thought the parties could do a better job of devising a compromise than could Congress.

There is also the feeling among copyright owners that they are not without bargaining power, despite the court decision. CATV systems unwilling or, because of stockholder pressure, unable to make a reasonable settlement could be brought into line by the copyright holders' ability to make them pay dearly for programming material that is subject to copyright payment. That is material that originates on the CATV system cable.

How It Started - The case on which the court acted involves the copyright-infringement suit that United Artists brought against Fortnightly Corp., as a result of the pick-up and retransmission of UA-controlled programs by systems Fortnightly then owned in Fairmont and Clarksburg, both West Virginia. The systems, now owned by Jack Kent Cooke, relay the signals of stations in Pittsburgh, Wheeling, W. Va., and Steubenville, Ohio.

The court held that the copyright act does not give a copyright holder control over all uses of his material—it merely lists certain rights that are made exclusive to the holder. Anyone using the work within the scope of those rights infringes those rights, the court said.

The lower court had held that a CATV system "performed" the works it was relaying by virtue of the amount of work it did in bringing the copyrighted material to the public.

"But mere quantitative contribution cannot be the proper test to determine
IS CATV'S FUTURE IN FCC'S HANDS? continued

copyright liability in the context of television broadcasting," the Supreme Court said, as it sought to apply an act drafted at a time that television, let alone CATV, had not been invented. "If it were, many people who make large contributions to television viewing might find themselves liable for copyright infringement—not only the apartment-house owner who erects a common antenna for his tenants, but the shopkeeper who sells or rents television sets, and, indeed, every television set manufacturer."

The court's key finding was that CATV systems—in the program-distribution process—are more akin to viewers than to broadcasters. "One [the broadcaster] is treated as active performer; the other [the viewer], as passive beneficiary."

"When CATV is considered in this framework," the court said, "we conclude that it falls on the viewer's side of the line. Essentially, a CATV system no more than enhances the viewer's capacity to receive the broadcaster's signals; it provides a well-located antenna with an efficient connection to the viewer's television set. . . . CATV equipment is powerful and sophisticated, but the basic function of the equipment performs is little different from that performed by the equipment generally furnished by a television viewer."

"With due regard to changing technology," the court concluded, "we hold that the petitioner did not under [the] law 'perform' the respondent's copyrighted works." Joining Justice Stewart in the majority opinion were Chief Justice Earl Warren and Justices Hugo Black, William Brennan, and Byron D. White. Justices William O. Douglas, John M. Harlan and Thurgood Marshall did not participate in the decision.

Justice Fortas argued that the majority had erred in not following the precedent of a 1931 case in which the court had held that a hotel receiving a broadcast on a master radio set and piping the broadcast to all rooms of the hotel had "performed" the material that was broadcast.

Justice Fortas said that the majority's opinion would not be "objectionable" if the majority had replaced "what it considers an outmoded interpretation of the term 'perform' with a new, equally clear and workable interpretation." But it hasn't, he said. And, barring such an acceptable substitute, he said, the court's major object should have been "to do as little damage as possible to traditional copyright principles and to business relationships, until the Congress legislates and relieves the embarrassment which we and the interested parties face."

Justice Department attorneys who participated in the preparation of the friend-of-the-court brief that was filed in the case, regard the verdict a rather complete victory for CATV—one that would affect all 2,000 systems. They cite the language stating that CATV systems do not "perform" the works they carry.

However, communications lawyers taking a different view cite two footnotes in the opinion. One stated that the decision is "with reference to the facts of this case." The Fortnightly said CATV systems do not employ microwave: they relay signals of stations no more than 82 miles away. What these lawyers ask about systems using microwave to bring in signals from a point hundreds, possibly thousands of miles distant?

The second footnote, appended to a sentence noting that the Fortnightly systems neither edited the programs they received nor originated programs of their own, said: "Some CATV systems, about 10%, originate some of their own programs. We do not deal with such systems." Does this mean, the lawyers ask, that CATV systems that do originate programs would be liable for copyright payments?

The CBS case which could be used to seek the answers to these questions has been held in abeyance pending a decision on the UA suit. It involves a suit CBS brought against Telepromter, in 1964, in an effort to establish the principle that CATV systems may not retransmit programs without permission of copyright owners (Broadcasting, Dec. 14, 1964). One of the three systems involved, in Farmington, N. M., uses microwave in relaying CBS programs from Albuquerque, N. M., some 100 miles distant. It also originated programming. One of the other systems in Elmira, N. Y., uses microwave to import programming from New York independent. The third system is in Johnstown, Pa.

CBS officials and attorneys were intensively studying the Fortnightly case last week but as of Thursday were unable to say whether the CBS case would be pursued. They said they would not discuss any phase of the Fortnightly decision or its possible ramifications until they had completed their study.

CATV delivers daily newspapers by wire

Local origination on CATV has many forms, but there appears to be a new one in Placerville, Calif.—a televised daily newspaper.

The newspaper, currently published weekly, is the Placerville Mountain Democrat. It's cooperating with Valley Vision Cable Television to provide that CATV's 700-plus subscribers a televised daily newspaper, compiled by the Mountain Democrat staff, through the use of a Tell-A-Channel machine.

The machine, developed by Valley Vision engineer Robert B. Cooper Jr., displays news reports on local events on a continuous-belt device. News items on cards are inserted on the belt and are displayed on the TV screen in a vertical crawl. These items may be updated without disturbing other news being shown. The machine at present has 900-word news capacity with a visual flow of words at the rate of 100 words per minute.

Although the prototype machine is a floor-to-ceiling monster, Mr. Cooper says he's developed a miniaturized version about three-feet long and one-foot high. The machine, now undergoing testing in the Placerville system, provides multiple audio-video inputs and switching facilities for local origination control, and is expected to sell for about $2,500.
For TV News in Atlanta, WSB-TV is the one.
For most viewers, the only one.

The WSB-TV 6 O’Clock Newsroom is Atlanta’s only locally produced hour of news. A fast-moving hour gathered and prepared by a crack news staff which is largest in Atlanta—by far.

Atlanta believes in WSB-TV, and superior news coverage is one reason why. When Atlantans want to know, they know where to go. To the television to set the dial on...

WSB-TV / Ch. 2 / Atlanta / NBC / Petry.
Early surge of political buys

With eyes on public-opinion polls, candidates for presidential nominations prepare heavy plunges in broadcast advertising; avails may run short

National political candidates are breaking records for preconvention advertising activity, network, station and station-rep sources said last week.

The candidate currently spending the most during these preconvention weeks was said to be New York's Republican Governor Nelson A. Rockefeller, who is seeking his party's nomination for the Presidency. Others are reported to be negotiating for imminent purchases.

In the past, there's been little or no national advertising before the conventions, but in this topsy-turvy political year, characterized in part by television-oriented "new politics," the party pro's and their advertising men are turning to radio and television earlier, and with more determination, than ever before.

Their heavy reliance on broadcasting in specific state-primary campaigns was expected; their early plunge into broadcast media on a national scope before the conventions was not.

Station and network sources already are saying current activity suggests that demand may exceed supply, simply because of the high level of both network and station sales in those time periods politicians seem most interested in.

Early Spending: With the exception of the Rockefeller forces, actual broadcast buys to date have been slow, but timebuyers for the campaigns of Senator Eugene McCarthy, Richard Nixon, Vice President Hubert Humphrey and George Wallace reportedly have been in contact with the networks and with reps for stations in key markets, laying the groundwork for what will surely be the biggest-spending campaign in U.S. history.

Although most of the TV demand thus far seems to be for minutes, there appears to be a growing interest in five-minute periods. On networks, five-minute blocks may be created at the end of short movies or by shortening those shows susceptible to shortening, normally a messy technical problem.

One reason for the trend toward five-minute spots among political advertisers lies in what apparently is a network rate card fluke: According to agency sources, it is possible in some instances to buy five minutes of network TV time at anywhere from 20% to 50% of the cost of a single network minute in a generally comparable time period. This is because the overhaul of network rate cards made a few years ago was designed chiefly to reflect the fact that virtually all network business is in participations rather than straight time buys.

For example, under the rate cards in effect four years ago, the rate for a quarter-hour was generally about 40% of the hour rate. Now it is closer to 25%. The networks may not have five-minute rates, but an extension of this ratio would mean that in some cases, according to agency sources, five minutes can be bought for, say, $10,000 in or near time periods where the rate for a single minute—for program and time charges—may be $40,000 to $50,000 or more, and rarely below $20,000 regardless of the season.

Still another reason agency men see more five-minute political spots is the fact that some of the issues cannot be dealt with by a candidate within a one-minute TV spot. "We've been accused of giving complicated issues a quick going-over, in 60 seconds," a leading political advertiser told BROADCASTING. "Some issues can be intelligently treated in a minute; the important ones can't. Still, we don't want to buy a half-hour. The audience tunes the candidate out, so we're turning to five-minute spots."

Ones or Fives: As for TV half-hours, some agency men say that as a format for political campaigning the 30-minute program may have gone the way of the

---

BAR network TV-billing report for week ended June 9

Broadcast Advertisers Reports' network-TV dollar revenue estimate—week ended June 9, 1968 (net time and talent charges in thousands of dollars)

<table>
<thead>
<tr>
<th>Day parts</th>
<th>ABC Week ended June 9</th>
<th>ABC Cume Jan. 1, June 9</th>
<th>CBS Week ended June 9</th>
<th>CBS Cume Jan. 1, June 9</th>
<th>NBC Week ended June 9</th>
<th>NBC Cume Jan. 1, June 9</th>
<th>Total minutes week ended June 9</th>
<th>Total dollars week ended June 9</th>
<th>1968 Total. minutes</th>
<th>1968 Total dollars</th>
</tr>
</thead>
<tbody>
<tr>
<td>Monday-Friday</td>
<td>145.8</td>
<td>28.9</td>
<td>1,728.2</td>
<td>134.4</td>
<td>7,611.5</td>
<td>29</td>
<td>$163.3</td>
<td>1,586</td>
<td>$9,485.5</td>
<td></td>
</tr>
<tr>
<td>Sign-on-10 a.m.</td>
<td>1,050.7</td>
<td>27,888.1</td>
<td>2,241.4</td>
<td>68,468.2</td>
<td>1,196.6</td>
<td>51,149.7</td>
<td>722</td>
<td>4,488.7</td>
<td>20,930</td>
<td>147,506.6</td>
</tr>
<tr>
<td>10 a.m.-6 p.m.</td>
<td>86.8</td>
<td>224,024.2</td>
<td>119.4</td>
<td>21,739.0</td>
<td>46.5</td>
<td>10,471.1</td>
<td>45</td>
<td>252.7</td>
<td>5,470</td>
<td>56,234.3</td>
</tr>
<tr>
<td>Saturday-Sunday</td>
<td>203.9</td>
<td>7,157.8</td>
<td>452.5</td>
<td>13,526.7</td>
<td>414.3</td>
<td>14,473.0</td>
<td>76</td>
<td>1,070.7</td>
<td>2,005</td>
<td>35,157.5</td>
</tr>
<tr>
<td>6 p.m.-7:30 p.m.</td>
<td>36.0</td>
<td>2,642.2</td>
<td>150.0</td>
<td>5,007.2</td>
<td>196.6</td>
<td>4,832.5</td>
<td>20</td>
<td>382.6</td>
<td>479</td>
<td>12,481.9</td>
</tr>
<tr>
<td>Sunday</td>
<td>2,845.0</td>
<td>114,176.7</td>
<td>3,399.9</td>
<td>143,344.4</td>
<td>2,916.2</td>
<td>140,242.2</td>
<td>300</td>
<td>9,101.1</td>
<td>9,810</td>
<td>397,763.3</td>
</tr>
<tr>
<td>7:30 p.m.-11 p.m.</td>
<td>248.1</td>
<td>7,996.2</td>
<td>75.8</td>
<td>1,095.1</td>
<td>177.4</td>
<td>10,136.0</td>
<td>57</td>
<td>501.3</td>
<td>1,684</td>
<td>19,227.3</td>
</tr>
<tr>
<td>Monday-Sunday</td>
<td>2,845.0</td>
<td>114,176.7</td>
<td>3,399.9</td>
<td>143,344.4</td>
<td>2,916.2</td>
<td>140,242.2</td>
<td>300</td>
<td>9,101.1</td>
<td>9,810</td>
<td>397,763.3</td>
</tr>
<tr>
<td>11 p.m. Sign-off</td>
<td>248.1</td>
<td>7,996.2</td>
<td>75.8</td>
<td>1,095.1</td>
<td>177.4</td>
<td>10,136.0</td>
<td>57</td>
<td>501.3</td>
<td>1,684</td>
<td>19,227.3</td>
</tr>
</tbody>
</table>

Total            | $4,470.5              | $184,031.0              | $6,407.9              | $254,909.4              | $5,082.0              | $238,916.0             | 1,249                     | $15,960.4                    | 41,964                       | $677,856.4      |
Up, up and away: airlines boost TV spending 26% in 1967

Total airline investment in television in 1967 increased to almost $37 million, up 26.1% over 1966, according to figures released last week by the Television Bureau of Advertising.

The top-10 airlines raised their television spending by 23.4% in 1967 to more than $34 million, TVB noted. Though newspapers still are the leading medium of the airlines, TV is making inroads, TVB indicated.

<table>
<thead>
<tr>
<th>Airline</th>
<th>Total TV (in $100,000)</th>
<th>Network TV (in $100,000)</th>
<th>Total Radio (in $100,000)</th>
<th>Total Media (in $100,000)</th>
<th>% TV</th>
</tr>
</thead>
<tbody>
<tr>
<td>United</td>
<td>4,494,600</td>
<td>3,980,100</td>
<td>3,827,800</td>
<td>1,852,000</td>
<td>48.8%</td>
</tr>
<tr>
<td>American</td>
<td>3,498,100</td>
<td>3,057,500</td>
<td>2,754,890</td>
<td>1,380,750</td>
<td>47.1%</td>
</tr>
<tr>
<td>TWA</td>
<td>3,017,200</td>
<td>2,614,800</td>
<td>2,328,500</td>
<td>1,119,000</td>
<td>41.2%</td>
</tr>
<tr>
<td>Eastern</td>
<td>2,521,000</td>
<td>1,920,000</td>
<td>1,734,400</td>
<td>887,200</td>
<td>38.3%</td>
</tr>
<tr>
<td>Braniff</td>
<td>2,309,000</td>
<td>—</td>
<td>1,710,800</td>
<td>802,400</td>
<td>—</td>
</tr>
<tr>
<td>National</td>
<td>2,351,900</td>
<td>284,000</td>
<td>1,633,000</td>
<td>423,273</td>
<td>57.4%</td>
</tr>
<tr>
<td>Pan American</td>
<td>1,971,100</td>
<td>—</td>
<td>1,371,100</td>
<td>368,277</td>
<td>41.3%</td>
</tr>
<tr>
<td>Northeast</td>
<td>101,400</td>
<td>770,964</td>
<td>329,771</td>
<td>26,843</td>
<td>36.4%</td>
</tr>
<tr>
<td>Continental</td>
<td>116,700</td>
<td>—</td>
<td>116,700</td>
<td>2,297,383</td>
<td>15.6%</td>
</tr>
<tr>
<td>Western</td>
<td>333,700</td>
<td>639,413</td>
<td>324,270</td>
<td>—</td>
<td>15.6%</td>
</tr>
</tbody>
</table>

* Top-10 domestically owned airlines in TV 1967

* Radio figures reflect only the top-100 spot and network advertisers as released by the Radio Advertising Bureau.

Sources: Publishers Information Bureau; Radio Advertising Bureau (top 100 spot radio advertising); Television Bureau of Advertising/Leading National Advertisers/Rorabaugh.

whistle-stop: It will be trotted out for special occasions, but the mainstay of the broadcast message will either be the one-minute or the five-minute spot.

Making frequent use of the 15- to 30-minute form on network radio (CBS and NBC) is former Vice President Nixon, Mr. Rockefeller’s opponent and currently considered the front runner in the race for the GOP nomination.

Mr. Rockefeller has brought TV half-hours on June 11 (CBS) and June 18 (NBC). Senator McCarthy is known to have used the 30-minute form on TV on at least one occasion during the Indiana primary; and on NBC-TV a few nights after President Johnson’s announced withdrawal. The late Senator Robert F. Kennedy, through Papers, Koenig, Lois, New York, asked NBC-TV for a prime-time half-hour which had been tentatively set for June 7. The senator died on June 6, victim of an assassin’s bullet.

All candidates have made extensive use of radio, and are all expected to do so within the coming months. Heaviest user of network radio so far this year is Mr. Nixon, while Senator McCarthy made extremely heavy use of local radio in the recent primaries. It has been noted that a candidate can buy time on a full radio network for less than the cost of a full page in the New York Times.

Hot Production - Along with the hefty dollar amounts expected to change hands, observers of electronic campaigning generally agree that politicians and their agencies are using broadcast media with much more professionalism than ever before.

The Rockefeller half-hour on CBS-TV Tuesday evening (June 18) was cited as "a produced half-hour, not just a candidate speaking in front of an American flag." Mr. Rockefeller’s minute spots, utilizing voice-over and modern film-editing techniques, have also impressed observers with their professionalism.

Whatever the production values, Mr. Rockefeller’s TV spots now being aired are part of the biggest national push so far this election year. Some sources say Mr. Rockefeller may spend some $5 million on a six-week campaign that kicked off June 12 and is designed, speculation has it, to win the last preconvention national political preference poll, expected late in July.

Mr. Rockefeller, through his agency, Jack Tinker and Partners, New York, is known to have ordered large numbers of minutes—apparently in prime time—on all three television networks, in addition to his half-hours on June 11 and 18. Sources say he has also ordered many minutes on key local stations, but because of prior commitments, these stations are able to place his spots mostly in early and late fringe time. The Rockefeller forces are also said to be preparing a number of five-minute spots.

The Plans - The preconvention activities of the other major national candidates are, in alphabetical order:

* Hubert Humphrey, through his agency, Doyle Dane Bernbach, New York, has shown considerable interest in TV minutes and some in five-minute spots. He is also expected to buy several 30-minute slots. He has made no local buys at this moment, but reps say DDB advance men have tentatively contacted stations in several key markets.

* Eugene McCarthy’s campaign has not been active in broadcast since the California primary early in June. His supporters are said to be preparing a series of one-minute and five-minute spots designed for national exposure.

* Richard Nixon, through his former agency, Feeley & Wheeler, New York, has used CBS and NBC Radio for appearances ranging from 15 to 25 or 30 minutes. His campaign has not yet bought network or local TV. Since the primaries, Fuller & Smith & Ross, New York, has been handling Mr. Nixon’s campaign.

* George Wallace, through Luckie & Forney, Birmingham, Ala., reportedly has been in touch with the networks to discuss the use of TV in general terms.

BROADCASTING, June 24, 1968
New firms to help retailers into TV

Local apparel retailers will find television advertising more accessible through Retail Spot Syndicate Corp., a new company offering a directory of film-clip sources, a system for cooperative production and a syndication service.

The directory, “Telefashion Cooperative,” will list manufacturers and retailers who have fashion spots and film clips available on current styles and concepts. The book will be published five times a year.

The cooperative production system will consist of an inquiry card file, which will enable stores to locate other retailers with mutual interests to jointly produce raw-material footage which then can be molded to each store’s image.

The company also will arrange syndication of footage on fashions to retailers who want to produce their own commercials and will keep stores informed of manufacturers’ television campaigns and co-op programs.

Edward H. Zimmerman Jr., director of the apparel division of the Wool Bureau Inc., will leave that post around July 1 to head Retail Spot Syndicate Corp. Offices are being established at 172 Madison Avenue, New York 10016, telephone: (212) 683-1678.

Mr. Zimmerman contends that “obstacles to multiple store use of TV fashion materials must be overcome, or the independent merchant may lose his image of fashion leadership to the major retail chains, which are equipped to use their own syndicated fashion spots with tremendous local impact.”

Quaal cites dangers of over-regulation

Business, the consumer and government, a triumvirate that previously worked in harmony to build a stable, progressive U.S. economy, have broken down into factions that disrespect and mistrust each other, according to Ward L. Quaal, president, WGN Continental Broadcasting Co., Chicago. And the discord, he said, stems from “the clamor for consumerism,” which endangers the free play of the marketplace.

Addressing the Better Business Bureau of Metropolitan Washington’s annual meeting last Monday (June 17), Mr. Quaal endorsed the idea that government should limit its regulation of industry to the greatest extent possible, and that business should bear added moral burdens. He said it is “preposterous to suggest that business can do no wrong,” but that the solution should be self-discipline rather than government control.

The consumer, he added, is not defenseless. To support this, Mr. Quaal cited a 1964 research study of 27,000 new products introduced to the public, in which it was found that 80% were rejected by the consumer, resulting in business losses of over $3 billion.

Group Productions plans stock offering

Group Productions Inc., New York, TV-commercial producer, has decided to go public, it became known last when the company filed a statement with the Securities and Exchange Commission seeking registration of 180,000 shares of stock, which is expected to yield an aggregate of $180,000.

The statement also requests a warrant for purchasers to buy an additional share for each share purchased, exercisable initially at $1.50 per share.

The company will use $25,000 to purchase film printing equipment or machinery and the balance will be added to general corporate funds.

GP has 356,520 shares outstanding, of which Tully F. Rector, president, owns 71% and Robert T. Wolf, vice president, owns 24%. Upon completion of the offering, Messrs. Fully and Wolf will own 66.5% of the outstanding shares for which they paid $40,000, and public investors will own 33.5%, for which they will have paid $180,000.

Color-Tel impact shown in 900-shopper test

The selling effectiveness of a television commercial increases with the introduction of the Color-Tel process, according to a study conducted by Tele-Research Inc. of Los Angeles and released last week by Color-Tel.

The process, recording light impulses on tape or film which produce a flashing color effect on black-and-white sets, was first announced last summer (Broadcasting, July 31, 1967).

Tele-Research said it tested 900 women shoppers in three groups. One group saw four black-and-white commercials, another saw the same commercials with one using Color-Tel, and

PREVIEW: Rheingold's 10-minute head

Three bartenders watch three glasses of Rheingold beer to time how long the head lasts in a new series of one-minute TV commercials keyed to the theme, “the 10-minute head—the sign of a great beer.” The commercials for Rheingold Breweries Inc., Brooklyn, N.Y., were filmed by Wylde Studios, New York.

The bartenders time the heads on the beer by watching a lab timer which shows how long the head holds. The 10-minute elapsed time is edited into one minute.

Through Grey Advertising, New York, the spots are getting their initial showings on the New York Mets games telecasts on WOR-TV and are on spots schedules in Rheingold’s Northwest marketing area.
a third control group saw no commercials. Results were said to show a 17.3% increase in sales of the product to the group viewing color as compared to those viewing the black-and-white version, and a 30% increase compared to the control group. Recall of the product and brand name after 24 hours was also higher in the group that saw the color commercial, according to Tele-Research.

American Motors makes big buy on 'Monitor'

American Motors Corp., Detroit, will sponsor a 10-weekend series on politics on NBC Radio's Monitor starting July 6. "American Political Scene '68" will feature NBC news correspondents joining with humorists and authorities on human behavior in a look at politics. The buy represents an investment of about $250,000 by American Motors, through Wells, Rich, Greene, New York.

The features will be broadcast six on Saturday and four on Sunday, and will feature Chet Huntley, Edwin Newman, Henry Morgan, Al Capp, Dr. George Gallup, Dr. Joyce Brothers, Bob and Ray and Ray Farkas, NBC newsmen, who will use the actual remarks of candidates to illustrate the "unconscious humor" in supposedly serious campaign statements.

Radio code tightens gun-sale advertising

Approval of a National Association of Broadcasters radio code amendment prohibiting mail-order advertising of firearms and ammunition and the employment of an outside consultant to study the continuing problem of impending copyright restrictions on broadcast performances highlighted the Washington meeting of the NAB radio board last week.

The language of the code amendment is similar to that of a TV code amendment made in January (Broadcasting, Jan. 29). What the code now stipulates is that the advertising of firearms and ammunition can be accepted only when it promotes these products as sporting equipment. The advertising is also required to conform to "recognized" standards of safety and "applicable laws."

Pending copyright legislation that would require a payment to performers and record companies every time a record is aired has been opposed in the past by NAB (Broadcasting, March 6, 1967 et seq.). The hiring of an outside consultant is expected to produce an analysis of the benefits which record manufacturers and performers receive through the airing of their product. The consultant will be asked to demonstrate how record broadcast "enhances" record sales, contributes to the "current affluence" of the record industry and that additional performance payments would be "unjustified."

In other matters John M. Couric, vice president for public relations, reported that the May National Radio Month produced an increase in support from "effective outside sources," and that revisions in the radio-month kit booklet resulted in "better quality and quantity orders" from the membership.

Noodle for real, Manny

Improvisation is big in Bohemian coffee shops and in both on and off Broadway theaters so why not in radio commercials, Gumperz, Bentley & Dolan, a Los Angeles advertising agency, decided. The Southern California Broadcasters Association was told all about this creative twist at a luncheon meeting in Hollywood last week. The agency had just won a new account—the Akron, a local chain of retail stores. The demand was for a campaign that would do two totally dissimilar things: sell specific items and indicate to listeners that shopping in the stores is fun and adventure.

Radio specialist Klein/Barzman was called in. "We have somebody who can't be duplicated by any script," said Klein/Barzman, "let's improvise the whole thing." The unduplicated somebody is Arte Johnson, a regular performer on NBC-TV's Rowan and Martin's Laugh-In series. With Klein/Barzman President Alan Barzman playing straight man, comedian Johnson improvised 14 minutes of ramblings as he acted out the jobs of various employees in the Akron stores. From the tap that was made of this raw material, spots will be lifted for the advertiser's first radio campaign to begin next month.

Slorance heads new unit

Grey Advertising Inc., New York, has established a commercial production administration department to provide the agency with "a tighter rein on ever-increasing television production costs without a sacrifice of creative quality," said Stanley G. Slorance, administrative manager of commercial production for Grey, who will head the new department as vice president and administrative manager. Joining this unit as commercial production cost supervisor is Donald A. Frankin, formerly a production supervisor at TV Graphics Inc., New York.

AMA makes concession

The anticigarette crusade, which five years ago was significantly spurred by an American Medical Association policy statement, last week received a setback from the same source. There is no positive proof that cigarette smoking causes certain illnesses, including lung cancer, according to a report by the AMA's project for research on tobacco and health. After four years of research it was concluded that "many years may be required to gather sufficient experimental facts and data to clear what is at best a muddled picture." The sur-

BROADCASTING, June 24, 1968
DEPENDABLE WORKER seeks radio/tv employment. Will start on time every time, 24 hours a day, 7 days a week. As little as $50 a month. Easy to maintain; with proper handling will work for your station indefinitely. Call your Ampex distributor or our world headquarters: (415) 367-4400. I could be earning money for you next week. Ampex AG-440. Photo and credentials attached.
Front mounted electronics are easy to service. Plug-in modules help you keep downtime to a minimum with instant replacement from the front. Maintenance is fast and simple. All setup adjustments are made from the front.

Accessible transport components cut down-time. The AG-440's time-proven, trouble-free transport is 100% accessible for easy servicing whether rack mounted or in console. Components can be removed and remounted with exact alignment for proper tracking. The precision milled, rigid die-cast top plate maintains precise long term alignment of the tape path.

Quick-change heads align easily. The AG-440 head assembly and individual head stacks plug into place quickly. No struggle. No time lost. Registration dowel pins bring heads into perfect alignment. And for cleaning, degaussing, editing, the head gate opens wide.

Extra features, extra versatility. The AG-440 has more of the features engineers ask for than any recorder. Ferrite erase heads, with their increased efficiency; triple mumetal head shielding against hum from stray RF fields; three edit modes for fast, easy production; low impedance heads that let you separate transport from electronics without affecting S/N or losing high frequencies; and a security cover on the electronics that discourages unauthorized fiddling.

Expandable to grow with your needs. You can start with one channel, then add a second, third or fourth for local production of commercials and the like, to make off-the-air time profitable. Modular electronics make it simple.

Plug-in relays save time, trouble. Downtime for relay replacement is held to a minimum because all relays are plug-in. And, since only one type of relay is used throughout, spares requirement is greatly reduced.

Deep-gap heads keep signal bright longer. Our advanced "deep-gap" head design keeps delivering full frequency response even as the head wears—many times longer than conventional heads.

Trouble-free operation comes from quality components. The AG-440 was designed and built with the best components available. Because the broadcaster's product depends on this recorder, every possible step is taken to ensure that the AG-440 is the most dependable recorder made.

Your AG-440 can pay its own way. Ampex offers a unique choice of lease or extended payment plans. Order your AG-440 now; for as little as $50 a month you can put it to work for you right away and pay for it out of current earnings. Ampex AG-440 is the most popular professional recorder in broadcasting...you can depend on it!

Ampex Corporation, Professional Audio Products Division, 401 Broadway, Redwood City, California 94063

Ampex AG-440...
the dependable one
Agency feels it's not wrong to own KOME

The membership of Tracy-Locke Co., Dallas, in the American Association of Advertising Agencies appears to be in jeopardy, thanks to the agency's acquisition of KOME Tulsa, Okla. (Broadcasting, May 27).

And AAAA is asking all its members whether they own any media—but not, AAAA officials asserted, because of the Tracy-Locke incident. The survey, they said, pre-dates the KOME acquisition and is not related to it. Rather, they said, it is part of a periodical updating of AAAA files on adherence to the association's policy against members' owning media.

They said the association has a "flat prohibition" against the ownership of "any media" by "any member agency." This ban does not apply, however, to media ownership by agency people, if properly disclosed.

In the KOME case, FCC records show the license was transferred to Unicom Inc., described as a wholly owned subsidiary of Tracy-Locke. Another wholly owned subsidiary, Broadcast Consultants Corp., owns 10% of KJIM Fort Worth and has an option to acquire 70%.

No Prejudice • In response to questions, Morris L. Hite, president of Tracy-Locke, told Broadcasting last week he hoped the seeming conflict could be resolved, and defended his agency's broadcast acquisitions as no more likely to prejudice media decisions than some other agency-media ties that he said the AAAA currently approves.

He said Campbell-Mithun, Minneapolis, owned outdoor advertising plants but apparently resolved that ownership to the AAAA's satisfaction by turning it over to Campbell-Mithun employees.

He wondered, however, whether an agency-employee-stockholder would be more or less likely to favor a given medium if he had stock in it directly than if he had stock in the agency that owned it.

Mr. Hite also questioned whether Foote, Cone & Belding's ownership of community antenna systems shouldn't be challenged under the AAAA policy.

He noted that Tracy-Locke's station interests are held through subsidiaries but said that, as a practical matter, this in no way alters the fact that Tracy-Locke is the owner. However, he added, "if they [AAAA] want a subterfuge, this can be it."

He said he was confident his agency's broadcast ownerships would not affect its handling of client business. He said Tracy-Locke is so sensitive to the importance of unbiased media decisions that it will handle no media accounts, lest it be suspected of placing more business with them than it would if they were not clients.

Mr. Hite, who was secretary-treasurer

FINANCIAL REPORTS

Blueprint for a big merger

CMA, GAC, Trans-Beacon agree on outline for talent-theater-merchandising complex

The on-again, off-again three-way merger among Creative Management Associates Ltd., Beverly Hills; General Artists Corp., New York; and Trans-Beacon Corp., also Beverly Hills, Calif.; moved a big step closer to realization last week. The three companies agreed to form a major new entertainment complex, with Trans-Beacon as the parent company with three operating divisions.

Creative Management Associates will survive as a talent agency, Trans-Beacon Theaters will have the theater division and Weston Merchandising, currently a division of Trans-Beacon Corp., will be the merchandising-licensing division.

All of these moves are subject to the approval of stockholders of General Artists Corp., traded over-the-counter; and Trans-Beacon, traded on the American and Pacific Coast Stock Exchanges. Creative Management Associates is privately owned.

Functions of Each • Trans-Beacon Corp., formerly Television Industries Inc., owns or manages 21 theaters across the country and in Canada. It specializes in road-show attractions. Its Weston Merchandising Division has rights to the Pogo comic-strip character, among other interests.

General Artists Corp. and Creative Management Associates are both leading theatrical talent agencies. Indications are that the New York, Beverly Hills, London, Rome and Paris offices of the two agencies, will be consolidated, while the Chicago and Las Vegas offices of the two will continue to operate separately. The combined agency, operating as CMA, will represent a minimum of eight hours of prime-time network TV programming in the upcoming season.

It is proposed that the name of the parent company of the new entertainment complex will changed to Trans General Artists Corp. Aaron Heine, chairman of the board of GAC, would be chairman of the board and chief executive officer, under the proposed corporate setup. Sheldon Smerling, president of Trans-Beacon Corp., would be president and chief operating officer. Freddie Fields, chairman and president of Creative Management Associates, would be vice chairman of the board of directors, and Buddy Howe, president of GAC, would be chairman of the executive committee.

DDB 1st-half net down, looks for upswing

Doyle Dane Bernbach Inc., New York, reported gross billings up but net income down during the first six months of the fiscal year.

In a report to stockholders, the New York-based agency said its gross billings for the six months ended April 30 were $117,465,000, a 6% increase over the comparable period a year ago.
of the AAAA some years ago, said he had only the highest praise for the organization and that his discussions with AAAA officials about the station ownership had been cordial throughout.

"I hope we can work it out," he said. "We want to stay on as a member. But at the same time we have a lot of time and money invested in the stations."

AAAA officials said the final decision on the Tracy-Locke issue would be made by the association's board of directors or the board's operations committee. The next scheduled board meeting is in October. The operations committee, which meets monthly when the board is not in session, is next scheduled to meet in late July.

The KOME ownership transfer, from David Wagenvoord at a price of $450,000, was approved by the FCC last month. KOME is on 1300 kc with 5 kw days, 1 kw nights. Mr. Wagenvoord controls WWOM-AM-TV New Orleans and KXRE(FM) Houston.

Rep appointments ... 

- KCHU-TV Visalia-Fresno, Calif.: National Television Sales, Chicago.

Net income was $1,738,000 or 83 cents per share, a decline of 30% from last year's figures.

DDB said the major part of the profit decline occurred during its first quarter, due largely to reduced ad expenditures by several major clients. The rise in billings came from new accounts but the added revenue was insufficient to cover rising overhead costs. The agency said the second quarter was better and the outlook for the rest of the year encouraging.

DDB's board also declared a 22-cent per share quarterly dividend on its class A and B shares. The dividend is payable July 15 to stockholders of record on June 28.

For the six months ended April 30:

<table>
<thead>
<tr>
<th>Income per share</th>
<th>1987</th>
<th>1986</th>
</tr>
</thead>
<tbody>
<tr>
<td>Gross billings</td>
<td>117,665,000</td>
<td>111,387,000</td>
</tr>
<tr>
<td>Net Income</td>
<td>1,738,000</td>
<td>2,484,000</td>
</tr>
</tbody>
</table>

Bell Television seeks funds for expansion

An underwriting has been privately placed by Oppenheimer & Co., New York, on behalf of Bell Television for $2,650,000 in common stock and 5% convertible subordinated debentures due June 1, 1988. Bell will use the funds for further acquisitions in the closed circuit, community antenna and educational television fields.

Bell is a major installer and servicer of master antenna TV systems. It is in CATV, principally through Comtel Inc., its wholly owned subsidiary. Bell-Comtel has been sued by New York City which seeks to restrict the operation of CATV's which have not obtained a franchise. The city has subsequently filed motion for an appeal (BROADCASTING, June 17, April 22).

Financial notes ...

- Hubbard Broadcasting Inc., Minneapolis-St. Paul, has acquired the Holiday Inn-South in St. Petersburg, Fla. President Stanley S. Hubbard said the motel might house studios and offices of WTOG(TV) in Tampa-St. Petersburg, a UHF for which Hubbard Broadcasting has a construction permit. Hubbard operates ksTP-AM-FM-TV Minneapolis-St. Paul, WORM-AM-FM-TV Albuquerqu, N. M. and WFTG Cypress Gardens, Fla. and has a construction permit for wrgT-TV Ocala, Fla.

- Republic Corp., Beverly Hills-based TV and movie processor, reported net earnings from operations rose 78% to $3.6 million for the six months ended April 30, compared with the previous year period on a restated basis. Net sales increased 32% to $54 million on a restated basis. In the prior year period the company had a special credit item from sales of films and studio facility for $6,825,000.

- Columbia Pictures Corp., New York, reports that its board of directors has declared a quarterly dividend of 15 cents per share on its common stock. It is payable July 19 to stockholders of record June 28, according to the company's announcement.

Company reports ...

Ampex Corp., Redwood City, Calif., had record sales in the fiscal year ended April 27 but earnings dipped sharply due to an April 2-May 19 strike of the company's machinists and production workers.

For the fiscal year ended April 27:

<table>
<thead>
<tr>
<th>Earned per share</th>
<th>1987</th>
<th>1986</th>
</tr>
</thead>
<tbody>
<tr>
<td>Revenues</td>
<td>233,433,000</td>
<td>215,559,000</td>
</tr>
<tr>
<td>Net earnings</td>
<td>7,665,000</td>
<td>10,326,000</td>
</tr>
<tr>
<td>Shares outstanding</td>
<td>9,500,927</td>
<td>9,561,603</td>
</tr>
</tbody>
</table>

MPO Videotronics Inc., New York, producers of filmed television commercials and sponsored films, showed increases in revenues and net earnings for the six month period ended April 30:

<table>
<thead>
<tr>
<th>Earned per share</th>
<th>1987</th>
<th>1986</th>
</tr>
</thead>
<tbody>
<tr>
<td>Revenues</td>
<td>7,485,000</td>
<td>7,134,000</td>
</tr>
<tr>
<td>Net earnings</td>
<td>94,000</td>
<td>85,000</td>
</tr>
<tr>
<td>Average number of shares outstanding</td>
<td>516,880</td>
<td>470,000</td>
</tr>
</tbody>
</table>

Strong 2d quarter

In combined sales, the second quarter of this year is the best for the six NBC-owned radio stations in a decade. Stephen C. Riddleberger, vice president and general manager of the owned radio stations, said sales for the quarter were 20% ahead of the comparable period a year ago. In the January-March period the six stations had a 16% increase in sales over the 1967 quarter, making it the highest first-quarter sales over the past five years. Stations are WNBC-AM-FM New York, WRC-AM-FM Washington, WMAG-AM-FM Chicago. KBRM-AM-FM San Francisco, WKYC-AM-FM Cleveland and WJAS-AM-FM Pittsburgh.
Two Pilots Are Better Than One

and Entron's Dual Pilot Carrier System has been flying high for seven years

For the ultimate in television distribution, it's best to have two generators on different frequencies, to equalize the TV signals. This means the level and tilt of a signal is amplified internally, without external gadgets or haywire hookups.

Entron's Dual Pilot Carrier System has been in use, operating efficiently and reliably, since 1960. And, for more than two years, this dual pilot control has been available in solid state equipment to provide automatic level and automatic tilt control to give your subscribers a picture that's Sharp... Clear... Consistent

Contact your Entron Sales representative and find out how your subscribers can count on the Entron crew at the controls.

2141 Industrial Parkway, Silver Spring, Maryland 20904 • (301) 622-2000
Optimism prevails for CATV

NCTA convention to start on high note after favorable Supreme Court decision on copyright, but tough questions still face the industry

When the euphoria wears off, CATV operators are going to find themselves faced with many of the same problems they had before the two U.S. Supreme Court decisions—and perhaps some new ones as a result. But there's little doubt about it—conventiongoers gathering in Boston the week of June 29 for the 17th Annual National Cable Television Association meeting are going to be savoring the results of those long-awaited high court actions (see page 19).

And what may be a festive mood at the convention may further enliven what should turn out to be a wide-open Saturday afternoon panel on the "Future of Cable TV." Panelists include Irving Kahn, Teleprompter Corp.; Alfred R. Stern, Television Communications Corp.; Bill Daniels, Daniels & Associates; and J. Leonard Reinsch, Cox Broadcasting Corp.

Conventiongoers may also be given a clue as to what CATV's can expect out of the FCC in the way of future regulation when Chairman Rosel Hyde delivers an address at the Monday luncheon. And the emphasis this year during the technical sessions points to more cablecasting, more origination and more channel capacity.

Tough Questions: But what's expected to be discussed in the corridors of the Sheraton-Boston and in executive session are the problems still facing the industry: the telephone companies' emergence in the CATV community, what the President's Task Force on Telecommunications may recommend, and the public-utility regulation of CATV.

The new problems are what the FCC may have in store for CATV's on the regulatory front.

CATV interests and the telephone companies have locked horns over the role those companies will play in the growing cable business. Before the FCC new is a narrow legal issue of whether telephone companies must seek commission approval before building plant to provide channel service to CATV's. Section 214 of the Communications Act stipulates that common carriers must obtain a certificate of convenience and necessity before building or extending lines of service.

But the issue transcends the narrow point of law. What's involved is whether telephone companies will ultimately obtain a major share of the nation's CATV plant because of an alleged regulatory void.

CATV's are hoping that Section 214 applies. They claim that state and local governments don't exercise jurisdiction over construction and use of such facilities with the result that telephone companies are free to build systems in competition with CATV's existing ones without local approval. The cable interests further claim that telephone companies, which control the poles CATV's use to string their wire, force them to take channel service rather than build their own plants.

Carriers' Role: Application of Section 214 would permit CATV's to oppose carrier prospects for constructing CATV channel-service facilities. But the crux of the greater issue is what role the commission will determine that common carriers will play in the CATV industry. Its decision, in fact, may determine the future of cable television.

Another long-standing dispute between CATV's and telephone companies involves pole-attachment rights. CATV from its inception has used telephone poles, and those of other utilities, on which to hang its cables. The fees for such use were modest, about $1 to $1.50 per month per pole.

But times have changed. Pole rates now run about $4 to $4.50, and the Bell System's attitudes is that CATV's "can now afford to pay the freight." The Bell System maintains that it seeks a "fully compensatory rate" for communications space used, so that cable doesn't burden existing telephone service. The rate formula used is termed a "complicated" one which is based on the percentage of communications space taken up by cable.

Fair Rate: CATVers are rankled over the derivation of the rate formula. They claim that although they're prepared to pay "fair share based on use" for pole attachment agreements, such pacts should be reached after "bilateral" negotiations between cable operators and the Bell System. The CATVers say they should be permitted to "discuss and contest" proposed rate hikes.

CATV's are also concerned that pole attachment contracts may not keep pace with developments in program origination. Some pacts include prohibitions on origination. But the Bell System's attitude has been that although the contracts contain "fairly limiting language as to what can be sent over facilities," they have been modified in the past to include some occasional local programing. Stipulations regarding more frequent origination "can be worked out," the Bell System says. What degree of cooperation in this area that may result between CATV's and the telephone company may depend on how the Section 214 case is resolved.

Shake-Up: Another development on the CATV front may be recommendations affecting cable interests to be issued by the President's Task Force on Telecommunications in August. That commission has been delegated the responsibility of examining national and international communications policy, involving both spectrum distribution and management (August 21, 1967 et seq.).

One of the concepts currently being banded about and one which may receive a receptive ear is the wire grid system or "wired city" concept that eventually would encompass all-inclusive and related services, with that spectrum now allocated reassigned to non-broadcast services.

What's envisioned in the concept is shifting television to a 20-channel cable system with appropriate charges incurred by TV's and other services for leasing system facilities. Proponents of the system cite one advantage quite akin to those claimed by CATV's, clear reception, as well as the advantages of lowering TV station cost and removing the "burden" TV places on the spectrum. Obviously cable interest and assorted public utilities would receive a windfall if the concept were adopted.

State Controls: Another problem is that presented by state public-utility regulation of CATV. It's perhaps ironic that NCTA's convention site this year is on the virtual doorstep of the Massachusetts legislative halls where PUC regulation is currently being incorporated into a proposed CATV bill.

The bill was offered by the state's
WHAT'S HAPPENING AT THE NCTA CONVENTION

Official agenda for the 17th annual convention of the National Cable Television Association at the Sheraton-Boston hotel, Boston, June 29-July 3.

SATURDAY, JUNE 29

Opening Session—1:15 p.m., Grand and Independence rooms. Official Welcome: Kevin White, Mayor of Boston; Senator Jennings Randolph (D-W. Va.), chairman, Public Works Committee.


SUNDAY, JUNE 30

Brunch—11 a.m.-1 p.m., Grand and Independence rooms. Courtesy of NCTA associate members.


Management Sessions—2:45-3:45 p.m., Grand and Independence rooms. Cablecasting—Discovering New Horizons, panel discussions. Future of Cablecasting—9:30-10:30 p.m. Moderator: S.S. Street, NCTA. Panelists: Mort Berfield, Cohen & Berfield; Dick Garrett, ITT-Mackay Marine; Ed Drake, Gencoe Inc.; Greg Liptak, Cleveland Area TV Inc.; Dick Shively, Tel-esis Corp. Film Packages for Cable TV—3:30-4:30 p.m. Moderator: Greg Liptak, Cleveland Area TV Inc. Panelists: Bob Welsberg, Telemation Program Services; C.E. Feltner Jr., TransAmerica Film Corp.; Gene Dodge, Modern Talking Picture Service.

Reception and Dinner—7:30 p.m., Grand and Independence rooms. Courtesy of Jerrold Corp.

MONDAY, JULY 1


Luncheon—12:30 p.m., Grand and Independence rooms. Invocation: Right Rev. Walter L. Flaherty, Jr., Boston.

consumers' council in April and is now in the hands of the House Government Affairs Committee which expects to report out the measure this week. What the council measure proposed, among other things, was a joint arrangement between the state department of public utilities and the various communities desiring CATV service. They would retain the primary responsibility for granting franchises. The DPU would set up standards of signal quality, govern the propriety of CATV rates and conduct investigations into rule infractions when necessary.

The bill also provides that permits may not exceed 10 years and that public disclosure of the "true owners" of all CATV systems must be made. What the CATV's gain by the measure is an annual $1,500 outlay in franchise and state fees; the communities lose their traditional haggling rights over profits and kickbacks (Broadcasting, April 22).

But Massachusetts CATV interests have argued against the proposed bill, claiming that DPU control might "freeze up" investment capital in a "fledgling industry" (Broadcasting, June 3). And they would appear to have some backing in the Supreme Court decision affirming FCC jurisdiction over the whole field of "interstate" communication by wire or radio.

Local Action — However a spokesman for the House Government Affairs Committee shunted aside the possible prohibition of PUC-type regulation. "Yes, we're aware of the [court's] decision," he said, "but we must clear the air of certain matters and spell out what communities can or cannot do." The high court action, he indicated, would not affect the progress nor the substantive content of the proposed bill.

PUC control over CATV is becoming a popular regulatory theme in other states as well. California is considering placing cable under public-utilities' control and denying its communities the...
director Boston Catholic TV Center; Introduction: Honorable Torbet H. Macdonald, chairman, sub-committee on Communications and Power, House Committee on Interstate and Foreign Commerce; Moderator: Frederick W. Ford, NCTA president; Speaker: Rosel Hyde, FCC chairman.

General Session—2 p.m., Grand Ballroom.

Annual Membership Meeting (NCTA Members Only)—President: Jack Crosby, NCTA chairman. Election of officers and directors, and other business.

Chairman's Reception—7-8 p.m., Constitution room.

Annual Banquet—8 p.m., Grand and Independence rooms. President: Martin Malarkey, Malarkey, Taylor & Associates.

TUESDAY, JULY 2


Technical Sessions, Commonwealth room. Antenna Design & Headend Considerations, 9-10:15 a.m.


Luncheon—12 noon Grand and Independence rooms. Speaker: Frederick W. Ford, NCTA president.


Blue Ribbon Projects and Programs: Getting off the Launching Pad, 2:30-4 p.m. Moderator: M. William Adler. A portfolio of successful public relations, promotion and advertising case histories presented by winners, 1968 NCTA National Awards.

Free-for-All: Introducing the "Mini-Workshop", 4-4:30 p.m. An informal discussion among award winners, with audience participation encouraged, on all aspects of cable TV public relations, advertising and promotion.

WEDNESDAY, July 3

Board of Directors Meeting—9 a.m.-12 noon, Commonwealth room.

right to issue franchises. New Jersey has a bill that would convert CATV into a public utility, requiring its cable systems to obtain certificates of convenience and necessity from that state's PUC before they can do business.

Connecticut in 1967 awarded franchises to 83 communities to 17 applicants through its PUC, and at that time enunciated a policy of disqualifying from franchise consideration broadcasters with TV interests in the service areas of proposed cable systems (Broadcasting, March 27, 1967 et seq). The policy wasn't strictly adhered to, and several broadcast-CATV interests have taken the case to court, effectively staying implementation of the grants. The FCC has declined to act on requests for top-100 market waivers for certain of those systems until final disposition of the matter in the courts.

So Connecticut remains without CATV service, and if the delays continue the 80-odd franchises, which must be exercised by March 1969, may be revoked.

Pre-empted PUC • CATV interests will undoubtedly face similar challenges in the future. They're unhappy about being classified both in interstate and intrastate commerce, and receiving the brunt of both types of regulation. And their best defense, at this moment, would appear to be the high court decision that apparently "pre-empts" such PUC-state regulation.

Further facing CATV is a veritable Pandora's box of thorny issues that have lain dormant pending high court action. The FCC, with its newly asserted jurisdiction over CATV, may now be expected to tread with more assurance into CATV program origination, multiple ownership of cable systems and cross-ownerships of CATV and broadcast facilities.

The commission may also explore whether one operator should be authorized to control all services offered on broad-band systems of more than 12
channels; whether CATV's should become contract carriers, leasing channels to other parties (the "wired city" concept), and whether access to CATV channels should be limited to the system owner. Ultimately the commission must decide whether or not to license CATV's and require them to comply with certain restrictions now imposed on broadcasters.

CATV concerns might also follow with some interest the commission's so-called one-to-a-customer rulemaking that would prohibit the licensee of any full-time radio or television station from acquiring another full-time outlet in any broadcast service in the same market (Broadcasting, March 25). Although CATV's are not immediately involved, NCTA President Frederick W. Ford has warned that the proposal is a "danger" to the cable industry. "What is to keep the commission from saying that you can't own a TV, FM or full-time AM station in the same market where you also own a cable television system?" he has asked, noting "well-qualified individuals who risked their money" to develop TV would be hindered from investing in cable (Broadcasting, April 15).

Sophisticated gear abounds in Boston

NCTA EXHIBITS PROMISE MORE NEW PRODUCTS, NEW FACES THAN '67

Manufacturers of CATV equipment will exhibit in the War Memorial Auditorium in Boston.

ABERDEEN CO.

Booth 56

A new span clamp and house hooks as well as sealed closure and pedestal booms will be shown in addition to lashing wire clamp and cable support strap.

Personnel: George M. Acker and N. J. Acker.

ADVANCE INDUSTRIES

Booth 20

Towers, aluminum head-end equipment, buildings, microwave passive reflectors, tower lights, CATV antenna booms and installation services will be shown.


ADVANCED RESEARCH CORP.

Booth 49

On display will be a model M-1600 RF mixer and a performance monitoring system.

Personnel: Dr. E. A. Rollor Jr. and Dan Shirley.

AMECO INC.

Booth 66

New products include a 27-channel system which employs a Channeleer ST and dynamic headend, a solid-state heterodyne cable TV processor; a new Pacesetter ST series, solid-state cable TV amplifiers for aerial and underground applications; new Pacesetter split-band AGC leveling station, and new Pacesetter STL along with Pacer ST, a CATV line extender which has thermo compensation and high output. All equipment is designed for multi-channel (12 plus) systems.

Personnel: Bruce Merrill, John Buchannan, Bill Lastinger, Robert Hannan, Earl Hickman, Bill Rheinfelder, Sherrill D. Dunn and Jack Woods.

AMERICAN ELECTRONIC LABORATORIES INC.

Booth 83-85

AEL will show its new 50-270 mc Superband broad band amplifiers as well as its Telemobile, a complete mobile studio for local origination programs.

The studio is equipped with cameras, film projector and video tape recorder.


AMERICAN PAMCOR INC.

Booth 132-134

A complete line of solderless coaxial connectors will be shown.


One of the opening day highlights at the NCTA convention will be the Future of Cable TV panel, moderated by Benjamin J. Conroy Jr. Panelists include Irving Kahn, Teleprompter Corp.; Alfred R. Stern, Television Communications Corp.; Bill Daniels, Daniels & Associates, and J. Leonard Reinsch, Cox Broadcasting Corp.
SKL and CATV products of unparalleled quality have long been synonymous. But SKL offers a great deal more than superior equipment. Twenty years of nationwide experience in all aspects of CATV eminently qualifies SKL to render every type of assistance from your first inquiry to a sound business and technical operation. We invite you to take advantage of this extensive background and to convert SKL's many services into profits for your investment.

FEASIBILITY STUDIES
COST ESTIMATES
BUSINESS AND MANAGEMENT COUNSELING
TURNKEY CONTRACTS
CONSULTING ENGINEERING
SIGNAL SURVEYS
SYSTEM ENGINEERING
SYSTEM CONSTRUCTION
PERSONNEL TRAINING

Write or call for more information about SKL equipment and services for better CATV.
"The Pako 'extras' made our decision easy"

That's a quote from Ralph Hucaby, Director of engineering at WLAC-TV. He continued: "Not only was this machine as fine as anything on the market, and competitively priced, but those Pako 'plus' factors - service and training, made it a natural choice for our operation. One of our senior technicians went to a complete training school at Pako, and their personnel conducted additional training sessions here at the station. The second 'plus' is knowing there is a trained Pako service representative at our Distributors - just a phone call away!" Pako Ciné processors offer modular construction for adaptability. Models are available for virtually all film processes. For complete information on the model to fit your specific requirements, contact your local Pako Distributor or write Pako Corporation, 6300 Olson Memorial Highway, Minneapolis, Minnesota 55440.

AMERICAN TECHNOLOGY CORP.

Booth 51

New products include a directional tap for underground installation that features high-match, low-insertion loss and is field convertible for strand mounting.


AMPEX CORP.

Booth 39, 41, 43

Videotape recorder products to be shown include the VR-5000 portable unit, VR-7500C color unit, VR-7800 monochrome unit with 327 remote control studio camera.

Personnel: William Murphy, Ed Pessara, Stan Brightwell, Bob Marmirol, Bill Carpenter and George Foster.

AMPHENOL CABLE DIV.
AMPHENOL— BORG ELECTRONICS

Booth 59

New ultra-foam cable will be shown along with the new BC-6 low-loss house drop cable. Also to be shown are new coaxial switches for 21-channel systems and new connectors.

Personnel: Jack Aylward, Charles Camillo, Mike Wetterer and Henry Pessah.

ANACONDA ELECTRONICS CO.

Booth 32, 34, 36

Exhibited will be the 8800 series CATV amplifiers including a new line extender amplifier that features 12 to 20 channel color capability. New product includes a sweep analyzer.


THE ASSOCIATED PRESS

Booth 101

New equipment includes the all-electronic AP DataVox as well as the AP news channel projector designed for CATV use.


AT&T

Booth 76-78-80

Display will be highlighted by Bell System transmission facilities from an historical approach.

Personnel: N. L. Pullan and staff.
BECKER DAVISON
Booth 88

On display will be splitters, transformers and fittings.

BENCO TELEVISION CORP.
Booth 145-146

New equipment to be shown includes Benavac Mark II transistored CATV automatic video-audio control unit (headend channel processor) and Benfeed transistored distributor and feeder line multi-purpose amplifier. Also shown will be CATV headend equipment, distributor line and feeder line equipment and passive devices.

BLONDER-TONGUE LABS INC.
Booth 136

New gear on display will include a line of solid state headend amplifiers with 40 db AGC range and a new low cost indoor line extender. Also included in display will be CATV headend amplifiers, filters, traps and mixing devices, along with CATV trunks and distribution amplifiers and test equipment.

CAS MANUFACTURING CO.
Booth 105

On display will be a new solid-state CATV amplifier designed for 12 or 20 channel operation as well as the CC-312 channel control headend system.
Personnel: John Campbell, Ben Campbell and John Meny.

CASCADE ELECTRONICS LTD.
Booth 128, 130

On display will be CATV amplifiers and distribution equipment plus new extended-band units and passive devices.

CATV MARKETING INC.
Booth 167

Information on a variety of marketing services for CATV's will be available including direct selling programs and
techniques, premarketing survey analyses. UHF-CATV cooperative advertising programs. Featured will be use of computers for a number of CATV service demands.

Personnel: Mark Van Loucks, Lisa Best and Jim Briggs.

C-COR ELECTRONICS INC.
Booth 163

On display will be the Novacor line of trunk amplifiers, bridging amplifiers, pilot generators, splitters and tap unit.


COLLINS RADIO CO.
Booth 125-129

Equipment to be shown includes the MW-109E 5-w IF heterodyne and MW-308D 1-w microwave radio systems.


CONDUCTRON CORP.
Booth 15, 17

Products shown will be the C-6433 line extender amplifier and C-6703 and C-6705 trunk AGC bridger amplifiers.

Personnel: Wm. Healy, John Betts, Perry Schwartz and Robert McInerney.

CRAFTSMAN ELECTRONIC PRODUCTS INC.
Booth 1, 2, 4, 6

Products shown will be a new series of directional tap off devices.


DANIELS MANAGEMENT CO.
Booth 160

Information on the firm's services as negotiator, consultant, appraiser and broker will be available.

Personnel: Bill Daniels, Monroe Rifkin, Alan Harmon, Jerry Buford, Tom Johnson, John Saeman and Mary Jo Klingberg.

DAVIS MFG. INC.
Booth 171, 173

Equipment displayed will be earth-trenching tools: Task Force 600 trencher with 30 hp engine, P-40 line layer and 12+2 trencher with 12 hp engine.

Personnel: Phil Neff, George Pritchard and Milton E. Tuell.

DELTA ELECTRONICS LTD.
Booth 120

Display will feature splitters, matching transformers, line extenders and mass booster amplifiers.


DYNAIR ELECTRONICS INC.
Booth 69, 71, 73

On display will be the model RX-4000 solid-state TV demodulator. the MINI series equipment for local-original systems. HX-4000A solid-state heterodyne converter, TS-100B solid-state sideband analyzer and an assortment of switching equipment and pulse distribution amplifiers.


ENTRON INC.
Booth 10, 12, 55, 57

A solid-state line of suitcase amplifier equipment will be featured including R6T repeater, RB-6T repeater plus bridge, B-3 bridge, E6C extender and the new SMT universal tapoff. Also shown will be a new high-level, extended band-width channel line extender.


FORT WORTH TOWER CO.
Booth 185-186

Information on towers, reflectors and equipment buildings will be available.


G.B.C. AMERICA CORP.
Booth 114

On display will be a complete line of closed-circuit TV cameras, viewfinder cameras, monitors, video-tape recorders, accessories and lenses.

Personnel: Irving Solotoff and Steve Lefkowitz.

GENERAL CABLE CORP.
Booth 169

On display will be the new diamond coaxial cable clamp as well as a Puregas model 550 air dryer for dry-air protection of CATV systems, transmi-
tion lines and air dielectric coaxial cables.

GILBERT ENGINEERING CO.
Booth 131
Products shown will include 31 new connector items and a complete line of Diamond G connectors.
Personnel: Earl Gilbert, Jim Mulin and Paul Rhodes.

HTV SYSTEMS INC.
Booth 81
New line of CATV trunkline and distribution amplifiers, the Vista 20 series of fully-transistorized broadband units, will be shown.
Personnel: Dr. Alwin Hahnel, James D. Confeld and David H. Coe.

INTERNATIONAL VIDEO CORP.
Booth 70, 72, 74, 139, 141, 143
Live demonstrations of the JVC-100 color TV camera and JVC-800 color videotape recorder in various configurations are planned.

INTERNET PRODUCTIONS INC.
Booth 137
Firm trains CATV operators on art of cablecasting.

JERROLD ELECTRONICS CORP.
Booth 166, 168, 170, 172, 174, 176, 178, 187-194, 196, 198, 200-203
A complete line of head end, subscriber and distribution equipment will be shown.

KAISER CATV CORP.
Booth 102, 104, 106, 107, 109, 111
A full line of CATV distribution equipment will be shown including a new series of line extenders and small passive devices.

FCC's spot in Boston

It'll be the third time in as many conventions for the FCC's CATV Task Force at the National Cable Television Association convention in Boston June 29-July 3. FCC staffers will man the Andover room of the Sheraton-Boston hotel for the benefit of CATV operators interested in obtaining information on the commission's rules and policies affecting cable. But, as in past practice, no inquiries about current cases before the commission will be discussed.
Scheduled to represent the commission at the convention: Sol Schildhause, Task Force chief; Edward L. Brown, Patricia Murphy, and Lloyd Smith of the Task Force staff.

LINDSAY SPECIALTY PRODUCTS LTD.
Booth 103
Display will include long periodic antennas, LPY's, high level distribution equipment and passivees.
Personnel: John Thomas, Mark Eggis, Steve Richey, Koert Koster.

MICROWAVE ASSOCIATES INC.
Booth 8
On display will be new equipment including MA-13B color or monochrome microwave TV relay system, low-noise tunnel diode preamplifiers for CARS band antenna combiners & RF channel filters and a portable TV pickup unit.

PACKARD BELL
Booth 161-162
On display will be the POS-1 prepackaged small studio control concept, PB 940 16mm variable frame projector and PB-920 VF viewfinder type camera.

MODERN TV
Booth 159
Products exhibited include free-loan prerecorded video tapes, 16mm film chains, color video-tape recorder and color monitor.
Personnel: Gene Dodge, George Faulks and Bob Cole.

PHELPS DODGE
Booth 112
Display will feature coaxial cables.

PLASTOID CORP.
Booth 53
On display will be aluminum sheathed cables and 59/U drop cables.
Personnel: Wilbur Grant, Dean Haggerty and Milton Weinschel.

PREFORMED LINE PRODUCTS CO.
Booth 158
On display will be various Guy-Grip dead-ends, splices and false dead-ends for strand, telegrip, teletap, reducing teletap, telesplice and other service-drop dead-ends for RG 59/U and figure 8 RG 59/U coaxial cables.

PRUZAN CO.
Booth 175, 177
New product to be featured is the slip-on-sleeve that provides water-proofing bulkhead connections. Also shown will be antennas, headend equipment, coaxial cable, trunk and distribution amplifiers, power supplies, taps, splitters, fittings, transformers and test equipment.
Personnel: Jack Pruzan, Herbert Pruza, Lloyd Hannah and Bill Kell-witz.

QUICK-SET INC.
Booth 138, 140
New equipment includes a cam head
for use with firm's series of tripods that handles cameras from 20 to 200 lbs, and a modified Husky TV unit with added safety features.

Personnel: Tony Briglia and Art Weber.

RAYTHEON CO.
Booth 3, 5
On display will be the KTR 2A 1-w remodulating microwave system for 12Gc operation and the 10-w KTR 3A heterodyne repeater.


RF SYSTEMS
Booth 38
Products to be shown include CATV antennas, parabolic antennas, CATV yagi antennas and accessories.


ROHN SYSTEMS INC.
Booth 82
On display will be the line of CATV microwave towers, obstruction lighting, reflectors and related tower accessories.

Personnel: Dwight Rohn, Donald Rohn, R. A. Kleine, Grady Rooker, C. A. Wright, Al Repsumen, Gene Francis, David Fehr, Kenneth Lloyd, Robert Kennedy and Darrel Kelly.

SCIENTIFIC - ATLANTA INC.
Booth 16, 18
Display will feature quadrate antennas for VHF and UHF. Also on display will be CATV heterodyne signal processors, solid-state UHF preamplifiers, featuring field-effect transistors and pre-amp power supply with 6 channel capability.


SHINTRON INC.
Booth 135
Products to be shown include special effects generators for playback editing, and video distribution and audio distribution amplifiers.


SIGMA INDUSTRIES INC.
Booth 7
The SSE 60-R, re-enterable water sealed enclosure offering water and cor- rosion protection, will be shown.


SOD MASTER
Booth 135
A new earth-trenching tool, 120 Pipe Piper, will be shown.

Personnel: James J. Trunk.

SONY CORP. OF AMERICA
Booth 108, 110
On display will be video tape recorders and closed circuit TV equipment.


SPENCER - KENNEDY LABORATORIES INC.
Booth 9, 11, 13-14
New products featured include 7027K and 7037K automatic level and slope control trunk amplifiers, 7224 12-channel oscillator and 8500 variable tap.


SUPERIOR CONTINENTAL CORP.
Booth 50, 52, 54
Products to be shown include Alumagard and Coopergard coaxial cable, coaxial connectors, video tape cable and TV equipment housings and accessories.


SYLVANIA ELECTRONIC
Booth 152-155
Display will feature a live demonstration of local origination capabilities with cable casting equipment including TV cameras, console and film chain. A TV van will be on display.


TAPE-ATHON CORP.
Booth 165
Exhibited will be the model 5000
TELEVISION

Booth TE 147-151

New products include the TMC-2100 vidicon camera in viewfinder and non-viewfinder versions, video and pulse distribution amplifiers, message center system and video switcher. Other equipment includes TMM-211 broadcast television multiplexer, TSG-1000 Porta-Sync and TSG-2000 EIA sync generator, TMV-600 Cablecaster videocom control center, TMV-650 Multicaster video control center and TMV-707 universal camera control unit.


TELEVISION PRESENTATIONS INC.

Booth 156-157

Alphamatic News, a fully automated system that displays a news service and stock information, will be on display. A color version of the system is new this year.


3M CO. PRODUCTS DIV.

Booth 142, 144

On display will be a 11:1 zoom lens for cablecasting and fixed focal length lenses for news and stock ticker-tape presentations.


TIMES WIRE AND CABLE

Booth 179-181

A new line of direct burial trunk and feeder cables available in three sizes (1412, 1500 and 1750) as well as new drop cables in two sizes (59/U and 6/U) will be shown.

Personnel: Larry DeGeorge, Bob Burton, Ray Schneider, Bill McNair, Don Atchison, Mike Ganley, Heinz Gf. Matuscha and Bud Desmond.

USM FASTENER CO.

Booth 115

On display will be the AP-150 Champ powder-actuated tool and Power-Cap caseless load plus a variety of settings of cable clips to concrete and steel.

Personnel: Donald D. Doerge and Joseph Pleragostini Jr.

VIKOA INC.

Booth 19, 21-31, 33, 35

Products shown include Futura 12 and Futura 21 amplifiers and accessories; coaxial cable for aerial and underground installation, and a variety of cablecasting equipment.


VISUAL ELECTRONICS CORP.

Booth 182-184

Data/TV systems, information storage, retrieval and communication setups, will be displayed in several configurations.


WHITNEY BLAKE CO.

Booth 126

Products to be shown include aluminum sheathed cables and drop cables.

Personnel: David Karrmann, Al Garde and Bob Kelsey.

FCC orders protection for W. Va. market

Importation of a distant signal into one of the top-100 TV markets without FCC approval was the basis of a commission cease-and-desist order leveled at a West Virginia CATV system last week.

The commission’s decision was directed to Asbury & James TV Cable Service which has been carrying the distant signals of wwhs-TV Bluefield, W. Va., on its system. The areas served by the system are Lower Belle, Malden, Dupont City, Rand and George’s Creek, all in the Charleston-Huntington, W. Va., market, ranked 48th.

Asbury & James had presented the argument that the operation in question is only one phase of a single CATV system that began operations in February 1965 from a headend located at Campbell’s Creek, a nearby community in the Kanawha River valley. The CATV said that, in this sense, the system was established prior to the adoption of the commission’s rules on distant signals and therefore the entire operation is “grandfathered.”

The commission responded to this argument by stating that it had determined that two distinct systems existed rather than one being part of the other. The commission said that the “evidence of record establishes that each facility was constructed at a different time; that each operates from a separate headend; that each serves separate and distinct areas, and on the basis of such evidence we find that each is a separate and distinct system.”

Kaiser CATV becomes operating division

Kaiser Aerospace and Electronics Corp., Oakland, Calif., announced last week that Kaiser CATV Corp., a wholly owned subsidiary, will become a operating division within the corporation on June 30. Kaiser Aerospace and Electronics is a wholly owned subsidiary of Kaiser Industries, which owns Kaiser Broadcasting Corp., group broadcaster.

The new division, headquartered in Phoenix, will be responsible for all Kaiser CATV activities, including manufacture and sale of equipment and installation of CATV systems.

Kaiser Aerospace and Electronics President Clay P. Bedford said that a substantial increase in CATV sales for the first five months of 1968 compared to the same period last year was a factor in combining production and marketing efforts into one major division.
Violence backlash worries NAB board

Directors decide this no time to relax code; allocation of new space to land mobile urged

What to do about violence on television and what the critics charge is too much gore on home screens were principal topics during last week's meeting of the National Association of Broadcasters' TV board in Washington. Nothing concrete was established in the way of what position NAB should take to combat the somewhat violent national backlash. But the prevailing mood of the board members and the climate TV entertainment is operating in today claimed one victim—personal-product advertising has been kept from reaching the TV screen for the present at least.

Discussion of violence shared the spotlight with other pressing problems of spectrum usage.

The board urged the FCC to allocate for land-mobile use the 26 mc of spectrum space in the band adjacent to the upper end of UHF channels that was made available to the FCC for reallocation three weeks ago (BROADCASTING, June 10). The spectrum gift was made by James D. O'Connell, director of the Office of Telecommunications Management, who said that a review of government spectrum needs indicated that half of the band (890 mc to 942 mc) could be returned to nongovernment use.

The board said that allocation of the 26 mc space could be used to relieve pressures being brought by land-mobile users, "who claim there is a shortage of frequencies" to meet their needs.

Translator Use • The board further adopted a resolution encouraging the continued use of UHF-VHF translators to provide "excellent, multiple-channel" TV reception for remote areas. And it heard status reports on the NAB cooperative effort with government-sponsored Spindletop programing research and the NAB-sponsored Herman Land programing survey.

But the main topic of conversation, which was expected to dominate the board sessions last week, failed to produce specific recommendations for joint board approval. There was reportedly some sentiment to cope with the violence problem through NAB code provisions, but that was strongly resisted by some NAB staffers. Opponents of the proposal apparently felt that the code would be a poor vehicle to effectively reduce TV violence since a majority of programing in question is under network control.

At best the code standards that would apply to such programing are loosely worded (themes should be presented on the basis of "true instructional and entertainment values"). Yet it's known that the NAB Code Authority is reluctant to tread the troubled waters of program control because it's felt that area is more a network or station function.

Bad Timing • But the climate surrounding the TV violence discussions served, for the time being, to effectively forestall any home-screen appearances of personal-product advertising. Last month the TV code board recommended that code restrictions prohibiting the advertising of certain personal products be removed. Those products affected include American Home Products' Preparation H, Bristol-Myers's Pazo (both hemorrhoidal preparations) and Alberto-Culver's FDS (feminine deodorant spray) (BROADCASTING, May 27).

Some board members reportedly would have had no objection to the inclusion of the FDS spots. But there was also apparent sentiment that in the present unstable public climate regarding television, broadcasters should not give their critics another cudgel to use against them. The proposed code amendment met with stiff opposition and was officially "tabled for further study." It will presumably be brought up for discussion at the next TV code board meeting.

Other code proposals passed, however. The board adopted recommendations that specific code rules be adopted that would cover the depiction of unsafe acts in commercials, and that the code's "audience buying" provision be deleted. The new language provides that ad representations "which disregard normal safety precautions" shall be avoided, and that children shall not demonstrate or come in contact with any products which are potentially dangerous to them without adult supervision.

Music Fees • In other matters the board adopted a proposal by its newly elected chairman, Charles H. Tower, Corinthian Broadcasting Corp. (see this page), that a permanent industry activity (presumably an office) be set up to work on TV music licensing problems. Mr. Tower is also chairman of the All Industry Music Licensing committee.

The board also heard that NAB has filed a motion to intervene in the Colorado Springs. Colo.-Vumore Video Corp. CATV case (BROADCASTING, March 18 et seq.) NAB joins KRDO-TV Colorado Springs and KOAA-TV Pueblo in asking the U.S. Court of Appeals for the District of Columbia to review an FCC decision in April which permitted Vumore Video to begin CATV operations. NAB claims the commiss-

Vincent T. Wasilewski, National Association of Broadcasters president, meets with the newly elected board executives during last week's NAB meetings in Washington. (L-r): Richard Dudley, WSAU Wausau, Wis., radio board chairman; Donald Thurston, WMNB North Adams, Mass., radio board vice chairman; Mr. Wasilewski; Grover Cobb, KVGB Great Bend, Kan., joint board chairman; Harold Essex, WSJS-TV Winston-Salem, N. C., television board vice chairman, and Charles Tower, Corinthian Broadcasting Corp., New York, television board chairman.
sion's ruling "has a substantial and wide-spread effect upon the entire television industry in general and small-market stations in particular."

Lee stakes his positions
Commissioner backs UHF against land-mobile raid on broadcast spectrum

FCC Commissioner Robert E. Lee has been hopping about the countryside, getting a good deal off his chest on a variety of subjects in recent days. Between Thursday and Sunday in time, and between Lincoln, Neb., and New York in distance, he indicated opposition to reallocating UHF channels to land-mobile radio users, and urged those users to take an "objective" look at the potential of the 26 megacycles of spectrum recently made available to the commission for reallocation; criticized a number of frequency-management schemes, all of which would be detrimental to the present television system; expressed opposition to pending legislation that would require all radio sets to be capable of receiving AM and FM; and, finally, took issue with a former colleague on whether CATV is needed to put UHF on an equal footing with VHF, in terms of transmission quality.

In an appearance at the Electronic Industries Association annual Consumer Show in New York on Sunday, he suggested it would be unfair to require television licensees in the lowest seven UHF channels to move to higher frequencies so that their space could be occupied by land-mobile users, as some of those users have urged.

High Cost • He said the cost of switching a low-band UHF station to a channel above 20 would average about $125,000. In addition, a switch could result in the loss of network affiliation, the unpredictable loss of useable signals in some areas, and the loss of a familiar position on the dial. And the channel-clearing scheme, he said, would penalize the "very builders of the UHF broadcasting industry" who now occupy the seven lowest channels.

Land-mobile users have argued that the cost of transferring stations now operating in the seven lowest channels would be less than the total cost of equipment change required by a commission decision to split channels in the 450-470 mc band in the business radio service. But the commissioner said that this comparison is invalid, since the equipment cost resulting from split-channel decision is borne by "thousands of licensees."

In a speech to the Midwest Conference on Intergovernmental Telecommunications, in Lincoln. Commissioner Lee urged land-mobile radio users not to turn up their noses at the 26 megacycles of spectrum transferred to the commission by the Office of Telecommunications Management three weeks ago (BROADCASTING, June 10).

The frequencies are at the top of the UHF band, between 890 and 942 mc, an area for which land-mobile radio equipment has not been developed.

New Look • But Commissioner Lee urged land-mobile radio users to take "an objective view of the potential of this band." He said it wouldn't be surprising to learn that the frequencies are entirely feasible for mobile use, and that solid-state equipment designed for this band would be cheaper, more compact, and more reliable than equipment currently in use. The commission has not yet decided what allocation it will make of the frequencies.

It was in his Lincoln speech that the commissioner sought to knock down various proposals that have been advanced in connection with spectrum management:

• The proposal to transfer all television
to cable under a "wired-nation" plan is not only impractical but appears to have serious monopolistic overtones, he said. The "worst" feature of the concept, he said, is the loss of service to those who could not afford the charges of wired television.

- The suggestion that the television spectrum be cleared for land-mobile use, with television service provided by direct communications-satellite-to-home broadcasting, "makes me shudder," he said. Replacing television stations, which are responsible for serving their communities, "with such monstrous machines is contrary to my idea of an effective TV system and certainly the intent of Congress."

- The proposal that spectrum be leased, or peddled, to the highest bidder contains "obvious inequities and absurdities," he said. He foresaw "Joe's Plumbing Shop bidding against AT&T." Besides, he added, such a scheme could not be imposed on society "without ruinous results."

A.M.-FM BILL: - It was at the Consumer Show in New York, that he expressed his views on the bills. patterned after the all-channel receiver law, that have been introduced in both Houses.

If government "legislates FM into automobiles," he said, "tape recorder manufacturers will want part of the action too. All of which points up the fact that a little bit of government goes a long way."

He said the all-channel bill, designed to make UHF signals available to all set owners, was justified on the ground that, at the time it was enacted, in 1962, UHF fortunes were at a low ebb, "with no [UHF] tuners, no advertisers and no income." He said FM radio is growing, both in terms of FM stations and sets capable of receiving FM.

It was in New York, also, that he sought to rebut the assertion—made by former FCC Commissioner Frederick W. Ford, who is now president of the National Cable Television Association—that UHF needs CATV to close the gap, in terms of transmission, with VHF.

There is no gap, he said. And "the FCC spent $2 million to prove" that point in tests in New York City, he noted. The tests, carried out under his supervision in 1961 and 1962 demonstrated that "UHF transmissions were on a par with VHF signals" and were found "only slightly inferior" when indoor antennas were employed.

Changing hands...

ANNOUNCED - The following station sales were reported last week subject to FCC approval. (For other FCC activities see FOR THE RECORD, page 70).

- WKNN Dearborn, Mich.: Sold by Knorr Broadcasting Corp. to Mission Broadcasting Co. for approximately $6 million (see page 50).

- KTHI-TV Fargo, N. D.: Sold by Fuqua Communications Corp. to the Morgan Murphy station group for $1.4 million (see page 50).

- KARM-AM-FM Fresno, Calif.: Sold by George Robert Harm and associates to William Mullen for $650,000. Mr. Mullen was formerly sales manager for WXYZ Detroit, an ABC owned and operated station, and later joined ABC radio as sales manager for the Detroit area. KARM is a daytimer on 1430 kc with 5 kw. KARM-FM is on 101.9 mc with 7.4 kw. Broker: William T. Stubblefield.

APPROVED - The following transfers of station interests were approved by the FCC last week.

- WFM (F) Washington: Sold by Everett L. Dillard to Metromedia Inc. for $425,000 (see page 50).

- WCBE-AM Baltimore: Sold by Metromedia Inc. to the A. S. Abell Co. for $200,000 (see page 50).

8 radio stations sign with ABC networks

ABC radio affiliates now number 857 with the addition within one week of eight new stations.

Latest AM stations to join ABC's American Information Network are KQRY Corpus Christi, Tex.; WCBK Mantitowac, Wis.; KOKE Keokuk, Iowa and WHAN Haines City, Fla. The most recent additions to the American Contemporary Network are KZIA Albuquerque, N.M., and WCUM Cumberland, Md.

KOGT Orange, Tex., is the newest

---

Fla. system sold

Teleprompter Corp., New York, has acquired a franchise from Boynton Beach, Fla., to build and operate a cable television system, the company announced last week. Teleprompter already has 30-year franchises in the contiguous communities of West Palm Beach, Lake Worth, Riviera Beach and Palm Springs, all granted since March. Its cable systems throughout the country number 31.
affiliate of the American Entertainment Network and WKUB(FM) Manitowoc, Wis., the latest American FM Network affiliate.

ABC Radio's 857 affiliates break down to: 302 outlets with the Information network; 172 with the Contemporary; 225 with the Entertainment, and 158 stations with the FM network.

FCC keeps NIAC another two years

The FCC has extended the National Industry Advisory Committee (NIAC) for a period of two years ending June 30, 1970. The subcommittees designated as regional industry advisory committees and state industry advisory committees are included in the extension.

Formed in 1958, NIAC advises the commission on matters relating to emergency preparedness. The committee studies, develops and recommends to the commission plans and procedures for emergency communications systems. The subcommittees establish and coordinate the systems on regional and state levels. The commission indicated that the continuation of these operations was in the public interest.

N.D. broadcasters hit proposed ownership rule

The North Dakota Broadcasters Association has formally opposed the FCC's proposed rulemaking limiting multiple ownership of broadcasting facilities in a single market.

The association said in a statement that broadcasting would not have reached its present state of development without "a system which permitted and encouraged broadcasters to function as broadcasters, rather than as operators of one of the single forms of electronic communications. The association further stated that "a rule which would arbitrarily limit future development by broadcasters in any area of broadcasting would be contrary to the public interest."

Texas stations' renewal ordered into hearing

The FCC has set for consolidated hearing the Walmac Co.'s renewal applications for licenses of KMAC and KISS(FM), both San Antonio, Tex. The issues involve allegations of rule violations by the stations, the technical qualifications of the licensee and possible misrepresentations made to the commission by the stations.

The commission, in the same action, notified both stations of apparent liability for $10,000 each, pending the outcome of the hearing. If the renewal applications are not denied, the hearing examiner will watch for repeated violations in the coming year and if they occur recommend to the commission whether or not a forfeiture of $10,000 shall be issued against each station.

Inspections of KMAC have indicated various rule violations for some time, the commission said. It said difficulties in the KMAC directional antenna were noted as far back as 1951. The commission said that KISS(FM) had also been in violation of several rules and the violations were found in successive inspections. Responses to the rule violations from both stations were "evasive and unsatisfactory," according to the commission.

Bill entered to open USIA product to public

A bill that would permit domestic inspection of U.S. Information Agency publications and films by private individuals—an activity now barred by law—has been submitted in the House by Representative Clement J. Zablocki (D-Wis.). The measure (H.R. 17941) was discussed before submission with CBS President Frank Stanton, chairman of the U.S. Advisory Commission on Information, Representative Zablocki said.

Dr. Stanton's advisory group, which periodically reviews agency programs, has long advocated a change in the law that would permit access in this country to materials prepared by the government for overseas distribution. The Zablocki bill would not go as far as the advisory commission has advocated—it would permit a central file to be established where individuals could go to inspect USIA's output—but would be less restrictive than present law, which permits inspection only by news men or members of Congress.

The advisory commission has advocated actual domestic distribution of USIA material, upon application to USIA (but without active promotion by that agency).

Congressman Zablocki says his bill would also serve to ensure the central filing of USIA's films, TV tapes, radio scripts and published material. The present situation, he said, is one that "denies USIA the benefit that can be derived from the criticisms and recommendations of outside experts." He also cited "the public's right to know."

---

**EXCLUSIVE BROADCAST PROPERTIES!**

**MIDWEST** — Daytimer: one of three stations in metropolitan market of 140,000 people with approximately $200,000 in total radio revenues. Station now operating below potential. Combination studio-transmitter location goes with the sale. Price is $300,000, all cash.

**Contact Richard A. Shaheen in our Chicago office.**

**CALIFORNIA** — Fulltimer in single station market established in 1948. Is operated under one roof on leased land. Annual sales modest but operation profitable. Retail sales within station's coverage area $35 million, indicating large potential for improving station billings. Price is $100,000—29% down, balance to be negotiated. Under aggressive management, station could be a big money-maker.

**Contact Don C. Reeves in our San Francisco office.**
Boisterous era ends on quiet note

LOEVINGER, HIS ELOQUENCE, HIS JURIST’S APPROACH, LEAVING FCC

FCC Commissioner Lee Loevinger, the volatile philosopher, the ex-New Frontiersman who emerged as the strong supporter of a chairman who began his regulatory career in the days of Calvin Coolidge, will leave the commission June 30, after five years of service. The commission will likely be a quieter, less-interesting place.

From his participation in the controversial VHF drop-in case—his first major proceeding—five years ago, it’s been a busy, noisy time. Commission meetings have echoed to the clash of his arguments with fellow commissioners and staff members. And there have been speeches, frequently eloquent, occasionally etched in the acid of sarcasm.

His appointment, by President Kennedy, in May 1963, to fill the vacancy created by the resignation of former chairman of the FCC in 1966, more congenial.

Programming Matters • This was particularly true in matters affecting programming. For the new commissioner, efforts to regulate programming come perilously close to infringing on the constitutional guarantee of free speech. Thus, he said, time and again, the commission should exercise great restraint in such matters. And over the years, particularly after Mr. Hyde became chairman, his view came increasingly to prevail.

One area in which he indicated that he would take a tough stand was that involving multiple ownership. Diversity of ownership, he said, was the best way of meeting diverse programming needs. And he voted for the notice of proposed rulemaking aimed at imposing new restrictions on the number of television stations broadcasters could acquire in the top 50 markets—but he also provided the fourth vote needed to kill that proposal (Broadcasting, Feb. 12). He said he had felt a re-examination of the multiple ownership rules was warranted, but that he hadn’t felt bound by the “institutional opinion” that accompanied the proposed notice. He also charged that the figures supplied by the staff in buttressing the argument for the proposed rule were misleading.

But he never abandoned his view that a multitude of voices was to be encouraged. For he is understood to be the chief architect of the proposal, now pending, to prohibit a broadcaster from acquiring more than one full-time station in a market (Broadcasting, April 15).

In some controversial matters, he appeared to have the knack of antagonizing both sides. One such example is provided by the proceeding involving the controversial proposal to drop VHF channels into seven markets at short spacing as a means of providing those areas with additional service and ABC with prospective affiliates.

Background • The commission, with Chairman Minow casting the deciding vote, had rejected the proposal in May 1963. Then, after Commissioner Loevinger joined the FCC, it decided to reconsider the case. The new commissioner voted to affirm the earlier decision—but only because the case was such a close one that he did not think upsetting the commission’s decision—on which interested persons “had the right to rely”—was warranted. He said he would have voted the other way had he been on the commission when the matter first came up (Broadcasting, Dec. 30, 1963).

And he dismayed pro- and anti-cigarette factions with his concurring opinion in the commission decision last fall holding that the fairness doctrine applies to cigarette commercials. He appeared to argue that the commission had no authority to take such action—but he concurred in the result because “my opinion cannot change the result” and because “of a strong feeling that suggesting cigarette smoking to young people in the light of present knowledge is something very close to wickedness” (Broadcasting, Sept. 18, 1967).

But for all of the attention he has attracted over the years, the matters in which he appears to take most satisfaction on leaving the commission are those that made few headlines. One was his role in helping to end the commission’s years of agony over revision of its program reporting form—actually part 14 of the broadcast application form. He drafted a form himself—short of most programming categories—which served as the model for the AM-FM and, later, the TV forms that were eventually adopted.

And, with Chairman Hyde, he pushed through a number of reforms designed to streamline hearing procedures and provide additional safeguards for parties in hearings. One reform was the rules of discovery patterned after those in the federal courts.

One of Commissioner Loevinger’s final official appearances on Capitol Hill took place last Monday when the FCC testified before the House Commerce Committee (see page 56). Holding a prehearing huddle: Mr. Loevinger (!) and FCC Chairman Rosel H. Hyde.

Chairman Newton N. Minow, touched off few cheers among broadcasters. Mr. Loevinger was coming off a job as chief of the Justice Department’s Antitrust Division, and the assumption was that he would line up with E. William Henry, the new chairman, and Commissioner Kenneth A. Cox, on the side of tough regulation.

The assumption proved false. It quickly became apparent that he was hostile to the regulatory philosophy of those Kennedy appointees and, in fact, appeared to find the approach of Commissioner Rosel H. Hyde, who had joined the staff of the Federal Radio Commission in 1928 and who was to be appointed to his second tour as
and intended to prevent anyone from springing a surprise on his opponent, another was the specification that, where issues are raised involving alleged violations of law or serious malfeasance, the burden of proof rests with the party making the charge, the accused enjoys a presumption of innocence.

**Defects** • What of his defects? One commission action he considers as such is the adoption of the Second Report and Order in which the commission in 1966 asserted jurisdiction over all CATV systems and adopted rules regulating them. He voted for the order, only, he says, because he thought it was the best compromise possible.

He says the loser in the long run will be the broadcasting industry, which had sought economic protection. "Broadcasting may find it has won itself a very unfortunate victory," he says of the Supreme Court's decision two weeks ago upholding the commission's authority over CATV systems. "There are principles [the decision] which look in the direction of broader scope of commission authority. It will encourage those who want more extensive regulation of broadcasting."

Throughout his career on the commission, Mr. Loevinger, a former professor of law and Minnesota state supreme court justice, has given a number of speeches reflecting his interest in science and government in general. Two weeks ago, for instance, he talked of "The Sociology of Bureaucracy." However, at the moment, it appears the speeches that will be remembered longest are those dealing with broadcasting and in which he gave free rein to his considerable phrase-making ability.

In a speech before the New Jersey Broadcasters Association in Atlantic City two years ago, he inveighed against those who would urge a higher calling on television with this description of the medium: It "is the literature of the illiterate; the culture of the lowbrow; the wealth of the poor; the privilege of the underprivileged; the exclusive club of the excluded masses." (Actually, he now finds, on closer examination, that television carries more "highbrow" programing than he has time to watch. But he notes he spends much of his spare time in reading).

Like most commissioners leaving the agency, he has ideas on how it could be improved. He doesn't advocate anything radical—such as breaking it up along procedural or functional lines. His major recommendation is that commissioners be appointed for single 15-year terms, and be assured of pensions of up to 80% of their salaries if they stay the course. Such an arrangement, which he first suggested in an interview on WRC Washington last November, would, he feels, tend to improve the quality of the members willing to serve on the commission, and to enhance their independence while serving.

And the idea may just take root. One of his close friends is Vice President Hubert Humphrey, who could be the next President.

In leaving the commission, Mr. Loevinger is keeping a commitment he made to himself when he was originally appointed—that he would not seek or accept reappointment. He has no definite commitment for employment following June 30 but he has prospects, which he declines to discuss; he says only that he is interested in a job that will provide an outlet for his interests in law (by no means exclusively communications law), science and management.

At the commission, there will probably be those who will not miss him; there are a number of staff members who have been burned by his criticism, but others are sorry to see him go. Chairman Hyde will be aware that a strong prop has been removed. And Commissioner Cox will probably find that he has an excess of adrenalin coursing through his system. what with no Loevinger to work it off on. Others, for whom years of service on the commission are taking on a gray sameness, are already aware that some excitement is leaving the FCC.

**The long green wins out again**

CBS-TV drops plan to pay affiliates for sports with time instead of money

CBS-TV affiliates were told last week to forget the network's proposal to pay them in time instead of money for carrying its sports programs (Broadcasting, May 20).

The advice came in wires from William B. Lodge, CBS-TV vice president for affiliate relations and programming. "Because a substantial number of stations have expressed reservations about the concept," Mr. Lodge told them, "we have decided to withdraw the proposal."

It was only a "tentative proposal" in the first place, his message noted. It was first outlined to the affiliates at their annual conference in Los Angeles in May.

As envisioned then, it would have offered stations, in lieu of cash compensation on sports features, a total of 185 60-second and 70-second sports-program availabilities for sale to local, regional and national-spot advertisers.

**Get A Consensus** • The affiliates at that time were asked to canvass their individual markets, see whether they might not make more money through this plan than from traditional cash compensation and report their conclusions to the network.

Affiliate sources last week said the first responses were so low that Tom Bostic of KIMA-TV Yakima, Wash., chairman of the CBS-TV Affiliates Association, had to send out letters jogging stations into making their reports.

Just how heavy the opposition was could not be ascertained.

Much of it, however, apparently was based on fear that the concept of substituting time for money in station compensation might, if accepted in sports programing, eventually be extended to other program forms.

There also has been considerable speculation that affiliates in big markets probably would benefit under the plan but that many smaller market outlets stood to lose.

**Pattern Stays Unchanged** • Mr. Lodge told the affiliates that CBS-TV officials discussed the plan with the affiliates advisory board and "a large number of individual affiliates" during the process of deciding to withdraw it. Under that decision, he said, affiliates will continue, "as in the past," to receive sales orders "specifying the compensation and station-break pattern on individual sports events."

Earlier in the year CBS-TV asked affiliates to waive compensation on the network's 1968 political campaign coverage and thus "share the enormous responsibility we have undertaken in the presentation of these events" (Broadcasting, April 1). Under pressure from affiliates it subsequently restored compensation on all such coverage except the two major-party conventions and election night and offered stations more and longer availabilities for local sale during the conventions and around political specials (Broadcasting, April 29, May 6).

**ASCAP sues KEVA**

Seven publisher members of the American Society of Composers, Authors and Publishers have filed suit for copyright infringement against KEVA Evanston, Wyo., in the U. S. District Court for the District of Wyoming. The plaintiffs asked the court to restrain the station from publicly performing the songs in the future.
WKNR, KTHI-TV are sold for $7.5 million

METROMEDIA WASHINGTON-BALTIMORE TRADE APPROVED

Two station sales were reported last week for an aggregate of almost $7.5 million.

Sold were WKNR Dearborn, Mich. (Detroit), by Knorr Broadcasting Corp. to Mission Broadcasting Co. for a price in the neighborhood of $6 million and KTHI-TV Fargo, N. D., by Fuqua Communications to the Morgan Murphy station group for $1.4 million.

Also last week the FCC approved, by a 4 to 1 vote, the transfer of WASH (FM) in Washington from Everett L. Dillard to Metromedia Inc. and the sale of Metromedia's WCBM-FM Baltimore to the A. S. Abell Co.

Included in the WKNR package is the purchase of WKHM-TV which holds a construction permit for channel 18 in Jackson, Mich., and an option to buy WKNR-FM Dearborn, at a later date.

WKNR, founded in 1946, is principally owned by Mrs. Fred Knorr of Bloomfield Hills, Mich., who also has controlling interest in Jackson Broadcasting Corp. (WKHM-AM-FM) Jackson. Other principals of the selling corporation include Walter Patterson, executive vice president, Charles J. Sitta, vice president, Robert M. Booth Jr., assistant secretary, and Van Patrick. Mr. Booth owns 33% of WSAL-AM-FM Logansport, Ind., and Mr. Patrick is a 50% owner of WSRF-AM-FM Fort Lauderdale, Fla.

WKHM-TV is owned by Jackson Broadcasting Corp. (51%) and Southern Michigan Broadcasting Corp. and Knorr Broadcasting Corp. (each 17%). Southern Michigan Broadcasting Corp. is the licensee of WKFR-AM-FM Battle Creek, Mich.

Mission Broadcasting Co., controlled by Jack Roth and family, already owns KONO and KITV-FM, both San Antonio, Tex., WRIZ Coral Gables, Fla., and is an applicant for an FM in Miami. The sale of Mission's only television station, KSAT-TV (formerly KONO-TV) San Antonio to The Outlet Co. for $10.5 million was approved by the FCC last November (Broadcasting, Nov. 27, 1967).

WKNR is a daytimeer on 1310 kc with 5 kw. WKNR-FM, which Mission has an option to buy, is on 100.3 mc with 7.1 kw. WKHM-TV is authorized to telescast with 1,084 kw visual from an antenna that is 1,050 feet above terrain.

KTHI-TV (ch. 11), founded in 1959, is principally owned by J. B. Fuqua, president of Fuqua Communications Inc., a subsidiary of Fuqua Industries Inc. Other Fuqua holdings are WROZ and WTVW-TV (both Evansville, Ind.; KFOX Sacramento, Calif., and WTAC Flint, Mich. Mr. Fuqua personally owns 100% of WJBF(TV) Augusta, Ga.

The Morgan Murphy stations are controlled by Mr. Murphy, who also has interests in the Superior Evening Telegram, Manitowoc Herald Times, Two Rivers Reporter, Ashland Press, all Wisconsin, and the Virginia (Minn.) Mesabi News. The Murphy stations are WISC-TV Madison, WIB, KQXL-AM-FM, TV Spoke in 1966, and KAPF(TV) Yakima, both Washington.

KTHI-TV has 304 kw visual and operates from an antenna 2,063 feet above ground.

Both WKNR and KTHI-TV sales were handled by William T. Stubblefield, media broker.

Metromedia purchased WASH for $425,000 and sold WCBM-FM Baltimore for $200,000.

WASH, founded in 1948, was wholly owned by Mr. Dillard, a consulting engineer, who owns WDON Wheaton, Md. (Washington).

A.S. Abell Co., 25% owned by the Abell family, with the remaining interests held by over 50 stockholders, owns WMAR-TV Baltimore and WBCC-AM-FM-TV Salisbury, Md. and the Baltimore Sunpapers.

The two sales were approved by Commissioners Rosel H. Hyde, Robert E. Lee and James J. Wadsworth, with Commissioner Lee Loevinger concurring and Commissioner Nicholas Johnson dissenting. Mr. Johnson said that the sales raised a concentration-of-control-of-media question, stressing that both Metromedia and A. S. Abell Co. already have major media holdings in Washington and Baltimore, respectively.

Cox Opinion • Concern over another station sale was expressed by Commissioner Kenneth A. Cox in a concurring statement released last week in connection with the transfer of KOA-AM-FM-TV Denver by Metropolitan Television Co. to General Electric Co. for $10 million in GE stock (Broadcasting, June 10). Commission approval of the Denver transfer was announced two weeks ago.

Commissioner Cox said that "huge conglomerate companies," such as GE, "are not only quite likely to distract management from giving proper attention to the broadcast function, but may also color or impair the news and public affairs programming where other vital interests of the company are involved."

However, Mr. Cox said in voting for the transfer that GE had made "a sincere proposal to improve service to the public in Denver and eastern Colorado." GE's proposals for improved programming of KOA-AM-FM-TV include a $500,000 investment in new color and studio equipment for KOA-TV, and an overall increase in news, public service and institutional programming.

Not enough money to do necessary job

NAEB REPORT CITSES NEED FOR ETV LOCAL PROGRAMING

The highest-priority task that educational television stations have committed themselves to—programming to reach the black community and to help heal divisiveness in the U.S.—cannot now be accomplished because of lack of resources, both money and personnel.

This was the heart of a report issued last week by the Educational Television Stations Division of the National Association of Educational Broadcasters. The report was drawn from positions stated during the programming-for-the-disadvantaged workshop held in New York April 21. Riots swept over 100 U.S. cities following the murder of Dr. Martin Luther King Jr., the report said. Most of those cities were served by ETV stations.

Although the Ford Foundation announced station and regional-network grants totaling close to $5 million for programming on racial and urban problems (Broadcasting, June 17), funds are still needed. "It's obvious that ETV is not seriously recognized yet by government or other agencies as a national resource for serving the needs of the disadvantaged... . It is ETV's responsibility to take leadership in demonstrating its capabilities," the report stated. The Corp. for Public Broadcasting, whose initial $9 million appropriation is before Congress, was indicated as one source of future financing.

Local Programming • General agreement was reached that the programming needed must be locally originated; if national or shared programming is used, it should be related to local efforts. Further, the report asserted that programming intended for both whites and blacks, rich and poor, urban and rural would be disastrous. Ghetto residents should have a hand in both the planning and execution of programs aimed at city slums; stations should increase their staffs with persons from minority groups to aid this effort. The report noted that "dialogue" programs quickly "wear out their welcome" and do little
Here's an opportunity for television stations to tell all members of the United States Senate, the House of Representatives, the commissioners and important staff members of the FCC, all state governors and key advertising and marketing executives the important role they play in community affairs at the local level.

The eighth consecutive annual report on "The Many Worlds of Local TV" to be published in the August issue will include three sections:

(1) A report devoted to local programing done by stations during 1967. This article will be based on the national mail and interview survey being done by the NAB for the President's Task Force on Telecommunications Policy. This report may well influence decisions to be made by this group.

(2) A section concerning 1968 programing that has been broadcast or is planned in response to the civil unrest that now troubles many communities. This will be based on a TELEVISION survey of all commercial TV stations in the U.S. and will be an up-to-date report on this important aspect of public interest programing.

(3) A feature on the stations that have won national and regional awards for local television programing. The awards will be summarized and winners named. (These will include awards from Peabody, Sigma Delta Chi, Freedom Foundations, Headliners, Emmy, Sloan American Bar, Radio-TV News Directors, National Association of TV Program Executives and others).

Tell the leaders in the business and governmental world of communications your station's story in the August issue. Advertising deadline is July 17.
A ONCE-A-YEAR ADVERTISING OPPORTUNITY

The important role that television stations play in community affairs will be documented in the eighth annual "The Many Worlds of Local TV," to be published in the August issue of Television. Personal copies of Television will be received by every member of the FCC, U.S. Senate, House of Representatives, by state governors and communications officials. Distribution will be 15,000 including 6,500 to agencies and advertisers. When the roll is called, make sure you've told your story.

Deadline for Advertising Reservations: July 17
$670 page; $490 2/3; $375 1/2; $275 1/3. Color $150.
I found "The Many Worlds of Local TV" to be a very good summary of the local contributions made by the broadcasting industry. Informed publications such as this can make a major contribution to the industry. — Senator Frank E. Moss (D-Utah).

I am sure that the sampler will prove to be an asset in providing me with a picture of television as it is today.—Representative Dante B. Fascell (D-Fla.).

This was a very excellent edition of the magazine and I was glad to note that the local stations were given proper credit for their activities. — Senator James B. Pearson (R-Kan.).

. . . I am well acquainted with the advances being made in local programming, especially in my own state of Iowa. I was pleased to note that Iowa stations were featured in the magazine. — Senator Jack Miller (R-Iowa).

I found the material most informative.—Senator Fred R. Harris (D-Okla.).

There is no doubt that television is now the pre-eminent medium of communication, both on the local and national level. Its influence is felt throughout the country, and I was most interested in the scope of programming represented in TELEVISION MAGAZINE. — Representative Brock Adams (D-Wash.).

. . . The information on local programming is comprehensive and of value to me because of limited viewing time. — Senator William Proxmire (D-Wis.).

You may rest assured that I found TELEVISION most informative. — Senator Vance Hartke (D-Ind.).

I have always felt that television can be one of the most effective and powerful media of education if used wisely and intelligently. Your publication is an excellent example of what can be done . . . with a little effort.—Representative Cornelius E. Gallagher (D-N.J.).

Excerpts from remarks made by Vice President Hubert H. Humphrey to the Broadcasters Promotion Association, Washington, D.C., Nov. 8, 1965:

TELEVISION MAGAZINE does for the industry state by state what the local television stations are doing for their respective communities. The coverage is equally good in either case. — Senator Warren G. Magnuson (D-Wash.), chairman of Senate Commerce Committee.
to move audiences forward over a long period.

The needs of the rural disadvantaged can be as critical as the problems of the slums, the report indicated. Minority groups, such as Indians and Mexican-Americans, should also be considered. "It's difficult not to increase racial polarization by programming," the report said. "Great care and thought are needed to avoid this."

Promotion of programs for the disadvantaged is vital, the report noted. Since newspapers are of little use to reach the ghetto, commercial radio was suggested as the most effective method of informing the target audience about the TV programs.

More than 1,000 programs for the disadvantaged have been aired or are planned for broadcast soon by the 156 ETV stations, ETS reported.

Steering unit set for N.Y. radio group

The formation of an eight-man steering committee to develop organizational plans for an association of radio stations in the New York City area was announced last week. The organization, which will attempt to promote radio as a basic selling force in the New York market, is expected to be fully operational by the fall.

The steering committee of the group, tentatively called the New York Market Radio Broadcasters' Association, is made up of: Donald Curran, WABC, activities chairman; Robert Mazur, WMCA, by-laws chairman; Joseph Frazier, WNBC, finance chairman; Robert Hosking, WCBS, membership chairman; Mark Olds, WOR, ethnic station representative; Richard Gary, WPIX-FM, FM representative; William O'Shaughnessy, WVOX, (New Rochelle, N.Y.), suburban station representative; Maurie Webster, CBS Radio, temporary association chairman.

Another round in Dodd-Pearson row

Senator Thomas J. Dodd and columnist-commentator Drew Pearson continued their latest public battle last week—Senator Dodd on the Senate floor and Mr. Pearson in his syndicated newspaper column. The columnist has charged Senator Dodd with supressing material in his 1961-63 investigation into the effects of televised violence on juvenile delinquency that was detrimental to the networks (Broadcasting, June 17).

Following a floor-speech rebuttal by Senator Dodd, Mr. Pearson charged that NBC attempted to make cash contributions to the senator through Peter B. Kenney, Washington vice president of the network.

Both Mr. Kenney and Senator Dodd promptly denied the allegation, the senator in another floor speech and Mr. Kenney in a statement to news media.

"The statements in Drew Pearson's column about NBC contributions are untrue," Mr. Kenney said. "When I worked and voted in Connecticut, I made small personal contributions to Senator Dodd as one of his constituents... I have never offered any contribution on behalf of NBC, and I know of no NBC contribution ever made to Senator Dodd," he concluded.

CBS Radio adding another

WJMX Florence, S. C., becomes a CBS Radio affiliate effective Sept. 29. The station, on 970 kc with 5 kw daytime and 1 kw nighttime, is owned and operated by Atlantic Broadcasting Co. Inc., with Paul H. Benson Jr. as general manager. WJMX is now an affiliate of the ABC Entertainment Network.

NBC-TV shows off '68 promotion plans

NBC will let loose a heavy barrage in advertising, promoting and publicizing its 1968-69 TV schedule. Initial campaigns start next month for the season that begins on NBC-TV on Sept. 15.

Details were disclosed to promotion managers of network-affiliated stations at meetings held last week in New York and Los Angeles.

NBC will repeat last year's pre-season co-op newspaper advertising, which was expanded in 1967 from the 30 major markets used in previous years to all affiliates' markets. Promotion managers also were told of a special 16-page color insert to be carried, just before the political conventions are held in August, in newspapers in New York, Washington and in the convention cities of Miami and Chicago. The insert supports the network's convention election news coverage.

Included in the preparation of the on-air push are one-minute spots for each of the new program series; a radio campaign to run in major markets; a series of 12 13-second spots for introduction wherever they can be accommodated in the general program schedule; three one-minute spots previewing movies and promos for American Football League games. Promotion in support of convention-election coverage, already underway, will continue to convention time.

These plans were presented by NBC's Robert D. Kasmire, vice president, corporate information; Sydney H. Elges, vice president, public information; M. S. (Bud) Rukeyser Jr., vice president, press and publicity; John Scuoppo, vice president, promotion; Gerald E. Rowe, vice president, advertising; David Bellin, director, advertising, and Raymond C. Johnson, manager, station advertising.

New awards categories established by BPA

In announcing its seventh annual audience promotion awards competition, the Broadcasters Promotion Association last week pointed out two changes in procedures for 1968: a separate category for on-air promotions has been established, in addition to integrated campaigns, and different categories for large and small markets have been introduced.

Promotions which appeared between Jan. 1, 1967 and June 30, 1968, are eligible, and must be submitted by Aug. 10, 1968. Entries should be sent to BPA Awards, Room 2002, Merchandise Mart, Chicago 60654.

Drumbeats...

RFK tribute = "Robert F. Kennedy—A Tribute," a record album prepared as a salute to the memory of the late senator, is being offered by WNEW news, New York. The record traces events from the senator's decision to run for the presidency to his assassination. The album was written and produced by Mike Stein, assistant news director, and Edward Brown, WNEW newsman. It is available at cost: $1.00 per album plus $.25 for postage and handling.

Tornado fund = Appeals from WHOAM-TV Des Moines netted $63,500 for four northeast Iowa towns ravaged by tornadoes last month. The stations launched their "Tornado Fund Drive" two days after the disaster; after receiving contributions from 5,847 listeners in less than two weeks, they presented a check to the Northern Iowa Red Cross on June 12.
Equality for broadcast news

FCC's Hyde tells House pot-party hearing that electronic media should have same freedoms as print to expose crime

Broadcast journalism's need for "the same latitude as is given the printed media" was strongly defended on Capitol Hill last week by FCC Chairman Rosel H. Hyde. The specific question—whether newsmen should be obliged to notify police in all cases where they have foreknowledge of the impending commission of any illegal act—is emerging as the core issue of the House Investigations Subcommittee's hearing on a marijuana-party film aired last year by CBS-owned WBBM-TV Chicago.

The subcommittee had set about to air charges levied by Northwestern University that the pot-party filming was staged and that, contrary to the station's allegations, the incident did not take place on the Northwestern campus. The question of whether newsmen should, as a legal or moral matter, make their reports first to the public or first to the authorities was broached by congressmen at an earlier hearing, when CBS station witnesses were called to discuss the pot-party charges (Broadcasting, May 13).

But the basic issue of freedom of choice for broadcast journalists came up several times. But regularities, they succeeded by fact-gathering effort, and, if these were committee investigations, they revealed inadequacies and irregularities, they succeeded by turning up several. But if there was an intent to embarrass the commission, it did not succeed.

Commission witnesses, notably Chairman Hyde and William Ray, chief of the FCC's complaints and compliance division, admitted that the commission's investigation could have been more direct and thorough had sufficient manpower and funds been available but attempted to explain that the FCC's main investigatory effort—a formal hearing—was still to come, and have been postponed twice at the subcommittee's request.

The prehearing investigation, although conducted with less than optimum resources, said Mr. Ray, was sufficient to show that a full hearing was warranted. The commission was depending, he explained, on the formal hearing to get an estimate of the cost and make the hearing probe would have necessarily missed.

That the committee's explanations had not fallen on deaf ears was demonstrated at the close of the session when Congressman John D. Dingell (D-Mich.), an outspoken critic of the FCC, sympathetically asked Mr. Hyde to supply an estimate of the sort of budgetary help that might solve the commission's problems.

Violence Probe Possible • The question of journalistic treatment of illegal activities, raised during the CBS-station hearing, was brought up again in questioning of Mr. Hyde by Robert Lishman, subcommittee counsel. The FCC chairman's measured reply provoked an immediate reaction from Subcommittee Chairman Harley O. Staggers (D-W. Va.). And in the process, Chairman Staggers suggested the possibility that his committee might investigate the over-all role of the electronic media on violence in America (Broadcasting, June 17).

Mr. Hyde told counsel Lishman that he did not think there should be a rule preventing a reporter from exposing a widespread criminal activity rather than notifying the police, thus preventing, at best, a single violation. And, he urged, "investigatory journalism in broadcasting should have the same latitude as is given the printed media."

"Yes sir," interjected Mr. Staggers, "but that is just exactly what is happening in this nation today. So many are breaking the law and saying they are trying to change it and there is a wave of it across the land and a lot of it has to do with TV, Chairman Hyde, and you know that yourself." He said he wanted to know what the commission was doing about the problem.

The commission was cooperating with the President's commission on violence in looking at the cultural impact of TV news coverage and entertainment programming. Mr. Hyde told Chairman Staggers, but he stuck to his guns on the question of news judgment on coverage of illegal activities.

Throughout the testimony Mr. Hyde said he did not wish to discuss the specifics of the WBBM-TV case, and was responding only to more theoretical considerations. But Mr. Staggers didn't withhold his judgment on the program itself. Some said, he observed, that "maybe it was a good thing for the pot party to be on the air. I say this is wrong."

Provisions • As the colloquy developed, FCC Chairman Hyde made two qualifications to his advocacy of journalistic freedom to cover illegal acts. The first was that such coverage is best defended if law enforcement is not adequately coping with the problem (like people parking illegally and not getting tickets, Mr. Ray suggested; Congressman Clarence J. Brown Jr. [R-Ohio] offered a closer-to-home example—numbers writing in the Rayburn House Office Build-
The second was that journalists should not encourage or solicit the commission of a crime to get a story.

Throughout the interchange, during which Mr. Hyde repeated his position several times, Chairman Staggers also repeated his ("I can't conceive of that type of philosophy"). But some of the disagreement may have been partially based on a misunderstanding. Near the end of the exchange a question by Chairman Staggers indicated that he thought Mr. Hyde was defending the right of a reporter to encourage the commission of crime, a position that Mr. Hyde denied.

Freedom to cover certain illegal events that would have taken place anyway was defended by Mr. Hyde as an "exercise in judgment" that should be decided in reference to the specific illegal act. ("Pick and choose" was the preferred subcommittee term.) Broadcasters needing the "same latitude" as print reporting was also a point of contention.

Confined to News * In his testimony, Mr. Hyde was careful to note that his advocacy for equal latitude was confined to questions of news coverage. "I do not mean to say," Mr. Hyde explained, "that the operation of a newspaper and broadcast station should be exactly on the same basis."

But Chairman Staggers shot back if broadcasters should have the same latitude as print media, "we don't need the FCC."

Later, in questioning of Mr. Hyde by Representative Paul G. Rogers (D-Fla.), who had raised the illegal-acts-coverage question during the CBS-station hearing, the FCC chairman allowed that a clarifying rule, prohibiting the encouraging of illegal acts by broadcast newsmen, might be appropriate.

Several issues involving the FCC's handling (or mishandling) of its prehearing investigation were raised in subcommittee questioning, and the FCC itself raised a countercharge. Northwestern officials, Mr. Ray told the subcommittee, said two subcommittee investigators had given the impression that they were, in some sense at least, also representing the commission. The two investigators were later sworn in and testified that they had fully identified themselves as subcommittee investigators and had given no grounds to cause confusion with FCC personnel.

Throughout the course of both investigations there have been backstage charges that both teams were attempting to hamper each other's activities. Bad blood between the two teams was evident when James P. Kelly, chief investigator for the subcommittee, cracked that any attempt by subcommittee investigators to be taken for FCC investigators would, in the light the FCC's investigatory record in the pot-party case, only show them fit as candidates for an insane asylum.

Other Questions * Subcommittee charges, implied in questioning, involved an investigatory trip to Nassau, the Bahamas; intimidation of a witness, and the impropriety of having the station, with the aid of its attorneys, conduct an important part of the investigation in behalf of the FCC.

Sending a man to Nassau seemed inconsistent with commission testimony that sufficient personnel or funds were not available to send a two-man team to Chicago for prompt exploration of the case. (When the issue first came to the FCC's attention, Mr. Ray testified, the commission only had three investigators available—of a total of six authorized.)

But the man sent to Nassau, it was explained, was not sent there from Washington. In the man sent (to ask a prepared set of questions of one of the pot-party participants who had since gone there) was not even a regular investigator. He was Norman Gilbert, Mr. Ray said, a field engineer pressed into emergency service from the FCC's Miami bureau.

While there, Mr. Lishman asked Mr. Gilbert, who was later sworn to testify, did he tell the pot partygoer, who had been a radio-TV student at Northwestern, that if he did not sign the answered questions he might not be able to later obtain an FCC license? Not so, replied Mr. Gilbert. And Chairman Hyde, at that point asked directly if the FCC maintained a roster of hostile witnesses, replied, "of course not."

'Not Best' * As for the charge that the commission relied on WBBM-TV staff work to obtain statements from pot-party camera-crew members who had been out of town when FCC investigators visited the station, Mr. Ray replied that he agreed that the procedure was certainly not the best to follow. He added, however, that it was a method within his resources and that his investigation was sufficient to disclose that the charges in the case could not be resolved short of a formal hearing, which was ordered.

Other matters raised during questioning proved to be inconclusive. The commission testified that it did not know, but was not surprised to learn that the pot-party program, with attendant Chicago-area publicity, had raised the station's news program rating 18 points. Also, the commission said it had no rule controlling the station's decision to refuse a preview showing of the film to university officials, while permitting a Chicago newspaper TV critic that privilege.

The hearing was adjourned "subject to the call of the chair." After the hearing Chairman Staggers said he was not sure that the subcommittee was through with the commission. It might prove necessary to call for further FCC testimony, he said. He gave no indication of any further direction the investigation may take.

Young on Metromedia TV

Metromedia has signed Whitney M. Young Jr., executive director, National Urban League, for news-show features which will go to four of its TV stations. Mr. Young's interviews or comments will be taped early in the day in New York and flown to the other cities, permitting use on all four stations the same day.
Continuing TV review by networks, stations

Syndicators are checking their product; networks following through on revised standards

Network, station and syndicator spokesmen agreed the sensitivity of the TV industry following the assassination of Senator Robert F. Kennedy would serve to soft-pedal the portrayal of excessive violence in programming at least through the hot summer months and to some degree in the cool autumn and the start of new program schedules.

Meantime, the networks last week pursued efforts to sift through scripts and rough cuts of entertainment production for the 1968-69 season. Officials at all three TV networks appeared determined to carry through on promises made to review existing standards and procedures at the network and producer levels (Broadcasting, June 17).

An immediate area of concern was the rerun. The networks continued to pull some episodes of series previously scheduled to shelf specific motion pictures, while substituting other fare that they considered more palatable in the aftermath of the assassination.

Leading TV program syndicators canvassed by Broadcasting last week reported they had had no reaction as yet from stations regarding the "violence" issue.

They expressed concern over "violence for the sake of violence," and said they would review their series to see if certain episodes could be considered inflammatory and removed from the package. But generally speaking, they felt their series were not violent, per se. They explained that westerns, war series and certain action-adventure series necessitate gunplay and fighting as inherent elements of the plots. Some syndicators said it is often difficult to define the line where "action" ends and "violence" begins.

Reviewing • Stations and station groups indicated they would review series and features to determine whether they could be considered "violent." As a matter of practice, stations do edit features but they acknowledged that only on rare occasions have they had to edit a syndicated program. In some instances, they said, they have not carried certain episodes of series they regarded as "excessively violent" or in poor taste.

Booth stations and syndication officials noted there are sizeable investments tied up in series and features, implying it would be unrealistic and financially disastrous if action series were to be withdrawn from syndication, or in the case of stations, kept off the air after they had signed contracts for their use.

Some executives wondered if in the present climate certain segments of the TV industry are not "over-reacting" to the situation. They feel that some officials can't differentiate between violence and action or perhaps are leaning over backward to avoid possible censure.

At ABC-TV, officials withdrew an episode scheduled in each of two series in summer reruns: one about a gang war from The Flying Nun and another depicting violence in The Avengers.

Meeting Today • James C. Hagerty, vice president in charge of corporate relations at ABC, said a meeting would be held in New York today (June 24), at which Elton Rule, ABC-TV president; Mr. Hagerty: Leonard Goldberg, programming vice president, and other officials would further formulate policy. Mr. Hagerty, who was appointed ABC's liaison with the President's commission on violence by ABC President Leonard H. Goldenson (Broadcasting, June 17), said that Messrs. Rule and Goldberg and other program executives had met with producers in Hollywood last week.

CBS-TV also had its president, Thomas H. Dawson, in Hollywood, following up discussions with producers held a week before by Michael Dann, CBS-TV senior vice president, programs. Mr. Dann said several substantive measures have already been taken. He had received assurances verbally "and in writing" from "every single producer" doing business with CBS to minimize violence in upcoming TV programming. A decision has already been made to drop opening teasers and promos that are used for shock value.

CBS-TV has rescheduled some reruns of Gunsmoke and Wild Wild West—among its regular series—as well as several motion pictures, "some movies indefinitely." Officials declined to indentify those put on the shelf.

Language Change • Much the same picture was reported at NBC, which last week decided to make a subtle but apparent significant change in its existing procedures and standards.

The NBC code of broadcast standards had stated: "Violence should never be presented for its own sake, for shock effect or as an audience stimulant and should never be carried to excess. Depictions of violence can be justified as an expression of conflict only to the extent essential to the advancement of plot or the depiction of characterization."

Under a review ordered June 14 by Julian Goodman, NBC president (Broadcasting, June 17), the network has deleted the reference to justification in the extent of violence depicted and will now permit violence only when essential to plot or character development.

NBC, under this new guideline, is eliminating all teasers, trailers and promos containing violence unless proven "essential." The new change was brought home to producers last week by Bill Storke, vice president-programs, East Coast, who flew to Hollywood for that purpose.

The network shuffled episodes of several series scheduled for rerun. Among series affected were Bonanza, Targan, I Spy, High Chaparral, and some episodes of a summer replacement, The Champions. Both NBC and ABC substituted comedies and features with "nonviolent" themes for motion pictures originally scheduled but now deemed questionable.

Advertisers, agencies consider TV violence

The issue of violence on television occupied leaders of both the Association of National Advertisers and the American Association of Advertising Agencies last week, but neither reached a firm or final position.

Officials of the ANA said key members of its TV committee, headed by Sanford Buchsbaum of Revlon, began work on a statement that probably would be completed and cleared by the ANA board in a week or two. At AAAA, officials would say little more than "the possibility of action is under consideration."

ANA authorities noted that in addition to the statement in preparation, the violence question had been added to the agenda for a previously scheduled meeting this week (June 27) be-
High marks for riot coverage

Most police, city officials consider media 'superior' or 'good' in UPI survey

Broadcast coverage of civil disorders won plaudits from a majority of police and city officials in 20 American cities, UPI reported last week.

In a report sent to its broadcast subscribers this past weekend (June 22-23), UPI said a recent survey it had made revealed that officials in 15 of 20 target cities rated the coverage "good or superior." Police officials also made several recommendations, mainly that broadcast newsmen exercise more restraint and discretion, that communications between police and newsmen be improved and that newsmen strive for more accuracy.

As part of its report, UPI provided 10 guidelines—most of which are now followed—it says police officials feel newsmen should follow. UPI made no assessment or recommendations of the information in the report or the suggested guidelines.

The resultant report moved on the broadcast wire to be used either for information or for broadcast or both.

Top Marks - UPI said officials in eight cities—Washington, Pittsburgh, New York, Philadelphia, New Orleans, Tampa, Fla., Baton Rouge and Oakland, Calif.—rated media coverage "superior." Officials in five cities—Chicago, Boston, Los Angeles, Denver and Hartford, Conn.—rated it "good," and police in Newark, N. J., and Nashville rated it "fair."

Officials in five of the 20 cities surveyed refused to discuss coverage or felt they did not have sufficient grounds for judgment, UPI said.

Seven of the responding 15 officials felt that broadcast coverage managed to "inform without alarming or attracting more rioters." Seven other officials, however, were undecided on this point, and two officials felt coverage did indeed alarm and attract more people to the scene of violence, UPI reported.

Nine of the 15 officials felt that the appearance of broadcast newsmen with their equipment attracted crowds and tended to motivate some reaction among those crowds. Officials in three of the 15 cities were undecided about this issue, and four others felt that the appearance of electronic equipment has no effect on violence, or that the advantages of on-scene coverage outweighed the disadvantages.

Getting the Word - All officials agreed that a key to responsible coverage is closer and more efficient communication between police and newsmen, reported UPI. To this end, several cities are using communications centers where newsmen can be briefed on the latest developments and instructed on the location of safe and dangerous areas. Several other cities are planning such communications centers. UPI said.

As to news operations outside these centers, however, officials in the 15 cities held differing views. According to UPI, some officials said newsmen should have complete freedom to go where they wish; others felt they should be kept away from riot areas; and still others felt there should be limited restrictions, based mainly on the safety of newsmen and noninterference with police work.

Spokesmen for the New Orleans police department, for instance, said the department will give out the news, but "will not let newsmen confront the people." In Boston, newsmen are allowed into any area except where "the possibility of injury to their person exists," an official told UPI.

Frank Sullivan, a spokesman for the Chicago police department, told UPI that "it is a free press in this country. The media is free as long as it is not interfering with actual police work and should determine for itself a responsible and objective way of covering the news."

Several officials also favor a 30-minute delay on broadcasting details of any flare-ups, so that police can be given a chance to deal with the situation. The time lag would also give newsmen a chance to double-check their facts, it was felt.

Early Pact - In Chicago, a local agreement between broadcast and print newsmen and the police department to report violence only after the fact has been in effect since the early 1950's, UPI said. Most media representatives and the Chicago police feel the arrangement has been very effective, UPI reports, but there have been some problems caused by network newscasts feeding back into the city.

UPI reported that officials in Chicago and Tampa feel that while local coverage has been good, national coverage of racial conflicts has been bad. Says Chicago's Sullivan: "National coverage is a scandal because of the incredibly biased opinions of the people who manage broadcast news out of New York."

HHH questions TV's influence on children

Vice President Hubert H. Humphrey last Thursday (June 20) called for a hard assessment of the effects of TV programming in these times of violence.

Speaking to a National Press Club luncheon in Washington, the Vice President and contender for the Democratic nomination for President, said that an essential item on the agenda for promoting civil order was "effective consideration by the American public—and those responsible for television programming—of how to understand and deal with this pervasive influence on our children's lives."

Vice President Humphrey linked guns in the home to TV in the home. Among the facts that must be "brought into evidence," he said, is "the fact that there are guns today in seven of every 10 American homes—and television sets showing every youngster how they are used in an unreal underworld that becomes his vivid reality. . . ."

Later, explaining that he does not propose censorship, he said the nation nonetheless "must take a hard look at the effects of television on our children. What happens when they are exposed to endless exercises in the causal infliction of injury and death on our television screens?"
York."

Mayor Dick Greco of Tampa told UPI that the city's Negroes get many ideas from reading or hearing about what Negroes are doing elsewhere. Mr. Greco, along with officials in Washington, Denver and Philadelphia, feels that closer relationships between police and newsmen are essential to proper coverage. They called for meetings before riots broke out, not waiting until periods of racial crisis.

Many officials also called for balancing news of violence with news of the more constructive measures taken by communities in the area of racial relations; spokesmen felt the media should cover ghetto problems all year.

Whatever their broader news policies, newsmen were advised to follow 10 guidelines when covering actual racial disturbances. UPI said officials generally agreed that:

- "All newsmen sent to the scene of violence should have up-to-date credentials."
- "Only unmarked cars should be used."
- "Police should be advised where newsmen will be operating."
- "Equipment should be used as inconspicuously as possible. Strong lights should be used as little as possible, or not at all."
- "Broadcasts made while the violence is continuing should avoid using exact locations."
- "Newsmen should avoid, or at least balance, any interviews with an inciting quality."
- "The number of newsmen sent into any area should be limited; only the best reporters should be sent to cover such violence, those familiar with the local situations."
- "Newsmen should avoid interfering with police or firemen doing their work. Interviews should not be attempted by newsmen while arrests are being made."
- "Broadcasts should avoid rumors, sensationalism, inflammatory language and superlatives in reporting on violence."
- "Broadcasters should use the greatest discretion and strive for complete accuracy at all times."

Ford grants aimed at minority groups

The Ford Foundation last week announced three grants totaling $226,000 for programs to "advance careers of minority-group members in the mass media" and to "improve racial attitudes through more thorough and informed mass-media coverage of minorities."

The Columbia University Graduate School of Journalism will use its $122,-

Current problems in news coverage—recommended restrictions on news reports of criminal cases, civil disorders and political coverage in an election year—are on the agenda of the June 29 eastern regional conference of the Radio Television News Directors Association in New York.

Participants and agenda were announced last week by the AP, which will act as host to 150 news directors from 14 states attending the sessions in AP's offices in Rockefeller Plaza.

Opening discussions on political cov-

verage include Washington news bureau directors of three networks: John Lynch, ABC; Bill Small, CBS, and Bill Monroe, NBC. Joining them will be a representative of Mutual and AP reporter Reiman Morin. In a session on the controversial American Bar Association's Reardon Report (entailing recommendations to restrict reportage of criminal cases), Judge Edward J. Devitt, chairman of the ABA's legal advisory committee on fair trial-free press and chief judge of the U. S. District Court in Minneapolis, will make his first appearance before a media group since taking over the ABA committee that had been headed by Justice Paul C. Reardon. Theodore Pierson, RTNDA general counsel, will take part in the discussion of the Reardon Report.

A panel on civil disorders will include Dave Kelly, news director, wtvz-Tv Pittsburgh; Len Delbert, news director, WMAL Washington; Daniel Henkin, Department of Defense; Les Carson, AP news staff, and Ed DeFon-

taine. Westinghouse Broadcasting Co. Jay Crouse, news director of whas-am-

TV Louisville, Ky., is moderator. Robert Eunson, AP's assistant general manager for broadcast services, is in charge of arrangements.

BOHAN MOVES UP IN PBL REALIGNMENT

National Educational Television's Public Broadcast Laboratory has a new organizational structure for its second experimental year of existence. In a reorganization announced last week, Av Westin will continue as executive director; Frederick M. Bohen, former staff assistant to President Johnson, will become executive editor, a new post, and the program policy board will be replaced by a small programming committee to advise on program objectives and editorial policies.

Mr. Westin and Mr. Bohen will report to NET President John White and through him to the NET board of directors. The three officials will be members of the programming committee, along with several others yet to be appointed.

Mr. Bohen, who joined PBL on May 1 as deputy director for programming, will be responsible for the "internal planning and editorial direction and management of PBL's programming eff-

orts." Mr. Westin, whose contract with PBL runs until the end of the season, will be "operationally responsible for all PBL productions."

The two-year experimental project, launched last November on a grant from the Ford Foundation, survived an in-

ternal conflict between the editorial board and the PBL staff which came

RTNDA TO ASSESS CURRENT FACE OF NEWS

Current problems in news coverage—recommended restrictions on news reports of criminal cases, civil disorders and political coverage in an election year—are on the agenda of the June 29 eastern regional conference of the Radio Television News Directors Association in New York.

Participants and agenda were announced last week by the AP, which will act as host to 150 news directors from 14 states attending the sessions in AP's offices in Rockefeller Plaza.

Opening discussions on political cov-


BROADCASTING, June 24, 1968

60 (PROGRAMING)
How do you make an ocean?

Take a drop of water. Then another and another and another. Pretty soon, if you work at it steadily, you'll have yourself an ocean. That's the way it's done with Project HOPE, too.

HOPE is the people-to-people program that each year sends medical aid and training to nations long on sickness and disease but short on medical personnel and facilities. An independent, non-profit organization, HOPE is a lot like a do-it-yourself ocean. It relies on people just like you to keep the hospital ship S.S. HOPE sailing.

Send your contribution. It's important. Do it today.

Please make checks payable to Project HOPE. All contributions are tax deductible.
Broadcasters shun spots to promote for gun competitions

The feelings against guns, pushed to a new high by recent events, have prompted at least two broadcasters to ban announcements relating to gun events.

WLKW-AM-FM Providence, R. I., last week said it had adopted a policy of nonacceptance of advertising or public service announcements relating to guns.

The station told Broadcasting that it aired both paid and public-service announcements promoting shooting competitions throughout the state in the past, and recently turned down two requests for similar adver-
tising. The spots had been for local shooting clubs.

Alexander Tanger, WLKW-AM-FM’s president, in announcing the policy, said it was “in line with what the company feels is its obligation to the community and its public safety.”

A suggestion by the National Rifle Association Washington, to wdmv Pomomoke City, Md., that the station provide mentions of a regional high-power rifle tournament next month in Quantico, Va., drew a flat refusal and a stern rebuke from owner Erny Tannen.

Mr. Tannen, head of the Agri-
radio Group, last Wednesday (June 19) wrote John R. Hess, director of the office of public affairs, NRA:

“I think you ought to know we have no intention of broadening these announcements. Anything that would encourage such activities I believe to be callous and uncon-
scionable.

“... To me there’s something ghoulish about being proud of the fact that those who participated in last year’s shooting contest, 73% were civilians.

“Congratulations! Maybe Sirhan Sirhan was one of them.”

to a head earlier this month. The editorial board then “dissolved itself” and recommended the basic structure adopted by the NET committee work-
ing to solve the authority question.

NET officials last week confirmed that the executive director’s job had been offered to Fred Friendly, Columbia University professor and television consultant to the Ford Foundation, who is credited with conceiving PBL, but said he declined because of obligations to the university.

The series of two-hour cultural and public affairs programs is scheduled to return for its second season in November. Last year the programs appeared on Sunday nights for 26 weeks.

News will stay in Emmy lineup

Academy vows separate part of program will be set aside for news awards

Network news programs will be in the running for Emmy awards next year, a news and documentary subcommit-

ee of the National Academy of Arts and Sciences decided last Thursday morning (June 20).

The committee, made up of the three network news chiefs, among others, voted to keep network news and docu-

mentary efforts within the academy’s awards structure despite the cavalier treatment given to TV journalism during this year’s awards ceremonies (Broadcasting, May 27).

In return for remaining within the awards structure, the academy promised that a separate part of next year’s awards program will be set aside spe-
cifically for news, it was learned.

The vote favoring continued news participation and the concession by the academy, came after the committee voted down a motion by CBS News President Richard Salant which reported called for the withdrawal of network news efforts from competition.

It could not be learned if CBS News planned to withdraw from Emmy competition, but network sources noted that CBS News had once before pulled out when it became apparent the acad-

emy was short-changing broadcast journalism.

Secret Ballot = Last week’s decision to remain within the academy was made by secret ballot of 11 of the 13 mem-

bers of the news and documentary sub-

committee. Two members were absent.

The academy had been scheduled to meet June 7 to decide the future of network news organizations within the academy, but the meeting had been postponed following the death of Sena-

tor Robert F. Kennedy on June 6.

The meeting also followed the recent (June 16) ascension of Seymour Berns to the academy’s presidency. Mr. Berns, a former academy executive vice president and an independent TV pro-

ducer, succeeds Royal Blakeman to the two-year term.

Academy spokesman said last week that the first order of business during Mr. Berns’s administration will be the appointment of a national awards com-

mittee which will meet this summer to “consider revisions in the structure of the [Emmy] awards and their method of presentation.” However, academy spokesmen could not be reached for comment on last Thursday’s meeting.

In addition to Mr. Berns, other elected officers who will serve a two-

year term include: Sonny Fox, program host and producer, as executive vice president (New York); Serge Krizman, art director, as senior vice president (Hollywood); Charles Mountain, an-

nouncer, as secretary (New York), and Charles Fries, vice president, Screen Gems, as treasurer (Hollywood).

Locals upstage nets on Solidarity Day

Although the TV networks pooled cameras and turned out half-hour specials on last Wednesday’s (June 19) Solidarity Day activities in Washington, several of the city’s TV stations went much further in their coverage. About 50,000 persons took part in the affair around the Washington Monument and Lincoln Memorial.

ABC-TV had one pool camera at the monument and NBC-TV had four pool cam-

eras at the memorial. ABC-TV did a half-hour recap at 4-4:30 p.m., plus a report from 11:55 a.m. to noon; CBS-TV ran a half-hour from 4:30-5 p.m. NBC-TV ran from 4:30 to 5:30 p.m. and was the only TV network to carry live the speech by Mrs. Coretta King, widow of Dr. Martin Luther King Jr. All three networks used live and tape coverage.

CBS-TV and NBC-TV ran recaps from 4:30-5 p.m. Much of the network cover-

age centered on highlights taped earlier in the day.

Locally, WTTG(TV), Washington’s inde-
pendent VHF had two of its own cameras at the memorial, in addition to taking the pool feed. It carried a half-

hour before noon, another half-hour between 12 and 1:15 p.m. Then at 1:15 it dropped all commercials and went with live coverage until 6:55 p.m.

WBC-TV, the NBC-owned station, began its live coverage at 1:30 p.m. and ran through 7 p.m. Although the station carried some commercials, it
dropped about three dozen during the afternoon. Wrc-ctv did not carry the half-hour network special, preferring to stick with its own coverage.

Wtcp-tv began live progress reports every half-hour starting at 9:30 a.m. and went to full coverage, including taped highlights, from 3:55 p.m. It did not carry the CBS-TV half-hour special.

Wmal-tv had brief cut-ins during the day and picked up the ABC-TV special. In addition the station extended its regular 5:30 p.m. newscast for additional coverage.

Program notes ...

Daytime trim • It's Happening, a new daily musical show, will begin on ABC-TV on July 15, 1:30-1:55 p.m. EDT. Mark Lindsay and paul Revere are the hosts, and Dick Clark Productions, Hollywood, the producer.

Soul singer's special • Wolper Television Sales will syndicate a one-hour special, James Brown: Man to Man, of a performance taped at the Apollo theater in Harlem.

Divisional spinoff • As a result of its involvement in the production of Singer Presents Superteen: "The Sounds of '68," an ABC-TV special sponsored by Singer Co. and scheduled for Aug. 20, Robert E. Petersen Productions, Hollywood, is expanding into the music-publishing and recording business. Much of the initial talent for these new enterprises are expected to come from personalities now being auditioned in a national contest that seeks performers for the ABC-TV special. Petersen Productions has a seven-year contract with Singer to produce the Superteen programs.

ASCAP payday • New cash awards made by the American Society of Composers, Authors and Publishers to 161 writer members in the popular and classical fields have raised the total ASCAP awards for 1967-68 to $651,850, a record-breaking figure, according to ASCAP.

Sports quiz • Nick Nicholson and Roger Muir have produced a pilot for a new TV panel show that will feature sports celebrities and fans vying for cash prizes in a quiz game based on general sports knowledge. The program is handled by Sportscome Division of Trans National Communications. Whitey Ford, Dick Lynch, Pat Summerall, and Rod Gilbert are on the panel for the pilot.

Return of Pyne • Telephone talk personality Joe Pyne, who has been recuperating from a recurring pneumonia-type illness (Broadcasting, May 27), has resumed his early morning show on KLac Los Angeles. During his more than two weeks away from the microphone, Mr. Pyne had been replaced by Tom Duggan (Broadcasting, June 3). Mr. Pyne's radio talk show is being broadcast live via a direct wire to his home.

Suggesting solutions • Wlby New York, Negro-programed station, will begin on July 1 a half-hour Monday night series, What Must Be Done. The programs will offer suggestions to ease problems affecting the ghetto and race relations. The series is being produced by Sam Chase, vice president in charge of operations for Wlby, in cooperation with Newsweek magazine. Tapes will be made available to other stations.

'Parade' returns • The Passing Parade, one of radio's more successful programs two decades ago, has been revived under a new format and is offered to stations in syndication by Creative Marketing & Communications Corp., Cincinnati. Originally researched and narrated by the late John Nesbitt, the human-interest vignettes have been newly written and edited to fit a five-minute format. The 130 new episodes are narrated by John Doremus.

NAB requests delay on syndication filing

The National Association of Broadcasters has asked the FCC for a five-month delay on the deadline for comments on the commission's proposal to regulate territorial exclusivity agreements between television stations and suppliers of nonnetwork programs. NAB requested a delay from July 8 to Dec. 9 for filing comments and from Aug. 8 to Jan. 6, 1969, for filing reply comments.

Republicans pick Amdur for radio-TV post

An ABC newsman has been appointed to coordinate Republican National Committee activities "as they relate to radio and television." Republican National Chairman Ray C. Bliss has announced. Robert B. Amdur, who has been serving as field producer and news assignment editor, ABC News, Washington, will serve as special assistant on radio and television in the national committee's public-relations division.

His assignment as activities coordinator covers both the 1968 Republican national convention at Miami Beach and the subsequent campaign programs of the national committee, it was announced.

Mr. Amdur was a unit manager with NBC-TV before joining ABC News. Before his NBC service he was motion-picture production officer in the U.S. Army Signal Corps.

Advertisement

Ever heard of "Sitting Ducks Anonymous?"

If you're part of the communications industry, you're considered fair game for anyone with a grievance, real or imagined. You can be sued for libel, slander, piracy, plagiarism, invasion of privacy or copyright violations. But if and when you are, there's someone to turn to: Your Employers Special Excess Insurance Policy. It's kind of a "Sitting Ducks Anonymous Club" for those who'd much prefer to be sitting pretty. To join? Simply decide on the amount you could afford in case of a judgment against you...we'll cover any excess. For details and rates, write to: Dept. A, EMPLOYERS REINSURANCE CORP., 23 West 10th, Kansas City, Mo. 64105; New York, 111 John; San Francisco, 220 Montgomery; Chicago, 175 W. Jackson; Atlanta, 34 Peachtree, N.E.
ACLU shifts program-control position

SCARCITY-OF-FREQUENCIES ARGUMENT DROPPED FOR RADIO, BUT NOT TV

The American Civil Liberties Union has quietly abandoned the argument that scarcity of frequencies justifies government regulation of radio program content, except through application of the fairness doctrine and specifically applicable existing laws.

It "now urges a limitation of FCC regulatory power affecting radio programming."

It does not, however, feel that television has reached the stage where government regulation should be loosened. Indeed, some of its key members feel that radio hasn't, either, and this question is due for further consideration.

These disclosures were made in an 18-page ACLU staff memo drafted as background in preparation for a seminar last Saturday (June 22) on media and the First Amendment, and released with other papers prepared for that session. It was one of a series of meetings at ACLU's seventh biennial conference, which opened Thursday (June 20) at the University of Michigan at Ann Arbor and continues through tomorrow (June 25).

Other Changes * The staff memo, by Alan Reitman, ACLU associate director and staff associates Trudy Hayden and Susan Goldstein, disclosed a number of policy changes that Mr. Reitman said had been made without publicity several months ago. The memo described some of them as follows:

"The ACLU's past assertions that some government regulation of [broadcast] content was required rested on arguments regarding the technical scarcity of broadcasting channels, combined with the need to insure that the public interest will be served. The union recently reached the conclusion that these technical limitations are no longer present in radio broadcasting. Therefore, it now urges a limitation of FCC regulatory power affecting radio programming.

"While the ACLU agrees that in regard to radio the FCC may seek diversity of ownership and control of broadcasting facilities and diversity of program sources, it opposes FCC action that, in effect, amounts to regulation of program content."

"This means that the FCC should neither require desirable programs or kinds of programing, except as specified by the fairness doctrine and the statutory provisions concerning political candidates, nor suppress undesirable programs or kinds of programing except those within the established legal categories of fraud, illegal lottery or involving a clear and present danger of unlawful acts.

"In television broadcasting the ACLU believes that the technical factors limiting the availability of channels still prevail. Therefore, at this time the FCC has an affirmative obligation to continue and indeed, to expand regulations in the field of television broadcasting which, without regulation of program content, will insure balance and diversity of programing. This can be accomplished in part by use of such methods as the program service form (a review of each licensee's past and projected programing . . .) and the fairness doctrine."

Positive Position * The memo also

---

Second Stage being built by Tele-Tape

Tele-Tape Productions Inc., New York, last week broke ground at 81st Street and Broadway for a $2-million-plus studio theater, "The Second Stage." The theater will have as its first major occupant, That's Life, a weekly ABC-TV comedy series starring Robert Morse. Tele-Tape will handle production of the series, which begins on the network this fall.

As designed, Second Stage, will accommodate a 500-person audience and will have flexibility, permitting it to become a thrust stage, a proscenium theater or an arena or a sound stage. Balconies can fold up and floor seating be quickly removed.

Tele-Tape Productions, which has its offices at 234 West 44th Street, was founded eight years ago primarily to provide tape facilities but now has added fixed location sites to its mobile TV and film production for network and local programing, TV packages, agencies, industry and government. Among shows for which Tele-Tape has provided its production talent: the syndicated The Merv Griffin Show, parts of three Barbra Streisand specials (on CBS-TV), a Herb Alpert special, the Mark Twain Tonight special, and various daytime and nighttime series for both commercial and educational television.
revealed that the ACLU has “come up with a suggestion that would thrust government even more directly into an affirmative First Amendment role.” This is a proposal “that local citizen advisory committees be established to handle, on the community level, complaints from citizens that the fairness doctrine has been violated.”

The session for which the memo was prepared centered around a paper by Jerome A. Barron, an associate professor at the George Washington University Law School, on his concept that the First Amendment—and the so-called fairness-doctrine law—can and should be used to require both broadcast and nonelectronic media to provide coverage of significant public issues.

Professor Barron’s paper, “An Emerging Right of Access to the Media?”, brought warm praise and support from Richard D. Heffner, Rutgers University professor of communications and former TV program executive, and Harriet F. Pilpel, a New York attorney, in other papers prepared for the ACLU sessions.

The ACLU staff memo also dealt in detail, at times warmly, with Professor Barron’s concept, but also reviewed arguments against it as well as for it.

The memo also offered some suggestions about how the concept might be implemented—through a government-sanctioned network, for example, or subsidies to private broadcasters for certain public-service projects, subsidies to start newspapers in one-newspaper towns, sanctions requiring acceptance of noncommercial controversial advertising or points of view by both broadcast and print media, etc.—if it should be decided that the government does have an obligation “to assure a right of access to the mass media.”

Twin Goals • In his paper, Professor Barron argued that in broadcasting “what is needed is not more legislation but a wider appreciation of the responsibilities of the twin purposes of Section 315 to basic First Amendment goals.” He contended that if the statute were administered to require licenses to provide access for significant public issues, one of the most important means for evasion of the fairness principle would be weakened.

“Dislike of a particular side of an issue, or unwillingness to be required to give free time for reply, are presently frequently sufficient reason for a license to decide to avoid a particular issue altogether, Mr. Barron said.

“An access approach to 315 would make the road to fairness-doctrine evasion a little steeper. If 315 were read as a command, requiring access for controversial public issues as well as a restatement of the ‘fairness’ principle, then we would have a structure to stimulate access to ideas in broadcasting similar to that which I advocate for the press.”

He noted that in broadcasting, access would necessarily have more teeth inasmuch as station licensees must have their licenses renewed every three years. He added that some public issues are underplayed rather than denied access and he cited race relations as one example.

Cross-Ownership • Professor Barron pointed to an economic interdependence of newspapers and the broadcast media inasmuch as there is newspaper ownership of stations in many large cities. He added:

“What is necessary is not to point to the lack of a ‘fairness’ principle with regard to the legal responsibilities of newspapers but rather to point to the ‘fairness’ principle as a standard which should have application in the press as well.”

He appeared to endorse the determination in the Red Lion case, now pending before the Supreme Court, calling upon the broadcaster to furnish an unpaid reply to a personal attack. He observed that if the Supreme Court affirms the Red Lion case, it “will augur well for the beginnings of a First Amendment theory which will have contemporary relevance.”

“And so, ironically, will be the entire future of private broadcasting,” Professor Barron argued. “Oddly enough, how large a role the advent of public television will ultimately come to play is to a considerable extent contingent upon whether private broadcasting can be legally required to assume some measure of public and social responsibility.”

Was coverage just too much?

Affiliates starting to voice criticism that networks overlaid Kennedy funeral

A broad but for the most part quiet undercurrent of affiliate dissatisfaction with the TV networks’ unwavering day-and-night-long coverage of the June 8 funeral services for Senator Robert F. Kennedy was evident last week.

It appeared that most affiliates had carried the day’s coverage almost, if not entirely, in full, but many of them didn’t like it. These critics thought it was too much, especially most of the eight hours while the funeral train was en route to Washington.

Network and network-news sources, on the other hand, contended there was nothing they could do about it. Once started with the coverage, they reasoned that, as several put it, “you can’t get away.”

“It’s not the sort of thing where you can walk out and have a cigarette and trade a few jokes and then walk back in,” said Richard S. Salant, president of CBS News. This view found general support among other network authorities.

Network officials generally reported that, so far as they had been able to learn, most affiliates carried most of the day’s coverage and many carried it all. “All” was 14 hours on ABC-TV, 15 hours on CBS-TV and 17 hours on NBC-TV. All three had expected to resume normal programming by 7 or 7:30 p.m. EDT but ABC and CBS were on till 11 p.m. and NBC till 1 a.m.

Few Complaints • Network officials also reported that they had received
relatively few complaints—and a number of affiliate condemnations. Privately, however, several officials acknowledged that the trend of the comments they had received was predominantly critical, and some said they "sensed" that many affiliates who had made no comment were probably critical.

One official divided the reaction into two classes: that from affiliates who felt strongly enough to call or write about the coverage, and that from affiliates who hadn't called about the coverage but mentioned it after calling about other matters. Members of both groups, he said, were virtually all critical but the latter were quicker to recognize the difficulties that would have been involved in cutting in and out of the funeral day's events.

He emphasized that the number altogether was "rather small" and included some who praised rather than criticized the full-coverage approach. He "guessed" he had heard complaints from about 20 affiliates in all and assumed most of them had carried the full feed. "Otherwise," he said, "they probably wouldn't be complaining."

Members of the three networks' affiliates advisory boards indicated for the most part that they had received few or no complaints, although some said they too "sensed" a feeling that there was "just too much of it."

It was known—and privately acknowledged by officials at most of the networks—that some stations did break away from the network feeds at times and ran local programing, including movies. Just how many could not be ascertained.

In Amarillo, Tex., KGMV-TV (NBC) and KVIT-TV (ABC) alternated in presenting funeral coverage during the daytime, keeping viewers advised of the arrangement, and said they received many viewer compliments and no complaints (Broadcasting, June 17).

Although most station critics preferred anonymity, a number privately indicated they felt the extent of coverage, especially on the funeral day, was out of perspective.

Mr. Rogers
Mr. Sandstrom

Was It Needed? • One who spoke up was Thad M. Sandstrom of WIBW-TV Topeka, Kan., a CBS affiliate. In a letter to his representative on the CBS-TV affiliates board he questioned the need for "all-out, constant coverage" of any but a presidential assassination or death.

"CBS News did an outstanding job of covering the Kennedy shooting up through the time of his death." Mr. Sandstrom wrote. "I thought CBS handled the coverage about right up to Saturday morning (June 8), although I somewhat question the decision to pre-em all of Thursday evening."

"It seemed to me, however, that the decision to give wall-to-wall coverage on Saturday was a bad one. I believe that actual coverage of the funeral service and the burial at Arlington would have been sufficient. Reports every 30 to 60 minutes of the train procession would have been sufficient. As you well know, there was a great deal of repetition. I thought the film of the railroad track would wear out."

"KCNO-TV in Kansas City [Mo.] cut out for several hours on Saturday afternoon to carry a movie. They were smarter than we were. I may be the only CBS affiliate in the country who feels this way, but I doubt it. While this was a tragic event, I believe that CBS affiliates, through the members of the affiliates board, should bring this to the attention of the network and try to establish a more sensible set of ground rules should there be more news events of this type."

Mr. Sandstrom suggested that a better arrangement might have been for one network to carry the funeral, another the procession to Washington, and a third the burial, though he acknowledged that this might involve abdication of news responsibility. But, he added, "most viewers would be far more interested in seeing a good 30- or 60-minute condensation of what took place, rather than hour after hour of repetition. And those who wanted to view it all could, by switching networks."

Lack of Perspective • Lawrence H. Rogers II, president of Taft Broadcasting, whose stations include affiliates of all three networks, said "an appalling lack of perspective" in so-called television news coverage consisting of hours of voice treatment from a helicopter of stalled rail traffic.

The train was seen as one of the central problems by virtually all network sources. Elmer Lower, president of ABC News, said that "we were trapped by the fact that it went eight hours instead of four." Others subscribed to that view and felt once the trip started, they couldn't switch to lighter fare even if they wanted to.

Although the networks felt they "couldn't cut away," at least some officials did not appear to object to the fact that some of their affiliates did, so long as they didn't put in "something that was too jarring."

CBS News President Salant noted that full network coverage gave affiliates the option of carrying it all or cutting away—and that while some may have cut away, many "carried every minute of it."

Would coverage be the same if it were to be done over again? Most network sources seemed to think it probably, if not definitely, would. But one offered this reservation: "If anyone had told us that train would take eight hours, we'd probably want to take another look at our plans."

INTERNATIONAL

PGL, Pacific take top Venice prizes

American production company entries dominated the winners in the 15th International Advertising Film Festival in Venice, Italy, last week.

Among the grand prize winners were PGL Productions, New York, the producer whose six films achieved the best total to win the Triennale of the City of Venice, and Pacific Commercial, Hollywood, whose Ralston Purina "Park Bench" commercial, through Gardner, won the Grand Prix.

Gold medal and first-prize winners included: Audio Productions for Ocean Spray cranberries through Young & Rubicam; Horn-Gruner for Simons Co. through Y & R; Jerry Ansel for Scott Paper Co. through J. Walter Thompson; VPI for Clairol through Foote, Cone & Belding; Filmfair for Philip Morris through Leo Burnett; EUE/Screen Gems for Chevrolet through Campbell-Ewald; Take Two for Burlington Industries through Doyle Dane Bernbach; Audio Productions for Bristol-Myers through Y & R; PGL for the Advertising Council through Y & R; Telemetric for General Telephone through DDB; MPO for Eastman Kodak through JWT; Howard Zieff for Philip Morris through Wells, Rich, Greene.

Second awards and silver medals going to U.S. companies included: PGL for Diet Pepsi through BBDO; Lee Lacy for Mineral Corp. through Needham, Harper & Steers; Harry Hamburg for Chevrolet through C-E; Jerry Ansel for 3M Co. through Y & R; Audio Productions for Bristol-Myers through Y & R; PGL for the Peace Corps through Y & R; VPI for Union Carbide through Y & R; and Lee Lacy for Armour & Co. through FC&B.
Goldberg sees research gaining sophistication

Broadcast research in the future will require more detailed information about the audience in terms of product usage, demographics and psychographics, Melvin A. Goldberg, vice president, Blair Television, told the Canadian Broadcast Executive Society in Toronto last Tuesday (June 18).

Mr. Goldberg also predicted that a "systems" approach to advertising research will be used in the future where all media measured simultaneously rather than each alone. He supported this trend by saying:

"Since I believe that all media influence the consumer in a cumulative and synergistic way, I see no reason why advertising research in the future can't develop in a 'systems' direction, using television perhaps, as a base around which to build.'

He also projected a deeper concern in the future with editorial compatibility between commercials and programs for the benefit of the advertiser as well as the broadcaster. This is true in magazines today, Mr. Goldberg said, and there is no reason why it cannot be true of television.

Despite the changes in the media picture and the expected new approaches to research, television will continue to play an important role in new production, Mr. Goldberg said. But the degree of effectiveness "will probably vary with the types of programs used or in which the commercials are seen," he pointed out.

**AMST assails spectrum policy**

In comment opposing NABER effort to become frequency advisory committee, group urges stricter allocations

The FCC's policy of providing radio frequencies on an unrestricted basis in the business radio service at a time of pressing demands for spectrum space was labeled intolerable last week by the Association of Maximum Service Telectasters.

AMST expressed its view in a comment on a petition of the National Association of Business Educational Radio Inc. for a rulemaking to permit it to function as the private "frequency advisory committee" for coordinating the assignment of business-radio-service frequencies in the 450-470 mc band. Commission rules now provide for such coordination in other land-mobile bands, and private committees of mobile users operate in some as advisers to the commission. But coordination is not now required in business radio.

AMST opposes the petition. But the thrust of its comment is its criticism of frequency management in the business-radio service, which fits in with broadcasters' concern over land-mobile-radio users' requests for reallocation of television broadcast channels to alleviate what those users say is congestion in their frequencies. Broadcast-industry spokesmen have long argued that the best solution to the congestion problem is stricter allocations procedures in the land-mobile services.

History • AMST said that the commission established the business radio service in 1958 "with virtually no limit on eligibility" because of a wish to avoid "the multitude of administrative decisions that were required in the 'gray' areas of eligibility in the established services."

Commission policy, AMST said, has resulted over the years in a "hodge-podge of disparate users" occupying the business-radio frequencies. AMST, quoting from NABER's petition, noted that in the Los Angeles area, where spectrum space is said to be in short supply, "scarce radio frequencies" are allocated to such users as auctions, auto repossession, bottled water, coin-operated laundry (vendors), drapery cleaners, financial services, gardening and landscaping, graphic reproduction, maid service, mortuary, safe manufacturing, sightseeing tours and weed control.

AMST said such uses cast "doubt on the policy of providing limited radio frequencies on an unrestricted basis for such activities," especially when high-priority services, like police and fire, claim they need additional space.

AMST also expressed doubt as to whether effective frequency coordination is possible in the business radio service, and said the question is whether, "given the present demands on the spectrum," business-radio frequencies can remain available "for the convenience of any 'business,' regardless of need or priority and with meaningful and effective frequency coordination not possible. AMST submits that such use of the spectrum cannot be tolerated."

Not Representative • The association added that even if meaningful frequency coordination in the business radio service were possible, NABER should not be authorized as the frequency coordinator. AMST said that under present frequency-coordination theory, groups performing such service must be "representative" of the industry or service. Considering the variety of users in the service, AMST said, it's doubtful that NABER could be representative of all persons eligible for a license.

AMST also questioned the appropriateness of frequency-coordinating functions being performed by a group that has purposes and goals other than the more efficient use of the existing business-radio-service frequencies. AMST noted that NABER, in its petition, states its belief "that only the assignment of additional spectrum will solve the frequency management crisis . . . ."

AMST said this is NABER's "primary goal" and said it is inconsistent "with effective frequency coordination to make more efficient use of the spectrum already allocated to the business radio service."

**FCC-backed bill moves**

A bill, (H.R. 14910), long sought by the FCC has been ordered favorably reported by Senate Commerce Committee. The measure would give the FCC the authority to regulate the manufacture of devices with a potential for causing radio-TV interference, such as garage-door openers and medical diathermy machines. The bill has been passed by the House and was accepted by the Senate panel without amendment. A favorable report clears the way for Senate floor passage. During House hearings on the bill, the FCC termed the legislation the most important item on this year's FCC legislative agenda. (BROADCASTING, Feb. 12.)

BROADCASTING, June 24, 1988
Charles V. Fryer and John H. Hatheway, management supervisors. Young & Rubicam, New York, named senior VP’s. Thomas S. Knight Jr. and Cochr-an B. Supplee, account supervisors with agency, named VP’s.


Robert B. Edwards, account supervisor, Hoefer, Dieterich & Brown, San Francisco, elected VP.

Walt Erickson, VP and director of production, Gray & Rogers, Philadelphia, also named broadcast media director. Jim Bowler named assistant broadcast media director.

Lowell A. Shaffer, with H. G. Peters & Co., TV commercial production firm, Primos, Pa., named VP in charge of production.


Vic Tor Buell, corporate VP, marketing, American Standard Inc. New York, elected president American Marketing Association.

Thomas J. Cochrane, director of production and traffic; William M. Morris, Ronald K. Sherman, Henry F. Wood Jr., account supervisors; all J. Walter Thompson Co., New York: John G. Keane, director, research and planning, JWT, Chicago; Rodney C. Holbrook, media director, and Glen B. Niemi, account supervisor, JWT, Detroit, all elected VP’s.

Gerald T. Rogers, director at Wilding TV, Chicago, named VP and executive producer.


Lou Hummel, sales manager, Peters, Griffin, Woodward Inc., Chicago, appointed manager of San Francisco office. Paul Wischmeyer succeeds Mr. Hummel as sales manager of Chicago office.

William H. Mallery, account executive, NBC Spot Television Sales, New York, appointed manager, Chicago spot sales. Mr. Mallery succeeds Robert Walsh, who becomes manager, local sales, for NBC-owned WMAQ-TV Chicago.

Barnhard Kvale, sales manager for KDKA Pittsburgh, joins Avec Radio Television Sales Inc., New York, as midwestern sales manager for radio division, Chicago.

Richard F. Appleton, sales manager, KEMO-TV San Francisco, named general sales manager, KFRE-TV Fresno, Calif., succeeding Elio Betty, who has moved to executive position at WNSC-TV New Haven, Conn. KFRE-TV and WNSC-TV are Triangle Stations.

Robert W. Hastings, sales manager of KENI Anchorage, named general sales manager of KENI-AM-TV. David Droegge with KENI, appointed sales manager. James B. Lawson, with KENI-TV, appointed sales manager of that station.

GOP picks Hildreth

Horace A. Hildreth, Maine group broadcaster, won nomination in last week’s Maine primary election as a Republican to oppose Representative Peter N. Kyros (D-Me.). Mr. Kyros will seek re-election and also won the nomination of his party last week.

Mr. Hildreth had been expected to win the Republican nomination for first congressional district. He faced two opponents, including actor Gary Merrill (who ran as a peace candidate), but handily defeated both.

Mr. Kyros is seeking his second House term and is lowest-ranking member of the House Commerce Committee.

Mr. Hildreth holds majority interests in WABI-AM-FM-TV Bangor, WAGM-AM-TV Presque Isle and WPOR-AM-FM Portland and holds 1% interest in WMTW-TV Poland Spring, all Maine.

Fred Kaufman, station manager of KTAC Tacoma, Wash., joins KOMO Seattle as general manager. Al Doyle, news assistant with KOMO, appointed sales promotion manager.

James R. Martin, account executive, WWDC Washington, appointed local sales manager.

Herbert Farber, research manager, BROADCAST ADVERTISING Television Advertising Representatives Inc., New York, appointed research director. Francene Cohen, research assistant with firm, appointed associate research director.

Milton H. Strasser, director of advertising and promotion of Wolper Television Sales, appointed director of sales development, WMCA New York.


Roger C. Harvey, producer, Norman, Calif. & Kummel, New York, joins Warwick & Legler, that city, as senior radio/TV producer.

Anthony George Nappi, art director for Young & Rubicam, New York, appointed art director/producer in TV production department of Carson/Roberts/Inc., Los Angeles.

Harry D. Honig Jr., sales promotion and merchandising manager. KSD-AM-TV St. Louis, also named director of creative graphics, new department for preparation and production of radio and TV commercial announcements.

Harry Wilson, with Leo Burnett Co., Chicago, appointed senior art director.

Thomas J. Shutter and Edward C. McAlliffe, copy supervisors, Leo Burnett Co., Chicago, named associate creative directors.

Don H. Sunoo, assistant professor of advertising, University of Kansas, Lawrence, joins Foote, Cone & Belding, Chicago, as research supervisor on special projects.

Sid Connolly, sales manager for KLOK San Jose, Calif., joins KOSC-TV San Jose, in same capacity.

MEDIA

Wes Haugen, manager, KFYR-TV Bismarck, N. D. appointed general manager for all Meyer Broadcasting Co. TV stations (KFYR-TV Bismarck, KMOT-TV Minot, KUMV-TV Williston, all North Dakota).


Russell A. Greer Jr., with D. H. Overmyer Communication Co., prior to its dissolution in 1967, named VP and general manager for KOSC-TV San Francisco.

BROADCASTING, June 24, 1968
Russ McKenman, director of research for American Research Bureau, New York, joins National Association of Broadcasters, that city, as assistant to Howard Mandel, VP for research.

Dave Taylor, with KPRO Riverside, Calif., named executive VP and general manager. Ralph Lawler named VP in charge of station operations.

Julian Kantor, previously with WJW-TV Cleveland and Midwest manager for Storer Television Sales Inc., Chicago, joins WCIX-TV Miami as general manager.

Pierson G. Mapes, station sales representative, NBC-TV New York, named regional manager, NBC station relations.

Bob Steinberg, business manager for WIP and WMMR-FM Philadelphia, appointed business manager for KNEW Oakland and KSAN-FM) and KNEW-TV, both San Francisco. All are Metromedia Inc. stations.

Dennis McGuire, general sales manager, named station manager at WKFPM-(FM) Chicago.

Michael C. Steele, with WBNF Binghamton, N. Y., returns to WENY-AM-FM Elmira, N. Y., as station manager.

Norman I. Stark, certified public accountant with Malrite Broadcasting Co. (group owner), Detroit, appointed treasurer-controller.

Virgil B. Wolff, general manager, WXIX-TV Atlanta, elected president Georgia Association of Broadcasters. Other officers elected: Don Ferguson, WSOX Savannah, VP radio; Don Elliot Head, WSB-TV Atlanta, VP television; Esther Pruett, WTCO Savannah, treasurer.


Joseph J. Madden, treasurer, Robert E. Eastman Co., New York, named controller, Sonderling Broadcasting Corp. (group owner), that city.

Jay Ward, program manager, KOMA Seattle, also named assistant station manager.

PROGRAMING


Edward E. Katz resigns as board chairman and general manager of The Film-Makers Inc., Chicago, but retains part ownership interest. He also continues as consultant.

Arthur Altman, composer and musician; Ron Greenberg, producer; and Allen Reid, lawyer, Don Reid Productions, New York, elected VP's.

Herbert Estrin, assistant controller, Screen Gems Inc., New York, named director of budgets and corporate planning.

Robert B. Lindemeyer, director of operations, Metro/Kalvar Inc., Darien, Conn., joins Holland-Wegman Productions, Buffalo, N. Y., as assistant to president.

Max Adler, chairman of board, Spencer Gifts Inc., New York, also elected VP of MCA Inc., that city.

Preston Stover appointed program manager, WTAQ-TV Pittsburgh. Edward Young named operations manager of station.

Bill Loudon, manager of NBC TV Spot Sales, Burbank, Calif., and Dick Ridgeway, account executive for NBC TV Spot Sales, that city, have formed film sales representative firm in Hollywood. They will be exclusive representatives for Sandler Films, Hollywood.

Jack W. Wagner, program manager, KNBR San Francisco, joins KCBS there as manager of broadcast operations.

Alberto Lozano, WOR-TV New York, joins WXTV-TV Paterson, N. J., scheduled to begin broadcasting in July, as operations manager.

Bill Hamby, WSSX Nashville, joins WABI Dayton, Ohio, as operations director.


Al Kessler, staff announcer, WDBR-FM Philadelphia, appointed production manager.


Kevin O'Connell, assistant business manager for WNEW-AM-FM New York, named office manager for Wolper Productions, that city.

Robert R. Sprentall, production coordinator, WMAQ Chicago, named supervisor of program operations.

Rudy Hickman joins WWOX Charlotte, N. C., as program manager.

Ed Neilson, VP of Medicar, Norfolk, Va., joins WTID-FM there as program director.

NEWS

Craig Spence, chief correspondent, WPVI-TV New York, joins ABC news bureau in Saigon as correspondent.

David Murray appointed news director for WTAQ-TV Pittsburgh.

George Thomas, news director, KOY Phoenix, joins KHTT Houston in same capacity.

Sid King, with KVOC Casper, Wy., re-elected president of Wyoming AP Broadcasters Association.

FANFARE

Eugene Moss, with NBC participating program sales division, New York, appointed director of advertising and promotion, NBC Films, that city.

Ann E. Berk, administrator, advertising and promotion, appointed advertising and promotion manager, NBC Radio, New York.

Bob Rimes, manager of station group promotion for Westinghouse Broadcasting Co., New York, appointed promotion manager for WBC'S KPIX-TV San Francisco.

R. C. CRISLER & CO., INC.

BUSINESS BROKERS FOR C.A.T.V., TV & RADIO PROPERTIES
LICENSED SECURITIES DEALERS
UNDERWRITING — FINANCING

CINCINNATI —
Richard C. Crisler, Alex Howard, James L. Brown, James J. Espy
5th & 3rd Bank Building, phone (513) 361-7775

GALLIPOLIS, OHIO —
Paul L. Wagner
POB 448, phone (614) 446-3543

TUCSON —
Edwin G. Richter, Jr.
POB 448, phone (602) 622-3236
Jim Ward, promotion manager, WMT Cedar Rapids, Iowa, appointed promotion and merchandising manager WMT-AM-FM-TV, that city.

Tom Robertson, continuity and traffic director for WDAO(FM) Dayton, Ohio, appointed director of promotion and public relations for WAWI and WDAO, that city.

Robert H. Krieghoff Jr., promotion manager, WDEM-TV Bay City-Saginaw-Flint, Mich., joins WJRT-TV Flint in same capacity.

Mike Cloer joins WWOK Charlotte, N. C., as public relations director.

EQUIPMENT & ENGINEERING

Joseph J. Casale appointed marketing VP-consumer electronics, Admiral Corp., Chicago. Stephen H. Morrall, with Warwick Electronics Corp., joins Admiral as product planning manager for TV.

Charles S. Dolk, manager of marketing planning for distributor sales division of Ampex Corp., Redwood City, Calif., named director of division with responsibility for nationwide distributor sales of closed-circuit video-tape recorders, TV cameras and associated equipment. Oral Evans, national distributor manager for systems and applications division, named manager of division with responsibility for systems and technical liaison with educational/industrial products sales force.


INTERNATIONAL

Raymond David, assistant general manager, network broadcasting, French, for Canadian Broadcasting Corp., Ottawa, named VP and general manager, network broadcasting, French, with headquarters in Montreal.

Alvaro Gonzalez Manrique, executive VP, Publicidad General, Mexico City, named VP and general manager, Young & Rubicam, that city. Peter Schork, deputy manager, Young & Rubicam, Frankfurt, Germany, elected VP.


DEATHS

Paul Bauman, 52, VP of KPAT Oakland, Calif., died June 11 of heart attack while visiting friends in New York.

Mr. Bauman was general partner of Wright Broadcasting Co., New York, and served as executive VP of WPAT Paterson, N. J., from 1954-62. He is survived by his wife, Ruth, and daughter and son.

Frank J. Assante, 51, field technician for Voice of America, died June 14 in Washington hospital center, Washington, following heart attack. He is survived by his wife, Eleanor, and son.

Joseph Daly, 77, retired program director for NBC Radio network and songwriter, died June 16 in New York. Mr. Daly joined NBC in 1937 and was with network 20 years.

Allan Lawrence, 61, radio and television news writer and editor, died June 15 in Will Rogers Memorial hospital, Saranac, N. Y. Mr. Lawrence was most recently with NBC News and had been with WNEW and WFXN(TV), both New York. He is survived by his wife, Ruth, and three daughters.

Harland R. Morris, 71, retired Washington defense coordinator, FCC, died June 14 of heart failure at his home in Arlington, Va. He is survived by his wife, Antoinette, and son.

Arthur Breider, 46, formerly of MGM TV Sales and Ziv-United Artists Inc., died June 12 at home of his brother, Robert Breitenstein in Brentwood, N. Y. Mr. Breider had been living in Europe past six years, distributing American film products. He is survived by his wife, Francine, of Syracuse, N. Y.

Rev. C. R. Bright, 73, VP of WETZ New Martinsville, W. Va., died June 11 in Wetzel county hospital. He is survived by his wife, Retta, and son.

FOR THE RECORD

STATION AUTHORIZATIONS, APPLICATIONS

As compiled by Broadcasting, June 12 through June 19 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. ke—kilometers. kw—kilowatts. LS—local sur-
set. mc—megacycles. mod.—modification. N—night. PSA—preservice authority. SCA—subsidiary communications authorization. SH—specified hours. SSA—special service authorization. STA—special temporary authorization. trans.—transmitter. UHF—ultra high frequency. U—unlimited hours. VHF—very high frequency. vis.—visual. w—watts. *—educational.

New TV stations

APPLICATIONS

Kokomo, Ind.—Booth American Co. Seeks UHF ch. 29 (560-566 mc); ERP 240 kw vis., ant. height above average terrain 364 ft.; ant. height above ground 364 ft. P. O. address: 2000 Buhl Building, Detroit 60256. Estimated construction cost $898,211; first-year operating cost $185,000; revenue none. Geographic coordinates 42° 51' north lat.; 86° 06' 31" west long. Type trans. RCA T2U 10A. Type ant. RCA T3U 300. Legal counsel Marcia Colby; Consulting engineer Paul Wolfhaje. Principals: John L. Booth, president (52.9%); Mrs. John L. Booth (16.9%); John L. Booth Jr. and Ralph H. Booth II, children of Mr. and Mrs. John L. Booth. Applicant is licensee of WANG and WXEN-FM Cleveland and WTOL-AM-FM Toledo, both Ohio, WIBM and WBBC(FM), both Jackson,
WE SELL ONE
AM or FM Broadcast Transmitter
A DAY

JUST LUCKY?
If so, very lucky, because, at 6, we're the youngest of the major broadcast equipment manufacturers, with over one hundred and fifty domestic broadcasters and approximately 500 international and government users and gaining rapidly. That kind of growth suggests vitality, at least. New broadcasters say what attracts them to us is our reputation for reliable products, unexcelled services, and realistic prices.

Reliable products like zero bias triodes in FM Broadcast Transmitters that just don't wear out! (Some of these tubes have been in service for 20,000 hours and are still going strong.) The reliability and stability are just unsurpassed. We've simplified the circuits such that there just aren't any parts to drift. Our AM Transmitters don't contain marketing gimmicks but simple conventional circuits that even a 3rd class license holder would understand. They sound like a million dollars and just go on and on.

Services like having CCA technicians supervise your installation when required at no cost. Having replacement parts shipped prepaid and always being available for assistance. Modification Kits constantly being supplied to update and maintain the reliability of your transmitter.

Prices that are consistent with our costs and which have kept the "Big Boys" from gouging the little broadcaster. It's pretty apparent CCA products provide much more for considerably less cost.

We're proud of our rapid growth, sure. But let us show you how we can apply our services and products to bear on your equipment requirements.

Your AM and FM Equipment Performance is our Business.

CCA Electronics Corporation
716 Jersey Avenue
Gloucester City, New Jersey 08030
Telephone: (609) 456-1716

WHY PAY MORE AND GET LESS
rule granted CP to make changes in transmitting equipment. Action June 14.

OTHER ACTION
FCC postponed to Aug. 15, hearing into change of service for KMCH, Des Moines, Iowa, for alleged violation of Section 309(b) of the Communications Act. Petition for rehearing by WSMR, Des Moines, Iowa, denied. Action Aug. 15.

ACTION ON MOTION
Hearing Examiner Thomas H. Donohue of FCC ruled that a hearing is to be held at 2 p.m. on June 16, in the AT&T Building, 2600 Connecticut Ave. NW, Washington, D.C., to determine whether KXLY, Pullman, Wash., has violated Section 309 of the Act. Action June 16.

FCC grants application of KXLY, Pullman, Wash., to increase power to 2,500, 540 kHz, for a directional antenna serving Idaho. Action June 16.

RULEMAKING ACTION
FCC grants application of WOCC-TV, Montgomery, Ala., for rules and regulations to make changes in the fee schedule for television stations and related markets. Action June 16.

NEW AM STATIONS
WVEE-TV, Mercury Media Inc., Albany, N.Y., granted WOWE-TV.

APPLICANTS
Webster, Mass. — Webster Broadcasting Co. seeks 1250 kc, 250 w. P.O. address: Allan W. Roberts, 90 South Street, Ware, Mass. Estimated cost: $60,000; first-year operating cost: $75,000. Principals: Allan W. Roberts, president (75%); and Edward F. Perry, Jr., treasurer (25%). Roberts is owner of Ware Ware, Mass., and 25% owner of WDEW Westfield, Mass., and 80% owner of Channel 19, Monson, Mass. Perry Jr. is 5% owner of electronics and communications company, Boston, Mass.

Cameron, Mo. — Cameron Radio Inc. seeks 3170 kc, 100 w. P.O. address: Cameron Radio Inc., 400 E. 8th St., Cameron, Mo. 64429. Estimated cost: $25,000; first-year operating cost: $35,000. Revenue: $46,800. Principals: John H. Bowser, president of board of directors. Applicant has approximately 60 stockholders. Mr. Bowser is elementary school principal, April. Revenue: $46,800. 1 kw.

Waynesboro, Tenn. — Waynesboro Broadcasting Co. seeks 1500 kc, non-directional, 5,000 w., covered operating. Address: Box 395, Waynesboro, Tenn. 38485. Estimated construction cost: $25,014.45; first-year operating cost: $25,000; revenue: $42,000. Principals: Mr. Sullivan is employe of transfer and storage business. Action June 11.

Ozark, Ariz. — Wade B. Sullivan, Broadcasting Bureau granted 1100 kc, 1 kw-D. P. address: Box 1801, Bisbee, Ariz. Estimated construction cost: $25,014.45; first-year operating cost: $25,000; revenue: $42,000. Principals: Mr. Sullivan is employe of transfer and storage business. Action June 11.

ACTION ON MOTIONS
Chief Hearing Examiner James C. Cunningham, Atlanta, Ga., grants application of JAC Production Co., Inc., to file an amended application for a non-commercial television station for station WJAC-TV, Harrisburg, Pa., to operate at 740 kc, 2 kw., non-directional. Action June 16.

Hearing Examiner Daniel O. Castles, Jr., filed an amended application for station KMBL, Des Moines, Iowa, to operate at 2800 kc, 1 kw., non-directional. Action June 16.

Lorenzo, N.C. — Furniture City Broadcasters Inc. FCC granted 1000 kc, 1 kw-D. P. O. address: Box LP 193, Lorenzo, N.C. Estimated construction cost: $90,402; first-year operating cost: $110,000; revenue: $110,000. Principals: Mr. Baker and Mrs. Baker are owners of WFCX, Clinton, S. C. In addition, Mr. Baker is joint receiver of Robert L. Baker Jr., and Furniture City Broadcasters Inc. seeks 14,000 to 16,000 kc, 1 kw-D. P. O. address: Box 74, Lorenzo, N.C. Estimated construction cost: $89,402; first-year operating cost: $110,000; revenue: $110,000. Principals: Mr. Baker is licensee of WPBY, Benson, N. C., permittee of KFWR, Charlotte, N. C., and 35% owner of WFCX, Clinton, S. C. In addition, Mr. Baker is joint receiver of Robert L. Baker Jr., and Furniture City Broadcasters Inc. seeks 16,000 to 18,000 kc, 1 kw-D. P. O. address: Box 76, Lorenzo, N.C. Estimated construction cost: $90,402; first-year operating cost: $110,000; revenue: $110,000. Principals: Mr. Baker and Mrs. Baker are owners of WFCX, Clinton, S. C. In addition, Mr. Baker is joint receiver of Robert L. Baker Jr., and Furniture City Broadcasters Inc. Action June 16.

Closing date for application is June 7 (72 FOR THE RECORD)

BROADCASTING, June 24, 1968

Tabor Kramer University

estimated construction cost $37,463.57.

Principal: Dr. Benjamin A. Baur, president.

Oswego, N. Y.—State University of New York at Oswego, 14009. Esti-

mated construction cost $148,175.

Principal: Mr. John Z. Rogers, president.

Roanoke, Va.—Virginia Polytechnic

State University. 24014.

Estimated construction cost $38,900.

Principal: Mr. John Z. Rogers, president.

Roanoke, Va.—Virginia Polytechnic

State University. 24014.

Estimated construction cost $38,900.

Principal: Mr. John Z. Rogers, president.

Roanoke, Va.—Virginia Polytechnic

State University. 24014.

Estimated construction cost $38,900.

Principal: Mr. John Z. Rogers, president.

Roanoke, Va.—Virginia Polytechnic

State University. 24014.

Estimated construction cost $38,900.

Principal: Mr. John Z. Rogers, president.

Roanoke, Va.—Virginia Polytechnic

State University. 24014.

Estimated construction cost $38,900.

Principal: Mr. John Z. Rogers, president.

Roanoke, Va.—Virginia Polytechnic

State University. 24014.

Estimated construction cost $38,900.

Principal: Mr. John Z. Rogers, president.

Roanoke, Va.—Virginia Polytechnic

State University. 24014.

Estimated construction cost $38,900.

Principal: Mr. John Z. Rogers, president.

Roanoke, Va.—Virginia Polytechnic

State University. 24014.

Estimated construction cost $38,900.

Principal: Mr. John Z. Rogers, president.

Roanoke, Va.—Virginia Polytechnic

State University. 24014.

Estimated construction cost $38,900.

Principal: Mr. John Z. Rogers, president.

Roanoke, Va.—Virginia Polytechnic

State University. 24014.

Estimated construction cost $38,900.

Principal: Mr. John Z. Rogers, president.

Roanoke, Va.—Virginia Polytechnic

State University. 24014.

Estimated construction cost $38,900.

Principal: Mr. John Z. Rogers, president.

Roanoke, Va.—Virginia Polytechnic

State University. 24014.

Estimated construction cost $38,900.

Principal: Mr. John Z. Rogers, president.

Roanoke, Va.—Virginia Polytechnic

State University. 24014.

Estimated construction cost $38,900.

Principal: Mr. John Z. Rogers, president.

Roanoke, Va.—Virginia Polytechnic

State University. 24014.

Estimated construction cost $38,900.

Principal: Mr. John Z. Rogers, president.

Roanoke, Va.—Virginia Polytechnic

State University. 24014.

Estimated construction cost $38,900.

Principal: Mr. John Z. Rogers, president.

Roanoke, Va.—Virginia Polytechnic

State University. 24014.

Estimated construction cost $38,900.

Principal: Mr. John Z. Rogers, president.

Roanoke, Va.—Virginia Polytechnic

State University. 24014.

Estimated construction cost $38,900.

Principal: Mr. John Z. Rogers, president.

Roanoke, Va.—Virginia Polytechnic

State University. 24014.

Estimated construction cost $38,900.

Principal: Mr. John Z. Rogers, president.

Roanoke, Va.—Virginia Polytechnic

State University. 24014.

Estimated construction cost $38,900.

Principal: Mr. John Z. Rogers, president.

Roanoke, Va.—Virginia Polytechnic

State University. 24014.

Estimated construction cost $38,900.

Principal: Mr. John Z. Rogers, president.

Roanoke, Va.—Virginia Polytechnic

State University. 24014.

Estimated construction cost $38,900.

Principal: Mr. John Z. Rogers, president.

Roanoke, Va.—Virginia Polytechnic

State University. 24014.

Estimated construction cost $38,900.

Principal: Mr. John Z. Rogers, president.

Roanoke, Va.—Virginia Polytechnic

State University. 24014.

Estimated construction cost $38,900.

Principal: Mr. John Z. Rogers, president.

Roanoke, Va.—Virginia Polytechnic

State University. 24014.

Estimated construction cost $38,900.

Principal: Mr. John Z. Rogers, president.

Roanoke, Va.—Virginia Polytechnic

State University. 24014.

Estimated construction cost $38,900.

Principal: Mr. John Z. Rogers, president.

Roanoke, Va.—Virginia Polytechnic

State University. 24014.

estimated construction cost $38,900.

Principal: Mr. John Z. Rogers, president.

Roanoke, Va.—Virginia Polytechnic

State University. 24014.

estimated construction cost $38,900.

Principal: Mr. John Z. Rogers, president.

Roanoke, Va.—Virginia Polytechnic

State University. 24014.

estimated construction cost $38,900.

Principal: Mr. John Z. Rogers, president.

Roanoke, Va.—Virginia Polytechnic

State University. 24014.

estimated construction cost $38,900.

Principal: Mr. John Z. Rogers, president.

Roanoke, Va.—Virginia Polytechnic

State University. 24014.

estimated construction cost $38,900.

Principal: Mr. John Z. Rogers, president.

Roanoke, Va.—Virginia Polytechnic

State University. 24014.

estimated construction cost $38,900.

Principal: Mr. John Z. Rogers, president.

Roanoke, Va.—Virginia Polytechnic

State University. 24014.

estimated construction cost $38,900.

Principal: Mr. John Z. Rogers, president.

Roanoke, Va.—Virginia Polytechnic

State University. 24014.

estimated construction cost $38,900.

Principal: Mr. John Z. Rogers, president.

Roanoke, Va.—Virginia Polytechnic

State University. 24014.

estimated construction cost $38,900.

Principal: Mr. John Z. Rogers, president.

Roanoke, Va.—Virginia Polytechnic

State University. 24014.

estimated construction cost $38,900.

Principal: Mr. John Z. Rogers, president.

Roanoke, Va.—Virginia Polytechnic

State University. 24014.

estimated construction cost $38,900.

Principal: Mr. John Z. Rogers, president.

Roanoke, Va.—Virginia Polytechnic

State University. 24014.

estimated construction cost $38,900.

Principal: Mr. John Z. Rogers, president.

Roanoke, Va.—Virginia Polytechnic

State University. 24014.

estimated construction cost $38,900.

Principal: Mr. John Z. Rogers, president.

Roanoke, Va.—Virginia Polytechnic

State University. 24014.

estimated construction cost $38,900.

Principal: Mr. John Z. Rogers, president.

Roanoke, Va.—Virginia Polytechnic

State University. 24014.

estimated construction cost $38,900.

Principal: Mr. John Z. Rogers, president.

Roanoke, Va.—Virginia Polytechnic

State University. 24014.

estimated construction cost $38,900.
### SUMMARY OF BROADCASTING
Compiled by FFC, May 31, 1968

<table>
<thead>
<tr>
<th>COMM-LAM</th>
<th>COMM-LFM</th>
<th>COMM-TV</th>
<th>EDUC-FM</th>
<th>EDUC-TV</th>
</tr>
</thead>
<tbody>
<tr>
<td>Licensed (all on air)</td>
<td>4,189*</td>
<td>1,808</td>
<td>614*</td>
<td>335</td>
</tr>
<tr>
<td>CPs on new stations</td>
<td>4,189*</td>
<td>1,808</td>
<td>614*</td>
<td>335</td>
</tr>
<tr>
<td>Total on air</td>
<td>4,195*</td>
<td>1,833</td>
<td>654*</td>
<td>343</td>
</tr>
<tr>
<td>CPs not on air (new stations)</td>
<td>86</td>
<td>242</td>
<td>177</td>
<td>34</td>
</tr>
<tr>
<td>Total authorized stations</td>
<td>4,281</td>
<td>2,080</td>
<td>833*</td>
<td>377</td>
</tr>
</tbody>
</table>

Includes two AM's operating with Special Temporary Authorization.

Includes three VHF's operating with STA, and one licensed UHF that is not on the air.

### STATION BOXSCORE
Compiled by FFC, June 18, 1968

- **WBCN**(FM), WBCN Inc., Boston. Requests WZBF-FM.
- **WDFW**(FM), WKZK Inc., Oll City, Pa. Requests WOYC-FM.

### CALL LETTER ACTIONS

### RULEMAKING ACTION, CERTAIN AM, FM AND TV STATIONS
- **FFC** ruled that mutual funds will be permitted to own up to 3% of stock of broadcast licensees with over 50 stockholders owning total of more than seven AM, FM or TV stations. They had previously been restricted to 1% majority ownership.

### RENEWAL OF LICENSES, ALL STATIONS
- Broadcast Bureau granted licenses for following translator stations: K74AV Lausanne, Mont. Action June 14.
- Broadcast Bureau granted licenses for following translator stations: K74AV Lausanne, Mont. Action June 14.

### MODIFICATION OF CP'S, ALL STATIONS
- Broadcast Bureau granted mod. of CP's to extend expiration dates for following stations: KHCH-FM Coachella, Calif. to Nov. 24; KOGO-TV Ventura, Calif. to Dec. 14; WVWH(FM) West Hartford, Conn. to July 20; WWRR(FM) Columbus, Ohio to Dec. 19; WORC-FM Baltzmore, Md. to Dec. 14; WTSF(FM) Waterford, Mich. to Nov. 28; WTA-FM Meridian, Miss. to Dec. 28; KSBN Shelby, Mont. to Sept. 25; KXFN Lexington, Neb. to Dec. 11; WELX Xeni, Ohio to Dec. 11: WKBZ Mayaguez, P. R. (auxiliary) to Jan. 1, 1969; WKJF Mary kay, P. R. (main) to Jan. 1, 1969.
- Broadcast Bureau granted license covering new translator to serve KOBQ(TV) on ch. 35.
- Broadcast Bureau granted license covering new translator to serve WDJR(TV) on ch. 13.
- Broadcast Bureau granted license covering new translator to serve WTMM(TV) on ch. 12.
- Broadcast Bureau granted license covering new translator to serve WCJC(TV) on ch. 12.
- Broadcast Bureau granted license covering new translator to serve WISL(TV) on ch. 12.
- Broadcast Bureau granted license covering new translator to serve WTVI(TV) on ch. 12.
- Broadcast Bureau granted license covering new translator to serve KSRO(TV) on ch. 12.
- Broadcast Bureau granted license covering new translator to serve KXRF(TV) on ch. 12.
- Broadcast Bureau granted license covering new translator to serve KTVK(TV) on ch. 12.
- Broadcast Bureau granted license covering new translator to serve KRTV(TV) on ch. 12.
- Broadcast Bureau granted license covering new translator to serve KTVK(TV) on ch. 12.
- Broadcast Bureau granted license covering new translator to serve KTVK(TV) on ch. 12.
- Broadcast Bureau granted license covering new translator to serve KTVK(TV) on ch. 12.
- Broadcast Bureau granted license covering new translator to serve KTVK(TV) on ch. 12.
- Broadcast Bureau granted license covering new translator to serve KTVK(TV) on ch. 12.
- Broadcast Bureau granted license covering new translator to serve KTVK(TV) on ch. 12.
- Broadcast Bureau granted license covering new translator to serve KTVK(TV) on ch. 12.

### TRANSLATORS

- **WKJB** Mary kay, P. R. (main) to Jan. 1, 1969.
- **WKRF** Mary kay, P. R. (auxiliary) to Jan. 1, 1969.
- **WJTS** Mary kay, P. R. (main) to Jan. 1, 1969.
- **WJTS** Mary kay, P. R. (auxiliary) to Jan. 1, 1969.
- **WJTS** Mary kay, P. R. (main) to Jan. 1, 1969.
- **WJTS** Mary kay, P. R. (auxiliary) to Jan. 1, 1969.
- **WJTS** Mary kay, P. R. (main) to Jan. 1, 1969.
- **WJTS** Mary kay, P. R. (auxiliary) to Jan. 1, 1969.
- **WJTS** Mary kay, P. R. (main) to Jan. 1, 1969.
- **WJTS** Mary kay, P. R. (auxiliary) to Jan. 1, 1969.
- **WJTS** Mary kay, P. R. (main) to Jan. 1, 1969.
- **WJTS** Mary kay, P. R. (auxiliary) to Jan. 1, 1969.
- **WJTS** Mary kay, P. R. (main) to Jan. 1, 1969.
- **WJTS** Mary kay, P. R. (auxiliary) to Jan. 1, 1969.
- **WJTS** Mary kay, P. R. (main) to Jan. 1, 1969.

### COMM-LAM

- **WBCN**(FM), WBCN Inc., Boston. Requests WZBF-FM.
- **WDFW**(FM), WKZK Inc., Oll City, Pa. Requests WOYC-FM.

### CALL LETTER ACTIONS


### RULEMAKING ACTION, CERTAIN AM, FM AND TV STATIONS

- **FFC** ruled that mutual funds will be permitted to own up to 3% of stock of broadcast licensees with over 50 stockholders owning total of more than seven AM, FM or TV stations. They had previously been restricted to 1% majority ownership.

### RENEWAL OF LICENSES, ALL STATIONS

- Broadcast Bureau granted licenses for following translator stations: K74AV Lausanne, Mont. Action June 14.
- Broadcast Bureau granted licenses for following translator stations: K74AV Lausanne, Mont. Action June 14.

### MODIFICATION OF CP'S, ALL STATIONS

- Broadcast Bureau granted mod. of CP's to extend expiration dates for following stations: KHCH-FM Coachella, Calif. to Nov. 24; KOGO-TV Ventura, Calif. to Dec. 14; WVWH(FM) West Hartford, Conn. to July 20; WWRR(FM) Columbus, Ohio to Dec. 19; WORC-FM Baltzmore, Md. Dec. to Dec. 14; WTSF(FM) Waterford, Mich. to Nov. 28; WTA-FM Meridian, Miss. to Dec. 28; KSBN Shelby, Mont. to Sept. 25; KXFN Lexington, Neb. to Dec. 11; WELX Xeni, Ohio to Dec. 11: WKBZ Mayaguez, P. R. (auxiliary) to Jan. 1, 1969; WKJF Mary kay, P. R. (main) to Jan. 1, 1969.

### TRANSLATORS

- **WKJB** Mary kay, P. R. (main) to Jan. 1, 1969.
- **WKRF** Mary kay, P. R. (auxiliary) to Jan. 1, 1969.
- **WJTS** Mary kay, P. R. (main) to Jan. 1, 1969.
- **WJTS** Mary kay, P. R. (auxiliary) to Jan. 1, 1969.
CLASSIFIED ADVERTISING

**RADIO**

**Help Wanted—Management**

$15,000-$20,000 and fringes to start. An unusual opportunity for a seasoned broadcast professional to join a progressive large market radio operation in the mid-west. Must be 30-40 with a solid background in programming, sales and management. If you are interested, we suggest you contact Broadcasting expressly for more information and if feasible you will be brought in for a personal interview. Hurry. Box F-51, BROADCASTING.

Texas station needs manager in single station format. This position who be oriented to sell, work hard and become involved in community activities. Station is located in western Texas and opportunities for part ownership available to right man. Box F-218, BROADCASTING.

Southeast group operator needs manager for single market station in mountain area. Dependable, sober hard worker start in five figure salary-commission bracket. Also announces. Box F-100 A. M. Manager, Broadcasting Corp., Box F-124, BROADCASTING.

Excellent California market needs sales manager for fastest growing of stations. Part of nationally expanding chain. Man must be capable of directing sales start in growth situation. Salary open, many benefits. Send resume, including salary requirements. Box F-287, BROADCASTING.

**Sales**

We are a multi-million dollar link in a very big chain. We have an opening for an experienced sales executive. You must be sharp, we want to hear from you. P.S. We do like men from the San Francisco area. Box F-69, BROADCASTING.

**Announcers**

Wanted—hip Negro personality for fulltime position at mountain market. Must be R&B oriented and able to “talk that talk”—city is wide-open for the right man. Send tape, photo and resume to Box D-358, BROADCASTING.

Looking for personality afternoon dj. MOR format in the midwest. Must be experienced. Send resume, tape & photo to Box E-332, BROADCASTING.

"Swinging" Negro personality for "swinging" fulltime Ohio metro market. He will "go" if he's a "cat". Tape, photo, resume. Box F-293, BROADCASTING.

Top journalist-broadcaster needed for nation's most successful good music station on the west coast. High performance in both sales and promotion. Must meet only requirements. An equal opportunity employer. Send resume, photo, TV and resume to: Ken Reilly, Commercial Manager, WQAM Broadcasting, Los Angeles, CA 90036.

**SOLDIER FOR THE INTRUSION**

...but if you find replies to a BROADCASTING classified cluttered with "sales talk" from other publications, please consider the source. They're using us for the same reason you are... build a business, find a better job, fill a vacancy, buy or sell something. That's why BROADCASTING Classified Section is THE marketplace for everybody and everything in broadcasting.

**Sales,—(cont'd)**

Experienced salesman wanted. Could work into sales management. Major market in Kentucky. Send resume to Box F-336, BROADCASTING.

Desert southwest MOR, fulltime AM in 50,000 market needs experienced salesman. Resume, photo, references, financial needs in first letter. Box F-339, BROADCASTING.


San Francisco sales manager being added by KYA-KOIT-FM. Radio sales experience and G-100 plus. Send resume to Box F-326, KYA Radio, Number One Nob Hill Circle, San Francisco 10, Calif. AVCO Broadcasting of California is an equal opportunity employer.

Experienced time salesman for prime north-central New Jersey one station market. Salary commisions commensurate with experience. Send resume to Joseph A. Reilly, Commercial Manager, WERA Radio, Plainfield, New Jersey.

**Deadline:** Monday Preceding Publication Date

**Display ad** 25.00 per inch.—STATIONS FOR SALE, WANTED TO BUY STATIONS, EMPLOYMENT AGENCIES, and BUSINESS OPPORTUNITY advertising require display space. 5" or over billed at next lower rate. Agency commission only on display space.

**All other classifications** 35¢ per word—$4.00 minimum.

No charge for blind box number.

Address replies: c/o BROADCASTING, 1735 DeSales St., N.W., Washington, D.C. 20036

**Salesman looking for a good product to sell.** We've got it. Farm and industrial area, ABC net. serving 3 counties join a staff that means business. Salary plus commission. Call or write: Manager, WGLC, Mendota, Ill.

**Salesman-Announcer-daytime-Alone in the market.** All market radio station in county. Modern facilities with latest equipment. Ad- minister or sister market station larger market. Immediate opening. Contact Manager, 717-462-5790, Shenandoah, Pennsylvania.

**Immediate opening for salesman at upper midwest full time AM-FM. AM number one rated middle of the road automated, good music FM. Excellent account list, health and hospitalization, retirement program and vacation benefits. Address replies to:** Ken Roderberg, Vice President Radio Sales, F. O. Box 577, Austin, Minnesota.

**Broadcasting**, June 24, 1968

**Payable in advance. Checks & Money Order only.**

**Situations wanted** 25¢ per word—$2.00 minimum.

**Applicants:** If tapes or films are submitted please send $1.00 for each package to cover handling charge. Forward remittance separately. All transmissions, photos etc., addressed to box numbers sent at owner's risk. Broadcasting expressly repudiates any liability or responsibility for their custody or return.

**Help wanted** 30¢ per word—$2.00 minimum.
Top sports Director/announcing position. Top quality Indiana market station, 24 hour news, talk, 6 p.m. - 7 a.m. workday. Very good community,exo.

Box F-320, Broadcasting.

Sports Director/announcing position. Top quality Indiana market station, 24 hour news, talk, 6 p.m. - 7 a.m. workday. Very good community,exo.

Box F-320, Broadcasting.

Growing station group in Carolinas has opening for 2nd shift days announcer. One opening on east coast, the other in Piedmont. Great opportunity for advancement. Send tape and resume immediately to Box F-334, Broadcasting.

Experienced first phone announcer for 1 kW fulltimer, salary commensurate with abovem. Send production and voice on a fast growing Pacific northwest station group. Send tape and resume to John H. Brown, Personnel Director, KODL, The Dalles, Oregon 70508.

MOR network needs first phone announcer. Excellent opportunity for man to progress financially and professionally. Must have solid KOM, KXIV, Tucson, Arizona experience. Send resume and photo to Box F-316, Broadcasting.

Station will do 70 college and high school football games. Must have solid KOM, KXIV, Tucson, Arizona experience. Send resume and photo to Box F-316, Broadcasting.

Morning man—for happy MOR fun show. Must have first phone (no maintenance), good voice, very good judgment. Must be able to look after new announcees. Send tape and resume to Joe Young, KVOZ, Laredo, Texas.

Experienced top recording announcer shifts on top rated rooker in top market. Tapes and resumes to Bill Jackson, KTVZ, Colorado Springs.

Top pay for a clever fellow with lively approach who can woo the ladies in midnight hours. Good accent on person.ing. Permanent. Send Information, tape to Box F-500, Broadcasting.

Have opening September 1 for MOR announcer with Spanish speaking ability. Send resume, tape to Box F-500, Broadcasting.

Have opening September 1 for MOR announcer with Spanish speaking ability. Send resume, tape to Box F-500, Broadcasting.

Technician—Along in the immediate market. 3 stations in county. Modern, air-conditioned studios, salaries in top 10. Send resume, tape and references to Box F-500, Broadcasting.

Small market station needs 3rd phone announcer/dj. Send resume and tape to Box F-500, Broadcasting.

Western station needs announcer with third class phone endorsed license. News, sports, good music personality. Straight operation. No collect calls. 606-537-2345.

Experienced technician needed by top educational radio station. Immediate opening. Basic Challenge will be in expanding news, and in developing a highly motivated audience. Should have some familiarity with classical music. Competitive beginning salary, benefits based on experience. Send tape and resume to Martin Busch, Director of Engineering, University of South Dakota, Vermillion 70509.

Top pay for a clever fellow with lively approach who can woo the ladies in midnight hours. Good accent on person.ing. Permanent. Send Information, tape to Box F-500, Broadcasting.

Have opening September 1 for MOR announcer with Spanish speaking ability. Send resume, tape to Box F-500, Broadcasting.

Have opening September 1 for MOR announcer with Spanish speaking ability. Send resume, tape to Box F-500, Broadcasting.

Technician—Along in the immediate market. 3 stations in county. Modern, air-conditioned studios, salaries in top 10. Send resume, tape and references to Box F-500, Broadcasting.

Small market station needs 3rd phone announcer/dj. Send resume and tape to Box F-500, Broadcasting.

Western station needs announcer with third class phone endorsed license. News, sports, good music personality. Straight operation. No collect calls. 606-537-2345.

Experienced technician needed by top educational radio station. Immediate opening. Basic Challenge will be in expanding news, and in developing a highly motivated audience. Should have some familiarity with classical music. Competitive beginning salary, benefits based on experience. Send tape and resume to Martin Busch, Director of Engineering, University of South Dakota, Vermillion 70509.
Top benefits.

Take charge news director. Gather—write—deliver. Fast growing young multiple group. Top benefits. Southern California medium market to ADAM. Experienced eastern major market. Send resume, work samples, and 8-track tape to Box F-236, BROADCASTING.

Immediate opening for second newsman in expanding operation. 100 thousand population. Excellent opportunity for growth. Integrated management backing. Six station company. Send resume and photograph to News Director, KMNS Radio, Box 177, Sioux City, Iowa 51102.

Newsmen needed. Experience preferred, but will train. Must be able to write for radio, gather, edit, beeper plus strong news voice. Salary open. Send tape and resume to Terry Parker, WRTA Radio, Penn Alto Hotel, Altoona, Pa. 16603.

Radio-television news half-time graduate assistantship available September. Supervise news programs and student news work. Professional experience. Bachelor degree essential. Must be college student. College of Communication, School of Journalism, University of Iowa, Iowa City 52240.

Programing—Production, Others

Experienced young program director for major market station in south. Must be relatively young by character references. Salary discussed after your credentials and appropriate resume are forwarded to Box F-220, BROADCASTING. Our station personnel knows we are seeking a man.

Production man—we know you're out there—kneeling to work everyday to perform some menial task that doesn't begin to tap your creative ability—weep not if you think you can cut it—we've got a job for your services. Box F-208, BROADCASTING.

Hudson Valley MOR chicken rock adult needed PD. Some air work, too. Box F-247, BROADCASTING.

Northfield, Minnesota—new station being built in attractive southern Minn. town. Northfield open, announce, news, sales, others. Send resume, tape to Northfield Broadcasting Inc., Stan Sydnick, Box 201, Northfield, Minnesota 55057.

Work with pros—southern New England fulltime 5 kw top 40 wants you if your show sample has a creative production man and have 1st ticket. $75. Phone 617-977-0477. Dave Craig.

Situations Wanted—Management

General Manager—thoroughly experienced manager, successful background. Currently major market. Box F-21, BROADCASTING.

Presently general sales manager major market. Seeks opportunity general manager, Executive management, line manager, family. Box F-119, BROADCASTING.

Fully experienced operations manager—controls every phase of air top 10 market; prefers management in smaller market. Sales and production oriented. 12 years experience, including personnel, programing sales and production. First phone, family and friends. Box F-258, BROADCASTING.

Experienced broadcaster desires medium market management. Sales, programing and engineering background. Box F-262, BROADCASTING.

Working partnership wanted for experienced announcer, Tight board, invest for better news, sales, music, management. Prefer eastern Indiana—western Ohio. Box F-280, BROADCASTING.

Station manager—northeast preferred, broad experience sales, production, promotion, administration. Excellent performance record. Box F-285, BROADCASTING.

Manager or sales manager. Twelve years experience, outstanding market. Sales manager 6 years for successful midwest fulltimer,... presently co-owner of small market radio for personal reasons. Experienced, qualified, 31, married, some college, news, play-by-play and strong sales... available immediately. Box F-314, BROADCASTING.


Top flight New York City Newsman for ambitious, well-rounded, aggressive, dependable Announcer -newscaster. Versatile, tight board, available. Box F-207, BROADCASTING.

Negro dj, looking for first job. School trained operate three turn tables. Great sales pitch. 3rd FCC. Hard worker. Will relocate. Try me. Box F-217, BROADCASTING.

Experienced bright, happy dj. Not a prima donna. Prefer to relocate. Box F-318, BROADCASTING.

Country-western personality, one attraction on 50,000 water. Past fifteen years to relocate in south. Tapes and resume on request. Strong on vocals, programing and news. Box F-256, BROADCASTING.

Experienced and devoted announcer, age 24, draft exempt, 3rd ticket. Prefer midwest or east. Box F-321, BROADCASTING.

Major market personality now available. 10 years experience... top 40 or MOR... married, prefer mid-Atlantic. Box F-322, BROADCASTING.

Top flight New York City Newsman has "had it" with strait jacket radio news. Vib. dynamic, aggressive, happy. Ready to take over your major market "talk show" with catchy, radioDim. 25 year experience. Also have TV background. Box F-325, BROADCASTING.

Experienced, dependable, third endorsed. Available Saturday—Sunday—New York, New Jersey. Box F-330, BROADCASTING.

Experienced female disc jockey, announcer, newscaster, versatile, tight board, third endorsed, Creative commercial writing. Sales, aggressive, dependable. Box F-339, BROADCASTING.

First phone jock... speaker, R&B, top 40. Broadcast graduate, experience in news production, top 40, R&B, some TV. Willing to learn sales and service, also interested in engineering. Young, draft-free. Relocate anywhere for right job. This is it. Box F-341, BROADCASTING. Greg, Tio-Walnut, Ukiah, California (707) 492-7854.


Young, energetic, and experienced newscaster seeks position in medium on east coast. $115 minimum. Contact Richard Wrisley, 305-424-4277.

Third phone, needs start. Ambitious, knows the business. 3rd FCC, Broad-cast school graduate. Kevin Manns, 307 Barbara Ct., Hayward, Calif. 94544. 415-337-0357.
Presently morning 627 1" Pittsburgh.

weekly preferred. I want Vic Greer, 1st generation, details from Newscaster, mature, background, includes Top Young Illinois Jack Strong noisemaker with proven background in "new breed", progressive contemporary PD, program manager or major medium market. Excellent references and no SMAR. Draft-exempt. Salary in five figures. Box F-328, BROADCASTING.

Formor L.A. pd, presently assistant manager, major market group operation, Troubleshooter/Showman background in "new breed", progressive contemporary PD, program manager or major market. Excellent references and no SMAR. Draft-exempt. Salary in five figures. Box F-328, BROADCASTING.

Att. small stations you can have your comments taped by Prof. Free- lance—announcer, at reasonable cost. Sam- ple on request. Henry Mintz, 11475 Vanport St., Lake View Terrace, Calif. 91342.

Sales manager—new Louisiana UHF with NBC affiliation and total color facilities needs top notch man. Excellent living con- ditions, opportunity. Please send complete resume, picture and salary require- ments to Box F-329, BROADCASTING. All replies confidential.

Television sales representative for Tyler, Texas TV station. Prefer TV sales experience but radio will be con- sidered. Salary plus commission with es- pecial opportunity. Contact Tim Schure, Sales Manager, P.O. B. 971, Tyler, Texas 75771. Apply with letter only with photo.

Announcer

Announcer for small TV market. Please send resume, tape, and salary requirements to Box F-299, BROADCAST- ING.

Immediate opening for announcer for booth and some on-camera work. Prefer moderate hard sell. Major market independent. Five day week and excellent benefits. Send audio tape and resume to Box F-315, BROADCASTING.

CATV Chief technician for southeastern MS, 170 mile system with 190,000 to build. Must be "take-over" man to administer, manage, design and construction, 1st class license required. Must be good with people, helpful but not required. Salary commen- surate with experience. Send resume to Box F-202, BROADCASTING.

Chief engineer—radio/TV and microwave system. Pay above union scale. Must be prepared to set up color installation. Must believe anything is possible, some things never done. Send resume to Box F-299, BROADCASTING.

Wisconsin Radio-television operation has opening for engineer with FCC first. No experience required. Salary and fringe benefits. Send telephone number and recent photo. Box F-319, BROADCASTING.

A chance to move up. Opening for assistant chief engineer with ABC TV, a McLendon station. Full benefits with A-1 working con- ditions. Fully modernized and colorized equipment. Contact Chief Engineer, A. C. Headly, M. P. Pembina, North Dakota, 701-685-6828 collect.

Assistant chief engineer—first class phone license and affiliation required. Contact Robert Pincumbe, Chief Engineer, WDKM-TV, 131 Springport Road, Jackson, Michigan 49204.

California network TV station needs strong production man to handle service department. Must have ability to meet with local accounts on production matters (no selling), to co-ordinate and delegate as- signments to entire production department and be a strong writer. Must have maturity and approach required. Also experience and versatility. Box F-182, BROADCASTING.

Production manager—major southern ETV network production center. Bachelor's de- gree in television production and some experience required. Creativity and adminis- trative ability a necessity. Salary 89,000. Box F-417, BROADCASTING.

Sales service/traffic manager update N.Y. TV station needs experienced traffic manager. Take full charge. Salary com- petitive, with excellent benefits. Send resume and salary requirements to Box F-219, BROADCASTING.

Film director needed now for established TV station in Orlando, Florida. Employment in July. Experience necessary. Contact Production Manager WMFE-TV.
TELEVISION—Situated...Wanted
Management
Attention TV station owners, 19 years television and radio sales, management background from smallest to largest markets. Last years as sales manager of probably the most important and largest TV station in America. Can motivate staff to produce quicker results to their personal and company profits. Age 41, married, children. Top results at last station,并非 last in civic and industry affairs. Seeking TV station buyer for sales management opportunity with opportunity to advance. Box F-212, BROADCASTING.

Television manager available for new or established television station. Operations manager with 11 years of TV and sales. Box F-263, BROADCASTING.

Presently employed junior executive with extensive and very impressive sales background. Net control and management and marketing abilities desires newer opportunity with aggressive company that can afford growth. Ready to discuss mutual opportunities. Reply Box F-292, BROADCASTING.

Your public relations needs can be most effectively handled by a specialist. Box F-283, BROADCASTING.

Announcers
Wish to move into television news. Five years radio. Medium market. Middle age. First year appearance. Will consider settling down. Box F-306, BROADCASTING.

Technical
Chief engineer position desired—several years experience, will consider assistant chief. Box F-290, BROADCASTING.

First phone, experienced. Married. Available immediately. No relocation expenses required. Box F-302, BROADCASTING.

NEWS
Available July: Three-media performer—writer. Experienced news director, chief announcer, net-feeding, and investigative reporter. Degree plus newspaper background. Will consider smaller and slot for award-winning talents. Young, personable and dependable. Box F-28, BROADCASTING.

Young, experienced radio news-man-announcer seeks position in television. Opportunity to work with top news and public affairs unit desired. Will move to area. References, tape. Box F-248, BROADCASTING.

News director top rated anchorman and experienced administrator available now. This one track record includes major news stories. Will move to West Coast. See Kennedy, award winning newspaper. Box F-255, BROADCASTING.

Programming—Production, Others
Enthusiastic young man would like to get into television production in some capacity. B.S. in television from major midwestern university. Two years experience in industrial audio-visual production, approximately one year TV experience. Married. 25, military complete. Will relocate. Box F-231, BROADCASTING.

Cameraman. Network and ETV experience. RCA TV video school draft examinee, FCC 3rd endorsed. Presently employed, will relocate. Write Box F-283, BROADCASTING.

Highly experienced children's entertainer (marionette, ventriloquist, clown) with production and presenting original children's programs. Currently co-producer of top rated kids' show in a top fifty market. Will tour Texas, Louisiana and VTR upon request. Box F-311, BROADCASTING.

Promotion: Need aggressive, imaginative and intelligent approach? Top ten man with respect for your challenge. Box F-324, BROADCASTING.

WANTED TO BUY—Equipment
We need used, 250, 500, 1 kw & 10 kw AM transmitters, junk. Guaranteed Radio Supply Corp., 1214 Hurbide St, Laredo, Texas 78040.

FOR SALE—Equipment
Continued
Complete used FM package: Monaural 100 megacycle frequency modulator, 12 kilowatt horizontal antenna. Remote control unit. Modulation and frequency meters. Will also consider used tower, 300' minimum height. Need immediate cash. Call or write F. C. Kriegel (512) 8-8521. KVET, 113 West 8th St, Austin, Texas 78701.


Nem—Clarke field intensity meter model 120. Call collect 512-431-7014.

FOR SALE—Equipment
Coaxial-cable—bellevue, styroflex, spiroline, etc. and fittings. Unused mat—large stock plus price list, S-4. Elect. Box 4668, Oakland, Calif. 94653, phone 412-322-3027.

General Electric type TT-22A 12 kw VHF TV transmitter—condition—almost immediately. Box D-299, BROADCASTING.

3-500 ft galvanized angle iron AM broadcast towers, complete with 2 antenna transformers. Knocked down. Will erect or ship T. L. Harris, Atlantic Inc. Box 282, Pasadena, Texas 77001 GR 3-4460.

20 sections of 20 foot 31/4 E.I.A. Transmission Line 50 Ohm Line in Baltimore, Maryland. Best offer: Call 301-422-1012, Mr. Giordano.

3 used 300 kw heavy AM towers. I used 200 kw and I used 300 kw Blaw Knox S.S. AM towers. 1 used 100 kw Microwave tower. 4 used 220 kw AM towers. 1 used 180 kw Rohn AM tower. Call or write to: "A," 1900 Northwest—Arizona Tower Erection Co. 1747 West Beridge Lane, Phoenix, Arizona 85019, phone 602-635-6511.

Transmission line used Andrews 31 3/4 inch, 500 feet, Washington, D.C. area. Box F-210, BROADCASTING.

1 Gates top-level, 1 Gates dual stereo limiter—2 300 meter tape record-playback units. 4 playback units. Excellent condition. Dick Hardin, WBUD, Trenton.

Presto 8 DD disc recorder, S-B Cook record and tape recorder 10 watt AM monitor amplifier, Spencer microphone, concentric microphone and console housing $800.00 POF plus charging Chief Engineer, KOCO, San Antonio, Texas 7512-5521.

Heavy duty galvanized tower, 11-inch cross section, guyed, 80' high, 10-gauge, flasher, side-light. photo-cell. FOB Maches, Md. $1300.00. Dick Chapman 207-255-4592.

Four TK-41 color cameras with sync generators, color bar generator in air conditioned truck, less audio and switching. Reasonable. Reply Box F-256, BROADCASTING.

Invitation to bid. Sealed bids are being accepted by Washburn University up to 4:00 P.M. Thursday, June 27, 1968 at the Administration Buildings, Pullman, Washington, 390, by the use of a used television transmitters and six used television cameras. Bid form copies are available at the above office upon request. Contact R. Perry Tripplett, Purchasing Manager for further details, Box 182, Kansas City, Missouri 64102.


Promotion: Need aggressive, imaginative and intelligent approach? Top ten man with respect for your challenge. Box F-324, BROADCASTING.

FOR SALE—Equipment
Continued
2-1968 Ampex AF-440 tape recorders, one 1968 Ampex AF-425 tape recorder, one track, unmounted, 7 1/2-15 ips. 212-722-7781.

SPECIALIZED
Deejays! 6000 classified gag lines. $5.00. Ready catalog free. Ed Ornin, Boyer Rd., Mariposa, Calif. 93538.

Mike plates, studio banners, magnetic car buttons. Au Lit, 414, Okefeka, Alabama 36081.


Instant gag for Deejays—Thousands of ones, gags, bits, station breaks etc. Listed in free "Broadcast Comedy" catalog. Write: at the National Association of Trade and Technical Schools, 1735 East 50th St., Brooklyn, N.Y. 11291.

"35 Days of laughs"—Daily radio gag service—may be available in your market. Sample a month $10.00. 3526, Merchandise Mart Sta., Chicago 60654.

Interested in buying comedy tapes, or one-line tapes. Box F-331, BROADCASTING.

INSTRUCTIONS
FCC License and Electronics Degree courses by correspondence. Also, resident classes in Washington, D. C. Free catalog. Box B-8, Cranham Schools, 1505 N. Western, Hollywood, California 90027.

The nationally known six-weeks Elkins Training School for an FCC license. Conveniently located on the loop in Chicago, Fully approved by the National Association of Trade and Technical Schools, 1389 West Jackson Street, Chicago, Illinois 60604.

Elkins is the nation's largest and most respected name in First Class FCC licensing. Complete course in six weeks. Fully approved for Veteran's Training, Accredited by the National Association of Trade and Technical Schools. Write Elkins Institute, 2603 Inwood Road, Dallas, Texas 75228.

First Class License in six weeks. Highest rating in the nation for complete theory and laboratory training. Approved for Veterans. Elkins Radio License School of Minneapolis, 4119 East Lake Street, Minneapolis, Minnesota 55406.

The Masters, Elkins Radio License School of Atlanta, offers for the first time a complete course in First Class radio license. Write Elkins Institute, 2603 Inwood Road, Dallas, Texas 75228.


Announcing, programming, production, newscasting, sporting events, console operation, disk jockeying and all phases of radio and TV broadcasting. All taught by highly qualified instructors. Training in the nation's newest, finest and most complete facilities including our own, commercial broadcast station. Fully approved for veterans training. Accredited by the National Association of Trade and Technical Schools. Elkins Institute, 2603 Inwood Road, Dallas, Texas 75228.

INSTRUCTIONS—(Cont'd)

R.E.I. in beautiful Sarasota, Florida. Zip, Bla, Bla...you have a first class radio telephone license in Florida, vacation, and a better job in (5) weeks. Total tuition: $350.00. Free job placement. Rooms & apartments $112-$17 per week. Classes begin July 29, 30, 31, July 1, 2, 3. Call 906-6222 or write Radio Examination Incorporated, 1250 Main St., Sarasota, Florida 33577.

"Boy, I say Boy, you not lisening". They gotta a guy breaking in Fredericksburg, Virginia, F.C.C. 1st Phone In (5) weeks. Tuition $350.00. Rooms & apartments $112-$17 per week. Call Old Joe at 372-1441. Classes begin July 29, 30, 31, July 1, 2, 3. Call 906-6222 or write Radio Examination Incorporated, 1250 Main St., Sarasota, Florida 33577. 

"Boy, I say Boy, you not lisening". They gotta a guy breaking in Fredericksburg, Virginia, F.C.C. 1st Phone In (5) weeks. Tuition $350.00. Rooms & apartments $112-$17 per week. Call Old Joe at 372-1441. Classes begin July 29, 30, 31, July 1, 2, 3. Call 906-6222 or write Radio Examination Incorporated, 1250 Main St., Sarasota, Florida 33577.

"Boy, I say Boy, you not lisening". They gotta a guy breaking in Fredericksburg, Virginia, F.C.C. 1st Phone In (5) weeks. Tuition $350.00. Rooms & apartments $112-$17 per week. Call Old Joe at 372-1441. Classes begin July 29, 30, 31, July 1, 2, 3. Call 906-6222 or write Radio Examination Incorporated, 1250 Main St., Sarasota, Florida 33577.

Going to Kansas City, Kansas City here I come. They gotta 1st phone school there and I'm gonna get me some—F.C.C. 1st Phone In (5) weeks. Tuition $350.00. Rooms & apartments $112-$17 per week. Classes begin July 29, 30, 31, July 1, 2, 3. Call The Pope at WFE-1-6444 or write R.E.I., 3123 Gillham Road, Kansas City, Missouri 64110.

New York City's 1st phone school for people who cannot afford to make mistakes. Proven results: April 63 graduating class passed FCC 2nd class exams, 100% passed FCC 1st class exams; New programmed methods and earn while you learn; Job opportunities. Contact ATS, 23 W. 43rd St., N.Y.C. Phone 6X-3-645. Training for Technicians, Combo men, and Announcers.
EXECUTIVE OPENING

Where are the bright, young TV and radio executives? Major broadcast group wants an experienced executive to handle multiple stations from a new Chicago headquarters. This is an ideal position for a young executive under 35 with a college degree who knows Chicago and the great Midwest. Salary open plus ownership possibilities. Send resume in complete confidence to:

Box F-136, Broadcasting.

TELEVISION

Help Wanted—News

SO YOU CAN BE THE TOP-RATED NEWSCASTER IN SAN FRANCISCO AT 10 PM ON A U COMPETING WITH A V.

Call me: 415/771-5115
L. Wm. White, Gen. Mgr.
KBSK TV
Kaiser Broadcasting

An Equal Opportunity Employer

MISCELLANEOUS

Watch for the NEW LOOK of Profitable Radio From CHARLES EVENSON PRODUCTIONS
Waukon, Wisconsin 52293

FOR SALE

UHF-TV ANTENNA

Six bay zig zag antenna taken in trade for a new Jampro antenna. Power gain of 48, omni-directional, with 1KW load power capability. Sale wind rating, 120 MPH. Now on Channel 14, but we can reuse for Channel 15 or 16. Contact

Bill Cunningham, area code 916, 383-1127, Jampro Antenna Company, 6039 Power Inn Road, Sacramento, California 95829

Quantity Description Price
1 GE PC-11 Camera Head and Chain including TA-35 Camera Control Unit, 50 feet of camera cable and TIP-23 Power Supply. $3580
1 GE TV-BX-C Optical Multi-plexer $750
1 Dual Drum Spindler-Spouge slide projector with two spare drums and lenses. $300
1 GE TM-18 Monitor Monitor and Pedestal (Make Offer)
1 GE TV-311M four-in-one camera, pulse DA with bias supply $400
1 Presto sixteen-inch cutting table and Smith-23 and 78 rpm (Make Offer)
1 Tektron Automatic target control unit for use with GE or RCA Vidicon camera. $100
1 1975 foot lengths of 3/4-inch, 50 ohm, Prodelin coax transmission line @ $575 per length.

Contact Ellis Feinstein
Director of Engineering
KMED-TV, Medford, Oregon (97501)
FOR SALE—Equipment—(Cont'd)

**CATV**

**APPLICATIONS**


**FINAL ACTION**


**OTHER ACTION**

Review hearings on June 13 in Bessemer, Ala. CATV proceeding, Docs. 18684-86, granted petition filed on June 11 by Clear Vision TV Inc. (each year),赶快 to time within which to file appeal from extended time ruling on petitioner's motion to clarify.

**ACTIONS ON MOTIONS**

- Hearing Examiner Charles J. Frederick on June 14 in First TV Inc. and Rantoul CATV Co. (CATV proceeding in the Springfield-Decatur-Champaign, III. TV market), because of conflict in hearing dates requested August 3 to August 7 (Docs. 19686-7).
- Hearing Examiner Isadore A. Honig on June 17 in Somerset, Pa. (Laurel Cablevision Inc.) (CATV proceeding in Johnstown-Altoona, Pa. TV market, granted petition by Laurel Cablevision Inc. and extended from June 24 to July 2 in time in which to file proposed findings and conclusion and from July 9 to July 16 in time to file replies (Doc. 17538).
- Hearing Examiner Forest L. McClennan on June 14 in Manatee county, Fla. (Manatee CATV proceeding in Tampa-St. Petersburg, Fla. TV market, et al. continued certain procedural dates and scheduled hearing for September 23 (Docs. 18665-5).

**FOR SALE—Stations**

**BEST BUY****BEST SPOT**

Southern single market daytime. Best frequency. Profitable but can do better. Abstain owner, $80,000. 29 cents per . . . . X 5. Box F-216, Broadcasting.

**SOUTHWEST**

MAJOR MARKET. Growing over $500,000. Very profitable. Owner will sell for 179% times annual gross. 29% down.

Box F-237, Broadcasting.

- Hearing Examiner Chester F. Naum- witz Jr., on June 12 in Galax, Va. (United Transmission Inc.) CATV proceeding, granted petition by United Transmission Inc. and ordered transferred as specified (Doc. 17655).
- Office of Opinions and Review on June 11 and June 12 in Delaware County Cable Television Co. (CATV proceeding in Philadelphia TV market), by separate actions, granted petitions to extend time to June 21 in which to file responsive pleadings to petitions for reconsideration filed by Tri-County Cable Television Co. and Montgomery Community Antenna Television Co., Jerrold Electronics Corp., the General CATV Association by Tri-County Cable Television Co. and Montgomery Community Antenna Television Co., Jerrold Electronics Corp., the General CATV Association.
- Office of Opinions and Review on June 17 which to file oppositions to petition for reconsideration and partial reconsideration filed by U. S. Communication, Inc. and Cat- TV Inc. and Westminster Broadcasting Co. and U. S. Communication, Inc. and Westminster Broadcasting Co. filed by Mini- gins Co. and copyright owners and extended time to June 21 in which to file responsive pleadings to petitions for reconsideration filed by the Westminster Broadcasting Co. Conestoga Television Cable Co. Jerrold Electronics Corp, and General CATV Inc. (Docs. 18140-1816).

**FOR SALE—Stations**

- Hearing Examiner Elizabeth C. Smith on June 13 in Centerboro, Ala. (Bessemer, Televue Cable Alabama Inc. and Jefferson Cablevision Corp. proceeding in Birmingham, Ala. TV market), denied motion for transfer of jurisdiction to General CATV Corporation, for inspection of materials not routine in nature for public inspection. Grants to Jefferson Cablevision Corp.'s "motion for order permitting discovery and production of documents for inspection, copying, or photographing" insofar as such motion and information, including copies of annual fin- cial reports of WBRC-AM and WBRC-AM Cablevision Corp., and denied motion insofar as it requests access to annual financial reports of WBRC-TV from Taft Broadcast- ing Co. (Docs. 18084-6).

**Ownership changes**

WSBA Boss, Ala.—Seeks transfer of control from L. D. Benley and Rachel B. Benley to Glenn M. Cornelius (68.79% before, 100% after). Ann. June 17.

KJNO Juncarita, Ariz.—Seeks transfer of control from Warren W. and Donna Wiley to Silka Broadcasting Inc. (81.94% before, 100% after). Seller owns 100% of KJNO. Principal of Silka Broadcasting Inc. is Ray Paschal, president (69%) et al. Mr. Paschal is also 66% owner of KNPW, Santa Fe, N. M. Ann. June 14.

KOCO Phoenix—Seeks extension of li- cense from KCAC Broadcasting Inc. to E.S.S., Inc. for 107,000.00, filing for KCAC Broadcast Inc.: Harold and Elta Lamb (100%), principals. Of Anthony Evans, president (8.5%), George W. Soder- quiet, vice president. Others. Remainder of stock is held by 10 other individuals. Mr. Evans is former music and program director of KLTV and owns music firm in that city. Mr. Soder- quiet is former president of erineering firm. Ann. June 14.


WYNX Smyrna, Ga.—Seeks transfer of control from Laurence J. Pink to Times Journal Inc. and M. W. Kinney Jr. (none before, 100% after). Mr. Pink (Mr. Polk) is sole owner of WYNX, Principal of Times-Journal-Inc. owner of Times-Journal Inc. (25%) and Times-Journal Inc. (75%). Elizabeth D. Brumby, as executrix of estate of Mr. Brumby to Times-Journal and personally holds 7% inter- est. Co. also mentioned is significant 80% owner of WBLF Dalton, Ga. Corporation. Cash: $8,000. Option of $10,000 in liabilities. Ann. June 14.


(FO' THE RECORD) 83
COMMUNITY ANTEENA ACTIVITIES

The following are activities in community antenna television reported to Broadcasting through June 19. Reports include applications for permission to install and operate CATV's, grants of CATV franchises and sales of existing installations.

- Indicates franchise has been granted.

**Sonoma, Calif.—Storer Cable TV, Los Angeles (multiple CATV owner), has been granted a franchise. The proposed monthly fees will be $10 and $47.45 respectively.**

- **Boyon Beach, Fla.—Teleprompter, New York (multiple CATV owner), has been granted a franchise.**

- **Kauai, Hawaii—Kauai Cable System Inc. has been granted a franchise. Firm's contract is with Hawaiian Telephone Company. Initial monthly fees will be $35 and $45 respectively.**

- **Chubbuck, Idaho—Bannock Cable TV Co. has been granted a franchise. Monthly fees will be $1.50 and $4.95 respectively.**

- **Monticello, Ind.—Total Communications Cable Co. has been granted a 20-year franchise. Initial monthly fees will be $1.50 and $4.95 respectively. City will receive 4% of annual gross revenue from monthly fees.**

- **Bloomington-Normal, Ill.—Telecable Corp. Norfolk, Va. (multiple CATV owner), General Telephone & Electronic Communications (multiple CATV owner), and Bloomington-Normal Perfect Pictures Inc. have been granted a franchise. Firm proposes installation of a seven-channel system with installation costs covered by the franchise fee of $500 annually. Revenue from communications will be $12 weekly, $60 monthly, and $720 annually. GT&E proposes fees of $10 and $55 respectively. Firm proposes installation of a one-channel system. Bloomington-Normal would charge $10 and $55 respectively.**

- **Cleveland Heights, Ohio—Teleprompter, New York (multiple CATV owner), has applied for a franchise. Installation and monthly fees would be $30 and $58 respectively. City would receive 5% of annual gross revenue.**

- **Middleton, Wis. — Multiple-Channel TV Inc., Madison, Me., has applied for a franchise. Firm would receive 5% of annual gross revenues.**

- **Medford, Mass.—OXford TV Cable Inc. has been granted a franchise. Firm is planning installation of a one-channel system.**

- **Medford, Mass.—Quaker CATV Inc. has applied for a franchise. Firm is planning installation of a one-channel system.**

- **Hampden, Me.—Hardy Cable TV Co. (multiple CATV owner) has applied for a franchise. Firm is planning installation of a one-channel system.**

- **New Westminster, B.C.—Mid-Continent Telephone Co. has applied for a franchise.**

- **Charleston Evening Post Publishing Co., Charleston, S. C., has purchased television from Reeves Broadcasting Co. for an undisclosed sum.**

- **Andrews, Tex.—James Roberts & Associates has been granted a franchise.**
WHILE fires burned in three major areas of Washington's Negro slums and looters surged through the downtown retail district pillaging abandoned shops the Friday night following the murder of Dr. Martin Luther King Jr., WJZ-TV Baltimore, concerned about a contagion spreading to its own city, offered a release for mounting ghetto pressures through a prime-time telephone-talk special.

The decision to run the special was made by Herbert Cahan, Westinghouse Broadcasting Co.'s area vice president. After Maryland Governor Spiro Agnew, Baltimore Mayor Thomas D'Alesandro and City Council President Donald Schafer declined to appear on the show, Mr. Cahan convinced Theodore McKeldin, the city's former mayor and the state's ex-governor, to answer the public's queries. Two civil-rights leaders, State Senator Clarence M. Mitchell II and the Rev. Marion Bascom, appeared with him.

It didn't work. The first Molotov cocktail was thrown at 5:30 p.m. on Saturday (April 6) and Baltimore began four days of chaos. This special wasn't extraordinary: It was part of the station's continuing involvement in community service. Or as Herb Cahan puts it: "Local service is the only justification for holding your license."

Solid Credentials • Herb Cahan is no Johnny-come-lately to an awareness of the growing crisis in U.S. cities. With the writer and director he shared a $15,000 Sherwood award (funded by the Ford Foundation) for a documentary on the desegregation of Baltimore's school system in 1956. He was program manager of WAAM-TV then and joined the Westinghouse group that year in the same slot at WJZ-TV Boston. (WBC bought WAAM-TV in 1957, changing the call letters to WJZ-TV.) At WAAM-TV, Mr. Cahan won his second Sherwood award in 1958, this time for collaboration on a year-long public-service series, Let Freedom Ring.

Herb Cahan's feeling for the need of social solidarity developed during the 1930's Depression. "The world, to me, had fallen apart—it was chaotic. I had to stay out of school for some time before I was finally able to find some direction to my life," Mr. Cahan says. Graduating from high school in 1932, he entered a work-study program at Drexel Tech in his home town of Philadelphia to become a civil engineer. But after six months of study he was unable to continue: no work was available, he had no money. He kicked around in various jobs for three years until he and his brother, George, worked out a symbiotic arrangement.

George, who had been a child star on Philadelphia radio (Horn & Hardart's Children's Hour), had established himself as a local talent. He would help pay Herb's expenses at Pennsylvania State University; when Herb finished, he would put George through in the same way. "When I graduated, George was firmly in radio and doing very well. As a consequence he never went to college so, in a sense, I've never repaid my debt to my brother," Mr. Cahan says.

With World War II approaching, Herb Cahan decided not to sit around and wait for the draft. After seeing the motion picture "I Wanted Wings," he enlisted as an air cadet in June 1941.

After he got his wings, he was assigned as an instructor at the advanced flying school in Lubbock, Tex. In 1944, he was transferred to Corsica and Sardinia, serving his group as operations officer and later deputy commander. He flew a total of 66 missions and was awarded the Distinguished Flying Cross, the Air Medal with Oak Leaf Clusters and France's Croix de Guerre with Palm. After the war, Herb Cahan's brother again became an instrumental factor in his life. George Cahan joined WJZ-TV Philadelphia when it first went on the air. Hearing of an opening in the station's news department, he relayed this information to his brother, who was then working in advertising. Herb Cahan joined the station as a news writer-editor in the fall of 1947 and has been in television ever since. A year later he switched to WAAM-TV Baltimore, becoming program manager in June 1949.

Mr. Cahan joined Westinghouse in August 1956 as program manager at WJZ-TV Boston "because I wanted to work for the company and the Boston job offered more of an opportunity." He explains that in the mid-1950's a number of innovative and public-spirited individuals joined the group, including Donald McGannon, Larry Israel, Dick Pack, Jim Allen and Chet Collier, all now members of the executive suite. In January 1962 Mr. Cahan returned to Baltimore as general manager of WJZ-TV. He was named area vice president in June 1964, allowing him to devote more time to the city's civic affairs.

Since 1956 Mr. Cahan has been an active supporter of educational TV and, when returning to Baltimore, aided the effort to get ETV off the ground there. In June 1966 Governor Tawes appointed him chairman of the Maryland Educational Cultural Broadcasting Commission. This month ground was broken for the first of the state's seven-station system. "At least until the ETV system gets well underway. I don't see any conflict of interest," he says.

Local Service • Besides an hour and a half of news daily and two or three public-affairs specials each month, WJZ-TV builds its local image by carrying 52 Oriole baseball games a year (26 at night) and also pre-empting network time for WBC-produced specials. However, Mr. Cahan feels, the station's no-punches-pulled editorials, about 90% of which are on local problems, give the station community leadership. The station editorializes four times a week, with each running three times. Either Herb Cahan or David Henderson, general manager, delivers the station's views. To help him keep up with local issues, Mr. Cahan is an active member of 18 local organizations.

Herb Cahan believes there's no great conflict between making a profit, "a nice profit," and serving local needs. "Profits," he says, "should not be the sole motivating factor in our decisions. My dream, someday, is to find a way to operate an all-news TV station."
EDITORIALS

Why not an expert?

A

This writing is evidently that President Johnson is having difficulty finding a successor to FCC Commissioner Lee Loewingre, whose term expires June 30. Even if he finds one prospect, he will be hesitant about confirming a seven-year appointment when a new President will take office a half-year later.

A recess appointment, of course, could be made by President Johnson after this Congress adjourns—probably in late July or early August. The incoming President would have the option of formally nominating the recess appointee or of substituting one of his choice.

For many years broadcasters have suggested that one of their own be named to the FCC, since broadcast matters occupy most of that agency’s time. The idea is worth pursuing, whoever makes the appointment. A qualified broadcaster not now active in the business, shouldn’t be hard to find, whatever his party affiliation.

Recent events, such as that amazing Oklahoma license renewal episode, point up the need for operating expertise on the FCC.

Monkey on whose back?

Now that the Supreme Court has acted unpredictably as usual on the two paramount issues involving cable television, it may take another 10 years before long-sought stability in CATV relations with broadcasters is achieved.

The court flew in opposition directions. In one case, two weeks ago, the highest tribunal voted 7 to 0 to give the FCC carte blanche to regulate—even license—CATV operations lest they impede development of on-the-air TV. Last Monday, in its second opinion, the court concluded (5 to 1) that a cable system, under the admittedly narrow circumstances involved in the case before it, did not publicly perform and therefore incurred no copyright liability in distributing programs of stations or networks.

What the court’s copyright opinion does, in effect, is to pass the buck to Congress to legislate on the issue if it chooses or perhaps invite appeals in which broader issues, not covered in the United Artists-Fortnightly case in West Virginia, are raised. These would appear to include program origination by CATV’s, importation of distant stations (those involved in the West Virginia case were within 100 miles) and microwave-fed systems.

The court majority in the copyright case concluded that broadcasters “perform but viewers—even those paying for CATV service—do not perform.” Then, in a crucial footnote, the majority said: “While we speak in this opinion generally of CATV, we necessarily do so with reference to the facts in this case.” Lawyers last week were pondering whether the opinion covered modern-day sophisticated systems, using tall professional receiving antennas, or the primitive systems then used in Fairmont and Clarksburg.

Justice Abe Fortas, the lone dissenter, said unequivocally that the “operations of CATV systems are based upon the use of other people’s property.” He supported the 37-year-old precedent established in the Jewell-LaSalle case in Chicago, in which the Supreme Court had held that the hotel picked up copyrighted broadcast material for distribution to its public and private rooms and therefore infringed.

The new opinions, while dealing with different issues, nonetheless coalesce where regulation is concerned. In the first decision the unanimous court held that the law explicitly gives the FCC authority to regulate “all interstate and foreign communications by wire and radio.” Since CATV is a wired service into subscriber homes, the court concluded that the FCC can regulate it as it sees fit.

Section 325 (a) of the Communications Act provides that a station may not rebroadcast the programs of another station without consent. With its new authority to regulate (and license) CATV’s, the FCC certainly can interpret this section to apply to the “retransmitting” of programs by wire. This would mean that the CATV system would have to get the consent of the station involved to “retransmit” its programs.

This, it seems to us, is the simple way. If a station (or network) wants the extra circulation CATV can give it, the authorization to “retransmit” would be promptly forthcoming (assuming the program proprietors agree). If it didn’t desire the CATV coverage, it could deny permission.

We suspect that none of the parties involved—not the stations, the cable operators, or the copyright owners—are entirely happy about the Supreme Court’s actions. Certainly the FCC, which had hoped that most of its cable troubles would be resolved, finds itself in a dilemma on the property rights problem, albeit pleased about its newly authenticated jurisdiction.

We imagine that what it boils down to now is who outloobbies whom in Congress next session.

Strategic withdrawal

The ferment stirred up by CBS-TV’s proposal to pay its affiliates in time instead of money for carrying its sports programs was ended last week, at least temporarily, by the network’s decision to withdraw the plan. CBS-TV reached the decision, officials said, “because a substantial number of stations have expressed reservations about the concept.” That may be a nice way of saying that a meaningful number of stations threatened not to clear sports.

We say the ferment is over “at least temporarily” because, as we suggested earlier, whatever the fate of this particular proposal, that will not be the end of it. Constantly rising costs make it virtually inevitable that, at one network or another, there will be other plans at other times. Whether station or network, you win some and you lose some in this process of mutual accommodation, and neither the victories nor the losses really terminate the process.
“Can a woman over thirty-five find romance?” For twenty-odd years Helen Trent looked for happiness. But she stopped trying a long time ago. Today’s woman doesn’t care to listen to Helen Trent’s problems. A woman today would rather listen to today’s radio. Because most of the stories she hears on radio today are more true to life than any old-time radio soap opera could ever be. Today’s continuing stories are The Paris Riot, Vietnam or The Candidates. And tomorrow’s cliff-hanger — “Will The Mothers nose the Beatles out of the number one spot?” Why does today’s woman want to listen to this? Because she cares. And that’s why radio programming has changed. They’ll be no more tears for an imaginary hero. Today’s programs have live heros. So we’re really not sorry that Helen Trent is gone. But if we have to blame someone, it’s the world’s fault. The world made radio change to the type of programming it offers today. Which helps answer our important question. “Can a medium over 47 find happiness?”

Edward Petry & Company keeps up with the radio stations that keep up with the world.

The world killed Helen Trent
Measurable Quality...

Compute Additional Ratings, Compute Reliability
With NSI’s New Calculator

In two easy steps you can compute the rating for any demographic break in Viewers In Profile local TV market reports as well as the standard error for any rating. For instance, need to know if you’re reaching that high percentage of men with the 10:00 P.M. News? NSI’s Calculator will provide you with the answer, as well as reveal NSI’s statistical reliability.

"Measurable Quality" also extends to NSI’s many innovative techniques which are now accepted industry procedures. Such as computerized sample selection, Wide Area Television Service-placed diaries, and cell projection by socio-economic geographic segments. Additional reasons why stations, advertisers, agencies and producers alike use NSI with confidence.

IF YOU'D LIKE TO HAVE ONE OF OUR CALCULATORS,
JUST ASK YOUR NSI REPRESENTATIVE.

Nielsen Station Index

EXECUTIVE AND
EASTERN SALES/SERVICE OFFICE
NEW YORK 10019
1290 Avenue of the Americas • 956-2300

SALES/SERVICE OFFICES
CHICAGO 60601 • 360 N. Michigan Ave. • 372-3810
HOLLYWOOD 90028 • 1680 N. Vine St. • 466-4391
SAN FRANCISCO 94104 • 68 Post St. • 986-6437