New season programs get thorough check on violence. p23
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National General and W7 reach agreement to merge. p34
Broadcasters to challenge Justice on multiple ownership. p42

Green Bay Super Market

The Land of Milk & Money produces more than just dairy products!

Kleenex Kotex
Mirro Aluminum
FRESHrap
Northern Tissues
Arens Rotary Tillers
Bergstrom Papers
White Cloud Tissue
Speed Queen Washers
Deltox Rugs
Page Napkins Tissue
Badger Northland Farm Equip
Wingam Sax
Mercury Outboards
Veg-All Freshlike
Hamilton Washers Dryers
Kaukauna Klub Cheese
Chilton Ware Aluminum
Paragon Candles

Eagle Knit Gloves
Puffs
R-Way Furniture
Fox River Bond
Monarch Ranges
Waxtex
Oshkosh B’Gosh Overalls
Kohler of Kohler
Gilbert Papers
Madison Pickles
Ansul Fire Protection Products
Charmin Tissue
Amity Rolls Billfolds
West Bend Aluminum
F. W. D. Trucks
Simplicity Garden Equip
Fox Harvesters
Delsey Tissue

Enough of Your Spot Budget going to the Market producing these Nationally-Known Goods?

These products are all produced in the Green Bay Television Market. Their manufacturers add strength and stability to our nearly 400,000 TV families in the Land of Milk and Money.

Served First By

WBAY TV 2

Just ask Blair for the story.
Independent Television Corporation
cordially invites you to view the most outstanding group of musical variety specials ever offered to local television...

SPOTLIGHT ON STARS
NINE ONE-HOUR SUPER SPECTACULARS
all in color
STARRING
THE GREATEST NAMES
IN SHOW BUSINESS

ROBERT GOULET
LAINIE KAZAN
TOMMY COOPER

PHIL SILVERS
BARBARA McNAIR
JON WEAVING

PAUL ANKA
LANA CANTRELL
BENNY HILL

TOM JONES
JACK CARTER
FRAN JEFFRIES

ABBE LANE
NOEL HARRISON
BENNY HILL

BILL DANA
VIKKI CARR
FRANKIE VAUGHAN

TRINI LOPEZ
GEORGIA BROWN
FRANK GORSHIN

SHELLEY BERMAN
SHANI WALLIS
ENGELBERT HUMPERDINCK

EDDIE FISHER
CONNIE STEVENS
ROY CASTLE

R. S. V. P. Dates & places of screening at your convenience

INDEPENDENT TELEVISION CORPORATION
555 Madison Ave., New York 10022, PL 5-2100

SOLD
Prior To Release!

METROMEDIA
New York
Los Angeles
Washington, D.C.
SAN FRANCISCO
KRON-TV
DENVER
KTBV
SEATTLE
KIRO-TV
SALT LAKE CITY
KSL-TV
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 as compared with Feb./March 1967 estimates; subject to inherent limitations of sampling techniques and other qualifications issued by Nielsen, available upon request.

Represented by

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.
Continuity

Democratic platform may commit party to project that implies eventual replacement of FCC by new regulatory apparatus. In early draft form, plan is a pledge to study of spectrum management and spectrum-user regulation. Plan, if adopted, would mean that if Democrats win White House, next administration would carry on review and implementation of communications policy begun by President Johnson, whose special Task Force on Telecommunications is now working on draft of its report.

As to timing, task-force report won’t be out when platform goes before Democratic convention next week, may not be ready for another month or two. After that report—which will be concerned with general policy—is out, Budget Bureau will make recommendations on how government should administer policy. Budget Bureau was assigned that job when task force was formed year ago, but decided it couldn’t make meaningful recommendations on management of allocations and regulation until it knew what policies task force would propose.

On two lists now?

Senator Eugene McCarthy may have done Frank Stanton, CBS president, no favor by including him among distinguished persons presidential candidate said would make good cabinet members. Dr. Stanton (for secretary of treasury) was on list Senator McCarthy presented last week at New York news conference. Dr. Stanton’s long-time friendship with Lyndon Johnson is unlikely to be deepened by endorsement from man who is running on anti-Johnson program.

New hat

Chet Hagan, one of top producers for NBC News, is leaving after 18 years there to form own production company (The Colin Group Inc., after his son). He plans to apply his extensive documentary background to strictly entertainment shows—taking them out of customary studio settings—for both network sales and syndication. He also has his eye on—not least of all—sales to CATV, which he regards as one of most promising market opportunities programmers will have in next several years.

Mr. Hagan has been producer of NBC’s “instant specials” which he initiated in early 1960’s and his long list of other credits includes NBC News specials on wide range of subjects, such as American Profile: Music from the Land, Thoroughbred (horses), Campaign and Candidates, and perhaps winning from his predecessors as publicity man for Joey Chitwood’s Hell Drivers, piece on carnivals called Carney. He plans to leave NBC News when his contract expires Sept. 5.

End in sight

On-again, off-again negotiations between television-station committees and American Society of Composers, Authors and Publishers, seeking agreement on new rates for stations’ use of ASCAP music, have been on again. Chances for final agreement, which would settle rate-fixing lawsuit brought by All-Industry TV Stations Music License Committee, seem best since suit was filed almost seven years ago. Few weeks may tell.

Signs of life

Ever since Doug Cramer was confirmed as executive VP in charge of production earlier this summer, Paramount Television, never pace-setter among production companies, has been announcing new projects at fever pitch. Company is said to have as many as 20 TV projects in works at three networks, with half-hour pilot for CBS-TV of stage and movie hit, “Barefoot in the Park,” as big item. Among other developments, Paramount also is going to longer-form production, with plans for two-hour TV features to be spun off as pilots for hour series.

Mr. Cramer formerly was in charge of program development for ABC-TV and 20th Century-Fox TV. He was brought to Paramount, where no new shows were sold for upcoming season, specifically to create and develop new TV properties.

Staffing up

Washington top-brass staffing of American Advertising Federation is almost as unsettled as AAF’s weekly move to its new 1225 Connecticut Avenue offices. Howard H. Bell, AAF president, has conducted talent hunt for newly-created post of executive vice president for public affairs, is expected to make choice within two weeks. New VP will “inform” public. AAF members, Congress, government agencies of AAF activities and legislative interests. But it’s said VP won’t be lobbyist (AAF hasn’t registered one yet) or public-relations type (AAF publicity material will continue to be handled by Don Caterson in New York).

In meantime Mr. Bell has accepted resignation of Raymond P. de Men-ber, director of Washington services and AAF “general counsel,” who will enter private law practice. Some of his duties—monthly reports to AAF on Washington legislative scene—may be assumed by new VP. And AAF is now on look-out for either new general counsel or outside law firm—or both.

Just in case

Extra security measures were taken in Miami last week at convention of National Association of Television and Radio Announcers (see page 36) to guard against possible “incidents.” Besides regular hotel security staff and frequent visits by Negro members of Miami city police, there was around-the-clock surveillance by Andy Frain guard teams, 20 men each per shift, three shifts daily. Frain guards stood watch in hotel halls, particularly during hours when record-company hospitality suites were operating and some members of public wandered in.

Ready?

FCC will have full quota of six commissioners (there’s one vacancy; Lee Loening left committee on June 30) this week at Wednesday’s regular meeting. Commissioner Kenneth A. Cox, who’s been on vacation, is scheduled to return to his office on meeting day—meaning policy questions deferred in his absence may now he brought up. Other commissioners may not be in their offices every day, but they will be present for formal agenda presentations in midweek.

RAB at the ready

Radio Advertising Bureau president Miles David has offered RAB facilities to Richard M. Nixon to aid his campaign, which will rely heavily on radio and television. Mr. David sent telegram to Republican candidate Friday (Aug. 16) after hearing of Nixon camp’s plan for heavy radio use.
The Book

Broadcast Management
RADIO + TELEVISION

By Ward L. Quaal and Leo A. Martin

A contribution to broadcast literature

WGN CONTINENTAL BROADCASTING COMPANY

STUDIES IN MEDIA MANAGEMENT • A. WILLIAM BLuem. GENERAL EDITOR
COMMUNICATION ARTS BOOKS • HASTINGS HOUSE, PUBLISHER

BROADCASTING, August 19, 1968
Hollywood now so literally gun-shy that weapons and fighting will be virtually taboo, whether or not they seem important to development of plot, as TV producers reduce excess violence for 1968-69 shows. See . . .

NONVIOLENT SEASON ... 23

Potential donnybrook between broadcasters, FCC over public notice involving changes in broadcast license applications appears less likely as Budget Bureau exercises mediating role. See . . .

CLASH AVERTED ... 26

Likelihood of live TV-radio coverage of Democratic convention dims perceptibly as unions appear to force networks to fall back on tape, film coverage both inside and outside of hall. See . . .

LIVE DEMOCRATS? ... 28

Universal Television, a leading supplier of prime time series to network TV, becomes committed to turning out live, tape or filmed musical-variety, dramatic or actuality special programs. See . . .

UNIVERSAL TV ... 32

Merger beat goes on as National General Corp. and Warner Bros.-Seven Arts Ltd. agree in principle to join forces; amalgam would encompass total entertainment spectrum. See . . .

NGC-W7 MERGER ... 34

Foote, Cone & Belding's Bardach voices "very real fear" that TV's policies on political ads, antismoking messages may lay groundwork for "increased general commercial time." See . . .

FLOOD GATES? ... 39

Informal alliance of station-group owners and those with newspaper or publishing affiliations is formed to combat Justice Dept. suggestion that FCC break up multiple and cross-ownerships of broadcast properties. See . . .

GROUPS FIGHT JUSTICE ... 42

Kaiser Broadcasting Corp. acquires 40% more of WCAS Boston for $1.6 million, now is 90% owner of that station. WAPO Chattanooga, Tenn. is sold to Turner Advertising for $305,000. See . . .

40% INTERESTS SOLD ... 45

Philips Broadcast acquires rights to manufacture, market Minicam hand-held wireless color TV camera developed by CBS Laboratories. Production is scheduled for early 1969. See . . .

PHILIPS GETS MINICAM ... 54

Charles Curran, director of external broadcasting for British Broadcasting Corp., is named director-general, succeeding Sir Hugh Greene who joins corporation's board of governors. See . . .

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BROADCASTING, August 19, 1968
“Say how much will this all cost? Who do we go to for estimates?”
“Bring it to Ted.”

“Where do your four TV Sales Groups, Promotion, Research and Estimating Departments go to for the last word?”
“Ted.”

“Who’ll advise us on this new Promotion project?”
“Ted.”

“Who’s the General Manager of your Television Division?”
“That’s Ted.”

Pass the buck to Ted Page.

“One of our client stations is looking for an executive. Would Ted find a qualified man for them?”
“Yes. Go to Ted.”

“This station needs a new sales strategy. Should I go to Ted?”
“Of course, Ted.”

“Where do your client stations go to for solutions to their problems?”
“Ted.”

“How do we apply this research material?”
“Ask Ted.”

“We’ve got a buck to pass. Who . . .?”
“Ted. Ted Page.”

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

Edward Petry & Co.
Soul action as well as music is needed

FCC Commissioner Nicholas Johnson called on Negro radio announcers to go beyond “soul music” programming and use potential of radio to give more social and economic opportunity and greater sense of ethnic and local identity, in remarks prepared for National Association of Television and Radio Announcers convention (see page 36) in Miami Saturday (Aug. 17).

Remarks echoed emphasis on black independence at Friday luncheon, when Andrew Carter, owner of KPRS Kansas City, Mo., drew standing ovation after speech asking black broadcaster how much longer he will “sit silently at mike and let your people be used.” One of few Negro owners of radio station, Mr. Carter called upon young NATRA members especially to learn business of broadcasting as well as program side because “you ultimately must own, control and operate our own means of mass communication.”

Mr. Carter also said that FCC would be sympathetic to blacks seeking unused FM channels or attempting to purchase going AM outlets through community corporations. He urged NATRA members to reason with station management for end of tokenism in employment and to use ultimatum or mass exodus only in “difficult” cases.

While Mr. Johnson’s text seconded call to use black radio as an instrument of social change and community involvement, he de-emphasized economic aspects of black station affairs somewhat. He acknowledged that many suggestions for public-service broadcasting seem “impractical” because “people won’t listen and advertisers won’t buy.” He held, however, that such conventional wisdom was more myth than reality, adding that, in any case, it hardly constitutes “perfect excuse.”

Payola Revisited? • Profit motive, he said, should not be reason for giving black communities delusion that they have nothing to call their own except “soul music.” Mr. Johnson also warned that apparent influence of record companies on black stations—and on convention itself—portends possible “voyage to payola revisited.”

Mr. Johnson said if Negro stations can sacrifice portion of their audience to enable them to bring more dignity into black men’s lives, it would be price well worth. But, if stations fail to meet their obligation, he added, Negro radio industry might find itself to be “modern-day electronic Nero, playing recorded fiddle music while your own Rome burns.”

Similar tone of urgency was sounded at Friday workshop sessions on how radio can meet urban crisis. NATRA summarized philosophy for discussions as follows:

“There is a new black philosophy beginning to crystallize. It is simply, ‘Whitey, we no longer want you. We want to do our own thing. . . . This is the philosophy black stations must learn to live with.’

TWA—up and away from FC&B to WRG

Trans World Airlines “shocked” its agency of 12 years, Foote, Cone & Belding, New York, by removing its $18 million passenger account and earmarking it for Wells, Rich, Greene, that city. Meanwhile, WRG and Braniff International Airways announced mutual termination of that $10-million account after “thorough discussion by both parties.” Braniff on Friday (Aug. 16) refused to name any agencies under consideration but said it would announce selection shortly.

FC&B obviously did not expect such action, despite reconsideration period last September when TWA reviewed presentations from seven agencies and finally kept FC&B. William E. Chambers, chairman of FC&B’s executive committee, informed his staff of airline’s move “with a sense of shock and disbelief,” noting approval had already been received from TWA for advertising prepared for next four months.

TWA obviously did not expect such action, despite reconsideration period last September when TWA reviewed presentations from seven agencies and finally kept FC&B. William E. Chambers, chairman of FC&B’s executive committee, informed his staff of airline’s move “with a sense of shock and disbelief,” noting approval had already been received from TWA for advertising prepared for next four months.

TWA was third largest airline advertiser in 1967, with $7.7 million of total $13.7 million in radio-TV, according to Television Bureau of Advertising and Radio Advertising Bureau. Airline stepped up budget this year (BROADCASTING, Jan. 1), with estimated $9 million in broadcast in support of “Up, up and away” theme. Braniff last year spent $2.35 million in radio-TV, but also increased broadcast budget this year.

Before switch, WRG was billing estimated $70 million, with $62 million in broadcast, as compared with FC&B’s $126 million in radio-TV, approximately half its total billings. Braniff’s reason for moving was reported to be hesitation on part of conglomerate parent company, Ling-Temco-Vought Inc., to continue association because close relationship between agency and airline presidents might be considered “conflict of interest.” WRG President Mary Wells and Braniff President Harding L. Lawrence were married last November.

Culligan quits MBC; forms two new firms

Matthew J. Culligan, senior vice president of Mutual Broadcasting Corp. and former president of its MBS radio network subsidiary, has severed his connection with that company and formed two new ones of his own.

He said he has formed Pilgrim Productions, motion-picture company, and that it is already at work toward filming two books by Robin Moore ("The Devil to Pay" and "The Country Team"), and that with Arthur Murphy, former president of McCall Corp., he has set up Marketing Communications Research Center to advise European and Asian businesses on marketing in U.S.

Eric Hazelhoff, former head of Radio Free Europe, is president of MCRC, Mr. Culligan said.

He reported that he planned a “series of companies” in marketing communications field and also indicated plans to expand into other areas including television, books and newspapers.

MBC Chairman John P. Fraim, announcing Mr. Culligan’s resignation and commending his contributions, said that in resigning he had disposed of all interests in MBC and MBS. This indicated he had sold back to Mutual his stock interest, reported unofficially to be about 10%.

MBS’s Rise • Authoritative sources indicated Friday (Aug. 16) that under Mr. Culligan’s presidency, MBS, in year ended last June, enjoyed its highest post-TV profits, said to be over $500,000. He also instituted two rate increases during his 20-month tenure and substantially broadened Mutual’s client list, particularly in automotive field.

Mr. Culligan, former NBC-TV executive and head of NBC Radio, became president and chairman of Curtis Publishing Co. in 1962 after service as executive of Intergroup of Co’s. He resigned as Curtis president in 1964 and as chairman in 1965, and joined Mutual as president in October 1966. He was named senior vice president of

more AT DEADLINE page 10
James R. Sefert, VP of Peters, Griffin, Woodward, New York, named Midwest manager of TV station representation firm. He will make his headquarters in Chicago, replacing William J. Tyman who has resigned. Mr. Sefert's background includes station experience, and eight years with PGW in Detroit and New York. He was made PGW officer last year, and had been account executive on PGW "Mid-American" sales team and regional sales manager of four branch offices.

Len Tronick, television group sales manager: Mike Levinton, director of program analysis, and Mel Trauner, director of radio research, all with Edward Petry & Co., New York, elected VP's. Mr. Tronick joined Petry in 1962 and has served as group sales manager for past two years and will continue to serve in this capacity. Mr. Levinton, who joined Petry in 1967, will serve as director of TV research and program services. Mr. Trauner joined Petry in 1962 as director of radio research and will be in charge of that department.

Perry Samuels, VP and general manager, WWDC-AM-FM Washington, also named to newly created position of VP in charge of radio for Avco Broadcasting Corp., Cincinnati (group owner and licensee of WWDC). Mr. Samuels will continue as general manager of stations in Washington and will directly supervise all Avco radio station managers. Mr. Samuels joined Avco in 1967 as manager of WWDC-AM-FM. He previously was VP and general manager of WPTF Albany, N. Y. Avco is also licensee of WLW and WLWT(TV) Cincinnati, WLWC(TV) Columbus, WLWD(TV) Dayton, all Ohio; WLWI(TV) Indianapolis; WOAI-AM-FM San Antonio, and KORT(FM) San Francisco. Avco is seeking FCC approval to buy WRTW Wood River, Ill. (St. Louis).

Meanwhile in Chicago: unions back at work

Jurisdictional dispute that stopped work on broadcast-communications equipment installation in Chicago Democratic convention hall (see page 28) was reported settled by midafternoon Friday (Aug. 16). Conflict between elements of International Brotherhood of Electrical Workers and National Association of Broadcast Employees and Technicians cost three working days in already delayed push to wire hall for live coverage.

Late Friday, crews were returning to hall to resume crush wiring projects, pending receipt guidelines from negotiators with details of agreement, expected later Friday. Settlement could set new precedents in division of labor at broadcast-equipment, telephone-company equipment interfaces.

Meanwhile, closed-door meeting of Democratic convention arrangements committee failed to produce stringent curbs on convention-floor mobility of broadcast newsmen, as had been threatened, but did agree to try to eliminate all demonstrations for candidates and limit nominating and seconding speeches.

Seconding speeches will not be limited in number but nominating and seconding speeches together must be held to still undetermined time limit, probably 10 minutes. Present manual calls for 15-minute limit.

In news conference after committee meeting, National Chairman John Bailey conceded that if delegates wanted to demonstrate, they probably couldn't be stopped, but candidates had agreed to no planned demonstrations.

Multinetwork preconvention debate between Vice President Hubert H. Humphrey and Senator Eugene J. McCarthy (D-Minn.) remained still up in air late Friday (see page 29) as NBC-TV announced special one-hour edition of Meet the Press featuring both men, to be aired Sunday, Aug. 25 (5-6 p.m. EDT). Network plans to devote half hour to each candidate separately, although same panel will be used in each interview.

New light on settlement of McGowan-Storer suit

Storer Broadcasting Co. last week announced details of settlement of suits brought by McGowan International over Littlest Hobo television series. Details differed from those in earlier accounts (BROADCASTING, Aug. 12).

Storer said subsidiary, Storer Programs Inc., agreed to pay McGowan total of $150,000 in cash, $30,000 at settlement and $30,000 per year for four years. Storer retained income and accounts receivable from series to last April 30. McGowan got title to all 60 episodes of series (as reported earlier), all income received after last April 30 and future production rights. McGowan agreed to dismiss suits and refrain from further action.

Litigation arose from disputes over production of series by McGowan for Storer distribution. Storer said there were budgetary-control and management problems during McGowan's production (of 34 episodes). McGowan said Storer produced flight of 26 episodes without authorization.
Recently we sent Bob Gooding and Fred Hatten, of our news team, to Viet Nam to film interviews with area servicemen. Needless to say...

"THEY LOVED US IN VIET NAM!"

Project: Viet Nam was a great success and another first for WFAA-TV in the Dallas-Fort Worth area. Call Ward Huey, our General Sales Manager, and he'll tell you why they love us at home, too.

WFAA-TV DALLAS-FORT WORTH

ABC, Channel 8, Communications Center. Broadcast Service of the Dallas Morning News, Represented by Edward Petry & Co., Inc.
Throughout this Election Year, we’re making the point that “It All Adds Up on NBC.” That amounts to a promise: no matter how complex and surprising 1968’s political developments, NBC News will make sense of what’s happening. Anchormen Chet Huntley and David Brinkley, and the enterprising, expert men and women of NBC News delivered on that promise at the Republican national convention. As a result, more viewers chose to watch NBC’s extended coverage than that of the competing network, or the third network’s combination of entertainment and abbreviated convention coverage. And that all adds up, too.
A calendar of important meetings and events in the field of communications.

indicates first or revised listing.

AUGUST


August 27—Annual stockholders' meeting, Rollins Inc., Atlanta, to elect board of directors and to act on proposed amendment to articles of incorporation.


SEPTEMBER


Sept. 9—Deadline for comments on FCC's proposed rulemaking that would require broadcast licensees to show nondiscrimination in their employment practices.

Sept. 9—Deadline for filing comments on FCC's proposed rulemaking that would amend present rules on requirements for identification of broadcast stations.


Sept. 10—Meeting of Minnesota Broadcast Technical Society, Minnesota Mining Center, St. Paul.


Sept. 15-17—International Alliance of Theatrical Stage Employees and Moving Picture Machine Operators (IATSE) of U.S. and Canada. convention. Kansas City, Mo.


Sept. 16—New deadline for filing reply comments on FCC's proposed rulemaking to specify, in lieu of existing MEOV con-
cept, a standard method for calculating radiation for use in evaluating interference, coverage and overlap of mutually prohibited contours in the broadcast service. Previous deadline was July 16.


Sept. 18—FCC newsmaker luncheon sponsored by International Radio and Television Society. Speaker: W. Mel Clyde, WGN, Chicago.

Sept. 18-20—Meeting of the Federal Communications Commission. Washington, D.C.

Sept. 19-20—Meeting of the Texas Association of Broadcasters. Ramada Inn, Nashville.

Sept. 19-21—Fall broadcast symposium of Institute of Electrical and Electronic Engineers, Mayflower hotel, Washington.


Sept. 23—Deadline for filing comments on FCC's proposed rulemaking that would provide simplified procedures for class IV AM power increases, and promote for those increases uniform separation rules.

Sept. 24—Deadline for filing reply comments on FCC's proposed rulemaking that would amend present rules for identification of broadcast stations.


OCTOBER


Oct. 3 — Luncheon sponsored by Interna-
it takes a real woman to turn Stan Roberts* on!

*KB's dashing, morning D. J. who turns a lot of people on . . .
Monday through Saturday, 6:00 to 9:00 A.M.

WKBWradio
Buffalo, N.Y. 50,000 watts 1520 K.C.

Represented nationally by John Blair & Company

Radio's Newest Weekly National Sports Show!

Produced in association withTHE NATIONAL PRO FOOTBALL HALL OF FAME.

21 weeks—guests—actualities
One hour—predictions—opinions
Every Pro game covered with direct on the spot reports.

For further details on this exciting radio program watch your mail or contact:

Sid Friedman
Pro Football Reports
512 Hippodrome Bldg.
Cleveland, Ohio 44113
Phone: SU 1-2215

International Radio and Television Society. Speaker:

Oct. 4-5—Southern area conference, American Women in Radio and Television.

Oct. 5-6—Fall meeting Illinois Broadcasters Association. Decatur.

Oct. 5-7—Fall convention of Texas Association of Broadcasters, Inn of Six Flags, Arlington.

Oct. 6-9—Michigan CATV Association convention, Boyne Highlands, Harbor Springs.


Oct. 8—New deadline for filing comments on FCC's proposed rulemaking concerning television programs produced by non-network suppliers and not made available to certain television stations. Previous deadline was July 8.

Oct. 9—Deadline for reply comments on FCC's proposed rulemaking that would require broadcast licensees to show nondiscrimination in their employment practices.


Oct. 18-20—West Central area conference, American Women in Radio and Television, Midtown Motor Inn, Des Moines, Iowa.

Oct. 22—Deadline for filing reply comments on FCC's proposed rulemaking that would provide simplified procedure for class IV AM power increases, and promote for those stations stricter compliance with minimum separation rules.


Oct. 22-23—Broadcast executive sales conference sponsored by Tennessee Association of Broadcasters and University of Tennessee School of Journalism, University Center, Knoxville.


Oct. 25-26—Fall meeting Maryland-D.C.-Delaware Broadcasters Association, Annapolis Hilton, Annapolis, Md.


Oct. 31-Nov. 1—Fall convention, Ohio Association of Broadcasters, Neil House, Columbus.

NOVEMBER

Nov. 6-8—West Coast conference on broadcasting of Institute of Electrical and Electronics Engineers. Ambassador hotel, Los Angeles.

Nov. 8—New deadline for filing reply comments on FCC's proposed rulemaking concerning television programs produced by non-network suppliers and not made available to certain television stations. Previous deadline was Aug. 7.

Nov. 9-13—California CATV Association fall meeting, Del Coronado hotel, Coronado Island.


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21 weeks—guests—actualities
One hour—predictions—opinions
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NAB FALL CONFERENCES


Oct. 21-22—Ambassador hotel, Los Angeles.


Nov. 11-12—Sheraton Hilton, Cincinnati.


Nov. 19-20—Atlanta Marriott, Atlanta.

Radio's Newest Weekly National Sports Show!

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Nov. 19-20—Atlanta Marriott, Atlanta.

Radio's Newest Weekly National Sports Show!

Produced in association withTHE NATIONAL PRO FOOTBALL HALL OF FAME.

21 weeks—guests—actualities
One hour—predictions—opinions
Every Pro game covered with direct on the spot reports.

For further details on this exciting radio program watch your mail or contact:

Sid Friedman
Pro Football Reports
512 Hippodrome Bldg.
Cleveland, Ohio 44113
Phone: SU 1-2215

NATIONAL FALL CONFERENCES


Oct. 21-22—Ambassador hotel, Los Angeles.


Nov. 11-12—Sheraton Hilton, Cincinnati.


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Nov. 19-20—Atlanta Marriott, Atlanta.
Now at last a TV game show series with a new kind of action...a new kind of excitement. It's The First Annual World Series of Tennis. Tennis was never like this before. An all-star line-up of eight (1-8) of the best-looking, best-playing tennis stars in the game today. Ballgirls (9). A $35,000 purse. A final match played for $5 a second, $320 a minute...over $15,000 going to the winner. An outdoor stadium (10) in Sydney, Australia specially-constructed for television staging. A simplified new scoring system (11) where players race the clock and every point means money—up to $50. And a new live action look created by Electronic-Cam (12), a new 35-mm color photographic breakthrough.

The First Annual World Series of Tennis has already been sold in 15 countries around the world. It's now being offered market-by-market for telecasting in the first quarter of 1969.

The First Annual World Series of Tennis
THIRTEEN ONE-HOUR COLOR MATCHES.
NEW YORK/LOS ANGELES/CHICAGO/ATLANTA/DALLAS/LIMA/LONDON/MADRID/MEXICO CITY/PARIS/RIO DE JANEIRO/ROME/SYDNEY/TOKYO/TORONTO
Putting in a plug for all-news radio


A chance meeting in the Long Island railroad station and how my life was changed so that I became re-enchanted with radio after my earlier immersion in it.

Advertising Angle • That's a pretty disparate set of elements to throw at a person. But stay. I get around to some nuts and bolts pretty soon. First, let me sort all the stuff out for you. And how it applies to advertising.

During World War II my combat medic group was on field maneuvers in a swampy area. Corporal Fall was with us for special services—and thank God for that.

I was standing behind him one day waiting with my mess kit for a mess to be dumped into it. As Fall reached the tureens, a cook walked in front of him. Acting quickly, Fall goosed the cook with the handle of his mess kit. The cook leaped and screamed. A second lieutenant ran over and asked Fall what happened.

"Lieutenant," he said, "I'm afraid your cook is goosed."

At once, I elevated Fall into the pantheon of the great men of all time. (What about radio? Patience.)

Fall left us a week later and when we shook hands I recalled his remark and promised, tearfully, never to forget him.

I didn't.

Some years later—the war over, my career begun, my future impoverishment assured (house on Long Island, etc.)—I was racing through the LIRR station when I saw the good corporal. A bit chunkier—but the good corporal nevertheless.

"Fall," I said, stopping him, "you're a bit chunkier."

"You too," he replied quick as a dingbat. "Who are you?"

"Chow line; mess kits; cook is goosed."

So we hugged each other and went off to the Savarin for a drink. And I missed my train—where I usually sat in the back car where that night just about everyone was killed when another train plowed right into it.

The next morning I started driving to work and became a professional radio listener.

And that's some 20 years ago. That was, believe me, a rough job—being a professional radio listener in those days. Radio was under the gun; TV was killing it and radio was a wasteland: wall-to-wall music, occasional news, weather checks and possibly Barry Gray. But I rarely drove that late.

Gradually I began to sort out stations in my head. They developed personalities; some I loved: some I hated. But I gave them all a chance.

Now the commercial part. I got into the advertising business some 10 years ago and a few years after that began to use radio.

I used to kid around with the stations and tell them that our commercials for Carlsberg beer, Vita Foods, No-Cal. Mother's Foods, etc. were radio's last best hope for creating enough listener attention. And, frankly, on some stations that was true.

I was concerned that sometimes our message was not getting through, that the audience was not sufficiently alert because the programing didn't keep them that way. But I couldn't do anything about that. I recalled how radio used to grab me (look at the flock of titles at the head of this piece) and began to wish that radio would do something to bring that attention level up so that results could also move up.

I found myself—as a professional listener—tuning out too often. And frequently I wouldn't even hear my own commercials until they were half over.

Then one day something did happen to me as a listener and user of radio. All-news. All the time.

The all-news station had happened in New York.

The second day I listened I called in our media people and told them to put everything we had on all-news. "That's the next station."

We did go on the all-news station (WINS New York) and I've been happy about it ever since.

How did I justify what I did? Scientific feel. All-news had to be good. If they were going to broadcast all-news, then people who tuned them in were going to be turned on.

I wanted those people to get our commercial while they were listening to news.

Listener Response • How did our stuff work? Well, let me give you what I call the Roslyn Heights/Old Westbury/Wheatley school district poll. We used to run a lot of commercials on a lot of stations. But when we began to run them on WINS people began to quote them back to me. At the supermarket, at school meetings. At Little League sessions, wherever I turned up—people would say: "Hey, I heard your commercial." When I asked them where, they invariably heard it on the all-news station. The point is they were paying attention to all-news. All-news has done all of us in advertising a good turn in providing stations with audiences who LISTEN!

I'm delighted that Group W has started the same programing on the West Coast with KWPN in Los Angeles joining WINS and KYW Philadelphia and that CBS has gone in much the same direction in New York, Los Angeles, San Francisco and Chicago.

If this begins to sound like a plug for all-news—you guessed it. It is.

I'm delighted when a media creates a great medium for messages.

---

Martin Solow, who became president of Solow/Wexton Inc., New York, five years ago, doesn't let his administrative position overpower his active writing as creative director. One of his creations is the "Vita herring maven." He has been in advertising for 10 years, nine of them with Solow/Wexton, and is a past president of the Advertising Writers Association of New York (AWANY) and a member of the governing board. Previously he wrote for "Coronet" and "Pageant."
$18,500 is the complete price of the new IVC-120 BROADCAST COLOR CAMERA. With the IVC-120 you can color the local scene ... local news and weather, public events, commercials, remotes. You can avoid monochrome switchbacks from network or film chain color. You can add color to educational broadcasting for little more than the cost of a good monochrome camera.

Result of a new camera technology, the revolutionary IVC-120 produces viewer color equivalent to that produced by color cameras costing three times more. IVC-120 is also easier to operate, set up and maintain than more expensive cameras.

The standard IVC-120 comes ready-to-broadcast. It includes: special IVC vidicons, 6:1 zoom lens, external color encoder, studio junction unit, camera remote controls, camera and remote control cables. A broadcast sync generator is a camera option. Film chain versions are also available.

To see how the IVC-120 adds color to local programming, turn the page.

INTERNATIONAL VIDEO CORPORATION
Local election center at KMED-TV, in live operation with two IVC-120 cameras, adds color to the Medford (Oregon) scene.

Off-the-monitor photos demonstrate excellent color quality and sensitivity of 3-vidicon design. Lighting levels above: (A) studio light at less than 150 ft. candles, (B) studio light at 300 ft. candles, (C) outdoor lighting at 4,000 ft. candles.

Type of reproduction: color or monochrome; 525 lines, 60 fields, 30 frames

Encoded output signal: fully compatible with EIA and FCC requirements; 0.7V non-composite, 1.0V composite

Resolution (luminance signal): 35% response at 400 lines with no aperture correction; limiting resolution is 500 lines center, 400 lines in corners

Sensitivity: color reproduction holds to 40 ft. candles, studio quality as low as 200 ft. candles

Geometric distortion: less than 1% within a circle having a diameter equal to the picture height, less than 2% elsewhere

Registration error: less than 0.15% within a circle whose diameter is 80% of picture height

For a demonstration of the IVC-120, contact the IVC office nearest you — for details, ask for our new IVC-100 series brochure.
Split the uprights

EDITOR: The summary of radio and television’s coverage of 1968 professional football (Broadcasting, Aug. 12) was an outstanding piece of comprehensive journalism.—Pete Rotelle, commissioner of professional football, New York.

Credit for NAFMB seminar

EDITOR: Thank you so much for your extensive coverage of the National Association of FM Broadcasters seminar in San Francisco (Broadcasting, July 29) but we do wish that seminar chairman Gary Gielow (XFN[M]F) had received much merited praise for his leadership in making this the most successful of any NAFMB seminar to date.

May I use your columns to publicly thank Gary on behalf of all FM broadcasters?—Ab J. Voron, president, National Association of FM Broadcasters, New York.

Timely tie-in

EDITOR: Your Aug. 5 cartoon struck us at an appropriate time. We are preparing a promotion for a service station. We feel your gentle cynicism is hilarious and would like very much to frame the original cartoon if you would be kind enough to send it to us.—R. H. Palquist, president, Tape Networks Inc., Glendale, Calif.

(Original has been forwarded.)

Flip slip of llp

EDITOR: Your Aug. 5 cartoon was amusing, but incorrect. Flipping a coin double or nothing would be a lottery. The element of a prize is there, since if the coin were tails, the customer would pay nothing. The element of chance is there in the flip of a coin. The element of consideration is there since a purchase is necessary to participate, or if you lost you would pay double.

You can’t even flip for Cokes anymore.—Jay Newman, WBUC, Buckhannon, W. Va.

The late Doyle Cain

EDITOR: Turner Cook [of Broadcast Music Inc.] called at KAIN Nampa, Idaho, recently and was shocked to hear of the sudden death of Doyle Cain on May 6. Mr. Cook felt that there were many who would be interested that still would not have heard the news of Mr. Cain’s death. Mr. Cook suggested that I send the information.

Mr. Cain started in radio at KFXD Nampa, Idaho, on July 1, 1935. He was associated with KFXD until he established his own station, KAIN, in October 1962. He was a member of the Radio Pioneers and received the Idaho Sportscaster of the Year award in 1961 and 1962. Mr. Cain, 59, is survived by his wife, Elizabeth, a son, Larry Cain, a daughter, Mrs. Shirley Jones, and seven grandchildren. He died of a heart attack at his home.—Mrs. Doyle Cain, KAIN Nampa, Idaho.

Not the parent Ross Roy

EDITOR: Your July 22 coverage of the CBS Radio report on the 1967 network radio advertisers, their agencies and the networks they used was excellent, as always.

However, on page 35 the agency of record for Church & Dwight Co., Arm & Hammer washing soda, is incorrectly listed as Ross Roy instead of Ross Roy of New York. We are an independent subsidiary of Ross Roy Inc., with a completely separate staff and client list.

It is extremely important to us that RR/NY listing be kept completely separate from those of Ross Roy in Detroit.—Patricia Wagner, director of public relations, Ross Roy of New York Inc., New York.

On other side of fence

EDITOR: You are in error in your community antenna section when you report that WNCN-TV, Greenfield, N. C., applied for a CATV franchise in Greenfield. Quite to the contrary, we are on record as having vigorously opposed a franchise for this community.—Ed Fields, program director, WNCN-TV, Greenfield, N. C.
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
1968-69: the nonviolent season

Hollywood so gun-shy—literally—that weapons and fighting will be virtually taboo, whether or not they seem important to development of plot

There will be a dramatic decrease in scenes of excess violence shown on entertainment programs during the upcoming prime-time network television season. The networks have spent a frantic summer in efforts to reduce the number of killings actually seen on screen. Numerically there will be fewer corpses lying around, fewer shots fired, fewer punches thrown. In many instances the violent scene itself no longer will be shown. Instead the focus will be on a reaction shot—a reaction to the violence.

Audiences in the fall are extremely unlikely to see any scenes of violence for violence's sake alone. They even may be hard put to catch a glimpse of a gun, except where the weapon is absolutely essential to the plot or the job of the character. In action-adventure shows there still will be some violent action. But the new guideline is that there absolutely must be a reason for it—it must be motivated. If it's not motivated, chances are that such scenes already are in the script discard file or on the cutting-room floor.

There's a feeling among some producers in Hollywood, where most of the new season's entertainment product is now in production, that a state of "near hysteria" surrounds the subject of violence on television. There's a growing consensus that the networks are over-reacting to the prevailing national climate of antiviolence.

"In each and every instance with our show the violence has been cut at least in half," says the producer of a new hour series. "Anything that shows agony, too much punishment, or is too bloody, anything that could be too startling, whether or not it's in context or whether or not it was done for good and valid reason, is being taken out or reduced, wherever possible."

Producer-director-writer-performer Sheldon Leonard, a leader in the Hollywood film community, is even more explicit and more concerned. "To whatever extent I can I'm seeking to weather this storm," he explains, "I'm seeking to get through this period when censorship looms ever closer and closer, as it does. This concern over violence already has led to de facto censorship on the air."

Widespread Reaction • The effects of the antiviolence crusade have been sweeping and the situation seems fraught with deep implications for future programming on network TV.

"There has been an effect on everything this side of soft comedy," points out Grant Tinker, a programming vice president for Universal Television. "And there's no question that the same new attitude that we're talking about as possibly affecting present shows is affecting the selection of projects for development. If not affecting the actual selection, they are at least causing people to state conditions under which they will or will not be done."

What has happened, of course, is that network television is bearing the force of the shock waves that have come in the wake of the assassination of Senator Robert F. Kennedy on June 5. Almost immediately afterwards, President Johnson expressed public concern as to the possible effects of the content of television entertainment programs upon the nature of the American society. The three television networks, vulnerable and sensitive, followed the President's statement with sweeping orders to their own programing people and standards-and-practices executives, as well as to independent producers, to de-emphasize acts of violence in TV entertainment shows.

The first direct consequence of this has been a slight case of bedlam during the summer rerun season. Changes have been made extensively in the rerun schedule. Shows that were not supposed to run because they were too tame were suddenly inserted. Parts of rerun shows have been edited. Other shows have been completely replaced.

Changes Made • Two days after the assassination of Senator Kennedy, NBC-TV called the Get Smart production team and asked them to replace a show that was scheduled for that Saturday night. The reason, it was explained, was that there were some killings in it. Another show was about to be offered for rerun until it was remembered that it concerned a political assassination. Finally, it was realized with dismay that of the 26 Get Smart episodes filmed during the 1967-68 season, only about three contained no disturbing evidence of violence.

Executive Producer Arne Sultan and Producer Burt Nodella made an agonizing re-evaluation of their work. As were and are many in Hollywood, they admittedly were supersensitive about

President's task force

The President's Commission on Violence, established after the assassination of Senator Robert F. Kennedy last June, has established a task force on mass media, headed by a young government lawyer and a college sociologist.

Robert K. Baker, most recently a Department of Justice lawyer, and Sandra Ball, San Diego State College sociology teacher, are the co-directors of the mass media unit, which hopes to begin functioning with meetings and perhaps public hearings late this fall.

The commission is headed by Dr. Milton Eisenhower, president-emeritus of Johns Hopkins University, Baltimore. Lloyd N. Cutler, a Washington lawyer whose firm, Wilmer, Pickering and Cutler, has broadcast licensees among its clients, is executive director of the commission.
1968-69: THE NONVIOLENT SEASON

continued

the Kennedy assassination.

"Smart very often will have violent fist fights," reflects Producer Nodella. "And we've had a lot of shootings that are done comedically. But, then," he says, "I reminded myself that kids watch this show and maybe I'm guiltier than the producer of the violent private eye show because I'm tacitly condoning it by making it more palatable. Death is funny, violence is funny."

As a result of such soul-searching, it will be a somewhat changed Maxwell Smart that viewers will see next season. The producer hopes he'll be less physical and more comedic. The fights that he will engage in will be basically funny, slapstick encounters. He will win accidentally.

Killings will be studiously avoided. Smart will take out his gun and shoot and the bullet will ricochet and bounce, hit a pitcher on the shelf above the heavy's head and the pitcher then will fall on the bad guy's head and knock him out.

No Bodies? A serious effort is being made to eliminate death from the show entirely. Where a script says somebody falls out of a window and was killed, Max will now say, "oh, he fell on the awning. He's limping a little but he's OK."

It used to be possible to have a man painted blue open the door to Smart's apartment and fall down dead. Agent 99 would say, "how terrible." Max would reply, "you're right 99, I'd better do something about this" and he'd do something out of frame. She would say, "what is that?" The scene would then show that Max has put a sign on the body reading: "Do not touch, wet paint."

That kind of scene is now definitely out of the Get Smart scheme. It's funny, but it condones death. Similarly, as a direct consequence of the death of Senator Kennedy, producer Lou Morheim of ABC-TV's The Big Valley series cancelled a scheduled summer rerun of "The Night of the Execution" segment, which contained an assassination. In addition, he cancelled a script in the works for the upcoming season of the series that also revolved around an assassination.

There are many such examples. Reportedly, the FBI series and It Takes a Thief have had to rewrite several scripts because of possible excessive violence. The Mod Squad, which concerns three young people who work with the police, may have had its protagonists carry guns during the course of the program's development. But in the aftermath of the Kennedy tragedy the decision was made not to have the three undercover agents carry any weapons.

Brain Not Brawn - David Ross, the character Darren McGavin plays in NBC-TV's The Outsider series, is a private investigator. He lives in a violent world. In the pilot program, which already has been presented as a "World Premiere," private eye Ross carried a gun in a leg holster. That's been ruled out and instead the objective now is to make The Outsider more "cerebral."

Actually, no show has had a rougher time of it in the anti-violence climate than the Universal Television-Public Arts Production of The Outsider. It was bought by the network and in production long before the Kennedy assassination. The 15th episode in the series was completed some two weeks ago. Its die was cast before the antiviolence attitude prevailed. Now it's being recast.

"We absolutely have been taking each show, one at a time. They've been reviewed; we've made changes: we've showed the changes," reports producer Gene Levitt. "Now the first eight shows are in dubbing and naturally you know, if you make a change you have to redub a reel. Well, that's what we're doing — doing this morning — every day for the last seven weeks."

Thus in an episode entitled "Love Is Under L." the fight that the hero of the series has with a bad man has been significantly modified. The man has a knife, which he uses in the fight. In the last moment he dives at the hero, who ducks and flips him over a bar. The bad guy crashes down in the back. Then he stands up and the audience is made to think the fight is going to continue. But the man has the knife in the front of himself. When he went over the bar it stuck in him. He pulls the knife out and then he dies.

Only production insiders have seen that version. In the current charged atmosphere, the man is still shown going over the bar, but is not shown again. The camera pans to the hero for a reaction that leaves little doubt that the villain is done for.

In another Outsider episode, this one called "A Wide Place in the Road," a young man comes driving down the road of a wicked town (it has "A Bad Day at Black Rock" theme). A good lady in the town fires a rifle that makes him swerve the car and smash it. In the new edited version what is not seen is the close shot of the windscreen shattering and the young man, face bleeding, collapsing over the steering wheel.

Necessary Adjustments - These changes have left some episodes of various series short in length. In some cases, producers may be able to make up the film that has been edited. In other cases that may not be possible without reshooting, which is expensive. Slightly abbreviated episodes — with say anywhere from 15 seconds to 60 seconds of film cut — probably will be filled out with public service announcements.

Without question, every dramatic network show has been touched by the antiviolence attitude, if only by being put under very careful and consistent observation. Even if standards and practices approves a script these days — where the decision is made that the violence is not gratuitous — there's still concern that the scene may not play right. In many instances — many more than in the past — editors from standards and practices are in attendance on the sets of shows, supervising the depiction of the violence.

There's also something else that's new in current practice. "When a script comes in with a theme that is itself violent, we are now taking a very long look at it," observes a standards-and-practices executive. "Say, it's about a man with a violent nature who comes back to reclaim a property — a violent personality who does not listen to reason but is always fighting to hang on to what he thinks is his. If the theme comes in this way and where the modification of it still leaves a violent story, why we just throw it out."

Fears of Censorship - Some of these developments are causing great concern to Hollywood's creative community. "I think it's a wedge to open the way to broader and more damaging censorship," said Sheldon Leonard in a panel discussion taped for show on the dedicated anti-violence program aired on KTBY(TV) Los Angeles last week. "In the present climate," he suggested, "I don't believe you could do George Bernard Shaw's "Saint Joan" because there's a lady burned at the end of it, you know. I don't think you'll be able to do the crucifixion on television right now — it's a pretty violent event."

Television writer and novelist Harlan Ellison, another guest on the program, claimed that "because of the kind of censorship we've always had on television — and now it's even worse — the writer is not allowed to come to grips with real problems and real people." Said Mr. Ellison: The writer has been forced to "provide the easiest way to show stress and moments of passion."

There is, he concluded, "a kind of illiterate vocabulary that a punch in the mouth has been replaced by."

This criticism has not been lost on the West Coast head of standards and practices for one of the networks. "It's not comfortable for us to say just two
blows instead of four. But sometimes it comes down to just that," he assures. "I prefer to say temper the fight."

That may be the watchword for the upcoming 1968-69 network programming campaign. It could be a season where the fight is considerably tempered and the blows of violence are sharply curtailed.

Program notes . . .

"Animal" rights • North American Television Associates, Hollywood-based TV production and distribution company, has acquired all but domestic rights to The Animal World, a half-hour color series currently being produced for presentation over NBC-TV by Bill Burrud Productions, Hollywood. The series started on the network in June.

Racing's film house • Gurney/Shelby Film House, specializing in film work on auto racing, has been opened by Dan Gurney and Carroll Shelby, two of automobile racing's most celebrated figures. The new film-makers intend to work in the commercial production field as well as industrial, educational and documentary areas. The address is 1717 North Highland Avenue, Los Angeles 90028.

Tennis coverage • The U. S. National Tennis Championships from Forest Hills, Mass., will be shown on 13 Eastern Educational Network stations Aug. 19-25. Produced by WGBH-TV, the weekday matches will be fed live to two stations and repeated for the other 11 at 7 p.m. Finals on the weekend will be sent live to eight stations, with five carrying a delayed feed.

Chicago labs • Acme Film & Videotape Laboratories, Hollywood, has opened a regional sales office in Chicago at 333 North Michigan Avenue. The office will service Chicago and the Midwest area, supplementing the activities of the office Acme has in New York. Phyllis Abboud, in sales and services for WTTW recording services, Chicago, will head Acme's new regional office as Midwest account supervisor.

Film brochure • An almanac of films on subjects of interest to the farming community is now available to TV stations through the Modern Talking Picture Service Inc., New York. The films, loaned free, cover such topics as farming methods and equipment. TV stations may obtain a copy of the almanac listing nearly 40 subjects by writing: Dept. MA, Modern Talking Picture Service, Inc., 1212 Avenue of the Americas, New York, N. Y. 10036.

Sears' grant • The Sears, Roebuck Foundation's second grant of $150,000 to National Educational Television will be used to continue production of the half-hour children's program, Misters' Neighborhood, produced by Fred Rogers at WQED-TV Pittsburgh. The grant will supplement contributions of $5,000 each from 40 affiliates, and will finance 65 new half-hours.

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**Writers move to save momentum of antiviolence campaign**

More than a month after the networks asked entertainment program producers to tone down violence, television film writers gathered to pressure the networks into doing just that. About 100 members of the Writers Guild of America, West, met last week in the Beverly Hilton hotel and listened to a report of a committee appointed by their board of directors to look into the matter of violence on television. The time has come, they were told, for action.

The networks would not be permitted to soft-pedal this issue. This was not the time for de-escalation.

A surprise visitor on the floor offered the membership three recommendations (said to be the most feasible of many suggested). The purpose of the recommendations, it was made clear, is to keep the matter of violence on television alive, to create an "unease in corporate heads."

Essentially, the recommendations called for the establishment of a program monitoring system, the funding and implementation of a professional study of violence and the documentation of evidence of television's culpability in the matter for submission to the FCC.

**Proposed Action** • Specifically, it was recommended that the Writers Guild of America, television-radio branch, "shall establish monitoring committees of television shows, composed of members to cite instances of unnecessary violence or gratuitous violence on programs." It was also proposed that the WGA "make an application to the Ford Foundation or Rockefeller Foundation or such comparable body to ask for a grant of money" to set up a professional staff which would devote full time to the study of violence on television.

The study would attempt to answer the following questions:

* "Is violence planted on shows?"
* "By whom?"
* "Is there a relationship between violence so planted and ratings?"
* "What is that relationship?"
* "Is that action in violation of FCC licensing criteria?"

The final recommendation was for documented instances of the planting of violence to be gathered and submitted, along with suggestions for the discouragement of such practices, to the FCC.

**Violence Called Excessive** • WGA's membership did not vote on the specific recommendations. Instead, the committee on violence was given approval to pursue this line of action further. The membership also approved a resolution that incorporated a sort of professional creed about violence: that "We as a group of professional writers . . . feel there is an excessive amount of violence on television that adds to the general background of violence in our society and tends to make acceptable solution of all problems, personal and national, by violent means." Emphasizing that the writers are not for censorship or the prohibiting of all violence on television, the resolution urges "that the networks assume the responsibility that is due from them to assure balanced programming so that violence becomes a minor rather than an all-pervasive part of television."

A surprise visitor at the meeting was Herninio Traviesas, director of standards and practices, NBC, West Coast. Mr. Traviesas assured the membership that the network responsibility is taken very seriously ("we have 14 people to read all the scripts"). It's his opinion that the de-emphasis of violence on television is not part of just a momentary cycle. It's here to stay for awhile. Mr. Traviesas explained, too, that we're not saying all action is out. But we want it properly motivated." Among several resolutions offered from the floor during the three-hour meeting was one from a writer who suggested that a weekly body count of fictional TV deaths be published in trade papers and newspaper columns as a way of keeping pressure on the networks. This resolution was held in abeyance, especially after another writer got up and asked what would happen to the body count if he did a script about the bombing of Hiroshima.
Program-form clash averted
Budget Bureau okays revised version of community-needs notice

A potential donnybrook between broadcasters and the FCC over a proposed public notice dealing with the ascertainment-of-community-needs questions in applications for broadcast licenses appeared to be averted last week, as the Bureau of the Budget approved a revised version of the notice and returned it to the commission.

The notice was intended simply to clarify what the commission expects applicants to show in response to questions on how they determine community needs. In its original form, however, it brought strong protests from broadcasters, who claimed that it would require new and unreasonable amounts of paperwork and would subject them to public "second-guessing."

The Budget Bureau, which is required to pass on all forms and questionnaires issued by government agencies, brought government and industry together in talks which resulted in several modifications. Joseph Baudino of Westinghouse Broadcasting Co., head of the industry committee that advises the bureau on commission forms, said he expects the new notice to be adopted by the commission within a short time.

The broadcast-industry committee had objected principally to sections requesting applicants to identify by name, position and organization "each person" contacted in determining needs, to list "all significant suggestions received," and to evaluate the "relative importance of all suggestions" and explain why discarded ideas weren't adopted. These were the requirements which the committee felt would impose new paperwork burdens, lead to second-guessing, and possibly impose tighter control over a licensee's programing judgment (BROADCASTING, July 15 et seq).

Revisions The redrafted notice still asks for the name, position and organization of persons consulted, but asks for listing and evaluation only of "the significant suggestions." and does not require that applicants give their reasons for rejecting particular suggestions. This request had evoked the strongest protest from the industry committee, which had called it "an impossible task at best."

The notice also calls for "programing service proposed to meet the needs as evaluated," which brought a relatively mild protest from broadcast representatives, but prompted an additional dissent from Commissioner Robert E. Lee when the notice was first sent to the Budget Bureau. Mr. Lee said then that broadcasters have a variety of ways of becoming expert in the needs of their communities, and while he might question them on how they became experts, he would accept their programing proposals "without question." Mr. Lee also objected to the listing of names of persons contacted, which he said was unnecessary.

The type of showing described in the notice would apply not only to license applicants, but also to applicants for increased facilities serving "a substantial amount of new area or population."

'Pot party' hearing scheduled Sept. 12

The FCC's long-delayed "pot party" hearing will be held in Chicago on Sept. 12. The hearing, to be conducted by Chief Hearing Examiner James D. Cunningham, is to determine whether WBBM-TV Chicago staged, or otherwise misrepresented, a marijuana party aired on the CBS-owned station last fall.

The commission had originally scheduled its inquiry for May 14, but postponed it twice so that the House Investigations Subcommittee could complete its own investigation of the matter. Scheduled as a "public hearing," FCC executives said that parts could be closed at the discretion of the examiner.

Former FCC Chairman Newton Minow, now in private law practice in Chicago, will represent WBBM-TV at the hearing. Mr. Minow also represented the station before the House subcommittee. FCC counsel will be Joseph Stimmer.

Records on agenda for NAB regions

The National Association of Broadcasters and the Record Industry Association of America will present a "record roundtable" on recorded music for NAB radio members during the October and November NAB regional conferences (BROADCASTING, Aug. 12).

Representatives of record companies and selected radio broadcasters on each first-day radio session of the conferences will discuss such topics as tailoring records for use by radio stations, free records for station use, record promotions, and the phase-out of monaural recordings. Henry Brief, RIAA executive director, will moderate. Those selected as RIAA-NAB representatives will be announced later this week.

Kennedy coverage

The three television networks and all the radio networks, with the exception of ABC Radio, plan to cover live Senator Edward M. Kennedy's speech at the Worcester, Mass., Chamber of Commerce luncheon Wednesday (Aug. 21). In his first public address since the assassination of his brother, Senator Robert F. Kennedy (D-NY), the Massachusetts senator is expected to comment on major issues facing the Democratic party and its 1968 platform.
Let Peg do some selling for you

Peg Rayborn is women's director for Charlotte's WSOC-TV. Nicest package that ever arrived on the Carolina scene.

Her main stint is as hostess on our Today in the Carolinas morning show. Mail response, from as far away as Virginia and Tennessee, shows for sure that in this slot we've got a good thing going for advertisers.

Do you have a product that women buy? Miss Rayborn will sell it for you. Call us or H-R for the complete story.

NBC/Represented by H-R
Cliffhanger in Chicago

With Democratic convention only days away, union squabbles obstruct television installations; it could mean dead coverage of a very live affair

The likelihood of live television and radio coverage of the Democratic convention dimmed perceptibly late last week, a bare 10 days before the convention was to open in Chicago next Monday (Aug. 26).

Seemingly endless union jurisdictional disputes on top of the three-month-old telephone strike left network news officials apparently convinced there was virtually no chance of live pickups outside the convention hall and fearful there might be none inside, either.

The alternative in either case would be reliance on video tape and film for television and on tape for radio, shuttled by the fastest means available to the networks' owned stations in Chicago to be put on the network lines.

That procedure, which seemed sure to be necessary for coverage of events outside the hall if not those inside, could delay radio-TV transmissions for 20 to 30 minutes to an hour or more, according to network sources. Extent of the delay would depend not only on time needed to develop any film that was used—probably under 30 minutes, according to networks—but also in many cases probably even more on transportation to the owned stations.

The latter factor could prove especially troublesome in event of a blackout on live coverage within the hall, because the International Stockyards Amphitheater, where the convention will be held, is about 30 minutes from the downtown district by car. Barricading disruptions en route.

At least one network organization, ABC News, has managed to arrange for the use of a pigeon near the amphitheater as a landing site for its shuttle helicopters.

Union Block - The International Brotherhood of Electrical Workers strike against the Illinois Bell Telephone Co., and the moratorium last month under which volunteer workers were permitted to start wiring up the amphitheater, virtually doomed live pickups from hotels and other locations outside the hall. The rules of the moratorium forbade communications-cable work anywhere outside the amphitheater, and the union has held firm against use of rooftop microwave antennas.

A main factor jeopardizing live coverage within the amphitheater, according to numerous network sources, was a series of union disputes over jurisdiction, including who should make the connections that would get the amphitheater pickups out of the hall and onto the air. Local 134 of IBEW, which includes telephone workers and certain construction electricians, was holding out for jurisdiction over some types of work traditionally performed by broadcast engineers.

There was also said to be serious disagreement between unions over handling of some of the masses of electronic equipment trucked in from the Republican convention at Miami Beach earlier this month.

In addition, Chicago's fire marshals inspected the engineering trailers and condemned some of them, requiring that they be rewired to handle heavier power loads.

Key Meeting - One ray of hope was held out Thursday night (Aug. 15). Representatives of the feuding unions, IBEW and the National Association of Broadcast Employees and Technicians, were said to be meeting in an effort to reconcile their differences. The outcome of that meeting, according to high Democratic party planners, would determine whether any live pickups would be possible in the hall.

Even if the unions reached agreement, there was some speculation as to how well and how completely it would be possible to do the job in the little time that's left. One network news chief noted that it's a ticklish as well as time-consuming job. Another noted that "at this point in Miami Beach we were ready to go; right now we couldn't get a picture if we had to."

Although they and their associates differed somewhat in their estimates of the likelihood or unlikelihood of live coverage from the hall, top officials of ABC News, CBS News and NBC News agreed as of late last week that the prospects were not bright.

Richard Salant, president of CBS News, reported from Chicago: "We're in serious trouble—all of us [networks]."

Reuven Frank, president of NBC News, said in New York that live TV and radio pickups inside the hall looked "chancy" and, like officials of other news organizations, he saw virtually no likelihood of live pickups outside the hall.

Bill Sheehan, vice president and director of TV news for ABC News, said in Chicago that he would "hesitate to go as far as to say there'll be no live pickups" but called the situation "grim" and "very discouraging."

Options - All three TV networks were preparing to cover the convention two ways: with live pickups from the hall if live pickups were possible, and on film and tape if live pickups could not be made. They also could have gone either way in Miami Beach if necessary, but at least some indicated their back-up facilities and procedures in Chicago are to be much more elaborate than at the GOP convention, adding significantly to the costs.

All agreed that the Chicago coverage would be more expensive as well as more difficult, but as one noted: "It's too late to think about costs now."

In addition to the virtual certainty about no live pickups outside the hall and considerable doubt about live pickups within, authorities noted that communications between newsmen will be seriously impaired by the unions' refusal to allow installation of additional telephone lines at hotels and other locations.

One executive, noting that the Hilton is the convention hotel, said, "We'll just have to rely on the Hilton's usual telephone service"—an observation that will be instantly revealing to anyone who has attended National Association of Broadcasters conventions there.

Convention coverage and communications are only part of the worries confronting newsmen. There has been widespread speculation about the possibility of civil disorder, particularly in the ghetto areas adjoining the amphitheater. Short of disorder, several major demonstrations are planned, including one whose leaders say will enlist up to 100,000 people.

Peril to Personnel - Chicago is deploying its police force, and National Guard troops will be standing by in an effort to head off violence, but network news officials are concerned about that outlook, too, and some are seriously worried about it. One expressed deep concern over how to insure the safety
of his employees, "especially the girls," in getting them out of the amphitheater and back to their hotels after the night sessions. Threatening taxicab and transit strikes compounded the uncertainty.

Although nobody said so last week, some newsmen have been quoted as speculating privately that the unions' stand against additional wiring for hotels and other outside locations was taken in sympathy with the city's and perhaps the Democratic party's desire to minimize as much as possible the coverage of violence if any occurs.

In any event, here's the way the various networks were planning to cover the week's events as of late last week, by whatever means necessary:

**ABC**

ABC-TV goes to the Democratic convention bolstered by the improved rating received by its 90-minute reports of the GOP convention.

ABC-TV has scheduled to open with an expanded edition of *Issues and Answers* Sunday (Aug. 25) featuring Senator George McGovern (D. S. D.). The Monday-Thursday nightly summaries will follow the same format as used in the Republican convention, with Frank Reynolds replacing Bill Lawrence as moderator. Mr. Lawrence collapsed in Miami Beach Aug. 5 with pulmonary edema, a lung ailment (BROADCASTING, Aug. 12). William F. Buckley Jr., Gore Vidal and Howard K. Smith will continue in their same roles.

The American Information Radio network will carry the preconvention special and 14 short reports each night of the convention by Roger Sharp, Steve Bell and Duff Thomas. The entertainment network plans to carry three or four short reports each night with Bob Wilson and Tom Schell. Don Gardiner and Bruce Brown will anchor the reports on the Contemporary network three or four times each evening, and Harold Steele will handle the FM network reports three or four times a night. Ted Koppel will report on all four networks.


*Time* magazine and the B. F. Goodrich Co. will continue as sponsors of ABC-TV's coverage.

**CBS**

CBS-TV will begin its coverage with half-hour summaries (4:30-5 p.m. EDT) of the platform and credentials committees meetings today (Aug. 19), through Thursday (Aug. 22), and a preconvention special Sunday (Aug. 25) from 10 to 11 p.m. EDT.

The first three summaries will originate from Washington and the fourth from Chicago. The special, anchored by Walter Cronkite, will feature analyses by Roger Mudd and Eric Sevareid, and reports by Mike Wallace, Harry Reasoner, Joseph Benti, John Hart, Dan Rather, David Schoumacher, Martin Agronsky, Bill Plante, Ike Pappas and other members of the convention team—the same people who reported from Miami Beach two weeks ago.

CBS-TV plans to cover the convention starting at 7:30 p.m. EDT Monday, Aug. 26.

CBS Radio's coverage will consist of 10-minute summary broadcasts every half-hour during the sessions, to be expanded if necessary, and full coverage of major events. Robert Trout and Dallas Townsend again will anchor the

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**Humphrey, McCarthy put snail to shame**

The prospects for a preconvention broadcast confrontation between Democratic presidential candidates Hubert Humphrey and Eugene McCarthy edged forward a bit last week—but so slowly that some high network authorities were beginning to wonder whether it would ever come off.

The prospects for a postconvention broadcast debate between Democratic nominee Richard Nixon and the nominee yet to be chosen by the Democrats still hinged on suspension of Section 315 of the Communications Act.

Heads of ABC News, CBS News and NBC News sent identical telegrams to Senator McCarthy (D-Minn.) and Vice President Humphrey offering a firm time period for a joint appearance—Friday, Aug. 23, at 7:30-8:30 p.m. EDT. But late last week spokesmen for the news organizations said representatives of the two candidates still hadn't come in with a format.

"I've never seen anybody so lackadaisical as these two groups are about this thing," said one network news executive. "They promise to call us, and then they don't. We call them and they say: Oh, yes, they're interested, and then we don't hear anything else."

**Agreement Slow** There was speculation that representatives of the two candidates were having trouble agreeing on a format. There was also speculation that if they came in with a format that seemed too cumbersome, the networks might wish to refuse it.

Meanwhile, Senator George McGovern (D-S.D.), who declared his candidacy for the Democratic presidential nomination on Aug. 10, sent telegrams to the networks last Thursday (Aug. 15) asking to be included in the Humphrey-McGovern confrontation.

Richard S. Salant, president of CBS News, replied that plans were too advanced to change, but offered Senator McGovern a separate half-hour on CBS-TV between 7 and 11 p.m. this week. ABC-TV and NBC-TV had not replied to the senator by late Thursday.

Network policy on equal time for candidates was said to include "all declared national candidates," which would eliminate favorite sons. But Georgie Governor Lester Maddox's indicated intention to get into the race was thought likely to give him Section 315 rights, once he formally announces. (A statement on the governor's candidacy was set for Saturday (Aug. 17), the governor's office said Thursday (Aug. 15).)

All networks qualified their offer of time to the Republican and Democratic presidential and vice presidential nominees, once selected, however, on Congress's waiver of Section 315. CBS President Frank Stanton stated the provision in his letter to Mr. Nixon Aug. 8 (BROADCASTING, Aug. 12), and Leonard H. Goldenson, president of ABC, followed with an offer to Mr. Nixon last week also noting the contingency.

NBC's President Julian Goodman offered at an affiliates convention last March to provide two half-hours to each political party for presentation of the candidates, depending on the suspension of equal time. Mutual has also offered to give free time by carrying the audio feed that is supplied by any television network.

Mr. Nixon and the major Democratic candidates have gone on record as favoring suspension of Section 315. A resolution to that effect has passed the Senate, but the House Commerce Committee voted to postpone consideration of the measure until Sept. 11, when Congress reconvenes after adjourning for the conventions (BROADCASTING, July 29).
radio broadcasts, assisted by Nelson Benton, Reid Collins, Terry Drinkwater, George Herman, Bruce Morton. Bert Quint, Hughes Rudd, Robert Schakne, Gary Shepard, Daniel Schorr, Bill Stott and Steve Young, in addition to the other correspondents.

Radio reports originating from Chicago that week are The CBS World News Roundup (8-8:15 a.m.), Walter Cronkite Reporting (4:50-4:55 p.m.), The Reasoner Report (5:55-6 p.m.), and Campaign '68 (7:50-7:55 p.m.).

CBS News is responsible for the television pool at the convention.

Mutual

Mutual's convention coverage is also patterned after the methods used at the Republican convention. Night sessions will be broadcast in full, supplemented by about 45 five-minute inserts during the week.

Steve McCormick and Charles King will anchor the reports, with Walter Winchell and Victor Lasky providing sidelines. Reporters include George Hamilton Combs, Phil Clarke, Dick Rosse, Charles Batchelder, Forrest Boyd, Joe Campbell, Whitney Bolton and Frank Singiter.

Mutual will handle the audio pool at the convention.

NBC

NBC-TV's ratings-winning team of Chet Huntley, David Brinkley, Frank McGee, John Chancellor, Sander Vanocur, Edwin Newman and the rest of the staff of 800 from the Republican convention will be on hand in Chicago.

Reuben Frank, NBC News president, is supervising the coverage, aided by Donald Meany, George Murray, Robert Northshield, Eliot Frankel, Robert Piault, Chet Hagan, Ray Lockhart, Albert Burchard and James Holton.

NBC plans to broadcast all sessions in full, starting Monday, Aug. 26, at 7:30 p.m., and will do several specials. A live convention preview is scheduled for Sunday (Aug. 25, 6:30-7:30 p.m. EDT) with Chet Huntley and David Brinkley, and a series of specials on platform and credentials committee hearings is planned for today (Aug. 19) through Thursday or Friday (Aug. 22-23) at 4:30-5 p.m. Frank McGee will anchor this series, to originate from Washington through Wednesday and from Chicago Thursday and possibly Friday.

NBC-TV also plans to originate the Today show (7-9 a.m.) and The Huntley-Brinkley Report (6:30-7, 7-7:30 p.m.) daily from Chicago.

NBC Radio's crew remains the same as at the GOP meeting: Russ Ward, Peter Hackes, Bill Ryan, Wilson Hall, Ron Nessen, Paul Friedman and Lem Tucker.

A radio preview is scheduled for Sunday (Aug. 25, 9-10 p.m. EDT) preceding full-session coverage Monday through Thursday.

Gulf Oil Corp. is again the sponsor of NBC's radio and television convention coverage.

UPI Audio

In Chicago UPI Audio will use the same team that operated in Miami Beach. Don Fulsome and Jack Allen will anchor the live coverage, with Bill Greenwood, Walter Kiernan, John Chambers and Milt Benjamin reporting from the floor.

Also on the scene will be Scott Peters, Lester Smith, Bill Riley, Cliff Evans, Mary McPhillips, Art Kevin, John Burnett and Cal Orr.

Lowry Bowman, the country weekly editor from Abingdon, Va., again will provide the "barnyard" insight and Ed Kerins and Bill McCulloch will produce the daily early-morning wrapup. George Marder will do a daily analysis.

Pete Willett, general manager of UPI Broadcast Services, will again direct the overall operation with George Brown, vice president for programming, RKO General, and Frank Sciortino producing the live programming and Art McAlloon acting as overall editor.

UPI Audio will provide gavel-to-gavel coverage of convention sessions. It will also feed two special morning wrapups, one commentary a day and about 80 daily spot reports.

Survey on ABC's summary

ABC-TV's summary convention coverage is generating a good deal of interest, according to a Trendex survey released by the network last week.

Trendex conducted its survey on Aug. 9, the day after the Republican Convention ended, questioning 416 adults in 26 markets who had watched any portion of the convention on ABC-TV.

ABC said 87.7% wanted to see future conventions conducted in the new summary fashion, as compared to 12.3% who preferred the start-to-finish method of the other TV networks. The survey also revealed, according to ABC, that 82.6% considered the new approach to "serve public interest," while 10.3% didn't agree and 7.1% had no opinion.

Mexican-American TV image challenged

Television's treatment of Spanish-Americans in both programing and advertising came under fire on two occasions last week.

One involved a request for "equal opportunity to explain...why Mexican-Americans find such characters as Jose Jimenez...demeaning and degrading after a performance by Bill Dana as Jose Jimenez on NBC-TV's Tonight Show Aug. 9.

Domingo Nick Reyes, a Mexican-American working with the U.S. Commission on Civil Rights in Washington, suggested to the network in a telegram Aug. 10 that time be granted to Albert Pena, Bexar county commissioner in San Antonio, Tex., to reply. Following Mr. Reyes' suggestion, Mr. Pena, who has been working with a group called Involvement of the Mexican-American in Gainful Endeavor, also sent NBC-TV a telegram asking for time. The network said Thursday (Aug. 15) that no action had been taken on the request.

A complaint to the Frito-Lay Co., Dallas about its "Frito Bandito" television commercials also involved Mr. Pena. He and the Mexican-American group requested the commercials be discontinued. The company has the proposal under consideration, but meanwhile has altered the commercials "because of the recent concern regarding violence" by removing gun-firing scenes.

Mr. Reyes said his action was taken in hopes of mobilizing a sufficient number of Mexican-Americans to get their television image changed.

News services combine for November tallies

The News Election Service, a vote-tallying organization founded by three TV networks and two major news wires, last week outlined its plans for covering the Nov. 5 elections.

A system of 120 wires will distribute the states' totals, collected by about 125,000 watchers at the precinct level and 4,800 at county, city and town collection points. A pair of computer systems in New York will tabulate the votes and feed totals to networks and wire services.

NES estimates the system will take five minutes to produce reports on each state's vote in the presidential, congressional and gubernatorial races, and 15 minutes for a county-by-county tabulation. NES members are ABC, CBS, NBC, AP andUPI.

New production tie

Screen Gems Inc., Hollywood, has formed a television production affiliation with Halcyon Productions Inc., Beverly Hills, Calif. The agreement calls for Halcyon to develop and package daytime and nighttime live and animated TV series.
Our bag is everyone 18-49!

WLS Radio reaches more adults 18-49 in all day parts—than any other Chicago station. These big spenders spend a lot on products, and they spend a lot of time with us because—we’re first in today’s trends, today’s music, and constantly changing feeling. Isn’t that super marketing?

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* Audience Information based on estimates from the April/May 1968 ARB Report for the Chicago Total Survey Area total persons all day parts Monday-Friday. Subject to qualifications upon request.
UA consolidates to streamline TV service

Consolidation of United Artists' feature-film and program divisions into a single unit, to be called United Artists Television Inc., is being announced today (Aug. 19) by Arnold Picker, chairman of the executive committee of United Artists Corp.

Earwin H. Ezzes was named chairman and chief executive officer of the new division; Pierre Weis, president; Martin J. Robinson, executive vice president and general sales manager, and Richard Lawrence, vice president and general manager of special projects.

Officials said the consolidation was made "in the interest of better service to television stations throughout the U.S. and Canada," and that it creates a company capable of offering more film programs to TV stations than any other company in the TV film syndication business.

The properties were said to include 2,000 feature films from the studios of United Artists, Warner Bros. and RKO; more than 60 series of half-hour and one-hour programs including Gilligan's Island, Rat Patrol, Paty Duke and Outer Limits, and over 1,000 cartoons including Popeye and Bugs Bunny. Plans were said to be underway for additional half-hour and one-hour programs.

The move consolidates United Artists Associated, which handled feature films and has been headed by Mr. Ezzes, and United Artists Television, which handled half-hour and hour shows and has been headed by Mr. Weis.

Mr. Robinson has been vice president and sales manager for UAA, Mr. Lawrence vice president and sales manager for UA-TV.

Headquarters for the new division will remain at 729 Seventh Avenue, New York 10019.

Universal TV turns to one-hour specials

PRODUCTIONS TO BE LIVE, TAPE OR FILMED

Universal Television, long one of the leading suppliers of filmed prime-time series to network TV, now has become committed to turning out live, tape or filmed musical-variety, dramatic or actuality special programs. Planning and production of such specials have been underway at the company's North Hollywood film studios since the beginning of the year. It's the first time that Universal TV, the production arm of MCA Inc., has been involved in anything other than turning out filmed series for television or feature films for TV and theaters. (MCA TV, the parent company's sales arm, has distributed Jack Benny and Andy Williams specials in the past.)

The initial special out of Universal that will likely get on the air is Jim Webb and His Friends, a one-hour musical-variety program that has started filming this month for network presentation possibly in December. The special is built around pop music composer Jim Webb. The format is pegged to a colorful balloon transporting Mr. Webb across the country, stopping en-route to visit the song-writer's friends who will perform his music. Among the "friends" slated to appear are Richard Harris, Glen Campbell, Aretha Franklin and The Supremes. The program will be produced by Universal Television in association with Mr. Webb's Canopy Productions.

Another Universal TV special in the works is The 19th Annual Patsy Awards, a live and tape hour to be presented in prime time network TV next May or June. The awards presentations for the best television and motion picture animals as selected by newspaper editors (Patsy stands for Performing Animal Television Star of the Year, and Picture Animal Top Star of the Year) never has been shown on network television. Earlier this summer, Universal staged a trial run of what a televised version of the event might be like at its tour center before a live audience with Woody Woodbury as host (Broadcasting, Aug. 5).

The special for television would include a top-caliber host and famous name presenters. Portions of the program involving animal performances would be taped beforehand to assure control. The presentations would be handled live before an invited audience in formal attire.

This special, as is the case with most of the special projects Universal is planning, has been devised as an advertiser vehicle with merchandising tie-ins. It's believed that Ralston Purina Co. is interested in sponsoring the Patsy Awards show on behalf of its pet foods products.

Rio Package Ready • Already filmed and packaged at Universal TV is As The World Goes On, a one-hour musical filmed last October in Rio de Janeiro. It was produced by Stanley Wilson, musical director for Universal City Studios, and stars Robert Wagner. The program provides coverage of the International Song Festival held in Rio, at which composers from all over the world bring new music to be performed.

Still under production at Universal is A Night with Mae West, an hour musical-variety that would mark the first entry into television by the renowned motion-picture producer Robert Wise, as well as Miss West. The program, a joint venture between Universal City Studios and Robert Wise Productions, is still in the tentative stage. It would involve many top-echelon stars performing cameo roles.

Universal also has several dramatic projects under consideration for special programming treatment. These would be filmed or taped, depending on the individual project. The studio claims that it has video tape capability and would not hesitate to go that route.

The specials reflect the basic Universal drive to use all of its creative and physical resources. A dramatic project too self-contained, too individual, for feature film or filmed TV series development is channeled into the specials area.

A Jim Webb project, which can be merchandised by an advertiser the same way the Singer Co. does with Herb Alpert, also fits properly into Universal's specials concept.

Specials Fill Demand • The company is not doing specials just to complete its production portfolio. It does not
3,000 FEET OF TOWER!

OR WOULD YOU BELIEVE ONE

2,000 FT. TOWER AND ONE 1,000 FT. TOWER

No matter how you say it, Black Hawk Broadcasting Company’s two stations ... KWWL-TV Cedar Rapids-Waterloo, and KAUS-TV Austin - Rochester - Mason City have doubled their tower height.

KWWL-TV’s 2,000 feet adds an estimated 50% in prime time homes! And a 29% increase in metro rating level!

KAUS-TV’s first rating since the tower gave over a 46% increase in prime time homes and over a 50% increase from sign-on to sign-off!!

That 3,000 feet is bringing a whole new ball game to the Cedar Rapids-Waterloo television market and the Austin - Rochester - Mason City, Iowa market.

KWWL-TV Cedar Rapids, Waterloo, Dubuque
KAUS-TV Austin, Rochester, Mason City
BLACKHAWK BROADCASTING COMPANY
Waterloo, Iowa

AVERY-KNODEL, INC.
High ho, Steverino

Television, more educational than often given credit for, has a program out that shows how to get drunk in six giddy lessons. The lessons are complete with on-the-air demonstrations. Instructor is neither Dean Martin nor Jackie Gleason, but an acknowledged virtual teetotaler, Steve Allen.

When Bob Smith, an inventor, visited the syndicated 90-minute Steve Allen Show last week to introduce an ignition device that prevents drunken driving, the host of the show decided to see what would happen in a practical test. Some 43 minutes into the show, Mr. Allen downed the first drink of pineapple juice and a double shot of vodka. Explaining to the audience that the FCC has a rule against drinking alcoholic beverages on air, Mr. Allen downed the first drink off stage. But thereafter he did his elbow-bending in full view of the television cameras. (Actually, the FCC has no such rule against on-air drinking.)

The second drink was tipped 45 minutes into the show, the third drink at 52 minutes, fourth at 55 minutes, fifth at one-hour, three minutes, last double at one-hour, 19 minutes. Except for a couple of spontaneous laughing jags, Mr. Allen kept himself admirably under restraint.

"It's all for pure science, folks," he announced at one point. "I feel a second and a half behind everything," he said at another time.

Toward the close of the program, Mr. Allen tried to use Mr. Smith's "quick-key" electronic measuring device, which, when placed in an automobile, would not allow the vehicle's ignition to start when the reaction time of the operator is too slow. By now thoroughly looped Mr. Allen failed to start the ignition. After the show, he chauffeured the some 15 miles to his home in Encino, Calif., by a staff musician.

NGC-Warner Bros. merger in works

AMALGAM WOULD ENCOMPASS TOTAL ENTERTAINMENT SPECTRUM

And the merger beat goes on in the entertainment industry. This time it's National General Corp. and Warner Bros.-Seven Arts Ltd. that have revealed that they have agreed in principle to merge. The announcement by the executive committees of the two companies came little more than a year after Seven Arts, through wholly owned subsidiary Seven Arts Associated Corp., acquired the assets of Warner Bros. Pictures Inc. for more than $110 million cash and stock (BROADCASTING, June 5, 1967, et seq.).

Terms of the proposed merger call for W7 shareholders to receive one-half share of National General common for each of their shares. In addition, they would receive one 5% convertible subordinated debenture with a face value of $26. The 20-year, sinking-fund debentures would be convertible into National General common at a price equal to $2.50 more than the average market price of National General common for the five trading days immediately preceding the mailing to National General stockholders of proxy material concerning the transaction. The conversion price of the debentures would fall within the range of no less than $42.50 or more than $55.

The boards of directors of the companies are scheduled to meet Tuesday (Aug. 20) to vote on the merger proposal. Shareholders of both companies also would have to approve the proposal and they are expected to convene at near future dates.

Justice and Courts - It is believed, too, that the two companies would need U. S. Department of Justice consent and federal court approval to merge. Both Warner Bros. and National General were affected by the landmark antitrust consent judgments of the late 1940's and early 1950's under which major Hollywood studios were forbidden from exhibiting in their own theater circuits feature films they produced and distributed. Warner Bros. was one of the film studios that had to sever its domestic theater operations. Twentieth Century-Fox Film Corp. was another.

Legal Action - National General (then named National Theaters Inc., later National Theaters & Television Inc.) grew out of a consent decree of June, 1951, which directed independent operation of 20th Century-Fox's domestic theater interests. All of 20th Century's theater interests were transferred to National General, which, under the reorganization plan, was restricted to exhibiting and not producing movies. In June, 1966, however, a federal court in New York approved National General's petition to engage in motion-picture production and distribution in a limited way.

Currently, National General owns and operates a major circuit of motion picture theaters, produces and distributes motion pictures for theaters and television, owns rights to the Tartan television series and engages in music publication. Its nonentertainment activities include the manufacture of mobile structures, packaging of fancy fruits and operations of a savings and loan association.

In all, the company runs more than 250 theaters in some 20 states, most of them in the West. Its subsidiaries include National General Productions Inc., which produced such movies as "The Quiller Memorandum"; National General Television Corp., a TV production and distribution firm, and National General Music Publishing Inc. National General releases its own feature-film productions as well as those of Cinema Center Films (the movie production arm of CBS Inc.).

In 1958, the company (under the name of National Theaters) purchased WDAF-AM-FM-TV Kansas City, Mo., for $7.6 million. The stations were sold to Transcontinent TV Corp. for $9,750,000 in 1960. Also, at one time, National General was among the largest CATV operators with as many as seven systems, serving more than 30,000 subscribers. But, late in fiscal 1966, the company sold four of its remaining five CATV systems for $3.5 million and sold the last system, in Williamsport, Pa., for $2.1 million in May 1967.

Last summer, National General ac-
acquired Banner Productions. Banner Films and affiliated companies for an estimated $5 million. The acquired companies are responsible for the Tarzan network TV series and for theatrical films and cartoons.

Expanding - Earlier this year, National General acquired the book publishing firm of Grosset & Dunlap Inc. for $49.2 million in cash. More recently, it has been trying to establish a financial affiliation with Great American Holding Corp., New York, an insurance group. As of Sept. 26, 1967, National General owned more than 6% of the common shares of National Telefilm Associates, Beverly Hills, Calif., a TV distribution firm.

Last Thursday (Aug. 15) National General stock closed on the New York Stock Exchange at 45. In the 26 weeks ended March 26, the company's net income increased to $2.8 million, or 73 cents a common share (including a nonrecurring $319,000 credit), from $1.4 million, or 37 cents a share in the comparable period the previous year. During that same period, National General's gross revenues climbed to $47 million from $38.5 million.

Warner Bros.-Seven Arts Ltd. is a leading producer and distributor of theatrical feature films, short subjects and cartoons and of feature films for television. In association with QM Productions, it produces The FBI series for ABC-TV. As of June 30, 1967, the company had 842 features (353 in color) in distribution to television stations in the U.S. and 1,819 in syndication to TV stations in Canada. In 1966, the company licensed two groups of motion pictures to network television, one to ABC-TV, the other to CBS-TV.

Currently, it's estimated that theatrical film rentals account for 45% of the company's revenues, TV film rentals contribute 35% and record and music income adds another 15%, with miscellaneous activities providing the remaining 5%. In fiscal 1967, W7 entered the broadcasting field when FCC approved its purchase of the construction permit (for W7TV) (ch. 23) Philadelphia. Seven Arts Broadcasting Co., a W7 subsidiary, is permittee.

W7 earned $5.3 million, or $1.40 a common share on revenue of $137.7 million for the nine months ended March 31. No comparable figures are available for last year. Shares of the company were traded on the American Stock Exchange last week in the $40-$43 range.

Rumors about a pending W7 merger have been circulating for several weeks. In June, W7 and Chris-Craft Industries Inc., Oakland, Calif., which owns three VHF stations, said they had held preliminary discussions looking to a possible merger, but nothing came of the negotiations. This month, Seeburg Corp., a Chicago-based vending machine and juke-box manufacturer, announced its plans to merge with W7. Among other things, Seeburg said it intended to offer cash, stock, or both with a value of at least $50 for each common share of W7. The executive committee of W7 met secretly in New York the early part of last week before deciding to merge with National General.

How long must fairness offer stand?

A New Orleans public official has asked the FCC to review his request for equal time under the fairness doctrine.

Milton Dupuy, president of the New Orleans parish board of levee commissioners, said in his petition that WDSU-AM-TV New Orleans ran a series of six editorials from Feb. 2 through April 2, questioning the board's financial dealings and culminating in a call for grand jury investigation. After the first editorial was broadcast, he said, the TV station's news director offered him an opportunity to reply during the following week. According to Mr. Dupuy, he was forced to decline because of demands on his time.

As the editorials continued, he said, further offers of equal time deleted the...
one-week time period for reply. Mr. Dupuy claimed that this "fulled him into a false sense of security" concerning his equal-time rights. His request on May 20 for time to reply to all six editorial was denied. Mr. Dupuy said the station cited its original one-week clause, he said, and offered him only the equivalent of a reply to one editorial, to be broadcast five times on radio and three on television.

Mr. Dupuy's petition to the FCC Complaints and Compliance Division, on behalf of himself and the board as a whole, was denied on July 29. In his request for full commission review, he contended that WSHU had acknowledged its fairness obligation by offering equal time, adding that the station's action would serve as a precedent to allow implementation of fairness-doctrine rules by "whim, wish or desire" unless reversed by the commission.

**Where Negro DJ stands**

Tide of rising expectations at convention helped along by firm's hospitality

The black broadcaster took a candid look at himself in Miami last week at the 13th annual convention of the National Association of Television and Radio Announcers, and admitted mixed feelings about what he sees.

As of Thursday (Aug. 15) he appeared almost, but not quite, ready to listen seriously to quiet overtures from the American Federation of Television and Radio Artists. AFTRA until now—and of this he is well aware—hasn't paid much attention to him (Closed Circuit, Aug. 12).

The black broadcasters' introspection often involves ironic contrasts.

True, black is beautiful. The Negro disk jockey holds a position of popularity, prestige and power within his specialized market. His public-service work with the black community frequently draws praise. He is well aware of his growing opportunity and responsibility for helping bring about social and economic progress, especially in the ghetto. Further, he often can make or break a new record long before it is considered by the white station.

But his bread often comes pretty thinly sliced, especially in the smaller markets, and his job security may be a little shaky if he becomes too militant, particularly if he is seeking higher wages or a bigger voice in music selection or management policies.

**Big Turnout**

So ran the talk among the NATRA delegates during the Thursday-through-Sunday convention. As of Thursday night, based on the registration trend, a record-breaking attendance of some 3,000 was predicted, including families and guests of the NATRA members.

Nearly three dozen record labels had promotional hospitality suites for the convention at Miami's Sheraton Four Ambassadors and DuPont Plaza hotels, and the major record firms were picking up the checks for most NATRA dinner, luncheon and breakfast events.

Some also were hosts for receptions and post-midnight parties to help balance the more serious daytime discussions.

NATRA itself was host for a $50-a-plate black-tie awards dinner Saturday night. Awards were to be presented to TV star Bill Cosby, the Xerox Corp. and Mrs. Martin Luther King. FCC Commissioner Nicholas Johnson was to be Saturday's luncheon speaker.

**NATRA's Goals**

At Thursday's luncheon session NATRA's executive secretary, Del Shields of WLIB New York, stressed the convention's basic theme: "The new breed's new image creates self-determination and pride."

He said the convention hoped to adopt "a firm and direct policy in its future activities centering around the needs of black people," including those of the community as well as of broadcasting.

The convention's honorary chairman, Tommy Smalls, now a New York restaurant owner and formerly with WLIB, highlighted NATRA's growth and maturity since its founding in 1956 with 14 members, and its first convention in the basement of Smalls' Paradise at 135th Street and Seventh Avenue in New York. Each year since then, he noted, NATRA has expanded and today has five regional chapters. He also noted that this year, for the first time, a major Negro-station group owner, the Rounsaville Group, "paid the expenses for its station executives to attend the convention. He and other NATRA officials predicted that other group owners would do the same."

Among subjects scheduled for exploration during the four-day meeting were: formation of a black radio-news service, encouragement of black ownership of stations, more black managers and policy-making executives at both stations and record companies, and a proposal to the U.S. Department of Labor to finance the hiring of ghetto youths to work as studio partners of the disk jockeys as a means of helping to reach the hard-core unemployed.

**More Training**

Another major project was to be the establishment of a professional training institute at the college level. It was proposed that the institute would be funded by a $500,000 contribution to be sought from station owners and record companies.

Welcomed by NATRA, but not part of the official events, was the Fair Play for Black Citizens Committee, a New York-based four-year-old social and economic action group. During this past year Fair Play has focused upon the so-called plight of the black listener as well as the black broadcaster. The committee has explained it has endeavored to warn the ghetto of radio-advertised credit cheats and similar white-owned businesses "that try to rob the blacks."

Fair Play said it also is fighting for the rights of the black man who works for Negro-programed stations and claimed it has brought about dismissions of white station officials who were unfriendly to Negroes.

If the black broadcaster wished to explore improvement of his financial position, representatives of AFTRA were to be in Miami and available for talks over the weekend. As of Thursday, however, any mention of AFTRA's expected president was put in terms of "we'll talk about that later."

**PGA says it will abide by ABC-TV 1969-70 contract**

The Professional Golfers' Association will honor its 1969-1970 contract with ABC-TV, according to a network spokesman.

The PGA has been hit with a breakaway move by the touring pros, who want greater control of their own affairs without interference by PGA executives. The pros' plan to form their own organization, but no date has been set for its formation.

ABC-TV signed its contract with the PGA last June. covering 10 PGA tournaments in 1969 and 10 or 11 for 1970. The contract includes the Bing Crosby National Pro-Amateur Tournament, Andy Williams San Diego Open, Phoenix Open, Tournament of Champions, Byron Nelson Classic, Colonial Invitational, Westchester Golf Classic, PGA Championship, and two others to be determined.

**'Animal World' rights to NATAR**

North American Television Associates, a Hollywood-based TV film production and distribution company, has acquired all but domestic rights to The Animal World, a half-hour color series currently being produced for showing on NBC-TV (Sundays, 6:30 p.m.) by Bill Burrud Productions, Hollywood. The series started on the network in June.
You're using our film?
We're using your commercial!

Ah, the disadvantages of having a great commercial shot on Eastman color film. We can't think of any.
Eastman color shines beautifully on your product message. Your spot reflects brilliantly on our products' abilities.
But your commercial isn't merely moonlighting for us. It says a lot for the film medium. It demonstrates the flexibility film allows your creative team: writer, producer, director, cameraman, editor.

And think of the convenience it brings the traffic expeditor, media people, account supervisor, and sponsor. Such as being able to screen the commercial in its original full-color quality anywhere, any time.

EASTMAN KODAK COMPANY
Atlanta: 404/GL 7-3211, Chicago: 312/654-0200, Dallas: 214/EL 1-3221
Now we're skimming oil from troubled waters.

How to remove spills from harbors and lakes has long challenged water conservationists. Now we've created a new and highly effective device for cleaning up these oil spills. We call it an oil skimmer. It consists of a super-sponge on a rotation drum. Mounted on a pontoon catamaran, the oil skimmer soaks up spilled oil from the water surface. Up to 50 barrels in one hour. As more skimmers are constructed, they will be made commercially available.

Skimming oil spills from water is just the latest of several recent developments in our continuing water conservation campaign.

What else are we doing? Ask us. Just contact Director, Public Relations,

AMERICAN OIL COMPANY
Chicago, Illinois 60680
Is TV opening flood gates?

FC&B's Bardach concerned about extra positions for candidates, antismoking

One of the top television agencies voiced "very real fear" last week that TV's policies on political advertising and antismoking messages "may unwittingly lay the groundwork for increased general commercial time."

"This is unfortunate," Foote, Cone & Belding, New York, said in an internal memo that was subsequently made public, "for many advertisers are already beginning to question the 'intrusive' quality of the medium, something which was heretofore taken for granted."

The policies questioned in the memo were (1) the shortening of regular programs to create five-minute political periods and NBC-TV's plan to create a seventh commercial availability for periods and NBC-TV's "seventh commercial minute" for political advertising; and (2) what the memo said was agreement by all three TV networks to program at least four antismoking messages a week in prime time—by creating a seventh "commercial" minute an hour if necessary.

It seemed clear that FC&B feared these policies would lead to further expansions of commercial time and that, even on a temporary basis, are adding to the commercial load and diluting the effectiveness of regular commercials.

"If the industry doesn't shape up, the end of the rainbow may be in sight."

That was the way Peter M. Bardach, FC&B vice president and associate director of media for broadcast, put the outlook in a separate but related letter to the National Association of Broadcasters Code Authority.

Mr. Bardach's letter, mentioned in the internal memo, protested the code authority's classification of five-minute paid political broadcasts as only one-minute, 15-seconds of commercial time.

Those Who Suffer • Calling this classification "disturbing," Mr. Bardach said that "no one would wish to deny access of the airwaves to an accredited candidate" but that "the regular commercial advertiser, to say nothing of the viewer, is once again made to suffer."

He cited two areas of concern:

- Five-minute political time periods, which are created by shortening regular programs, reduce the regular advertisers' program content by that much. "Commercial appeals positioned immediately following the five-minute political are obviously impaired."

The internal memo, which was unsigned but came from the media department and presumably was written by Mr. Bardach, said the political and antismoking policies stemmed from "pressures from two groups from which the broadcasters have no control" but "may temporarily, at least. wipe out the anticipated clean-up" resulting from changes that have been made in the TV code.

The use of "temporarily" apparently related to NBC's announcement, when it announced that it would create prime-time minutes if necessary to accommodate political spots, that the extra minutes would not extend beyond election eve and should not be regarded as precedent for any other purpose.

In a telephone interview Mr. Bardach said representatives of the other networks had told FC&B that they would not create "seventh" minutes for political spots "unless they had to," indicating his fear that the NBC precedent might in fact be followed by the others.

Undermining Structure • In any event, he felt, the present commercial structure was being undermined to the serious disadvantage of advertisers. He hoped that enough agencies would protest strongly enough to stop the trend before it is too late.

Concerning antismoking announcements, the FC&B memo said: "Pressure to schedule the antismoking spots in prime time, particularly during the early-evening viewing hours, has resulted in agreement by each network to program to less than four such minutes per week. They will fall largely in the 7:30-8:30 p.m. areas. As with politicals, the time to accomplish this will be found, when necessary, by the inclusion of a seventh minute per hour."

NAB Code Authority officials queried about Mr. Bardach's protest against the classification of a five-minute political broadcast as 1:15 of commercial time, said they thought he was unnecessarily concerned.

Stockton Heflrich, code director, noted that in the 1964 campaign the code authority waived time standards for political broadcasts, but he said this approach "didn't work" and that the current classification of five-minute lengths was "realistic" and consistent with broadcasters' obligations to all concerned.

He said he had received no complaints other than Mr. Bardach's.

Ad men agree on roles of minorities

A group of advertising and agency men meeting in Chicago last week agreed that minority-group performers in commercials must be used more "naturally" and realistically.

During a panel discussion on Negroes in commercials, Don Tenant, executive vice president in charge of creative services for Leo Burnett Co., noted: "Advertising, and particularly television commercials, have for years tended to use beautiful people doing beautiful things in beautiful places. It is only recently that reality has started to work its way into commercials." He recommended the use of fewer beautiful people and more characters. He explained that characters were simply people that "look like us."

His comments came at a screening and clinic on the use of minority group performers in TV commercials, conducted by the Association of National Advertisers and the American Association of Advertising Agencies.

Mr. Tenant said fewer black and white intellectuals should be used in commercials in favor of more realistic types. He suggested that if Negroes were used more realistically in commercials, the greater realism would tend to greatly improve acceptance of Negroes in commercials.

The panel even questioned whether, in commercials, a Negro really looked like a Negro and not like a white person. Bill Sharp, creative group head, J. Walter Thompson, Chicago, said that many of the Negro models being shown look like "white people with their faces sprayed."

R. P. (Steve) Campbell, director of creative services, General Foods Corp., White Plains, N. Y., said the use of members of minority groups in com-
mercials was the responsibility of both agency and client. He explained that General Foods had set targets both for the percentage of minority members used in commercials and for the frequency that such commercials are used.

The advertising clinic in Chicago was the second in a series on the use of minority groups in commercials. The first clinic was held in New York in June (Broadcasting, July 8). The ANA and the AAAA have scheduled additional clinics for Sept. 26 in Los Angeles and for Sept. 27 in San Francisco.

Y&R, B&B involved in Yardley shuffle

Yardley of London Inc. has taken its estimated $3 million-$4 million cosmetics billings out of Young & Rubicam and will enlarge its own advertising staff to handle the products internally.

The company and the agency announced the mutual decision last week, and Yardley described further plans for other products. The company will move its men's line and new nail and eye products from the house agency to Benton & Bowles.

Thomas Joerder, Yardley's director of advertising, said the men's line had potential billings of $1 million, although the internal advertising program had not approached that figure. Benton & Bowles was first selected last May to help develop a women's treatment product, scheduled for introduction early next year.

Television advertising, both network and spot, is a major factor in the cosmetics line, Mr. Joerder said. Yardley will be a "major sponsor" in ABC-TV's new fall program, The Ugliest Girl in Town (Thursday, 8-8:30 p.m. NYT).

NBC supplies facts on cigarette ads

A request by New York attorney John F. Banzhaf for additional information on the nature and extent of cigarette and antismoking commercials aired by WNBC-TV New York brought a qualified acquiescence from NBC in comments released by the FCC last week.

Mr. Banzhaf, whose complaint led the commission to apply the fairness doctrine to cigarette commercials, had asked that WNBC-TV's license be revoked because, he contended, the station had not carried a "significant" number of antismoking announcements.

NBC claimed Mr. Banzhaf incorrectly invoked a mathematical ratio as the standard for fairness-doctrine compliance, and that the commission actually regarded "the good faith, reasonable judgment of the licensee" as the proper means of balancing both sides of controversial issues (Broadcasting, July 29). NBC further stated that the only specific criterion for licenses where cigarette advertising is concerned is that stations must allocate "a significant amount of time, also 'on a regular basis' to antismoking material." WNBC-TV "clearly" followed that guide, according to NBC.

The network revived those points in its latest comments, arguing that Mr. Banzhaf's request for more specific data was "immaterial" and represented an attempt to "harass licensees." Furthermore, the network said, Mr. Banzhaf incorrectly regarded sponsorship identification ("billboard") for a program as a commercial announcement, contrary to the understanding of networks and affiliates.

Detailed Data • However, NBC did provide Mr. Banzhaf with what it called "supporting data" for the weeks of April 1 and April 15. Mr. Banzhaf had monitored WNBC-TV during those two weeks to determine the ratio of cigarette and antismoking announcements, and had produced figures which were contested by NBC. The new data included a complete list of both types of commercials for the two-week period, the time of broadcast, and the sponsors. In response to Mr. Banzhaf's request for "the words spoken and a brief description of the video [sic] signal" used in the station's billboards during the two weeks, NBC reiterated its view that billboards were irrelevant to the basic issues, but did produce representative examples from five programs.

NBC said that its compliance with Mr. Banzhaf's request was for the purpose of avoiding controversy as to the facts, and should not be understood to establish a precedent.

Vintner makes first network TV purchase

Gold Seal Vineyards, Hammondsport, N. Y., which started consumer advertising in 1961, has made its first network television buy as a co-sponsor of ABC-TV's upcoming Don Rickles Show (Friday, 9-9:30 p.m. NYT).

Gold Seal's one-third sponsorship from Nov. 8 to March 28, 1969, represents a shift from a spot radio concentration for the last seven years. Paul

BAR network TV-billing report for week ended Aug. 4

Broadcast Advertisers Reports' network-TV dollar revenue estimate—week ended Aug. 4, 1968 (net time and talent charges in thousands of dollars)

<table>
<thead>
<tr>
<th></th>
<th>ABC</th>
<th>CBS</th>
<th>NBC</th>
</tr>
</thead>
<tbody>
<tr>
<td>Day parts</td>
<td>Week ended</td>
<td>Cume Jan. 1- Aug. 4</td>
<td>Week ended</td>
</tr>
<tr>
<td>Monday-Friday</td>
<td>$224.5</td>
<td>$275</td>
<td>$70.3</td>
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<td>Monday-Friday Sign-off 10:10 a.m.</td>
<td>$......</td>
<td>$148</td>
<td>$43.2</td>
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<td>10 a.m.-6 p.m.</td>
<td>921.5</td>
<td>35,623.4</td>
<td>2,161.7</td>
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<td>Saturday-Sunday Sign-off 6 p.m.</td>
<td>429.6</td>
<td>29,327.3</td>
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<td>Monday-Saturday 8 a.m.-11:30 a.m.</td>
<td>193.7</td>
<td>9,219.8</td>
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<td>Sunday 6 a.m.-7 p.m.</td>
<td>48.0</td>
<td>3,339.9</td>
<td>117.5</td>
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<td>Monday-Sunday 7:30 a.m.-11:30 a.m.</td>
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<td>142,910.2</td>
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<td>11 p.m.-Sign-off</td>
<td>460.5</td>
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<td>Total</td>
<td>$5,490.1</td>
<td>$230,845.1</td>
<td>$7,143.8</td>
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Top oil companies spend $65 million in TV in '67

Major gasoline and oil companies invested 61.6% of their advertising budgets in television in 1967, according to Television Bureau of Advertising figures. Spot TV received 43.3% of the total and network TV 18.3%. In dollars, this comes to $65,377,300 out of a total $106,119,646 spent by the 17 companies measured.

Shell Oil was the leading dollar contributor—$17,283,300 of its total $19,993,583 went to television—but others devoted higher proportions of their budgets to the medium. Eleven of the 17 companies invested over half of their advertising allotments in television.

TVB noted that, according to figures of the Radio Advertising Bureau, 21.6% of the total advertising investment was allocated to radio.

Comparisons are as follows:

<table>
<thead>
<tr>
<th>Company</th>
<th>Spot TV</th>
<th>Network TV</th>
<th>Total TV</th>
<th>Magazines</th>
<th>Newspapers</th>
<th>Radio*</th>
<th>Total Media</th>
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<tr>
<td>Shell Oil</td>
<td>$11,355,000</td>
<td>$4,866,000</td>
<td>$7,700,000</td>
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<td>$360,000</td>
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<td>Standard Oil of Ind.</td>
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<td>$1,040,000</td>
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<td>Gulf Oil</td>
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<td>Sun Oil</td>
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<td>Mobil Oil</td>
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<td>$1,000,000</td>
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<td>Phillips Petroleum</td>
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<td>Cities Service</td>
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<td>TOTALS</td>
<td>$45,989,700</td>
<td>$19,387,600</td>
<td>$55,377,300</td>
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<td>$12,413,743</td>
<td>$22,908,000</td>
<td>$106,119,646</td>
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PBS, Bureau of Advertising, Radio Advertising Bureau; TVB/LNA/Rorbaugh

*Radio figures reflect only top 100 spot and network advertisers as released by RAB.

Schlem, chairman and chief executive officer, said the remainder of the company's 1968 budget—in excess of $750,000—will be invested in the program. The change from a regional to a national emphasis came "since our sales continue to show an ever-increasing consumer acceptance of our total list of wines and champagnes at the national level," he noted.

Gilbert Advertising, New York, is Gold Seal's agency.

Hart cites value of his product-information plan

Senator Philip A. Hart (D-Mich.) last week listed his proposal for a National Consumer Service Foundation, which would disseminate product information compiled from government testing, as a major consumer issue in the next Congress.

The senator, speaking before a convention of the National Retired Teachers Association in Washington, admitted that "one group, and a consumer group at that, described the idea as 'sheer fantasy.'" The Hart proposal envisions using computers in a system "working somewhat like vending machines—you pay your quarter, or whatever, and educational information comes out on the product in which you are interested."

But he replied, "there is no fantasy to the idea of putting computers to work to help consumers with buying decisions. It can be done, and I'm confident in the long run it will be done."

A similar "consumer fact bank" idea has been proposed by former Justice Department antitrust chief Donald F. Turner. Such proposals would lift the veil of secrecy now shrouding comparative product data compiled by volume-buying federal agencies such as the Department of Defense and the General Services Administration.

Another function of Senator Hart's consumer service foundation would be to act as a clearinghouse for consumer complaints—"be an American ombudsman . . . and be the consumers' voice before government agencies."

Spots for "Ivy" aimed at Negro audience

In a radio campaign on Negro-oriented stations, Avant Garde Enterprises, New York, has bought time for Palomar Pictures' "For Love of Ivy," which stars Sidney Poitier.

James Hunter, account executive for Avant Garde, which also created the commercial for the movie, said the campaign is now running on 60 AM and FM stations, and may be expanded to 80 outlets, with the budget running up to $50,000.

The campaign, using one-minute spots, began three weeks ago and is expected to run another two to five weeks. The commercials, geared to the Negro audience, feature entertainer B. B. King, who also appeared in "Ivy," singing the praises of the film.

Business briefly . . .

International Mineral & Chemical Corp., Skokie, Ill., through Campbell-Mithun, Chicago, purchased sponsorship in four NBC-TV prime-time programs also buying into eight NBC-TV nighttime shows was McDonald's Corp., through D'Arcy Advertising, both Chicago. American Telephone & Telegraph, New York, through N. W. Ayer & Son Inc., Boston, purchased sponsorship in NBC News' three weekday, five-minute newscasts on NBC-TV.

Reader's Digest, Pleasantville, N. Y., through J. Walter Thompson, New York, has purchased two-thirds sponsorship of Up with People, an NBC-TV special, Friday, Aug. 23 (10-11 p.m. EDT). Coca-Cola Co., Atlanta, through
**How Warwick & Legler is whacking away at commercial cost**

Although its television billings are relatively small, Warwick & Legler, New York, has joined the parade of agencies trying to hold commercial production costs down.

The New York agency's casting studio contains a video-tape recorder and Sony receiver, which are used to test actors' appearances on television and work out camera angles before actual production. Lois Goldfarb, the agency casting director, estimates that several thousands of dollars were saved on one commercial alone when the equipment showed that the "finished" product just didn't look right and had to be revised.

Warwick & Legler bills around $10 million in television, with Timex and the Bank of Commerce as its largest television clients. The agency's total billings are about $31 million.

Using video tape, Warwick & Legler personnel audition an actress. L-r: Doug Tillett, TV producer; Jer-ry Prestomburgo, art director; Lois Goldfarb, casting director, and Mike Graham, copywriter.

McCann-Erickson, New York, has the other one-third.

**Philip Morris Co.** (Marlboro cigarettes) through Leo Burnett, and F. & M. Schaefer Brewing Co. through BBDO, all New York, will sponsor CBS-TV's coverage of the U. S. Open Tennis Championships at Forest Hills, N. Y., Sept. 7-8. The Saturday telecast will run 4-6 p.m. and Sunday 3-5 p.m. (EDT).

Liggett & Myers Tobacco Co. through J. Walter Thompson, both New York,

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**THE MEDIA**

**Groups to fight Justice Dept.**

Broadcasters ask FCC for 30-day extension so that they can do research to disprove claims of monopoly in multiple ownership

A move is underway to marshal broadcasters for a full-fledged confronta- tion with the Department of Justice over its suggestion that the FCC break up multiple ownerships of broadcast sta- tions and cross-ownership of stations and newspapers within the same market.

An informal alliance of station-group owners and those with newspaper or publishing affiliations has been formed with the first step being taken last week: the filing of a petition asking the FCC to extend for another 30 days the deadline for reply comments in the rule-making proceedings now underway on the commission's proposal to limit broadcast acquisitions to one full-time station per city.

Two weeks ago the commission ex- tended the date for the filing of replies from Aug. 15 to Aug. 31. This was in response to a petition for a 30-day ex- tension filed by the National Associa- tion of Broadcasters.

The purpose of the requested month-long addition, according to leaders of the new movement, is to permit time for the undertaking of research in depth to disprove the Department of Justice's premise that ownership of more than one broadcast service in a city, or the relationship between broadcast stations and local newspapers and is anticompetitive.

The filing last week, seeking until Sept. 30 to file replies, does not spe- cifically mention the Department of Justice's comments, which were filed earlier this month (BROADCASTING, Aug. 5), but the target is acknowledged.

**Meeting First** The petition to ex- tend time was filed by Truth Publishing Co. (Communiciana, Stations) and Time-Life Broadcast Inc. and followed by a day's meeting of lawyers and NAB officials with FCC Chairman Rosel H. Hyde and aides.

Those present were Vincent T. Wasi- lewski, president, and Douglas A. Anello, general counsel of NAB; attor- neys Thomas W. Wilson, representing Truth Publishing, W. Theodore Pierson, for Time-Life, and Thomas J. Dougherty for Metromedia Inc.

The petition by Truth Publishing and Time-Life states that the parties intend to file reply comments and that they are currently considering, "along with other parties," the desirability of under- taking research projects to support reply comments. "A substantial part of the need for such research has been occasioned by comments filed in this proceeding on Aug. 1," the petition said.

Because of the short time remaining before reply comments are due, the pe-
Williamson-Dickie Manufacturing Co., Fort Worth, through Slesar & Kanzer Inc., New York, has begun "Tall-ievision" 13-week campaign of promotion on ABC-TV's The Joey Bishop Show. Description of the campaign for slacks and work clothes comes from a 20-second spot featuring an eight-foot pair of slacks made to illustrate that "Dickies make men look taller . . . and women look longer." Regis Philbin, Bishop's m.c.-sidekick, does a 40-second follow-up spot.

Holzer Watch Co., through Kane, Light, Gladney Inc., both New York, will start an extensive radio campaign in key trading areas for the Unisonic timepiece.


Multiple-station owner Chris-Craft Industries entered the station representation business last week by announcing formation of Tele-Rep Inc., New York, to sell for its three TV outlets effective Jan. 1, 1969, and to go after other station clients.

The new rep firm is to be headed by two former Edward Petry & Co. executives and stockholders, Alfred M. Masini and Robert Schneider, who have left Petry and will assume the respective posts of president and general manager, and vice president for sales planning and development of Tele-Rep.

The Chris-Craft stations initially going to Tele-Rep are KCOP(TV) Los Angeles, KFTV(TV) Portland, Ore., and WTCN-TV Minneapolis-St. Paul. KCOP and KFTV are currently represented by Petry and WTCN-TV by Katz Television.

Mr. Masini, former Petry vice president and director of television sales administration, said the new company intended to serve a "limited list of key television properties with sales offices in all of the major advertising centers." He said the company was formed to "fill a void for broadcasters who do not want to be represented by the 'large list' operations and who need individualized selling attention."

Mr. Schneider had been with Petry since 1960 as director of TV research and was elected a vice president in 1967. His prior associations included media research at Sullivan, Staufer, Colwell and Bayles, New York, and research positions with CBS's spot sales activities.

Mr. Masini's background includes television news and station clearance work at CBS. He joined Petry in 1956 and subsequently was account executive, gross sales manager, director of programming and director of television sales administration.

New York headquarters of the new company have not yet been established.

Rep appointment...


...
Broadcasting courses for Negroes planned

The University of Detroit has asked 550 Midwest radio-TV stations and major national groups for their views on combining station experience with university instruction to prepare Negroes for radio and TV employment.

The Rev. James A. Brown, S. J., chairman of the department of radio and television, in a letter to the broadcasters, noted the FCC has made plans to study the employment of Negroes in the industry but that employers have found that it is often hard to secure properly trained and experienced Negro broadcast personnel.

"In some instances stations seemed to have jumped a bit prematurely and hired persons who both professionally and personally have had to stand to one side in the station's day-to-day operation," Father Brown wrote. "Hopefully, we might work out a fused collaboration whereby the station employe who is black can at the same time be briefed in a systematic way in areas of broadcasting which the busy station staff cannot take time to explain in detail." Father Brown suggested that station managers could select potential Negro employes lacking adequate radio-TV background to receive an intensive basic broadcast education.

Ownership (Broadcasting, June 10).

In the interest of more diversified ownership, the law firm said, it might be better to permit broadcasters who give up multiple ownership in the same market to own more stations overall, with different weights being given TV, AM and FM.

If a broadcaster chose to own more than one service in a city, he would be limited to no more than seven nationwide. If, however, he elected to forego the ownership of more than one in a city, he would be able to expand his ownership of stations beyond the present limitations.

For example, the firm said, if a broadcaster decided to stick with TV alone, he might be able to own 10 TV stations (no more than seven VHF) in as many markets; for AM, he would be permitted to own 15; for FM, 21.

A second example suggested by the law firm would establish weights to TV, AM and FM, and revise the multiple-ownership rule to permit a non-network broadcaster to own up to a weighted total of 10 stations. This alternative, the firm said, would act to break up the TV-AM combinations in many cities.

Changing Hands...

ANNOUNCED - The following station sales were reported last week subject to FCC approval. (For other FCC activities see for the Record, page 64).

- WCAS, WJHS(FM), WKBG-TV Cambridge-Boston: 40% sold by Boston Globe to Kaiser Broadcasting Co. for $1.6 million (see page 45).

- WAPA Chattanooga: Sold by Martin Theaters of Georgia Inc. to Turner Advertising Co., Atlanta, for $305,000 (see page 45).

- WSLA(TV) Selma, Ala.: Sold by Mrs. Frances Brennan and William E. Bens Jr. and families to Gay-Bell Stations for $115,000 (see page 47).

- WMAD Madison, Wis.: Sold by Gordon A. Adams, Neal K. Searles and Mrs. Herbert L. Mount to James A. McKenna Jr. for $284,000. Mr. McKenna is Washington lawyer specializing in communications practice; he already owns KQRS-AM-FM Minneapolis, 80% of WCMB-AM-FM Harrisburg, Pa., and 32% of WAWA-AM-FM Milwaukee. WMAD is daytimer on 1550 kc with 5 kw.

- WTAQ-TV Marion, Ind.: 76% sold by William N. Udell and associates to Anthony R. Martin-Trigona for $157,000. Buyer is owner of real estate firm. Mr. Udell owns WINS Michigan City and WACK Goshen, both Indiana. WTAQ-TV is on channel 31.

What is that broadcast property really worth?

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44 (THE MEDIA)  Broadcasting, August 19, 1968
40% of station interests sold

Kaiser acquires 90% of Boston-based stations;
WAPO to Atlanta agency

The sale of 40% interest in WCAS, WJIB-FM and WKBG-TV Cambridge-Boston by the Boston Globe to Kaiser Broadcasting Corp. (present 50% owner) was announced last week. Upon FCC approval, Kaiser would own 90% of the broadcast stations. and the Globe would retain 10%.

Price for the 40% was $1.6 million. Reason for the reshuffle in ownership, according to the application for transfer filed with the FCC last week, is the need for additional financing to acquire new WKBG-TV studio facilities and to relocate and improve its antenna and transmitter systems. Under a July agreement between the present two joint owners, the ratio of their financial contributions has been reallocated calling for Kaiser Broadcasting to supply 90% of the needed funds. This called for a revision of the ownership to give Kaiser Broadcasting 90% of the stock ownership.

In its balance sheet as of June 30, Kaiser-Globe Broadcasting showed total assets of $16,110,060, with current assets of $1,452,339. Total current liabilities were $1,129,964, long-term notes, $1,050,310 and the company listed a deficit of $3,799,378. The balance sheet also shows that Kaiser Broadcasting advanced $1,403,000 and the Globe $1,043,000 to Kaiser-Globe Broadcasting.

Kaiser Broadcasting also owns KBNK-TV San Francisco, KBKB-TV Corona-Los Angeles, WKBG-TV Detroit, WKBW-TV Burlington, N. J., Philadelphia, and 50% of WKBF-TV Cleveland, all UHF, as well as KFOG(FM) San Francisco. According to its balance sheet, also as of June 30, Kaiser Broadcasting has total assets of $24,491,932, of which $5,852,413 are total current assets. Total current liabilities add up to $5,197,763, long-term debt to $10,440,279 and deficit is listed as $8,203,220.

The Cambridge-Boston stations were purchased by Kaiser Broadcasting and the Boston Globe in 1966 for $1,750,000 from Harvey Radio Laboratories. WCAS is a 250-watt daytimer on 740 kc; WJIB is on 96.9 mc with 50 kw. WKBG-TV (ch. 56) is independent and began operating in 1953.

Sale Announced • The sale of WAPO

One-to-customer rule called unrealistic

The FCC, which emphasized the dangers of concentration of broadcast ownership when it proposed to prohibit owners of one full-time station from acquiring another in the same market, was reminded last week that fragmentation of ownership might be the greater problem for small stations serving rural areas.

Capital City TV Inc., licensee of KBLM-AM-TV Helena, Mont., said the commission's proposed rules "fail to take into account the economic realities of broadcasting." According to Capital, combined broadcast facilities are necessary in limited market areas where the economics of operation won't permit separately constructed and operated stations to function profitably. Helena is such an area, the firm said, since it has only three stations (KBLM-AM and KCAP). And if a community is so small that it can't support more than one or two AM stations, Capital asked, "who would believe that this same community could support several separately operated AM, FM, or television stations?"

If changes in ownership rules are to be made, the firm contended, they should apply only to major market areas.

The Capital City TV petition was in reply to more than 70 comments filed with the commission on its proposed rule changes (Broadcasting, July 29). Deadline for reply comments is Aug. 31, but several groups have asked for an extension (see page 42).
KRLA Pasadena, Calif., has been a thorn in the FCC's side ever since the commission revoked the license of station owner Donald Cooke over five years ago. Since July of 1964, the station has been operated on an interim basis by Oak Knoll Broadcasting Co., a nonprofit organization, while a host of applicants for the regular license locked in a seemingly interminable proceeding. Earlier this year, it appeared that the end was in sight when the Broadcast Bureau recommended that the field be narrowed to two applicants. Now, with the hearing record closed and an initial decision imminent, four applicants filed a petition to enlarge issues last week. And, to carry an implausible story beyond all limits of reason, the petition was filed because of Howard Hughes.

Mr. Hughes, billionaire owner of Hughes Tool Co. and Hughes Aircraft, also numbers KLAS-TV Las Vegas among his holdings. His status as the newly discovered ogre in this proceeding, however, derives from his abortive attempt to acquire control of ABC (Broadcasting, July 8 et seq.).

According to the petition filed by Storer Broadcasting Co., Crown City Broadcasting Co., Western Broadcasting Corp., and Pasadena Broadcasting Co., the application of Orange Radio Inc. lists Frank W. Gay and Robert A. Maheu as 15% stockholders and names James F. Simons, a 5% stockholder, as general manager. The petition to enlarge issues rests upon the alleged relationship of these three Orange stockholders to Hughes business interests. According to the petitioners, Mr. Gay is a director and senior vice president of Hughes Tool Co.; Mr. Maheu owns a public relations firm which has served Hughes Tool, and Mr. Simons has also "performed services on behalf of Howard Hughes activities through the public relations firm owned by Mr. Maheu."

The petitioners said that Mr. Hughes's attempt to purchase two million shares of ABC stock would have resulted in a violation of both the Communications Act and the commission's multiple-ownership rules. Although the offer was withdrawn, petitioners said, "Hughes Tool Co. . . . knowingly and willingly established a contractual obligation to purchase two million shares of ABC which purchase, if consummated, would have resulted in . . . the most serious violations of law and the commission's rules and regulations." Furthermore, the firms contend, the three principals in the Orange application are apparently involved so closely in Mr. Hughes's interests that the effect of that relationship on their application should be more carefully scrutinized.

Issues Raised: Accordingly, petitioners requested the FCC review board to add four issues: (1) whether the conduct of the three Orange stockholders in connection with Mr. Hughes's attempt to acquire ABC reflects adversely on qualifications of Orange to be a licensee; (2) whether Howard Hughes is a real party in interest to the Orange application; (3) whether the three stockholders are sufficiently independent of Mr. Hughes that "the commission may rely upon their participation as Orange stockholders," and (4) whether Orange possesses the qualifications to be a broadcast licensee.

**Latest name in KRLA game: Howard Hughes**

Chattanooga by Martin Theaters of Georgia Inc. to Turner Advertising Co., Atlanta, was announced last week. Turner Advertising is owned principally by the estate of the late R. E. Turner, with Louis H. Peterson and family owning 13% through Norfolk Broadcasting Co. Sales price is $305,000.

Mr. Peterson's Norfolk Broadcasting owns WARR Winter Park, Fla. At one time it also owned WNOR-AM Norfolk, Va., but these were sold in 1967 for over $1.2 million to group broadcaster Arnold Malkin.

Martin Theaters, which owns about 150 motion picture theaters in the south and WTVC(TV) Chattanooga, and WTVM(TV) Columbus, Ga., is being sold to Fuqua Industries Inc. in a stock transaction valued at $20 million (Broadcasting, Aug. 12). Fuqua Industries is not acquiring WAPO. Carl L. Patrick, executive vice president of Martin Theaters, is slated to become president of the new subsidiary of Fuqua Industries.

WAPO, founded in 1936, is a full-time station, 1150 kw, with 5 kw days and 1 kw nights. It is affiliated with ABC.

Coyle buying KCTY

James Coyle, Spanish-language media specialist, is buying KCTY Salinas, Calif., from A. C. Bigham Jr. for $250,000. Sale is subject to the usual FCC approval. Mr. Coyle was formerly associated with KALI San Gabriel and KKKW Pasadena, both California and both Spanish-language. He had also owned an ad agency specializing in Spanish media. KCTY, Spanish-language programed, is a daytimer on 980 kw with 1 kw. Broker: Hogan-Feldmann.

**TV's critics answered by Thomas Sarnoff**

Television at its finest "is our mightiest weapon" in support of knowledge, understanding and freedom; in denying cultural and political provincialism. And the brickbats being hurled at television these days only tend to prove that it's "the most potent of the mass media." Along with this power comes the deep responsibility of using television properly.

NBC's Thomas W. Sarnoff last week set this sober preamble before the Variety Club of Southern California, and then took the more than 200 members assembled for a luncheon meeting in Beverly Hills along a mini-tour of the television industry: past, present and future. During the course of his industry examination, Mr. Sarnoff, staff executive vice president on the West Coast for NBC, stoutly defended the medium's coverage and presentation of civil disorders.

He pointed out that in the area of pure entertainment, television is trying to serve a variety of audience tastes, trying to "offer a balanced diet." But in the fields of news and public affairs, there's less flexibility of choice. The question isn't whether too much or too little of riots is being shown, he made clear. "They are news. And they must be reported." He emphasized that television "must report with a conscience, but it must report."

**Born and Bred** Looking to the future, the NBC executive set the stage by pointing out that in the next decade young adults—between 20 and 34—will, for the first time, represent the largest single population group and they will be television born and bred. Television will be challenged to "stay in step with this new social force," he said, and the country will belong to those who are attuned to change and experiment.

In entertainment, he predicted that programing will become both longer and more prevalent. "We can look forward to whole evenings occasionally devoted to single programs. . . ." Also, according to Mr. Sarnoff, tech-
In addition, American ing a technical achievements in technology and their contributions to TV's future. Satellite television, he said, may have the greatest impact, ushering in not only new technology but also introducing "a new means of reaching the minds and influencing the actions of every society and individual on our planet."

When instantaneous global communication becomes a reality, Mr. Sarnoff feels "we will set in motion a force whose ultimate political, social and economic impact upon mankind cannot be calculated today." That's why "it is vitally important" that all the potentials of television be understood and used intelligently, "for the power to communicate is the power to lead."

Mr. Sarnoff also foresees wider use of more sophisticated miniaturized equipment, permitting portability and viewing flexibility of TV receivers and greater facility of news reporting from the field. He sees the video tape recorder wedded to the wide-screen color TV set, leading to the home becoming a news and entertainment center for everything taking place in the world.

Duopoly rule fouls AM sale
Wadsworth is swing vote in denying sale of WSBS to Northern Berkshire

Two Massachusetts radio stations seeking a proposed assignment of license have run afoul of the FCC's overlap rules preventing duopoly situations, the commission's current interest in multiple ownership of broadcast properties, and an unusual voting alignment of commissioners.

The propitious stations are WMNB North Adams, owned by Northern Berkshire Broadcasting Co. and wsbs Great Barrington, which Northern seeks to purchase. WSBS claimed its 1 mv/m ground-wave contour and that of WMNB overlapped. That overlap area, wsbs contended further, received interference from a New York station which prevented listeners from receiving both wsbs and WMNB. Accordingly, the station sought a waiver of the commission's overlap rules to effect the license assignment.

But its arguments failed to sway the commission which voted down the proposal by a 3 to 2 decision in which Commissioner James J. Wadsworth provided the swing vote. He joined Robert T. Bartley and Nicholas Johnson to defeat the proposal. Chairman Rosel H. Hyde and Commissioner Robert E. Lee voted for it. Commissioner Kenneth A. Cox was absent.

Commission sources failed to view Commissioner Wadsworth's apparent shift to a harder position regarding multiple ownership as significant. (In the past Commissioners Bartley and Johnson have frequently disapproved of license transfers that would effect a further concentration of control. Commissioner Wadsworth had not.) As one official said: "The commissioners were simply faced with a go-no-go situation where the case involved a violation of a rule."

That rule stipulates an AM station authorization will not be granted if the grant will result in an overlap of the predicted or measured 1 mv/m ground-wave contours.

States Reasons • But in a letter to wsbs the commission emphasized the underlying principle in that rule is not in providing an "overlap of interference or interference free area," but in promoting a diversification of programing and a prevention of "undue concentration of economic power."

The commission said the "most effective way" to implement its policy against duopoly was to adopt that standard, and it noted: "It is significant to point, however, that many stations provide good service far beyond the contours we have chose to define overlap. The contours were chosen because they were, in our view, the most useful general method of achieving a desirable separation between stations."

The commission said wsbs's contentions, supported by engineering material, were not of "sufficient weight" to warrant a waiver of the overlap rules. "Only those which set forth allegations of fact sufficient if true to justify waiver," it said, "need be accorded such treatment."

More time given for CATV comments

The FCC's CATV task force has extended to Sept. 20 the deadline for comments on the commission proposal to permit stations licensed in the community antenna relay service (CARS) to transmit program material originated by CATV systems. Deadline for reply comments was extended to Nov. 19.

The extension was in response to a request by ABC, supported by the National Association of Broadcasters, which said that the commission proceeding had appeared to have become a forum for discussion of "the entirety of the fundamental problems of program origination by CATV systems" (BROADCASTING, Aug. 12). A document of maximum assistance to the commission, ABC said, would not be possible by the original deadline of Aug. 16.

Purchasing subsidiary formed

A western group broadcaster and multiple CATV owner has established a separate organization to make purchases for it in both the broadcast and CATV field. Redtronix of Oregon, a subsidiary of Southern Oregon Broadcasting Co., has been formed with headquarters in Medford, Ore. It is headed by Everett Faber, vice president of the cable division of the broadcast firm.
WGN appeals FM-buy ruling

Group questions citizens' committee standing in case, contends FCC must have voted in the public interest.

The controversial ruling by a Washington federal court upholding the right of a private citizens' group to protest the FCC-approved sale of a Chicago FM despite late and improperly filed objections (Broadcasting, Aug. 5) won't go unchallenged by the principals.

In a petition for rehearing filed last week, WGN Continental Broadcasting Co. and Gale Broadcasting Co. Inc. urged the D. C. Circuit Court of Appeals to set aside its July 30 decision reversing the commission's assignment of WFMT(FM) Chicago from Gale to WGN. According to the two firms, the court erred in its assertion that the commission failed to conform to procedural requirements. The court was said to have contradicted both the Communications Act and legal precedent when it awarded standing to the "Citizens Committee to Save WFMT-FM (sic)."

The alleged procedural defects were that the commission failed to find explicitly that the "public interest, convenience and necessity" would be served by the transfer, and failed to give due consideration to what the court termed "danger signals" involved in the transaction. Gale and WGN countered that the commissioners' votes themselves constituted a finding that the public interest would be served. "How else can these votes be interpreted," the petition asked. To the question of "danger signals," the firms simply stated that there was no evidence that the commission failed to consider all aspects of the proposed transfer.

The petitioners also argued that the court's ruling is "contrary to the plain wording of Section 405 of the [Communications] Act," which states that a person who does not file a pre-grant petition to deny must file a post-grant petition for reconsideration in order to "afford the commission an opportunity to consider and pass upon matters prior to their presentation to the court." By its own admission, the court had interpreted the Section 405 requirement leniently because the Citizens Committee alleged no economic interest and was interested in the case only from the standpoint of the listening public. However, Gale and WGN questioned how the committee's appeal on the basis of issues not covered in the commission hearing, combined with its failure to file a clearly designated plea for reconsideration, could be considered compliance with Section 405 in any sense.

Committee challenged - Perhaps the most controversial issue was whether the Citizen's Committee's application should have been granted standing in the case at all. The court backed its decision by reference to its 1966 ruling upholding the right of the United Church of Christ to intervene in the license renewal hearings of WLTB(TV) Jackson, Miss. The crucial difference between that case and the WFMT proceeding, according to petitioners, is that the Church of Christ was an established organization with specific complaints, whereas the Citizens Committee was formed solely to oppose the WFMT transfer—and, it's held, offered only unverified general allegations to support its contention that the station's fine arts programming would be changed under the new ownership.

If the court denies the WGN-Gale petition, the FCC must decide by Aug. 20 whether it wants to seek reconsideration. As the case now stands, the commission would have to include the Citizens Committee in any new hearing. If it chooses not to do so, the court's mandate comes down and must be followed by the commission.

Further complicating the new proceeding is the question of concentration of media control in the Chicago area. WGN Continental is a subsidiary of the Chicago Tribune, owner of the Tribune and American in that city and owns WGN-AM-TV. The appellate court pointed out that on the same day the FCC granted the WFMT transfer, it adopted a notice of proposed rulemaking "which would prohibit such an acquisition in the future as on its face contrary to the public interest." The reference was to the one-to-a-customer proposal that is now under intense dispute (see page 45).

While WGN Continental was doing battle in court the firm found itself with an unexpected backer—the Chicago Sun-Times, a chief competitor of the Tribune. In an editorial, the Sun-Times expressed its belief that WFMT not only will continue its fine broadcasting tradition but will do a better technical job on a firmer financial basis. This being so, we believe it to be in the public interest for the sale to be allowed to stand.

Media reports ... End of tax - The California business inventory tax on processed movie and television film—charged with causing runaway production away from Hollywood—has been snuffed out. Governor Ronald Reagan has signed a bill eliminating the controversial tax. The move is expected to save film producers in Hollywood some $2.3 million a year. Previously, assessors in the Hollywood area valued film at the cost of its production, including technical costs, performer's salaries, writer's fees. The new bill limits tax assessments to the actual worth of celluloid film itself, a negligibly item.

ABC radio adds 10 new affiliates - Ten new affiliates have joined ABC Radio's four network services, according to Walter A. Schwartz, president. Total affiliation has reached 899, Mr. Schwartz said.


Two Curtis magazines bought by Downe - Downe Communications Inc., New York, a nine-months-old media complex, last week acquired two magazines: Ladies Home Journal and American Home. The magazines were acquired in a stock deal with the financially ailing Curtis Publishing Co., and called for Downe to give Curtis 100,000 shares of its common stock. Downe was quoted last Friday at $60 bid, making the transaction a $6 million deal.

Downe owns about 35% of Bartell
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<tr>
<td>PHILADELPHIA</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>LOS ANGELES</td>
<td>36</td>
<td>2 hrs. 30 mins.</td>
<td>$1.30</td>
<td>$1.70</td>
<td>$2.20</td>
</tr>
<tr>
<td>SAN DIEGO</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>CHICAGO</td>
<td>23</td>
<td>1 hr. 50 mins.</td>
<td>$1.65</td>
<td>$2.20</td>
<td>$2.70</td>
</tr>
<tr>
<td>MILWAUKEE</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>ATLANTA</td>
<td>9</td>
<td>3 hrs. 30 mins.</td>
<td>$2.05</td>
<td>$2.60</td>
<td>$3.40</td>
</tr>
<tr>
<td>BIRMINGHAM</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

It's another service of diversified Greyhound Corporation.
Media Corp., New York, publisher of books and magazines, which also owns three radio stations—WOKY Milwaukee, KCAB San Diego and WADD New York—as well as CATV. Downe added two of its representatives to an enlarged, 16-man board of directors early in June after threatening a proxy fight (Broadcasting, June 10). Downe's interest in Bartell Media has been the subject of an informal inquiry by the FCC. It is expected that a formal application for the transfer of control of Bartell Media may be filed soon.

Edward R. Downe is president of Downe Communications, which publishes Family Weekly, a newspaper supplement; Cat Fancy, a pet magazine; owns Books and Periodicals Inc., a mail order printing and sales firm; Jacquet, a cosmetics concern; Greenleaf Studios and Madison House, engaged in product sales through catalogs and publication advertising; Zenith Industries, pet products, and Campbell-Reynolds, magazine advertising representatives.

With the acquisition of the two Curtis publications, Downe's gross revenues should reach $120 million.

Storer says no to Patterson contract

Storer Broadcasting Co. last week called off its sale of KGBS-AM-FM Los Angeles to Norwood J. Patterson for $2.3 million—but there's some question whether Mr. Patterson will accept the seller's action.

Bill Michaels, Storer president, said Storer was rescinding the May 29 contract to sell the stations to Mr. Patterson because of Mr. Patterson's "failure to disclose to Storer during the extended negotiations the fact that he had already entered into an agreement to resell KGBS-FM, and for other related reasons."

Mr. Michaels said that it was "more than two weeks after the May 29 contract signing that Mr. Patterson informed Storer that on March 5 he had entered into a contract to resell KGBS-FM simultaneously with his acquisition of the station from Storer and had no intention of operating it." Mr. Patterson had arranged to sell KGBS-FM to National Science Network for $800,000 following his acquisition of the two Los Angeles stations from Storer (Broadcasting, Aug. 5).

Storer said it plans to continue to own and operate the Los Angeles stations "and has no present plans to sell or negotiate with any parties."

Mr. Patterson's attitude on the Storer action was made known by his attorney, Sidney DeGoff, San Francisco: "Mr. Patterson believes the contract is in full force and effect and that Storer Broadcasting has no grounds whatsoever for attempting a rescission."

An element in the situation is the fact that there is $200,000 already in escrow on the deal: $100,000 by Mr. Patterson to Storer, and $100,000 by National Science Network, owner of WNCN(FM) New York and WDFH(FM) Chicago, to Mr. Patterson.

Use of Spanish-language stations grows

Spanish-language radio is the principal medium in reaching the Spanish-language consumer in the U.S. and UHF television is rapidly becoming "an important factor."

This evaluation was contained in "Impressions," a commentary prepared by Benton & Bowles's media-programming department and published in newsletter form by the agency.

The agency credited radio's programing, which B&B said was "oriented toward music and the young listener." It said 14 UHF's currently telecast "full or part-time in Spanish," said the Spanish-language market in the U.S. now numbers more than 10 million people and Cuban exiles are continuing into Florida at the rate of 4,000 every month. Concentrations of Spanish-speaking persons are in California, the Southwest, Florida and in urban areas in the Northeast and in Chicago.

Patterns in the use of products by this segment of the population tend to differ from those of the "total market." B&B said, which is "able to a reluctance of the Spanish person "to surrender his identity or traditions."

Please send

Broadcasting
THE NEWSLETTER OF TELEVISION AND RADIO

SUBSCRIBER SERVICE

Name
Company
Address
City State Zip

Payment enclosed
Bill me

□ 1 year $10
□ 2 years $17
□ 3 years $25
□ Can add 84 Per Year
□ Foreign Add 64 Per Year

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

BROADCASTING, August 19, 1968

50 (THE MEDIA)
"Business deserves consumer confidence"

This past year, American consumers made 3,296,293 calls to 126 Better Business Bureaus across the country.

For every one complaint there were nine inquiries—people who simply wanted to check on the reputation or reliability of a company, or find out about some business practice.

Compare that to 30 years ago, when the opposite was true: most people called the Bureaus to complain.

Besides, Bureau records show that not all consumer complaints are serious or justified. Frequently even serious complaints are the result of a company's unintentional mistake.

In the vast majority of cases, whether the mistake was intended or not, the Bureaus obtain voluntary corrections.

Despite these favorable signs, business today faces a crucial need to do a still better job of self-regulation of advertising and selling, and to do more to inform both government and the public concerning business progress in serving customers in the public interest.

Hence the Better Business Bureaus, drawing on their unique 54-year experience, have launched an expanded action program. It features these developments:

1. Expanded Service By Individual Bureaus. In city after city BBs are broadening the geographic areas they serve, adding more telephone lines, installing automated filing and reporting systems—so they can give more consumers better and faster service.

Increasingly, individual Bureaus are called upon to testify before state legislatures.

In some cities, Bureaus are setting up Consumer Affairs Councils to provide local forums for discussion of consumer problems.

And each year new Bureau offices are opened.

All this costs money; but it demonstrates the spirit of a great business community which understands that it can survive only if it enjoys the confidence of its customers, and which will go beyond any possible law in protecting this relationship.

2. BBs' Research and Education Foundation. Activated under the direction of a distinguished Board of Trustees, this foundation will conduct urgently-needed studies to shed the light of objective fact on issues of concern to consumers. Under its aegis the BBB will initiate new programs to protect both the consumer and the enterprise system.

3. Office of National Affairs. This office has been opened in Washington. It will use the goldmine of information gathered by Better Business Bureaus across the nation, providing federal officials—for the first time on a systematic, continuing basis—with reliable data based on more than three million consumer contacts per year.

It will also offer facts on how business regulates its marketplace activities in the public interest, and report back to business on government activities and plans affecting business-government relations in the consumer area.

4. Stepped-Up Mass Communication. This program will express industry's concern for the consumer, explain industry's self-regulation efforts, upgrade consumer buying skills, and increase public understanding of the enterprise system.

How can you as a businessman cooperate with this expansion program?

Bear this in mind: the heart of the BBB complex remains the individual Better Business Bureau.

It works to improve the business climate, to safeguard your community's buying power and maintain a market environment in which your business can operate profitably.

And it supplies data now being relayed to both federal and state governments to show why business deserves consumer confidence.

Write or call the manager of your nearest BBB. Tell him your reaction to the Bureaus' expanded action program. See how you can help to make it succeed.

The friend of the woman in 17C.

As the big jetliner approaches the airport at London, the young woman in seat 17C grows nervous. It's her first flight and as she looks out the window, she sees nothing but fog.

She reaches out to touch her sleeping three-year-old daughter. How can the pilot possibly see the airport?

When the jetliner's wheels touch down gently on the runway, the woman smiles and turns to her daughter. But her daughter sleeps on.

One reason the landing was easy and gentle is because the pilot used an electronic guidance system called ILS—Instrument Landing System. It was developed by International Telephone and Telegraph Corporation, or ITT. Every 30 seconds somewhere in the world an aircraft lands safely using an application of ILS.

In fact, without ILS and other of our developments, air travel as it is known today would be impossible.

The woman in seat 17C didn't know it, but the day she boarded her jet, ITT had already played a part in her life.

How many ITTs?

When she cabled her husband in London to confirm the date and time of her arrival, the message was sent via ITT.

The car she drove to New York's Kennedy International Airport from her parents' home in New Jersey was rented from one of our companies.

Yet the woman possibly had never even heard of ITT.

The "International" in our name is well deserved. We do business in 123 countries around the world and employ more than 241,000 people.

Telephone and Telegraph?

But what about the "Telephone and Telegraph"? What's a communications company doing in so many other areas of business?

Originally, we were a telephone and telegraph company. Even after we became one of the largest diversified manufacturing and service organizations in the world, the name stayed.

As ITT has grown since those early days, it has made history.

During World War II, for example, an ITT-developed radio direction finder was credited with bringing the Nazi submarine wolfpacks to a standstill, shortening the war by at least two years.

In 1963, using earth terminals designed by us for communicating via satellite, we helped open up the first experimental satellite link between North and South America.

In 1965, one of our satellite-communication earth terminals, aboard a Navy aircraft carrier, helped make it possible for millions in the U.S. and Europe to see on TV the recovery of Gemini astronauts at sea, live, as it happened.

Five times more during 1966 a terminal was installed aboard a carrier and five times more millions saw actual splashdown and recovery operations.

Last year during the Arab-Israeli war, the White House used the Washington-Moscow Hot Line—for the first time in a crisis. One of our companies keeps the Hot Line ready.

Another of our companies runs the Kilmer Job Corps Center in New Jersey for the Office of Economic Opportunity. This same company operates and maintains the strategic Distant Early Warning (DEW) Line which stretches from Alaska to Greenland.

ITT today

ITT today is composed of more than 200 associated companies around the world.

By bringing to bear our total expertise, these companies have generated increased competition within industries and, consequently, have generated more efficient use of manpower and material resources.

The fields in which we operate were selected for growth potential as well as present needs. And last year, more than 50 percent of our earnings were derived from domestic sources.

Much of this U.S. growth can be traced to our interest in the service industries.

People's desire for service keeps growing. So we've put increasing emphasis on it. Our U.S. sales and revenues are now split about 50-50 between manufacturing and service activities.

In addition to renting cars (Avis, to be exact), educational training services, and airport and hotel parking, ITT offers consumer loan services, mutual fund management, and data processing—just to name a few.

Sheraton, a system of hotels and motor inns, in the U.S. and abroad, is now part of ITT. So is Levitt & Sons, world's largest international home and community builder.

We also operate a communications network made up of thousands of cable, radio and satellite circuits, and can transmit a message to almost any point on the globe.

Recently, we entered the field of natural-resource conversion with ITT Rayonier Inc. and Pennsylvania Glass Sand Corporation. These two operations take raw material from the earth and its forests and make them useful to manufacturers of cellophane, textile fibers, tire cord, photographic film, paper, glass, chemicals, and other related products.

ITT and you

With all these services—plus thousands of consumer, industrial and military products and services—ITT is helping you and people all over the world to enjoy a better, safer, more comfortable life.

Just as it helped the woman in seat 17C.

Philips gets CBS's Minicam

Wireless, portable color camera will be made, marketed internationally

Philips Broadcast Equipment Corp., Paramus, N. J., has acquired the rights to manufacture and market the Minicam hand-held, wireless color television camera developed by CBS Laboratories, Stamford, Conn.

The agreement is being announced jointly today (Aug. 19) by John S. Auld, vice president and general manager of Philips, and Dr. Stafford L. Hopwood Jr., vice president of business development and professional products, CBS Laboratories.

The microwave link camera, engineered by a team under Renville H. McManus, CBS Laboratories vice president and director of engineering, uses Plumbicon tubes, developed by N. V. Philips scientists in the Netherlands and first used by Norelco in 1965.

Regular production of the Minicam is scheduled to start early in 1969 for worldwide marketing. Mr. Auld said a selling price has not been determined. CBS Labs will continue to handle arrangements for military applications of the camera.

Philips noted the agreement would not conflict with marketing of their own "Little Shaver" camera, since the cameras have different applications. "Little Shaver" operates strictly by cable and is designed for studio quality, whereas the cableless Minicam is meant to be used outdoors and places inaccessible to wired cameras.

CBS-TV used four of the cameras at the Republican convention and expects to put them in service again at the Democratic convention in Chicago.

CBS Labs is a division of CBS Inc., and Philips Broadcast is a subsidiary of North American Philips Co.

RCA makes changes in technical setup

The top technical organization at RCA is being changed to accommodate what the company calls "future management needs" of its growing technical programs in this country and abroad.

Robert W. Sarnoff, president and chief executive officer of RCA, announced the following changes last week: Dr. George H. Brown, executive vice president, research engineering, shifted to executive vice president, patents and licensing, and Dr. James Hillier, formerly vice president, RCA Laboratories, appointed vice president, research and engineering. Both men will report to Mr. Sarnoff.

Dr. Brown's new post gives him the responsibility over RCA's patent operations and its worldwide licensing and technical-aid activities. He is also a director of RCA.

Dr. Hillier's new post places him on the corporate staff, the RCA announcement noted, and he will be responsible for research and development throughout the corporation.

Dr. Brown, who joined RCA in 1933 as a research engineer, has been a specialist in problems of radio wave propagation and antenna development, and is credited with such contributions as the turnstile antenna now standard for television, FM and facsimile transmission. In later years he played a leading role in RCA's development programs in color and UHF television. He held various executive posts, becoming vice president, engineering in 1959, and vice president, research and engineering in 1961. His international citations include various contributions to television.

Dr. Hillier, who is considered a pioneer in electron microscopy, had the vice presidency at RCA Laboratories since 1958. He joined RCA in 1940 as a research physicist.

WHCT expansion bid opposed by WHNB-TV

Connecticut Television Inc., licensee of WHNB-TV New Britain, Conn., petitioned the FCC last week to deny two applications which would markedly increase the service area of WHCT-TV Hartford, Conn., the nation's only pay-TV station.

The two applications were filed by RKO General Inc., licensee of WHCT. The first would increase the effective radiated visual power of the station from 186 kw maximum (158 kw horizontal) to 5,000 kw maximum (655 kw horizontal) and increase antenna height from 650 feet to 958 feet above average terrain. These changes, Connecticut said, would increase WHCT service area by more than 50%. The other application would establish a translator station in Hamden, Conn., a community immediately adjoining New Haven to the north, and would provide effective WHCT service in the New Haven area, according to Connecticut.

According to the petitioner, RKO's proposals would increase the existing overlap of grade B contours of WHCT and RKO-owned WOR-TV New York and WNEW-TV Boston (both VHF.) The overlap predated adoption of a commis-
tion rule prohibiting such overlap between two stations owned by the same party, Connecticut said, and is therefore not in violation of the rule. However, it contended, the firm's proposed changes would be in direct conflict with the rule.

Other Objections - The petition raised three other issues pertaining to the station's expansion into other markets. Pay-TV, Connecticut said, was authorized as an experiment only on the basis of the existing WHCT service area, not on the basis of the "greatly expanded service area" now proposed. The new area, the petitioner said, would include at least one other separate television market (Springfield, Mass.). Second, the expanded grade B contour would reach over 2.6 million more people, according to Connecticut, and would therefore require ascertainment of community needs in the new areas. Third, Connecticut said, RKO General is the licensee of television stations serving four of the top six markets and five of the top 14 markets. "The full scope of RKO General's broadcasting interests . . ." the petition said, "must surely give the commission pause."

Connecticut also took a swipe at RKO's film buying practices, which it said had deprived WRNB-TV on two occasions this year of an opportunity "even to bid for attractive syndicated film programming."

Connecticut Television Inc. is wholly owned by Plains TV Corp., which in turn is jointly owned by group owners Transcontinental Properties Inc. and H. & E. Balaban Inc. The Balabans also own a chain of motion picture theaters in the Midwest.

NAB again calls for remote VHF operation

The National Association of Broadcasters last week revived its request for FCC authorization to operate VHF stations by remote control.

NAB's original request in February of 1965 was denied by the commission on the general basis that there was no assurance of adequate supervision of transmitter performance when remotely controlled. Now, NAB said, the experimental data "clearly demonstrates that remote control operation may be extended to VHF television stations with adequate assurance that there will be no degradation of the commission's technical standards." The data was collected through tests conducted by Metromedia Inc. at KMBC-TV Kansas City, Mo.; KTTV(TV) Los Angeles, and WNEW-TV New York.

The commission authorized remote control of UHF facilities five years ago. A total of 39 UHF stations presently have such facilities.

New monitoring gear offered by McMartin


The TBM 2000A is designed to work with McMartin's TBM 4500A FM stereo modulation monitor, and provides indications of modulation, injection frequency and cross talk on either of two SCA channels. TBM 4000A is transistorized and is used to monitor total modulation, main channel modulation and frequency and modulation of either of two SCA channels, as well as signal-to-noise ratio, subchannel injection, cross talk, RF input and peak modulation of both main and sub-carriers.

Both units are type-approved by FCC.

Technical topics . . .

Educational TV - Comspace Corp., New York, has developed an optical/electronic transmitter which converts 8mm or 16mm film images to television signals for use in businesses, schools...

The WJEF Countrypolitans

What’s this turned-on couple like?

They have a lot

At 29, average WJEF Countrypolitan couples aren’t hurting.

They have three children, a home, and two cars.

He may be in the professions, trades, services, or farming. Typically, though, he works in one of the 50 Kent and Ottawa County plants employing over 400 people at real good salaries and wages.

And they have the WJEF listening habit—to get our own and CBS news and sports, plus the best in country music.

They need more

Since they average only 29, and have three children, they’re in the acquisitive stage of life. While they already have a lot, they’ve got their sights set on the rest as soon as possible!

And the radio he listens to on the highway, and the one she hears around the house, keep reminding them of all the things they need and want.

Ask Avery-Knodel about WJEF—the country music station that comes across with sweet music for advertisers.
or libraries with closed-circuit systems or individual monitors. The unit, when wired to a receiver, is said to replace a projector and screen.

**IVC distributor** • Taft Broadcasting Co. has been named a distributor for International Video Corp., Mountain View, Calif. The Taft organization will sell IVC color TV cameras and video tape recorders to the broadcast and community antenna television markets in Texas through its Houston and Dallas offices.

**Camera information** • Cohu Electronics, San Diego-based equipment-maker, has a new self-contained TV camera, series 3200, that can be used for closed-circuit, educational or professional broadcasting.

**New cameras** • Maryland Telecommunications Inc., Cockeysville, Md., has added two new solid-state vidicon cameras to its line. The VC-20 has a separate camera head and control unit, with a three-and-a-half pound head. The VC-40, an infra-red spectrum camera, also operates in the visible light range. The cameras, available with varying scanning rates, are priced at $3,195 and $3,395 for the VC-20 external and self-contained sync units and $3,495 for the VC-40.

**Automatic timer** • An electronic timer that can automatically turn on or turn off video-tape recorders, film chains and cue lights at any predetermined time within a program has been developed by Ampex Corp., Redwood City, Calif.

The timer digitally displays the time the video tape has been recording or playing back, either as "elapsed time" or as "time remaining." It's mounted in the recorder monitor housing. The new unit costs $2,500 and is available immediately.

**New transmitter** • Continental Electronics Manufacturing Co., Dallas, has built a 250-kw medium-frequency transmitter for installation in a Roman Catholic Church-operated Acción Cultural Popular radio station in Bogotá, Colombia. The transmitter, said to be the most powerful in South America, is being installed to coincide with Pope Paul's forthcoming visit to Bogotá for the International Eucharistic Congress in August.

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**FINANCIAL REPORTS**

**CBS sales up, profits down**

**First-half drop laid to bigger taxes and ‘start-up’ expenses**

CBS Inc. last week reported a drop in first-half 1968 earnings which was attributed by William S. Paley, board chairman, and Dr. Frank Stanton, president, to a bigger tax bite and to a drain caused by "start-up" expenses in several areas. An earnings decline was also reported for the second quarter, while sales in both that quarter and in the half-year period increased.

Net income was off by over $1.2 million and share earnings by 5 cents in the first six months of 1968 compared to that period a year ago. Net sales climbed $13,671,000 in that same period.

Mr. Paley and Dr. Stanton said earnings were affected by "some of our investments in the future," which, they said, entailed "start-up expenses that constitute a temporary drain . . . namely, theatrical film production [CBS Films] EVR [electronic video recording] and the changeover of several of our radio stations to all-news formats."

The figures, they said, reflected the federal income surtax, which was responsible for reducing share earnings 10 cents in the first six-month period.

The activities mentioned by CBS as "investments in the future" are all ongoing operations. In addition to theatrical film production at the CBS Films studio in Los Angeles, CBS has been actively engaged in planning marketing activities of its electronic video recording system. CBS-owned radio stations converted to an all-news-and-information format are WCBS New York, KCBS San Francisco, WBBM Chicago and KNX Los Angeles.

Other CBS financial news released simultaneously with the first half-year report:

- CBS's board declared cash dividends of 35 cents a share on common stock payable Sept. 13 and of 25 cents a share on preferred stock payable Sept. 30 to holders of the stocks of record Aug. 30.
- CBS's acquisition of W. B. Saunders Co., Philadelphia, medical textbook publishers, has been approved by the publisher's board and shareholders, and by CBS's board, with closing of the transaction subject to Internal Revenue Service rulings. (CBS stockholders approval is not required.) The transaction would involve the exchange of 1,071,-428 shares of CBS common for the assets of Saunders (Broadcasting, June 17).

**Six months ended June 30:**

<table>
<thead>
<tr>
<th>1967</th>
<th>1966</th>
</tr>
</thead>
<tbody>
<tr>
<td>Earned per share</td>
<td>$0.96</td>
</tr>
<tr>
<td>Net sales</td>
<td>448,130,000</td>
</tr>
<tr>
<td>Operating income</td>
<td>48,949,000</td>
</tr>
<tr>
<td>Income before income taxes</td>
<td>49,001,000</td>
</tr>
<tr>
<td>Net income</td>
<td>23,900,000</td>
</tr>
<tr>
<td>Average number of shares</td>
<td>23,421,000</td>
</tr>
</tbody>
</table>

*Net income per common share, after preference dividends.

**Blair’s second quarter shows increase**

John Blair & Co., New York-based station representative, announced a second-quarter gain in earnings. Six-month earnings, affected by the 10% federal income-tax surcharge, showed a slight decline. The surtax reduced per-share earnings by seven cents for the second quarter and 11 cents for the six months.

Frank Martin, Blair president, said the improvement in the second quarter reflected progress in both broadcasting and printing divisions. The company’s printing subsidiaries are in Chicago.

For six months ended June 30:

<table>
<thead>
<tr>
<th>1967</th>
<th>1966</th>
</tr>
</thead>
<tbody>
<tr>
<td>Revenues</td>
<td>14,694,000</td>
</tr>
<tr>
<td>Pretax income</td>
<td>2,550,000</td>
</tr>
<tr>
<td>Net income</td>
<td>1,122,000</td>
</tr>
<tr>
<td>Shares outstanding</td>
<td>1,062,000</td>
</tr>
</tbody>
</table>

Note: All 1967 figures have been restated to include the operations of Alden Press Inc. (acquired Nov. 15, 1967) on a pooling of interests basis. Interim earnings figures originally reported for 1967 had included only Blair’s equity in the earnings of American Printers & Lithographers Inc. The figures shown above reflect full consolidation of the accounts of this 51%-owned subsidiary.

**GT&E 1st half sales up, but profits are down**

General Telephone and Electronics Corp., New York, reported an increase in consolidated revenues and sales, but a slight drop in net income and earnings for the first six months of this year.

According to GT&E’s report to stockholders, its Sylvania Electric Products reached record levels in sales. First-half sales of entertainment electronic products, including color television sets, reached “a new high of more than 30% ahead of the same period last year,” the report said. Sylvania’s net income dropped about $6 million from last year as a result of nonrecurring losses on various military research and development contracts, the highly competitive price situation in the color TV market and unsatisfactory results in
semiconductor operations. The 10% surcharge on federal income taxes was also cited as contributing to the drop in net income.

For first six months of 1968:

<table>
<thead>
<tr>
<th></th>
<th>1968</th>
<th>1967</th>
</tr>
</thead>
<tbody>
<tr>
<td>Earned per share</td>
<td>$1.00</td>
<td>$1.03</td>
</tr>
<tr>
<td>Consolidated revenues and sales</td>
<td>1,385,637</td>
<td>1,274,030</td>
</tr>
<tr>
<td>Consolidated net income</td>
<td>102,361</td>
<td>104,574</td>
</tr>
<tr>
<td>Average number of shares outstanding</td>
<td>101,914</td>
<td>100,966</td>
</tr>
</tbody>
</table>

Grey first half off;
Strauss sees upswing

Gray Advertising Inc., New York, reported first-half 1968 earnings down compared to that period in 1967: but Herbert D. Strauss, chief executive officer of the agency, pointed to an improvement beginning last January and felt this would continue through the year.

Also showing declines were gross billing (off $2.5 million) and commissions and fees (down $722,176). New assignments this year have included Bank of America, Cartier, Ford Car service clinic (Chicago). Greyhound Computer Corp., Greyhound Leasing and Financial Corp., Howard Johnson, National Institute of Mental Health, Procter & Gamble’s Puffs facial tissue, Ronson Flame products and Wind-breaker.

Grey declared a regular quarterly dividend of 12½ cents a share, payable Sept. 15 to shareholders of record Sept. 1.

For the first six months ended June 30:

<table>
<thead>
<tr>
<th></th>
<th>1968</th>
<th>1967</th>
</tr>
</thead>
<tbody>
<tr>
<td>Net income per share</td>
<td>$0.50</td>
<td>$0.65</td>
</tr>
<tr>
<td>Gross billings</td>
<td>84,801,151</td>
<td>87,201,025</td>
</tr>
<tr>
<td>Commissions and fees</td>
<td>12,809,213</td>
<td>13,282,089</td>
</tr>
<tr>
<td>Net income</td>
<td>71,991,938</td>
<td>74,018,936</td>
</tr>
</tbody>
</table>

Financial notes . . .

- Walt Disney Productions. Burbank, Calif., has declared a quarterly dividend of 7½ cents a share, payable Oct. 1, to stockholders of record Sept. 16.
- ABC Inc., last week declared the third quarterly dividend of 40 cents a share, payable Sept. 14 to stockholders of record Aug. 23.

Company reports . . .

Harris Intertype Corp., Cleveland, manufacturer of electronic communications equipment and owner of Gates Radio Co., manufacturer of broadcast equipment, reported record sales and earnings for the year ended June 30:

<table>
<thead>
<tr>
<th></th>
<th>1968</th>
<th>1967</th>
</tr>
</thead>
<tbody>
<tr>
<td>Earned per share</td>
<td>$2.80</td>
<td>$2.68</td>
</tr>
<tr>
<td>Net sales</td>
<td>277,772,000</td>
<td>250,866,000</td>
</tr>
<tr>
<td>Earnings before taxes</td>
<td>30,505,000</td>
<td>27,407,000</td>
</tr>
<tr>
<td>Net earnings</td>
<td>15,417,000</td>
<td>14,587,000</td>
</tr>
</tbody>
</table>

Trans-Lux Television Corp., New York, TV producer and distributor, reported substantial increases in revenues and net earnings for the six months ended June 30, 1968:

<table>
<thead>
<tr>
<th></th>
<th>1968</th>
<th>1967</th>
</tr>
</thead>
<tbody>
<tr>
<td>Earned per share</td>
<td>$1.31</td>
<td>$0.90</td>
</tr>
<tr>
<td>Revenues</td>
<td>1,116,449</td>
<td>770,172</td>
</tr>
<tr>
<td>Net earnings</td>
<td>446,449</td>
<td>294,172</td>
</tr>
</tbody>
</table>

Ogilvy & Mather International, New York, reported an increase in net income and income per share corresponding to a 13% increase in billings for the first half of 1968, ended June 30, as compared with the same period in 1967:

NGC seeks stock registration

National General Corp., Los Angeles, has filed a statement with the Securities and Exchange Commission seeking registration of $282 million of 4% convertible subordinate debentures due 1993, and 5,640,000 common stock purchase warrants.

National General will offer the securities in exchange for shares of the Great American Holding Corp., parent of the Great American Insurance Co. and its subsidiaries, at the rate of $50 principal amount debentures and a warrant to purchase one share of NGC for each share of Great American.

Last June, National General purchased 400,000 or 7% of the 6,043,780 outstanding shares of Great American for $20 million. The current offer is being made by National General to acquire majority ownership of Great American.

National General has agreed to pay Carter, Berlind and Weil Inc., New York, a $1 million consultant’s fee for assisting in the transaction.

Columbia seeks registration

Columbia Pictures Corp., New York, has filed a statement with the Securities and Exchange Commission seeking registration of 241,522 shares at $39.25 a share, which is expected to yield the recipients a maximum of $9,479,718.50.

The shares are being registered by
Rust Craft slates 3-for-2 stock split

Rust Craft Greeting Cards Inc., parent of Rust Craft Broadcasting Corp., a group broadcaster, last week authorized a three-for-two stock split, increasing the number of shares outstanding to 1,167,936. The additional shares, which will have the effect of a 50% dividend increase beginning in December, will be distributed on Oct. 31 to shareholders of record Oct. 3.

Rust Craft also declared a quarterly dividend of 10 cents a share on present shares, payable Sept. 26 to shareholders of record Sept. 12.

FCC charges KLYD for contest violation

The FCC last week fined Kern County Broadcasting Co., licensee of KLYD Bakersfield, Calif., $3,000, charging the station with rigging a “Win-a-Honda” contest held last October.

The commission had issued a notice of apparent liability on June 5, following an FCC staff disclosure that four of the 12 Hondas given away went to relatives of the station’s advertisers or advertising agents. Kern County replied that it had no knowledge of improper activities by KLYD’s station manager, and said it had tried to assure the honesty of the contest.

The commission said it considered the licensee’s good faith, financial situation and prior broadcast record, and had taken what it regarded as a relatively mild action under the circumstances. However, Kern’s plea that it was ignorant of the violation was dismissed by the commission with the reminder that the liability notice had “specifically pointed out that these facts provide no basis for relieving a licensee of responsibility for the employee’s actions.”

Chicago to Duluth

Sixty Chicago area advertising and agency executives were the guests Thursday (Aug. 15) of Ward L. Quaal, president of WGN Continental Broadcasting Co., and Odin S. Ramsland, executive vice president and general manager of KDAL Inc., on a special flight to Duluth to inspect the new $1.5 million broadcast center of KDAL-AM-TV. The latest in location at practice color studio facilities are among features of the new center which occupies a full city block in downtown Duluth.
Curran succeeds Greene as BBC chief

NEW POWERS GIVEN SECOND-LEVEL EXECUTIVES

Charles Curran, director of external broadcasting, British Broadcasting Corp., London, has been named director general, succeeding Sir Hugh Greene who joins the corporation's board of governors April 1, 1969 (Broadcasting, July 29).

BBC also announced creation of two new posts and a major change in management structure with directors of external broadcasting, radio and TV becoming managing directors with greater individual powers for spending money and utilizing other resources.

Oliver Whitley, chief assistant to the director general, was appointed managing director, external broadcasting. Frank Gillard, director, BBC radio, and Huw Wheldon, controller of TV programs, were named managing directors.

David Attenborough, BBC-TV2 controller, and Kenneth Lamb, BBC secretary, assume newly created posts of TV programs director and public affairs director, respectively.


Asked whether he favored recent permissiveness in TV programs, Mr. Curran said he would not attempt to impose his personal views. "But I am not going to keep quiet," he added, "I am going to say what I think." He was also emphatic that he would not become Lord Hill’s (BBC chairman) or anybody else’s “tame poodle,” as suggested in some London quarters, but would assert his independence in the face of any attempts at dictatorship by Lord Hill or the board of governors.

Abroad in brief . . .

ABC film rep = Teleshow Distribution S.A. has been named as ABC Films’ exclusive representatives in Brazil. The company, a newly formed subsidiary of Wiland Co. S.A., has set up offices at 131 Rio Branco Ave., Rio de Janeiro, to handle the distribution of ABC Films’ properties.

Overseas sale = NBC-TV’s The New Adventures of Huck Finn has been pre-sold in 16 overseas markets by NBC International Enterprises. The series will start on NBC-TV this September. The weekly series has been sold to the United Kingdom, Canada, Japan, Belgium, Holland, Mexico, Colombia, Costa Rica, Ecuador, El Salvador, Guatemala, Honduras, Nicaragua, Panama, Uruguay and Venezuela.

Satellite coverage set for Pope’s visit

Pope Paul’s appearance at the Eucharistic Congress in Bogota, Colombia, scheduled to begin yesterday (Aug. 18) was to be telecast in color to viewers in the United States and Europe via satellite. Approximately 10 hours of TV programming from the meeting is scheduled.

The TV coverage will be transmitted to viewers on both sides of the Atlantic by way of the National Aeronautics and Space Administration’s ATS-3 satellite now in synchronous orbit over the Atlantic. The coverage of the Congress and of Pope Paul by Colombia’s La Empresa Nacional de Telecomunicaciones was transmitted to a mobile earth station in Bogota. The station, using a 16-foot diameter antenna, was air shipped to the city and was erected near the site where the Congress is being held. The portable earth station was leased by the Communications Satellite Corp. from Hughes Aircraft Co.

Earlier, the latest earth station, and the first in Latin America, located at Longovilo, Chile, was dedicated Aug. 9 in a special program from Washington to Santiago, Chile via The Intelsat II satellite in synchronous orbit over the Atlantic.

The Chilean earth station, which began commercial operation late last month, is equipped with a 97-foot diameter antenna, and already has voice circuits in service to Italy and to the U.S. It is owned by Empresa Nacional de Telecomunicaciones.

Anthology sold = 20th Century-Fox Television has sold its TV anthology, “Journey to the Unknown,” to 13 Latin American countries prior to its showing on ABC-TV this fall. The nations are Argentina, Colombia, Costa Rica, Dominican Republic, Ecuador, El Salvador, Guatemala, Honduras, Mexico, Panama, Peru, Uruguay and Venezuela.

Troyer picked = CTV network in Canada, with the announced intention of revamping its W5 public affairs programs, last Tuesday (Aug. 13) named Warner Troyer, host of CBC-TV’s The Public Eye, to produce the W5 series.

Soviet Union reveals ‘Intersputnik’ plan

The Russians came up last week with a satellite communications network proposal, “Intersputnik,” that in effect would compete with the Intelsat telecommunications system in which the U.S. has a dominant position.

The Soviet Union’s plan was detailed in an Aug. 13 submission for registration before the United Nations in New York, followed on Aug. 14 with a presentation in Vienna at the opening session of the UN’s Conference on Exploration and Peaceful Uses of Outer Space.

That the Soviets regard their proposal importantly was indicated in the reading before the conference by the Soviet delegate of a statement by Premier Alexei N. Kosygin proposing the
system. The document at the UN headquarters in New York was in the form of a “draft agreement” signed by the Soviet Union, Bulgaria, Czechoslovakia, Hungary, Mongolia, Poland, Romania and Cuba.

In substance the Soviets propose that each nation have one vote in the network. Although the network itself would be patterned after Intelsat, it would differ in membership control. Intelsat is controlled by the U. S. and other Western powers. The U. S. through the Communications Satellite Corp. (Comsat), has a proportional ownership in Intelsat of more than 50%. Comsat acts as an agent for the network in operating the Early Bird satellite providing 240 two-way telephone channels between the U. S. and Europe. Comsat also has a satellite operating over the African coast and two others over the mid-Pacific. Satellites are used for an array of communications transmissions including television.

In its preamble to the draft agreement, the Eastern nations stated their recognition of “the need to promote the strengthening and development of comprehensive economic, cultural and other relations through the maintenance of communications, including radio and television broadcasting using artificial earth satellites.” The system encompasses the launching and placing into orbit of satellites and the operating of ground stations.

Financing: Member states (nations) would finance Intersputnik through contributions, and rates would be fixed by the states through a controlling council made up of representatives of the member states. Allocation of channels and use would also be governed by the council. The council would be Intersputnik’s governing body, while a “secretariat” would function as the “permanent executive and administrative organ, headed by a director-general,” the agreement said.

The UN conference in Vienna was attended by 500 delegates from 74 countries. U. S. sources indicated that the U. S. had repeatedly invited Russian and other Eastern Europe nations to join Intelsat but had received no response. Intelsat’s 61 other participating nations all have ownership in the West’s system but in varying proportions.

Some Western officials, according to dispatches from Vienna, also viewed the newly proposed international network systems as a means for developing nations to obtain benefits from the use of outer space.

European affiliations set up by Wolper

Wolper Productions, a Metromedia company, now has worldwide sales representation with the signing of two additional distributors for their programs. Wolper shows are sold through Wolper Television Sales.

The new overseas affiliations are with Richard Price Television Associates Ltd., London, for all of Europe except Italy, and with Lionella Torossi in Italy. Other Wolper representation agreements are in Canada, Australia.

FATES & FORTUNES

BROADCAST ADVERTISING

Emery Dobbins named chairman of board and chief executive officer and J. Wesley Rosberg named president of Buchen Advertising, Chicago. Leon Morgan, chairman, and Joseph H. Caro, chairman of executive committee, retire. Other Buchen promotions: James L. Perry to executive VP and Bowman Kreer to chairman of executive committee.

Richard Perkins, in creative position with Sandler Film Commercials Inc., Hollywood, named VP and creative director of film commercial division.

Harry Hamilton Jr., VP and director, radio-TV, Earle Ludgin & Co., Chicago, joins Carson/Roberts/Inc., Los Angeles, as executive producer of broadcast production. Mike Chappell, principal, Chappell Fiore Endelman, New York, dissolves partnership and joins Carson/Roberts, Los Angeles, as VP and copy chief.

Jack Bernhardt, senior VP, J. Walter Thompson Co., New York, named group management supervisor. Robert V. Hungerford and John T. Lucci, both associate creative supervisors, elected VP's. John A. Anderson Jr., account supervisor, JWT, New York, elected VP.


Donald P. Dickson, VP, marketing, Warner-Lambert Pharmaceutical Co., New York, joins RCA there as staff VP, advertising and sales promotion.

Alan C. Leavally, copy supervisor, Needham, Harper & Steers, Chicago, elected VP.

Michael Nebbia, director-camera, EU/E/Screen Gems, New York, elected VP.

George R. Merchant, assistant secretary, General Signal Corp., New York, joins H-R Representatives and H-R Television, that city, as controller.

Ronald S. Friedwald, manager, television and radio audience analysis, NBC, New York, appointed director, sales planning and development, NBC Radio, that city.

John F. Anwiler, with Cultural Expansion, Los Angeles, joins Grant Webb & Co., that city, as head of office.


Jim Brown, with Motion Associates West, joins Pacific Commercials, Hollywood, as head of creative staff.

Abbott Spencer, manager-cargo advertising, Pan American World Airways, New York, appointed manager-sales promotion, succeeding Herbert Emmer, who resigns.

Tom Kirby, manager, WGGG Gainesville, Fla., joins ABC Owned Radio Stations, New York, as director of research and sales development.
New Zealand and Japan.

The new affiliations were announced last week by Walter Kingsley, Wolper Productions' executive vice president, who returned from a trip overseas that included also additional sales of Wolper's National Geographic Specials; Making of the President: 1960; Ice Capades; With Love, Sophia; Do Blondes Have More Fun?, and The Really Big Family.

License fee raised
to cover color costs

The British Broadcasting Corp. pressure to raise the combined radio-TV license fee from $12 to $14.40 met with success when Postmaster-General Stonehouse announced that the increase would take effect January 1, 1969. The combined sound and color TV license goes up from $24 to $26.40. At the same time, BBC-TV1 and ITV will be allowed an additional three and a half

hours of weekly broadcasting time over the currently permitted 50 hours. BBC-TV2's allotment of 30 hours is to be raised to 32.

The BBC has consistently claimed that it needed the extra $36 million, provided by the increase of $2.40, to meet rising costs and the development of its color services.

Explaining the increase to a generally disgruntled House of Commons, Mr. Stonehouse said that the British license fee would still be the lowest in western Europe, and insisted that the increase was essential to maintain the BBC's high standards. Opposition critics countered heatedly with, "What high standards?"

Lord Hill, BBC chairman, has issued a guide, prepared by him in collaboration with Director-General Sir Hugh Greene, outlining future program policy. The guide, Broadcasting and the Public Mood, deals with criticism of BBC permissiveness in some of its programs and too much outspokenness in some of its documentaries. Lord Hill says that while he has no wish to "muzzle the creative ability of producers," he makes it clear that the shock element is "not to be tolerated for its own sake."

London Ont., CATV
may bring $2.5 million

One of the two cable television companies in London, Ontario, is in the process of being sold, and has already sold its subsidiary operation.

Harry B. Anderson of Community Television Ltd. said his company's Woodstock-Ingersoll branch in Ontario has been sold for $1 million to Shaw Pipe Protection Ltd. of Edmonton. The pipeline coating firm, in its first venture into the cable TV field, took over 4,500 customers of the five-year-old service.

Mr. Anderson said final negotiations are underway to sell the London service, which has 11,000 customers. The London CATV, the first in Canada when it was opened 16 years ago, is valued in excess of $2.5 million.

Richard A. Bell, with Zimmer, Keller & Calvert, Detroit, joins Baker/Smith, that city, as art director.

Donald A. Roth appointed art director, Arthur Meyerhoff Associates, Chicago.


Martin G. Greenberg, national sales manager, wxyz Detroit, joins kxyz Houston as general sales manager. Chris Robinson, commercial manager. kxyz, appointed sales manager. Both stations are ABC-owned.

Edward J. Hennessy, with wavy-TV Portsmouth - Norfolk - Newport News, Va., appointed general sales manager.

Cleon Nettles, with wbap Fort Worth, joins kjim, that city, as general sales manager.

Edward J. Guinn, account executive, wtvv(TV) Milwaukee, appointed national sales manager.

Hal Mayfield, local sales manager, wpaa-TV Dallas-Fort Worth, appointed regional sales manager. Ted Taylor, Fort Worth local sales manager, succeeds Mr. Mayfield. Succeeding Mr. Taylor is Dale Alexander.

Tom Josephsen, general sales manager, ktsb(TV) Topeka, Kan., joins wtol-TV Toledo, Ohio, as Toledo sales manager.

Johnny Brown, local salesman, weee-
News directors elect eight

Regional directors of Radio and Television News Directors Association elected as representatives on national board of directors are: West Coast: Stanley Chambers, KTAL-TV Los Angeles; Chuck Cas-selman, KSFQ San Francisco; Midwest: Fred Heckman, WIBC Indian-
apolis; Northeast: Irwin Margoles, WRC-TV Washington, Richard Gal-lagher, WCAX-TV Burlington, Vt.; Southeast district: Travis Linn, WFAA-TV Dallas-Fort Worth; Jud Collins, WSM-TV Nashville; Canada: A. G. Cannings, CFCF Montreal. Election was by mail balloting.

who resigns.

Donald M. Rowe, advertising con-sultant to BBDO, Los Angeles, and Temple Hatton, free-lance assistant di-rector and location man in production of commercial, industrial and presenta-tion films, join NBC West Coast, in program review posts.

Terrell Metheny Jr., national pro-gam director, Southern Broadcasting Co., Houston (group owner), joins WMCA New York, as program director, succeeding Ruth Ann Meyer, who re-signs.

Paul Murphy, program director, WOR Buffalo, N. Y., joins WKRC Cincinnatii in same capacity. Mr. Murphy succeeds David A. Sennett, who re-signs.

Bob Stone, with WALT Tampa, Fla., appointed program director, succeed-ing George Barber, who joins WMFJ Daytona Beach, Fla., as account executive.

Warren Mikula, sportscaster, WPBN-TV Traverse City, Mich., appointed production manager.

Jack Pride, WAYS Charlotte, N. C., appointed assistant program director.

NEWS


Michael Rollens, news and public affairs producer, KPEX-TV San Francisco, joins KPL-M-Palm Springs, Calif., as program and news director.

David Rush, with WRC-TV Washing-ton, joins WBT and WBTY-TV Charlotte, N. C., as public affairs director.

Bill McCloskey, newsmen, wpr Phil-adelphia, joins WASH(FM) Washington as news director. Both are Metromedia stations.

FANFARE

Judd Choler, director of advertising and sales promotion, KMOV-TV St. Louis, appointed director of newly created department of promotion and information services. Fred S. Hey-wood, with KMOV-TV, will manage publicity and public relations division.

Irving White, merchandising director, WHNB-TV New Britain-Hartford, Conn., joins WHCTTV Hartford, as director of promotion.

Rob Maynor, free-lance writer, and Bruce Kane, with Mann Schar Agen-cy, Hollywood, join CBS-TV press infor-mation department, Hollywood, as unit publicists.

EQUIPMENT & ENGINEERING

James L. Wilson, director of engineering, NBC-TV, New York, elected VP.

Gay C. Kleykamp, director, technical sales, Kaiser CATV, Phoenix, joins Ameco Inc., that city, as di-rector of marketing-engineering.

O. Melville Clark, group product manager, General Instrument Corp., joins ITT semiconductors division, West Palm Beach, Fla., as product manager-special products.

Bernard Mitchell, national sales manager, Concord Electronics Corp., Los Angeles, appointed marketing manager, consumer products division.

Robert L. Natwick, midwest sales engineer, Maryland Telecommunica-tions, joins International Video Corp., Mountain View, Calif., as central dis-trict sales manager.

Fred W. Darby, with RCA Sales Corp., Chicago, joins Motorola Inc., that city, as television sales manager, consumer products division.

ALLIED FIELDS

Joel S. Klein, director of special services, national total market audit divi-sion, Audits & Surveys Inc., New York, and Edmund A. Swaya, account supervisor, elected VP's.

Stephan van Ophuysen, administra-tor of sales development, NBC Radio, New York, returns to Home Testing Institute Inc., that city, as executive in client service division. Barry Schreiber, assistant director of research for firm, also appointed executive in client serv-ice division.

INTERNATIONAL


Rammon A. Salem, with Channel 13 and Proartel, Buenos Aires, appointed assistant general manager. Carlos Montero, news director of one telecast, becomes supervisor of Proartel's entire news division.

DEATHS

Lester E. Cox, 72, principal in KWTO Springfield, Mo., and KOMAM-TV Pittsburg, Kan., died Aug. 14 in Springfield. He built KMOV East St. Louis, Ill., and served as consultant to KXOK St. Louis. He was principal in KCMO-AM-TV Kansas City, Mo., 1935-54. Mr. Cox is survived by his wife, Mildred, two daughters and son.

Sir John Beresford Clarke, retired director of external broadcasting, Brit-ish Broadcasting Corp., London, died Aug. 2 at his home there. He is survived by his wife, Margery.

Jean Grand-Landau, 55, director of news and public affairs, Canadian Broadcasting Corp. French radio and television networks, Montreal, died Aug. 6, in automobile accident near Tangiers, Morocco.

Vestel Lott, 61, deputy program di-rector for Voice of America Washing-ton, died of cancer Aug. 12 at his home in Arlington, Va. He was with VOA for 22 years. He is survived by his daughter and son.

Allen A. Reiter, 48, secretary-treasur-er, WANN Annapolis, Md., died Aug. 12 at his home. He is survived by his wife, Leatrice, and two daughters.
PROFESSIONAL CARDS

JANSKY & BAILEY
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1812 K St., N.W.
Wash., D.C. 20006
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Arlington, Texas 76010

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(A Chicago Suburb)
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Member AFCCE

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CONSULTING ENGINEERS
Radio & Television
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San Francisco, California 94128
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TELEVISION AND RADIO
ENGINEERING CONSULTANTS
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San Carlos, California 94070
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& Associates
CONSULTING AM-FM-TV ENGINEERS
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Charleston, West Virginia

MERL SAXON
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LaFunka, Texas 75001
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Fort Worth, Texas
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New York, N.Y. 10022
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5210 Avenue F
Austin, Texas 78751
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Coldwater, Michigan 49036
Phone: 517-278-6733

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and ASSOCIATES
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TERRELL W. KIRKSEY
Consulting Engineer
5210 Avenue F
Austin, Texas 78751
(512) 454-7014

Service Directory

COMMERCIAL RADIO MONITORING CO.
PRECISION FREQUENCY MEASUREMENTS
AM-FM-TV
103 S. Market St.
Lex's Summit, Mo.
Phone Kansas City, Laclede 4-3777

CAMBRIDGE CRYSTALS
PRECISION FREQUENCY MEASURING SERVICE
SPECIALISTS FOR AM-FM-TV
245 Concord Ave.
Cambridge, Mass. 02138
Phone (617) 876-2810

PAUL DEAN FORD
Broadcast Engineering Consultant
A. R. B. Box 90
West Terre Haute, Indiana 47885
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Suite 1024-T 1030
Washington, D.C. 20036
Phone: (202) 659-1155

BROADCASTING, August 19, 1968 63
STATION AUTHORIZATIONS, APPLICATIONS

As compiled by Broadcasting, Aug. 7 through Aug. 14 and based on filings, authorizations and other actions of the FCC.


NEW TV STATIONS

OTHER ACTION


ACTIONS ON MOTIONS


RULEMAKING PETITION

WAXY-TV Hammond, Ind.—Request inaction of rulemaking proceedings looking towards amendment of the table of television assignments to substitute ch. 68 for ch. 55 at Kenosha, Wis. In alternative, substitution of some other channel for ch. 55 is requested (Aug. 14).

CALL LETTER APPLICATION

Bay Broadcasting Co., San Francisco. Requests KUDO-TV.

CALL LETTER ACTION

Deseret, Inc. to James E. Hart and Francie L. Hart, 508 W. 1st St., Provo, Utah, for authorization to operate KJUR, Am.Lic. 15299, as a television station with studio and transmitter located at 1385 W. 1st St., Provo, Utah, Class III.

New AM stations

APPLICATION

Aptos-Capitola, Calif.—Progressive Broadcasting Co., Inc., and ABC Radio Co., 2880 W. Alavida Dr., Aptos, Calif. 95003, seek to operate a new station on 1550 kHz with 2 kw P.O. ad.
dress; c/o Grant R. Wrathall Jr., 311 Vista Del Mar Drive, Aptos, Calif. 95003. Estimated construction cost $40,000; first-year operating cost $52,000, revenue $50,000. Principal stockholders: James B. Fenton, Grant R. Wrathall Jr., Lawrence M. Wrathall and Kim B. Hilden (Aug. 15).

OTHER ACTIONS

Review board in Sumiton, Ala., to KTRH, Houston, Tex., for extension of time filed Aug. 4 by Hudson C. Miller and James Jerdan Bullard, extended to Aug. 8 time within which to file responsive pleadings to petition to enjoinder certain parties filed by Cullman Music Broadcasting Co. August 8.

Review board on Aug. 14 in Louisvi, Ky., to KMAC, Louisville, Ky., to KRPC, granted petition for extension of time filed Aug. 12 by W. T. Gaskins, Trustee, to Oct. 12, 1969, time within which to file responsive pleadings to petition to enjoinder certain parties filed by Cullman Music Broadcasting Co.

Review board, on Aug. 13 in Henderson, Nev., AM broadcast proceeding, Docs. 17864-14, granted to extend indicated, and denied in all other respects petition to enjoinder certain parties filed by Cullman Music Broadcasting Co.

Existing AM stations

FINAL ACTIONS

KWTO-AM Des Moines, Iowa, to Community Broadcasting Co., Inc., to reorganize to serve the community by improving the quality of broadcast programming, adding a full time news service and providing for the reporting of community affairs. Action Aug. 14.

KWNO-AM St. Louis, Mo., to Community Broadcasting Co., Inc., to reorganize to serve the community by providing for the reporting of community affairs. Action Aug. 14.


KUSY-AM Bridgeport, Conn., to serve the community by serving the listeners and the community. Action Aug. 14.

KFGB-Minneapolis, Minn., to Community Broadcasting Co., Inc., to serve the community by serving the listeners and the community. Action Aug. 14.


KLPX-AM Los Angeles, Calif., to serve the community by serving the listeners and the community. Action Aug. 14.

KJAN-AM Waterloo, Iowa, to serve the community by serving the listeners and the community. Action Aug. 14.

KMAK-AM Holdenville, Okla., to serve the community by serving the listeners and the community. Action Aug. 14.

KMKY-AM Senior, Mo., to serve the community by serving the listeners and the community. Action Aug. 14.


KING-AM Keokuk, Ia., to serve the community by serving the listeners and the community. Action Aug. 14.

KINZ-AM Dubuque, Iowa, to serve the community by serving the listeners and the community. Action Aug. 14.


KNSY-AM Norwalk, Iowa, to serve the community by serving the listeners and the community. Action Aug. 14.

KOWF-AM Longview, Tex., to serve the community by serving the listeners and the community. Action Aug. 14.


KQSB-AM South Bend, Ind., to serve the community by serving the listeners and the community. Action Aug. 14.
WXXR-AM-FM, dismissed petition for extension of time filed by Greater Philadelphia Council of Churches et al. and granted request by Broadcast Bureau for extension of time to and including Sept. 9 within which to file proposed findings of facts and conclusions (Doc. 17141).

FIRM

- Commission has sent notice of apparent liability to WMCD Harvard, Ill., concerning apparent liability for forfeiture of $500 which it has incurred for repeated violation of Sec. 1.89 of rules by failing to reply to official communications. Action Aug. 7.

CALL LETTER ACTIONS

- M. D. Price Jr., Northfield, Minn., Granted KYMM.
- Pepin County Broadcasting Co., Durand, Wis. Granted WHDN.

New FM stations

APPLICATIONS

Wichita, Kan.—Jaco Inc. Seeks 91.1 mc., ch. 29, 100 kw, Ant. height above average terrain 620 ft. P.O. address: 1207 Miller Building, Wichita 67202. Estimated construction cost $12,000; first-year operating cost $14,000; revenue $32,000. Principals: John Baxzen, president-treasurer (49%).


The bigger they come, the harder they fall!

This old adage could well serve as the only known actuarial table for anyone faced with a lawsuit for libel, slander, piracy, plagiarism, invasion of privacy or copyright violations. But this doesn’t mean that small businesses are immune to large damage suits. Large or small, those in the communications industry are covered fair game for anyone with a grievance. How do you protect yourself?

With an Employers Special Excess Insurance Policy, Simply decide on the amount you could afford in case of a judgment against you, and we’ll provide you with a FREE estimate.

Only CCA offers a choice between a medium power (Type 6811) or high power antenna (Type 6810). Both antennas are rugged, broadband, and have excellent electrical properties. They’re presently in service in all environments with exceptional results. Contact CCA and we’ll provide you with technical data and a list of users.

Advertisement

“Large or small, those in the communications industry are covered fair game for anyone with a grievance. How do you protect yourself?”

Only CCA offers a choice between a medium power (Type 6811) or high power antenna (Type 6810). Both antennas are rugged, broadband, and have excellent electrical properties. They’re presently in service in all environments with exceptional results. Contact CCA and we’ll provide you with technical data and a list of users.

CCA Type 6811

CCA Type 6810

BROADCASTING, August 19, 1968

SUMMARY OF BROADCASTING

Compiled by BROADCASTING, Aug. 14, 1968

<table>
<thead>
<tr>
<th>DAY</th>
<th>AM</th>
<th>FM</th>
<th>TV</th>
<th>EDUC</th>
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*Includes two AM's operating with Special Temporary Authorization.

Includes three VHF's operating with STA's, and one licensed UHF that is not on the air.

STATION BOXSCORE

Compiled by FCC, August 1, 1968

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<td>CP's deleted</td>
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</tbody>
</table>

*Includes two AM's operating with Special Temporary Authorization.

Includes three VHF's operating with STA's, and one licensed UHF that is not on the air.

COMPARE... YOU'LL BUY

a CCA

FM Circularly Polarized Antenna

CCA TYPE 6811

CCA TYPE 6810

Only CCA offers a choice between a medium power (Type 6811) or high power antenna (Type 6810). Both antennas are rugged, broadband, and have excellent electrical properties. They’re presently in service in all environments with exceptional results. Contact CCA and we’ll provide you with technical data and a list of users.

CCA Electronics Corp.

116 Inwood Ave.
Gloucester City, N. J. 08030

Telephone: (800) 456-1716

BROADCASTING, August 19, 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 resume separately. All transcriptions, photos etc., addressed to box numbers and applicant's risk. BROADCASTING expressly repudiates any liability or responsibility for their custody or return.
- HELP WANTED 30¢ per word—$2.00 minimum.

RADIO—Help Wanted—Management

Wanted!! A budding emis- sion builder. Need person with 6 or 8 years experience to relocate, acquire equity position in and manage midwestern daytimer in small but dynamic market. Send complete resume in strictest confidence. Box G-394, BROADCASTING.

Manager/sales manager, small market New- braceska station. Unusual opportunity for right man. Top salary & partner ownership a possibility. Must have audio-visual background. Write describing experience. Box H-59, BROADCASTING.

FM director—fine opportunity to direct the operations of a major market FM radio station. FM-AM-FM activity. Eastern location major market offering excellent salaries & benefits. Certificates and with good fringes. Candidates should be familiar with management and sales. Ability to work effectively with station department heads and sales personnel. Good ad- vancement within. Send complete resume to Box H-158, BROADCASTING. An equal opportunity employer (M/F).


Manager for small market in New York State. Good opportunity for man on the way up who can sell and become part of management. Box H-201, BROADCASTING.

Sales

Florida east coast C&W wants one good salesperson to develop the area. Must be able to show bona fide sales record. Position demands settled and responsible person of clean habits and a real work attitude. No amateurs, no salesmen with no experience required and will be checked. This is a key position. Permanent and permanent association with the No. 1 station in the market. State experience and qualifications. Repeatedly, that bona fide sales record is imperative. Box H-51, BROADCASTING.

Dynamic radio group has openings for energetic, shrewd salesmen in the following markets: Honolulu—4 men, Kansas City, Mo.—3 men. Little Rock, Arkansas—3 men. New station acquisitions have created these openings. Rapid advancement in- dependently if you have the ability. Call Mr. Karp, President, at any time between 4:30 to 6:30 p.m. or Box H-99, BROADCASTING.

Past growing, aggressive MOR radio station in midwestern market will consider a well- experienced announcer-salesman. 24-hour sign on air shift Monday-Friday. Good active account list. 50% per week sales commission guarantee! Right man can move up to five figure income within a year! Send complete resume, photo references and short audition tape to Box H-65, BROADCASTING.

MOR personality/salesman for solid two station market. Ability to build and direct sales staff top rated medium market station. Good opportunities. Needed. Full time position. Move up. Income $600 per month plus over- ride. Box H-210, BROADCASTING.

Sales—(cont'd)

Looking for honest, hardworking, stable experienced radio salesman for rapidly growing stereo station. Immediate opening. Send resume and references which will be checked. WFMN, Box J, Newburgh, N. Y. 12500.


Salesman with announcing experience—middle age... to live, work, and retire in northern Michigan. Will consider co- mission. A 5000 watt station in St. Ignace, Michigan. Send full details to WIDQ, Box 216, St. Ignace, Michigan.

Salesmen—$500 to $150 a week start for right men. Local sales only. Hard worker—good communication skill. Want to call door to door. Immediate openings—Washington, D. C. L. WINN-425-2252—Mr. Eaton.


WE BUILT A BETTER ONE

... not to "mousetrap" but to serve better; our customers. Readership of this section continues upward. Advertisers tell us about increased responses, including sales pitches from other publications. When you have something to buy or sell, fill a vacancy, or want a better job use BROADCASTING'S classified section—THE marketplace for everything and everybody in broadcasting.

Salesman — announcer — northern Indiana country western. Large, long standing. 2 year commercial radio experience. Jerry Byers, Box 695, Kokomo, Indiana 46901. Phone 317-456-2234.

Salesman — announcer — Oklahoma country western. Excellent personality. Resume and references. Box G-356, BROADCASTING.

Announcers—(cont'd)

Immediate openings... for top-flight modern C&W air "personality" for major market full-time station. Top salary for the right man plus many fringe benefits. We're looking for experienced pros in the great northeast. Please send complete resume, photos to: Box G-381, BROADCASTING.

Morning man for 5 kw fulltime MOR with heavy music sound. Announce all sports, news, local and national. In medium market of 300,000+. Ideal com- munity to northeast. Excellent group. Salary decent and additional benefits if good production. Rush resume and tape to Box G-371, BROADCASTING.

First ticket combo man can make good now with a fast-growing fulltime modern country operation. New York area. No maintenance, but top air sound. Rush tape and resume to: Box G-343, BROADCASTING.

Can you do high school football play-by-play in middle of the country? Write a few commercials? We need a good man now. Job pays $35 per week. Wanted first phone bright morning man, who can provide a cheerful, tight production, MOR setting for total information radio. Midwest regional station in market under 50,000. Send tape and complete resume to Box H-37, BROADCASTING.

Announcer, some experience, send resume, tape, picture, salary requirements for small market MOR/Pop/Rock Advertisements opportunities. Box G-378, BROADCASTING.

Good announcer needed in good size mid- west market. Send tape, resume and salary requirements. Box G-603, BROADCASTING.

Talk man—Experienced communicator for regular part time work in major market. 24-hour all-talk, two-way radio stations—with sub- stantial exposure. Need full phone ticket, but will do no maintenance. Top station, top market. Send resume and references to Box H-3, BROADCASTING.

Spanish announcer—first phone helps... for north east metro market. Bilingual. Tape, full particulars to Box H-26, BROADCASTING.


We don't need you, if you are a prima donna, arrogant, a know-it-all. We want you, if you respect others, appreciate their point of view, take direction and are talented. This as a small town MOR station in competitive market and the right person can become a top performer. Send tape, air check and resume, salary requirements and references. All replies will be answered... Box H-55, BROADCASTING.

DJ for top 40 New York state daytimer. Adult approach. Some commercial experience. Must be to start—increase in 6 months. Send tape, resume to Box H-92, BROADCASTING.

Wanted a MOR announcer with a first or second class ticket. Some experience neces- sary. Send resume and references. Box H-113, BROADCASTING.

Good pay, good hours, good gracious, where have all the talented, young personalities gone? Same answer. Box H-117, picture today. 3rd class endorsed license required. $5 kw, Southwestern. Box H-118, BROADCASTING.
Announcers—(Cont'd)

Progressive small market station located in southeast Georgia needs an announcer for block programming. Good salary and benefits. No GMR format with minimum intelligent talk. Contact Darrell Linder, Broadcasting, 1719 E. 35th St., Anchorage, Alaska 99508.

WWOW—Conneaut, Ohio—needs two swing-top 40 jocks—rush tape resume. Box H-161, BROADCASTING.

Great Lakes top 20 market opening announcer—no experience necessary. Write, phone, or call. Box H-189, BROADCASTING.

Central Connecticut station looking for maturing or budding announcer. Young thinking man for afternoons split in new studio complex. September opening—good starting salary. Send tape, resume and picture. Box H-210, BROADCASTING.


Positions available for 4's with upcoming young top 10 market. Top MGR format with minimum intelligent talk. Latent—well-thought-out job— apply now. Send tape and resume to Box H-236, BROADCASTING.

Alaska's largest city. Position still open for professional announcer. Adult station, quality sound engineer. Must have experience. Send resume, tape, photo, references to Ken Flynn, KNAR-AM-FM-TV, Juneau, Alaska 99801.

Boss jock! St. Louis hottest new rocker needs first phone experienced jock. Airtight talk, resume, write send to Bob Flynn, KIRL, Box 1400, St. Charles, Missouri 63301.

Announcer needed by late August. Must have experience. Contact manager, KLVT, Levellin, Texas. No collect calls.

Need mature announcer experienced strong on news and production. No beginners. Personnel required. Address resume, tape, resume, references to Ken Knowles, 913-833-7017, KSL, Salina, Kansas.

KTBB in Tyler, Texas needs an announcer experienced in the "easy listening" type music. Should know top popular music, no rock. Experience in news and sports helpful—but not necessary. Liberal hospitalization and dental. An equal opportunity job for right person. Write, phone, or send resume to E. M. Danbom, KTBB, Tyler, Texas.

21 soul station in Houston needs swing-top, experienced announcer. Must have experience. Send resume first mailing to Dick Opperhenn, KYOJ, 613 Preston, Houston, Texas 77002.

If you are a good sportswriter with a light formatted, more music top 40, here's the opportunity of the month. Contact Bill Adams, KYON, Colorado Springs.

Announcer opening for sports announcer who can handle play-by-play on high school and college games. WGBS AM and FM, Canton, Illinois.

California station desires strong morning man with advertising position. No beginners... no snowbirds... only those who are primarily interested apply. More dynamic station with A-1 community rating. Contact manager 714-692-7144.

Chief engineer for southeast AM-FM operation. Completion ability necessary. Well established station in 50,000 population area now open. Box G-384, BROADCASTING.

Chief engineer, Quality AM-FM regional in large upstate New York area. A great chance to work in a new area in which to bring up a family. Owner has excellent reputation locally and nationally. BROADCASTING.

Chief engineer, Milwaukee metropolitan area. Full charge AM/Directional, FM, MX. No board hours necessary. Amazing ability desirable. Complete work history first letter. Box H-2, BROADCASTING.

Do you have a 1st phone F.C.C. license—Middle Atlantic station needs you now. Fulltime for maintenance. Announcing if you want it. Write Box H-94, BROADCASTING.

Choice positions for two outstanding men: New midwestern major market. The other great Eastern station. Both have incredible history strong on planning and installation supervision. Funny, well financed multiple-owner. Large west coast parochial station needs chief engineer for planned area-wide instructional TV system. Requires knowledge of major and minor audio and color equipment including installation and operation plus ability to learn essentials of IF systems. Permanent position in excellent locale. For either position send complete salary requirement to Box H-173, BROADCASTING.

First phone opening for engineering duties (other abilities helpful) at directional AM-FM station. Must be a jock. Will train. Chief Engineer, KCRK, Enid, Oklahoma.

Chief engineer for complete maintenance AM and FM. Capable of board work. Sales if desired. Send complete work history and resume in first letter. Needed immediately. General Manager, WAPC, P. O. Box 1209, Staunton, Virginia 24401.

Chief engineer wanted. Must have knowledge of AM operations plus automated FM equipment. KOA's reputation is well-recognized. Could be retired or semi-retired individual. Must drive car. Will work six days a week. Will be vacation, hospitalization and life insurance. Top station in attractive area with excellent living conditions. Will consider partial payment of moving expenses. Mr. Thayer, WYQK, Kingston, N. Y.

Nassau Broadcasting Company, WHWE in Princeton and WTOA in Trenton, N. J., need 2 or 3 jocks for transmitter and 1 for maintenance duties covering AM, FM stereo, SCA, audio, automation, remote control, microwave etc. Please apply to Art Silver, Director of Engineering, Box 1300, Princeton, N. J. or call 609-924-8000.


Immediate opening for qualified technician, first phone required, transmitter experience desired. Good living conditions. Write or call Leo Rymarz, Ch. Eng., WWJ-AM-FM, 662 Lafayette Blvd., Detroit, Mich. 48231 Tel: 313-229-8550.


A transition from programing to management? Somewhere there is a radio station operating a 5,000-W. Format: rock. You and a working well trained program director with savvy, can make the segue from programing to management work. This is probably the one opportunity you have provided the essential back-up of sales. In so doing, contributed to the success of the other. Experience exceeds 11 years. Looking for a top sales position. Prefer major west coast market. Box H-159, BROADCASTING.

Manager—(Cont'd)

Guaranteed results...struggling to find...keep good men? End your problems with management contract. Pay only out of results. Fifteen percent royalty if unbroken success string in southwest. Box H-162, BROADCASTING.


Attention Texas...experienced in management, sales, engineering, and other phases of radio...know music, etc. Ten years. Relocatable. Preferred major west coast. Box H-212, BROADCASTING.

Sales


Sales manager specialists in local and regional sales. Eleven years experience in TV. Wish to relocate. Eastern seaboard preferable to address reply to Box H-202, BROADCASTING.

Announcers—(Cont'd)

California: I can be had! 1st phone lock and production man with P.D. experience. 6 years same station. Ready now. Metro market background. Box H-193, BROADCASTING.

Are things changing? I am an experienced announcer-newsman with some college. Third phone; will relocate. Tape and resume available. Box H-199, BROADCASTING.

Newscaster/日报记者:—endorsed, dependable. Will relocate. All night show, willing to learn. Box H-200, BROADCASTING.

Experienced, happy sounding MOR air personality-program director ready to advance career 10 years experience at same rate. Box H-208, BROADCASTING.

A seeking permanent position in market with more more medical hospitals (wife's work). Strong background in public affairs, interviews, classical music situations, plus still photography and some news. No drifter. Voice: Good. Audio-tape available. Prefer to although TV program present good. Resume more complete. Interested only in quality operations. Others? Forget it! Box H-211, BROADCASTING.

Experienced (Negro lady) r&b, DJ, Third class's endorsement. Box H-219, BROADCASTING.

First ticket dj-program director must move to Washington, D.C. area, I'm looking for staff position. Box 227. Also worked rock and E.L. Currently in small market. Box H-221, BROADCASTING.

Beginner,-per-sonal-ity, 3rd, draft deferred. Available Sept. 2 Box H-223, BROADCASTING.

Intelligent, articulate young man, broadcast school graduate, 3rd endorsed. Enormous potential. Excellent background. Want dj, news, good community. Box H-227, BROADCASTING.

West of Missouri now available: Experienced program director, morning man, Top ratings, 1st phone and family. Call 712-422-1628.


Technical

First class engineer—director experience and management. Prefer eastern United States. Box H-176, BROADCASTING. First tenured position with top forty. Outstanding resume. Box H-189, BROADCASTING.

F Third experienced technical director desires to relocate back to midwest. Fully experienced in design, installation and maintenance. Extensive constructor experience. Box H-300, BROADCASTING.

TV—Help Wanted—Management

General sales manager, upper Mid—west, small market. Excellent salary, expansive, health and hospitalization. Company retirement program, expanding market, full college paid tuition. Box H-188, BROADCASTING.

Sales

Medium market southwestern US televi- sion station looking for aggressive, mature sales account executive for local sales. Base plus commission. Send photograph and complete resume to Box G-353, BROADCASTING.

Sales assistant—Immediate opening for a young man who wants to work hard towards a career in television sales. Will prepare submissions, help formulate sales presentations and participate fully in our continuing sales training program. This is a responsible, demanding position that requires strong desire in return for a modest salary. Dedication and the right opportunity for the next step up the ladder —account executive. Sales position in major market. Write Charles Stetson, General Manager, OKTV, Box 2641, San Antonio, Texas. An equal opportunity employer.

Technical

Transmitter supervisor—medium VHF needs transmitter supervisor, experienced in GE equipment. Interview mandatory. Will require charge of maximum power transmission facilities. First class license required. Write Box K-257, BROADCASTING.

Engineering position available to work with PCF. Excellent salary plus incentives for aggressive, professional personal. Call him today! Write Box H-399, BROADCASTING.
Opening for man to take over technical operation of CATV station. Must have experience in studio video and transmission. Box H-3I, BROADCASTING.

Electronic technician for large CATV system. Nicely located. All local program origination facility. Must be experienced in TV or CATV system maintenance or have at least 5 years of equivalent electronics experience. Excellent opportunity, many benefits. Send resume to Box H-168, BROADCASTING.

Maintenance man, start $11,000 with future. RCA, UHF transmitter, Ampex VTR's. Box H-119, BROADCASTING.


Excellent opportunity—for first class engineers to expand staff of CBS UHF in preparation to build complete new facilities. Excellent opportunity, many benefits particularly if you're sharp on Ampex VTR. Contact Hal Schulten, WKYT-TV, Lexington, Ky. 606-235-7217.

We've got a first class, new, solid state color. We need help. We need help from solid-state thinking engineers to keep it in the air. Must have first class, new, solid state design right now: Sherm Brown... area code 313... phone 288-6111.

Engineer wanted for total color operation. Must have first class location. Excellent working conditions. Opportunity for advancement. We pay, take a look. Area code 318: 233-7131; Lafayette, Louisiana.

NEWS

News photographer reporter for midwest TV station. Experience using all equipment utilized by both media. Be able to develop own newscasts. Be qualified to do the radio and TV. In news capacity, resume, photo, tape (audio-video) to Box G-231, BROADCASTING.

Wanted news director for mountain states TV station. Must know film processing. Be able to organize and direct new staff. Send complete resume, tape of sample newscast, current rating and photo to picture to Box G-383, BROADCASTING.

Producer—21 operation, midwest, in top 20 market. Needs experienced, creative, pro- fessional TV newsman to supervise all news programs. Knowledge TV production and film editing essential. Salary commensurate with position. Send complete resume to Box B-317, BROADCASTING.

WAAY television in Huntsville, Ala., 3rd largest city in Alabama is looking for an experienced news director to serve as news di- rector. Must be experienced in all phases of television, including 100 foot film shooting sound on film interviews and on the air delivery. Send resume, photograph, and either sound on film sample or video- tape. Salary open. You may call collect. M. D. Smith, WAAY Television, 1000 Monte Sano Boulevard S.E., Huntsville, Ala. Phone 314-7776.

Weatherman—professional desired, but will consider person with keen meteorological interest. Experience with microfilm, WBRJ, WFO, P. O. Box 7097, Orlando, Florida 32804.

Newsmen—opening for young news tailor eager to learn, work and per- forming news. Journalism grad preferred. Some television if qualified. WSAV Radio and TV, Savannah.

Programming—Production, Others

Producer with special aptitude for children's program. TV directing experience desirable. Must be familiar with ETV stations in north east. Box G-553, BROADCASTING.

Promotion assistant wanted in AM-FM-TV company in markets with 11 to 14 commercials. Opportunity in production of on-the-air TV promos. Also, Know TV and print sales, also new station re- leases. Salary commensurate with experience. Phone, Telegrams, resumes requested. Box H-100, BROADCASTING.

Producer, wanted, producer/director for full color station in beautiful city. Excellent advancement opportunities to right man. Send complete resume to Box H-217, BROADCASTING.

TV Situation Wanted—Management

GM-16 years major market experience all phases AM-TV (including UHF) seeking challenging position. Resume upon request. Available immediately. Box H-98, BROADCASTING.

Assistant GM or Asst to the president: 2 years sales; 4 years sr. producer director, top ten market. Must be a major market film buyer, top 30 market; 5 years top paid talent in radio area. Personnel management and procurement, contract ad- ministration, facilities, identification, personnel, economic, strong loyalty, hard work. Currently standing industry reference. Family interview please. Box H-119, BROADCASTING.

Sales

Local salesman major group, top track record and experience all departments. Salesman must have 10 years experience. Best resume. Box H-209, BROADCASTING.

Anouncer

Newscaster wants to host morning-type television. Feminine, vivacious, intelligent. Box H-172, BROADCASTING.

NEWS

Top play-by-play, extensive background, 7 years journalism, married and personable, currently ten year experience, anxious to return to sports. Box H-186, BROADCASTING.

New York City radio-TV newsmen immedi- ately available due to network staff cutback. Must have New York credentials. Considerable experience. Salary negotiable. Box B-56, BROADCASTING.

Afro-American newsmen, former corre- spondent for Web O & O's seek TV anchor slot with major affiliate or network. Currently in major U. S. market. Salary mid 20's, VTR on request. Box H-194, BROADCASTING.

Looking for a newsfilm photographer? Does a little experience, a master's degree in TV-radio (Syracuse University) and a passion for newsfilm, mean something to you? Write Norman Goldman, Program Manager, WKYT-TV, Lexington, Ky.

Top play-by-play, extensive background, 3 years journalism, married and personable, currently ten year experience, anxious to return to sports. Box H-186, BROADCASTING.

TV production manager wanted for total color operation. Must have experience in production and sales promotion department. Must be a good business background in producing commercials and programs. Send a detailed resume and salary requirements to Box H-134, BROADCASTING.

Advertising, promotion and public relations manager. Growing multiple CATV firm operating in southern part of Georgia is seeking a sharp young executive with a knowledge of the CATV business. Must be able to set up such promotions and handle all phases of local public relations work. Exceptional advancement. Starting salary according to ability and experience. References photo and present salary in complete confidence. Box H-228, BROADCASTING.

Director, Leading southern station with most modern production facilities has opening for creative director capable and all other phases live production. WSAY- TV, Savannah, Georgia.

WANTED TO BUY—Equipment

We need used. 250, 500, 1 kw & 10 kw AM transmitters. No junk. Guaranteed. Radio Supply Co., 1514 Burbank St., Laredo, Texas 78040

Used equipment for 3 kw FM station stereo automation. No junk. Box H-186, BROADCASTING.

RCA TV antenna, needed for full 38.5 MHz. Specify make and model. Contact to Pedro O. Rodriguez, P. O. Box 266, Del Rio, Texas 78840.

Complete used equipment package, monaural. 100.7 Mhz 5kw transmitter, color CATV antenna, remote control unit, modulation system, transmitter, public address system, 75 foot height tower. Will consider up to 500. If you have all or any part of good price, call Mr. R. Kreigh, 115 West 8th Street, Austin, Texas 78701.

For Sale—Equipment


TV mobile unit—vehicle formerly used as highway office post. 35 ft. long, extra ceil- ing height, good mechanical condition. Other sat- ellite stations have adapted these for mobile units successfully. Price $2,000. Hall Schu- man, WKYT-TV, 700 Park Avenue, Lexington, Ky.

Eastman 250 projectors recently reconditioned under Eastman direction. Sync-lock and mechanical head on one. Save thousands over new price. 215-884-7112. 6616 Woodlake Avenue, Canoga Park, Calif.

Three towers—300 foot, 40 pound—$4,000.00 with guys, no lights or insulators. Swager Tower Corporation, Fremont, Indiana 46730-4016.

Guyed towers—200 to 500 foot used one year by a sign manufacturer. Excellent condition, big savings, we finance. Box H-215, BROADCASTING.

300' stainless G-36 tower complete with lighting and guy cables. Available immediately. Box H-384, BROADCASTING.

MINI TELEVISION


Mike plates, studio banners, magnetic car signs, auto tags, decals, celluloid buttons. Claude L. Green, Builders, Box 154, Onelia, Alabama 36001

"365 days of laughs"—daily radio gag serv- ice—may be available. Box H-87, BROADCASTING.

10 month lease on Cedar Lake, Box 7376, Merchandise Mart Sta., Chicago 60654.


BROADCASTING, August 19, 1968
MISCELLANEOUS—(Con't.)

"No School Today" and further adventures of Big Jon and Sparkie available now in quarter-hour daily strip and one hour weekly show 20th year. Check TV Guide for nationwide distribution. Write Jon Arthur Program, 452 Fulton Street, San Francisco 94112.

Voices of the great—250 all different male voices, Thomas Edison, Florence Nightingale, Will Rogers, Babe Ruth to Kevin Luther King, Senator Robert Kennedy. Also available: well-known companies. Productions, Bianca, Productions, Box 881, Silver City, N. M.

INSTRUCTIONS—(Cont'd)

F.C.C. License Course available by correspondence. Combination correspondence and classroom, offered in residence in Washington, D.C. Write for information on desired course. OR, send $67.25 as full payment for the Grantham Package Course (leading to first-class F.C.C. license)--98 lessons (over 1600 pages) including more than 3500 FCC-type practice questions and answers. There are no prerequisites needed and this method is self-correcting. Upon receipt of order and remittance, Grantham School of Radio, 1505 E. Lake Street, Minneapolis, Minnesota 55402.

The nationally known six-weeks Elkins Training for an F.C.C. First Class License is now available to all by mail order. Convenitely located on the loop in Chicago. Fully GI approved, Elkins Radio License School is located at 851 East Jackson Street, Chicago, Illinois 60604.

Elkins is the nation's largest and most respected name in F.C.C. First Class FCC Complete course in six weeks. Fully approved for Veterans Training. Accredited by the National Association of Trade and Technical Schools. Write Elkins Institute, 3803 Inwood Road, Dallas, Texas 75219.


The Masters, Elkins Radio License School of Atlanta, offers the highest success rate of all First Class License schools. Fully approved for Veterans Training. Elkins Radio License School of Atlanta, 946 Spring Street, Atlanta, Georgia 30308.

Be prepared. First Class FCC License in six weeks. Perfect opportunity for those to change careers or increase their income. Fully approved for Veterans Training. Fully approved for Veterans Training. Elkins Radio License School of New Orleans, 333 St. Charles Avenue, New Orleans, Louisiana 70130.

Announcing, Programming, Production, News-Commentary, Console operation, Drum jockeying and all phases of Radio and TV operation are taught by highly qualified professional teachers. The nation's newest and most complete FCC license approved for Veterans training. Accredited by the National Association of Trade and Technical Schools. Elkins Institute, 3803 Inwood Road, Dallas, Texas 75219.

Since 1946, Original course for FCC first class radio telephone operators license in six weeks. Approved for veterans. Low-cost dormitory facilities at school. Reservations required. Several months ahead advisable. Enrollment opens Sept. 20, Jan. 6, April 2. For information, reservations and reserva- tions write William B. Ogden Radio Opera- tions, Elkins Radio License School, 100 X Avenue, Huntington Beach, California 25647. (Formerly of Burbank, California.)

First phone in six to twelve weeks through tape recorded lessons at home plus one week personal instruction in Washington, Minneapolis or Los Angeles. Our tenth year of teaching FCC license courses. Write Elkins Radio License Instruction, 10002 Duncan Road, Burbank, California 95669.

Radio-TV: MOR with good production & news announcing. Beautiful mid-west community under 100,000. Send VTR, S.O.F., or tape and photo plus complete résumé to: Box H-225, Broadcasting.

Help Wanted—Announcers

One of America's Top Morning Personalities seeks to relocate at strong contemporary or Progressive MOR in Top 10. Helped build two Top 10 giants. Excellent rating record—TV background—heavy freelance. Wanted, currently #1 at Top 5. Consider PD shift. Late fall. Box H-216, Broadcasting.

Situations Wanted—Announcers

MORNING MAN Midwest #1 Contemporary needs bright medium format. Starting salary $5,000, if you are worth it. Send complete and résumé. Box H-225, Broadcasting.

Help Wanted—Management


We train broadcasters... The Don Martin School of America's foremost School of Broadcasting. Established in 1927, offers training in FCC 1st Class License preparation. Radio & TV Theory, and most recent covering News, Sports, Commercials, Narrate & Descriptive reading and Languages. Radio Production utilizing RCA, Gates & Collins consoles with production problems for all types of DJ formats. Script & Commercial writing programs, Sales & Station Management, Television Production including Camera Operation, Floor Management, Production & Tech Directing, 16mm Blasting, Video Taping, Audio, Lighting, and Makeup. All Courses are approved for veteran training. For further information call or write DON MARTIN SCHOOL OF RADIO & TELEVISION, 1629 No. Cherokee, Hollywood, Calif. Hollywood 2-3281.

Radio Help Wanted

CONSULTANTS TO MANAGEMENT "EXECUTIVE SEARCH" AND PERSONNEL EVALUATION

Nationwide Broadcast Consultants

448 NORTH MICHIGAN AVENUE · CHICAGO, ILLINOIS 60611 · Tel. 312-317-8210
EXECUTIVE, ADMINISTRATIVE, PRODUCING, SALES, AND ENGINEERING PLACEMENT

RADIO—Help Wanted

HELP WANTED—ANNOUNCERS

RADIO-TELEVISION ANNOUNCER

RADIO: MOR with good production & news announcing.

TV: Sportscasting & on-camera commercial work

Beautiful mid-west community under 100,000. Send VTR, S.O.F., or tape and photo plus complete résumé to:

Box G-720, Broadcasting.

All material will be returned.

MORNING MAN

Midwest #1 Contemporary needs bright medium format. Starting salary $5,000, if you are worth it. Send complete and résumé.

Box H-225, Broadcasting.

All material will be returned.

HELP WANTED—ANNOUNCERS

TECHNICAL

Experienced Studio Technicians

Union scale—fringe benefits—building new studio facilities—permanent position

Send resume to:

Engineering Department
WNACTV
21 Brookline Ave.
Boston, Massachusetts

NEWS

TV ANCHORMAN

Group owned station in major market

salary open

All material returned

Our Employees Know of This Ad.

WQXI-TV

Atlanta, Ga. 30309

BROADCASTING, August 19, 1968
COMMUNICATIONS PRODUCTION MANAGER
A challenging long range opportu-
nity. Responsible for scheduling and production of all TV programs for instruction, research, magnification, and broadcast. Includes supervision of writing, performing, directing, staging and production staff. Make accurate budget estimates. Training in theatre arts, TV, or related and 2-5 years experience in TV Production and Directing. Salary range $901 to $1000 mn. Send resume to:
University of California, Personnel Dept., Rm. A-328, Adm. Bldg., 405 Hilgard, Los Angeles, Calif. 90024
An Equal Opportunity Employer

TRAFFIC WATCH

FOR SALE—Airplane for Sale
Cessna 172 Skyhawk specially equipped for airborne traffic reporting. Complete communications equipment and special navigational aids for maximum safety. Less than 500 hours. Will paint to suit. Ready to go.
Box H-171, Broadcasting. Price: $19,500

MISCELLANEOUS

TWENTY REPORTS
Democratic National Convention (telephone calls prepaid) $75.00
Scores of stations successfully used our services during GOP Convention.
Empire Radio Productions
Keesnee, New York
(218) 834-9805

A Radio Fun Game... PLAY CROSSWORD PUZZLE GAME
An exclusive market, people to people, merchandising promotion designed to:
BUILD AND MAINTAIN AUDIENCE
CROSS-CRITIC TRAFFIC
UPPER CLIENT PARTICIPATION
ASSIST YOUR SALES-men
For information write or call
Nick Tenny
1901 Peyton Ave.,
Bakersfield, Calif. 93304
(213) 464-5161 (213) 849-5235

MONEY MAKER JINGLES
$1,000 of jingles: Three Banks (First State, etc.); Six Autos (Ford, etc.); Sales Events Station and other homes, live voice, 30 singles plus 10 punchers... ONLY $50 for $25 and 75 trade...
Money Maker Jingles
Box 1116, Crane, Texas 79731

(Continued from page 65)
and Rochester, N.Y.; Milford, Ohio, and Upland, Calif. Sec. 73.207(a) of rules dealing with distance of spacing between station transmitters has been waived to per-
mit acceptance of applications. All of pro-

ACTIONS ON MOTIONS

Broadcast Station on Aug. 7 granted re-
quest by Daniel S. Cubberly and Eimia J. 
Cubberly and extended time to Aug. 21 in
which to file reply comments to opposition
filed by J. W. Broadcasters in amendment
of Sec. 73.203, table of assignments, FM
broadcast stations, Ukiah, Calif. (Doc.
18287-5).

Chief Hearing Examiner James D. Cun-
ningham on Aug. 12 in Aurora, Ind. (Dear-
born County Broadcasters and Grenco Inc.)
FM proceeding, designated Hearing Ex-
aminer Thomas H. Donahue to serve as pre-
 sided officer, scheduled prehearing confer-
ence for Sept. 30, and hearing for Nov. 7
(Doc. 18284-5): in Gordon and Macon,
both Georgia (Heart of Georgia Broadcast-
ing Co. and Middle Georgia Broadcasting Co.); FM proceeding, designated Hearing Ex-
aminer Chester F. Naumowicz Jr. to serve as presiding officer, scheduled prehearing for Sept. 24 and hearing for Oct. 29 (Doc.
18278-5).

Hearing Examiner Thomas H. Donahue
on Aug. 7 in Piscatawayville, N.J. (WMID
Inc. and Atlantic Broadcasting Co.) FM pro-
ceeding, by separate actions, granted pe-
tition by WMID Inc. for leave to amend ap-
plication to show changes in programing
and other related changes, and continued
hearing to Sept. 16 (Docs. 18005-5).

RULEMAKING PETITIONS

Nelson County Broadcasting Co., Bard-
town, Ky.—Requests initiation of rulemak-

R.E. Broadcasters—Continued

the proceedings so as to allocate ch. 244(A)
to station and ch. 240 for translator.
KTP(FM) Porterville, Calif.—Requests in-
troduction of rulemaking proceeding looking
toward amendment of commission's rules
and regulations (table of assignments, FM
stations) as follows: Porterville on ch.
240A, requests ch. 283, or ch. 240A and ch.

Existing FM stations

FINAL ACTIONS

KWEH(FM)—Broadcast Bureau granted mod. of CP to change trans, install circular polarized type ant., ERP 35 kw, ant. height 185 ft.; condition. Action June 25.

KPGM(FM) Los Altos, Calif.—Broadcast
Bureau granted CP to change ant.-trans., loca-
tion to El Retiro Jesuit Retreat House, Los Altos, install new type trans., add vert.

WTRY(FM) New London, Conn.—Broadcast
Bureau granted mod. of CP to change ant.-trans., location to Gray Hill Road, 6 miles northwest of New London, Montville, ant. height 300 ft.; condition. Action Aug. 12.

WGXM(FM) Clearwater, Fla.—Broadcast

WGVE(FM) Gary, Ind.—Broadcast Bureau
granted CP to change ant.-trans, and studio
location to 35th and Indiana Street, Gary, install new type ant., make change in ant. system. ERP 2.1 kw, ant. height 91 ft. Action

FOR SALE—Station

LaRue Media Brokers Inc.

114 CENTRAL PARK SOUTH
NEW YORK, N. Y.
212-396-7436

OKLAHOMA DAYTIMER

Single station, good opportunity, excellent facilities, billing $6,000, much greater potential, full price $122,500, down 60% ten year payment to qualified buyer.
Box H-195, Broadcasting.

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| Money Maker Jingles |
| Box 1116, Crane, Texas 79731 |

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2045 Peachtree Road
Atlanta, Ga. 30309

FOR THE RECORD) 71
JAMES C. Richdale Jr., recently elected president of the Corinthian Television Stations Division, took up his new duties at the company's headquarters in New York on June 1 after 14 years in Tulsa and Houston, and his initial observation was:

"I found out soon that my 'vacation' was over. It now takes me 45 minutes to commute instead of six or seven minutes of driving to work. Cabs are hard to find and everything has to be done in quick time. But, seriously, I'm happy to be back here after an absence of 14 years, and I enjoy the challenge of a new job and enlarged responsibilities."

Mr. Richdale is a tall, slim, distinguished looking man of 50, whose relaxed but confident manner smacks of the executive suite. But an incident he recounted of his early business life indicates he is by no means a corporate yess-man, but can take a firm and decisive stand when he feels it is warranted.

"My family had been associated for a long time with the oil industry," he recalled. "And when I completed college in 1940. I started at the bottom of the ladder as a station operator for the Standard Oil Co. of Pennsylvania."

Advertising Interest • "I had been interested in advertising for some time, and in 1942 I wrote to one of my superiors expressing my interest in this field and asking to be considered for a post in this area. The company didn't take kindly to my suggestion, feeling it was out of place. I thought it over, concluded that my request had been reasonable and therefore resigned."

World War II was on at the time (1942) and Mr. Richdale took a job as an expediter with the General Electric plant in Lynn, Mass. In 1945 Mr. Richdale moved to Trenton, N. J., to become plant manager for the Cheney Metals Co.

Mr. Richdale, a native New Englander who was reared in the Boston area, displayed once more his spirit of independence in 1947 by resigning his spot with Cheney and heading back to Boston. He explained that he still wanted to pursue a career in advertising and he decided to pull up stakes while he was still young enough to undertake a new endeavor.

"In Boston I met Linus Travers who was general manager of the Yankee Network and he gave me my first opportunity in broadcast advertising." Mr. Richdale related. "I became a salesman for WMTW-TV Portland, Me."

He worked for a year as a salesman with WMTW-TV, followed by two years as sales service director of WNAC-AM-TV Boston and four years as an account executive with Edward Petry & Co. in New York. Mr. Richdale became associated with the Corinthian Broadcast-

James Richdale: A confidence in the future

ing Corp. in 1954 and has served the company continuously since that time. He was with KOTV-TV Tulsa, Okla., from 1954 to 1958 and with KHOU-TV Houston until last June.

Mr. Richdale noted that he has not been in his latest post, which is a newly created one, long enough to have launched any new projects. As president of Corinthian's Television Stations Division, he will be responsible for coordinating and directing the operations of KHOU-TV and KOTV as well as KXTV (TV) Sacramento, Calif.; WANE-TV Fort Wayne, Ind., and WISH-TV Indianapolis and related headquarters staff activities. Mr. Richdale also is a vice president of the Corinthian Broadcasting Corp.

One of his prime concerns this summer, he pointed out, was helping to plan and implement Corinthian's coverage of the national political conventions. Mr. Richdale attended the Republican meeting in Miami Beach and intends to be present at the Democratic convention in Chicago. The focal point of coverage in Miami Beach (as it will be in Chicago) was on the activities of the station delegations inasmuch as the five Corinthian TV outlets were provided with CBS-TV's reportage.

Mr. Richdale commented that in all markets place a strong accent on local news and public affairs programs, according to Mr. Richdale. Station executives are encouraged to participate in community service organizations to gain insights into the area they are serving and to make a contribution to the public, Mr. Richdale stated. He observed that he had belonged to a host of organizations while he was general manager of KHOU-TV. Among the outstanding documentary programs produced at KHOU-TV during his stewardship were portraits of Galveston, Houston and Fort Bend county.

Unlike some of the other station groups which have expanded into the area of program syndication, Corinthian, at present, has no plans in this direction, according to Mr. Richdale. He pointed out that in the past Corinthian has produced for syndication such series as the Debbie Drake Show and The Magic Cottage, but indicated this activity is not a high priority of the company for the immediate future.

Optimistic Note • Mr. Richdale reported that business to date on the Corinthian TV stations has been "very healthy." He was bullish on prospects for the remainder of 1968 and for 1969.

He believes that local TV stations will place stronger emphasis on news and local live programing in the future. This would include what he calls "soft news," meaning material of an informational nature that is not reporting directly on events of the day. He said such a program is beginning in Houston and is likely to be tested on other Corinthian outlets.

Mr. Richdale is delighted to be associated with an organization such as Corinthian with its emphasis on the community weal. He noted that his own promotion resulted from a decision by top management to give Wrede Petersmyer, president of Corinthian Broadcasting Corp., more time for the company's program of diversification and expansion. Corinthian already owns Renaissance Editions Inc., a book publishing firm, and is exploring other areas of interests.

"I have great faith in Corinthian's future," Mr. Richdale said smilingly, "and I'm glad to be playing a part in its growth."

WEEK'S PROFILE


BROADCASTING, August 19, 1968
EDITORIALS

A matter of choice

COMPLAINTS about the ho-humness of most of the proceedings at the Republican convention two weeks ago tend to assume, and too often assert, that it was all television's fault. However right the complaints, the blame is misplaced. That's the way political conventions have been since long before television (or radio) covered one. If anything, TV has streamlined and cleaned up the convention process, hard as that may be for a viewer to believe.

The tedium in the Miami Beach proceedings, and the popular reaction to ABC-TV's introduction of summary rather than gavel-to-gavel coverage, do, however, raise again the question of how much is enough. In the early-evening hours ABC presented regular entertainment programming against the full-text treatments of NBC-TV and CBS-TV—and pulled bigger audiences with it on both Monday and Tuesday, losing its edge only when the real convention business started Wednesday night.

It is good that at least one network should carry the full proceedings for the benefit of viewers—and they are admittedly many—who wish to see everything. But there also ought to be something handy for the viewer who, say, isn't overwhelmingly enthralled by gusty oratory nominating a favorite son he's never heard of before and may never hear of again. ABC provided a choice. and the ratings showed that many welcomed it.

What and how much to cover is a journalistic decision for each network to make, and we presume they're all convinced they made the right ones about this year's conventions. In our view, however, there aren't many events of any kind that deserve full coverage by two networks, much less three. We are satisfied that at Miami Beach both NBC and CBS devoted hours to goings-on that they wouldn't accept on a paid basis any other week of the year, save one—the one starting next Monday (Aug. 26).

The word from Democratic planners is that the program for their convention in Chicago next week will reflect some lessons learned from the GOP program. In the names of viewers, networks and sponsors, we hope it will be livelier. Conventions—and politicians—being what they are, however, it is too much to expect that there won't be some so-what hours in the convention hall in Chicago, too. And once again television will probably be blamed.

If television is at fault, it is because it has been overzealous. Television is the number-one news medium, and its extended coverage of major events has helped raise it to that stature. But on the way up it developed a habit of what, at least to us, is over-coverage of many events. There is no journalistic canon specifying that merely because something is going on, no matter how trivial, it must be covered in full detail by the whole television network system, to the exclusion of all other programming.

Last chance

THE members of the House Commerce Committee have now been denied the last excuse to reject or pigeonhole the pending resolution to suspend Section 315 for this year's presidential and vice-presidential campaigns.

Richard Nixon has publicly accepted a CBS offer to appear on television and radio with his Democratic opponent, as reported in Broadcasting, Aug. 12. The offer was conditioned on a favorable vote in the House on the suspension resolution that has already been adopted by the Senate. Earlier the leading Democratic candidates had gone on record for a liberalization of the equal-time law. Vice President Hubert Humphrey is for suspension. Senator Eugene McCarthy favors outright repeal.

With the Republican nominee and the principal Democratic contenders unanimously committed to a measure enabling confrontations of the major-party candidates, the Commerce Committee would appear to have been given the cue for action on Sept. 11, when it is to consider the suspension resolution. Surely the committee will not act to prevent the American voters from inspecting Mr. Nixon and his adversary in face-to-face discussions of the great issues of the time.

Still, broadcasters must not assume that committee approval of suspension will be automatic or that the House itself will docilely endorse a favorable committee report. Members of the committee and the main body need to be reminded that broadcasters support the suspension of 315.

CBS has engaged in persistent missionary work among members of the House. Not all other broadcasting interests have been as energetic. Indeed there is evidence that some broadcasters have privately advised their congressmen that they would as soon see Section 315 kept just as it is. These are the broadcasters who place a higher value on their advertising accounts than on their service to the public and who hate the thought of giving up evening time to unpaid debates between presidential candidates.

Events of last week provided still another illustration of Section 315 in use as a political instrument—which is the use to which it has been repeatedly put over the years. The networks were working out details of a McCarthy-Humphrey joint appearance in advance of the Democratic convention when Senator George McGovern (D-S. D.) announced his candidacy for nomination and advised the networks he wanted to be included.

Under Section 315 Senator McGovern was entitled to equal opportunity. So, probably, were others who might be waiting in the wings—including favorite sons with no chance of nomination but with technical status as competing candidates. And what of Lester Maddox, governor of Georgia, who said early in the week that he was thinking of entering the Democratic lists?

If broadcasters want to be considered journalists, they cannot defend the retention of Section 315, which deprives them of the right of editorial judgment. It will be interesting to see how many of them request reform before the House committee meets on Sept. 11.

Drawn for Broadcasting by Sid Hix

"He doesn't know they're re-runs ... he's an amnesia victim!"

BROADCASTING, August 19, 1968
Send a film crew to prison for three weeks.

You might win an award. WMAL-TV did.

We sent a production crew to the D.C. Reformatory in Lorton, Va. Not to win an award. To cover a story that had to be told: The dreary day-to-day life. The tough problems—narcotics, homosexuality, racism. Hopeless vocational training on antiquated machines for jobs that don't exist. We showed Lorton like it is. In color. Uncensored. With on-the-spot interviews.

We called it "The Sweet Smell of Freedom." Ohio State University's Institute for Education by Radio-Television called it "local television at its best..." and gave us an award. We're grateful. What's even more gratifying: Our documentary exposed smoldering problems that must be solved. Awareness is the first step toward solution.

"The Sweet Smell of Freedom" was produced by our News and Public Affairs Department, the same group of talented professionals who present the award-winning News 7. Weeknights at 5:30 and 11:00. Weekends at 6:30 and 11:00 p.m.

wmal-tv
The Evening Star Broadcasts Washington, D.C.
Represented by Harrington, Righter & Parsons, Inc.
If you lived in San Francisco...

...you'd be sold on KRON-TV