New ASCAP contract could mean big savings for TV p.21
Suit against WB-7A could have far-reaching effects p.23
Debates out, convention set and 315 still a question p.28
NATRA's delegates pledge swing to black action p.30

Honored again
We won our first award in 1965. And now, we proudly accept another. The American Bar Association presents this year's Silver Gavel Award to WMAL-Radio for its contribution "to the American system of law and justice" with the documentary series, "Perspective—D.C. Crime Report", produced by the WMAL Radio Public Affairs Department.

wmal-radio
THE EVENING STAR BROADCASTING CO.
WASHINGTON, D.C.
Green Bay's Other Championship Team

For over fifteen years
the WBAY-TV FIRST Team
has led the way.
They're still the best.

Put the FIRST Team to work for you

WBAY TV
The Resultstation
Oscar Gets An Award... That's News!

Oscar Garvin Berry is KTRK-TV's probing newsman, political pundit and civic gadfly. We're proud of Oscar's "Oscar." It could be called 'Best Performance By a Reporter in an Investigative Role.'

KTRK-TV News is performing too. Check the facts. More people are watching us than ever before. Our Late News (Mon-Fri, 10-10:30 PM) has enjoyed a 30% increase in homes delivered in the last year alone.

Oscar Garvin Berry is one part of the KTRK-TV news story. For the rest of it, ask your Blair man. Or ask Oscar's colleagues; they're shooting for an Emmy.

KTRK-TV HOUSTON
CAPITAL CITIES BROADCASTING CORPORATION

---

"Source: Houston ARB, Feb/March, 1967-1968"
The Dallas-Ft. Worth market — Growing . . . Thriving . . . Pulsating! An area with an increasing amount of important events creating a need for authoritative reporting. Channel 4's professional newsmen keep a constant vigil on the happenings with up-to-the-minute, reliable reporting — where it happens, when it happens.

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

Contact your H-R representative to place your next schedule in the happenings of the Dallas-Ft. Worth market.
Cold seat

More and more it looks to insiders as if vacancy on FCC may stay that way until new President takes office next January. It’s reasoned that President Johnson will have larger problems to grapple with (including unresolved dispute in Senate over confirmation of his Supreme Court appointees). Not only that, he may be disinclined to stir up new trouble with nomination to agency that regulates his family’s broadcast interests. FCC seat has been open since Lee Loewinger left at end of his term last June 30.

Test of taste

Showdown on personal-products advertising on TV could be closer than anybody thought. TV board of National Association of Broadcasters in June rejected TV code board’s recommendation that ban on such advertising be lifted, remaining issue to code board for further study at next December’s meeting (Broadcasting, June 24). But Alberto-Culver, whose commercials for its FDS feminine deodorant spray were at least theoretically grounded by that decision, isn’t waiting. Officials say they’re lining up stations and that spray commercials—considered in excellent taste by many broadcasters and apparently also by code members—will shortly be running in 30 markets.

Kicker in controversy, though, may be new Alberto-Culver product, FDS bathing oil. Code authority says that, to be consistent with TV board’s refusal to lift personal-products ban, it’s held that TV advertising of bathing oil product is also unacceptable. Alberto-Culver officials, however, say they not only haven’t been informed of that rule but, indeed, are lining up spot-TV campaign and, in addition, have been told by all three TV networks that bathing oil commercials are acceptable. So they may run network campaign too. Kicker is that all three TV networks have representatives on code board.

Protection protested

Proposals of FCC Commissioners Kenneth A. Cox and Robert E. Lee for restraining network-affiliation practices in effort to strengthen ABC-TV’s competitive position (Broadcasting, May 6) are scheduled to come up for commission consideration this week—drenched in cold water thrown by

staff. In two-inch-thick report, staff says proposals, which would restrict ability of stations to switch affiliations away from ABC, are probably illegal and certainly counter to commission policy. (In outlasting option time years ago, commission made much of importance of stations’ freedom in choosing own programming; in December 1966 majority opinion in ABC-ITT merger case, commission condemned forcing changes in affiliation of individual stations as means of equalizing competition among networks).

Staff says reversal of policy would be justified only if strong showing were made that ABC is in serious economic difficulty, and ABC’s economic position, staff says, is strong. There is also serious question, staff says, as to whether commission should take sides in economic competition among networks.

Round and round

Now that end of road is in sight in long negotiation toward new licenses for TV-station use of music of American Society of Composers, Authors and Publishers (see page 21), still other music-legal issues loom. Pending settlement of ASCAP case, TV stations’ licenses for Broadcast Music Inc. catalogue have been on extension subject to 90-day cancellation notice, but even before talks start on those there’s matter of BMI radio-station licenses. Current ones expire end of September. Preliminary talks are expected to start before then. But timing suggests they, too, will need temporary extension to give chance for full negotiations.

No rough stuff

Issue of violence on television still burns hot in Hollywood this summer (Broadcasting, Aug. 19). Hawaii Five-O, The Outsider and Mannix, all having violence as integral part of plot lines, are among those series having most trouble. Production people concede that if these shows had not been sold or already on air at time of Senator Kennedy’s assassination, they would not have made network schedule.

At another sign of antiviolence reaction, very few if any private eye programs are being developed for 1969-70 season, and those westerns that are being offered stress their nonviolent theme. At least one top program executive of major film studio thinks nonviolent climate is going to lead to return of medical series to network TV and also resurgence of half-hour programs.

No incentive deals

NBC is understood to be revising affiliation agreements with stations in two-VHF markets as result of prod from FCC. Commission staff is said to have found that those contracts provide incentive payments for clearances of network programing; and commission prohibited CBS from incorporating such provisions in its affiliation contracts several years ago. NBC is said to have agreed to revise contracts in question. Staff has recommended that commission get progress report on those revisions.

Staff is said to have uncovered questioned provisions in its study of proposals to afford ABC-TV protection against raids on its affiliates in two-VHF markets (see above). In related development, staff is recommending that commission revitalize 1962 ruling that proposal to require public filing of network-affiliation contracts.

Paper transfers

In wake of thrashing it received on Capitol Hill in case involving transfer of Overmyer construction permits, FCC is moving toward rulemaking aimed at prohibiting trafficking or speculating in construction permits. Proposal expected to be considered by commission soon, possibly this week, would codify existing policy and precede by requiring hearing on CP transfer application that would not sell more than its out-of-pocket expenses in processing application and in construction.

Proposal goes further, though, in attempting to deal with speculation agreement in which seller retains minority interest that buyer has option to acquire at more than seller’s out-of-pocket expenses. Such agreement would be set for hearing unless showing could be made that it conforms with letter and spirit of antitrafficking policy.

Sponsors and advertising agencies spend large sums of money to employ the finest creative talents to make television color commercials that sell products. There is no compromise with the quality of the production's artistry. And the 35mm originals look great in the screening rooms. Why then allow these creative efforts to be badly reproduced for television showings?

According to the April and June issues of the industry's technical magazine, Broadcast Management/Engineers..."the telecine quality (of color commercials) is deplorable." Experts acknowledge that a major cause for this condition is inferior prints. The best color commercial prints, they will tell you, are processed by the color reduction printing method which permits printing from the original 35mm optical negative. It is far superior to the contact printing method which requires two additional generations of film.

Until now, relatively few in the trade knew there was a choice. The industry's capacity for color reduction printing could not keep pace with the onslaught of color commercials, and the method was comparatively expensive. Even at this time many laboratories are not prepared to service the industry with anything other than contact printing. Although we at Movielab have one of the largest contact printing capacities and can guarantee its quality, we also have the answer for those of you who demand the best that laboratory technology can provide—REDUCTION PRINTING.

Movielab has gone to tremendous expense to perfect its own method for multi-optical reduction printing to improve the telecine quality of your color commercials. Our specially-designed reduction printing system permits us to make multiple 16mm prints at one time from the 35mm original negative, obtaining the utmost in reproductive quality. In addition, our exclusive liquid gate method enhances color definition, prolongs the life of the negative and even eliminates defects incurred in handling.

The advertiser who ultimately pays all the bills deserves the best and should not be obliged to accept the results of technology that is "second best." The cost differential for superior reduction printing is nominal: for example, only 60 cents more for a 30-second color commercial and little more than $1.00 per print for a one-minute spot.

While the overall cost of television commercial production sky-rocketed an estimated 72 percent during the last five years, according to the American Association of Advertising Agencies, our prices for color commercials have decreased more than 35 percent in this same period because of progress in engineering, automation and increased efficiency. Our prices are competitive and we never sacrifice Movielab quality. Not only can we do the job better and faster, but we can now do it at reduced cost to you and without cutting back on our stringent quality controls.

Movielab knows what the television networks and stations need and the sponsors deserve, and that's the kind of color print quality, uniformity and consistency we provide to our customers.

SAUL JEFFER
PRESIDENT
MOVIELAB, INC.

MOVIELAB, INC., MOVIELAB BUILDING, 619 WEST 54TH STREET, NEW YORK, N.Y. 10019. JUDSON 6-0360.

BROADCASTING, August 26, 1968
After six-and-a-half-years of negotiation and litigation, TV industry music committee and ASCAP have come to terms on royalties. Agreement calls for 10-year contract using 1964-1965 net revenues as base. See...

TERMS WITH ASCAP ... 21

Performers and artists sue WB-7A for selling hit film in package with other features for TV. Claim equal weight for all pictures in block for accounting purposes is unfair to better product. See...

WORTH MORE ... 23

Heralded TV debate between Humphrey and McCarthy falls through when Vice President cancels out. Networks are still mulling coverage of other Democratic aspirants, especially Wallace. See...

DEBATE DOWN DRAIN ... 28

Chicago is frontline for TV and radio crews and it's no picnic. TV lines to amphitheater are in, but still unchecked. Strike-happy workers and national and international news may gum coverage even more. See...

FUN CITY? ... 29

Militants persuade NATRA to accept strong platform of support. Shields fades from convention control as Fair Play Committee wins adherents among Negro disk jockeys in Miami. See...

BLACK ACTIVISM ... 30

Networks expand news coverage as Soviets and allies march into Prague. Offer expanded reporting of Czech crisis and specials on background. Satellite is used to relay news. See...

INVASION NEWS ... 41

AT&T submits $20,000-a-month interconnection fee for educational broadcasters; cost is one-fifth of regular charge to commercial broadcasters. Would allow 41 cities to be connected. See...

GOODIES FOR ETV ... 42

Microminiaturization is focus of four-day Wescon meeting in Los Angeles. RCA shows 'most powerful' transistor; Westinghouse has, 'lossless' transistor printed on paper or aluminum foil. See...

SMALLER THAN SMALL ... 56

UHF broadcasters ask FCC to delay proposal for reallocation of channels to land mobile use pending outcome of research. Plan meeting in Washington next month to talk about that and other things. See...

ACTS ASKS SLOWDOWN ... 56

Cost of CBC operation hits peak, reaching $185 million in fiscal year. Advertising and other income, however, brings net expenses down to $145 million. Programming costs are up by 22%. See...

CBC EXPENSES ZOOM ... 58

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A dozen good reasons why WXTV is the amazingest success in TV history.

(Why advertisers bought $946,260 before August 4 air date!)

1 You're not all the way into New York if you miss the Latin Quarter. It's an "A" market in an "A" market. Population approaching 2,000,000 Spanish-speaking people. A market that grew an incredible 42% from 1960 to 1966, while New York City grew only 2.4%!

2 40% more household per household. That's a big bonus for TV advertisers. Families that are 40% larger. These families are the "heavy users" in almost all categories --- more food and beverages, more clothes, more soaps, more toiletries. They spend 33% of their income (more total dollars) for food versus the National Average of 11%.

The Latin Quarter buys more than 25% of all the coffee, rice and beer sold in the New York market! That's what we mean by "heavy users".

3 The Latin Quarter is a brand-name market. Private labels are a seldom thing in New York's 6,000 bodegas (grocery stores). Latins buy brand names. For several reasons. Often, they're in a strange land, and brands can be trusted. They're a proud people and brands are prestige. Most important, a Latin always wants and will pay for the best. And the brands they know best are the brands advertised in Spanish-language media.

4 Your Anglo TV strikes out in Latin Quarter homes. Research shows that, in markets with quality all-Spanish stations like WXTV, Spanish TV is #1 in Spanish-speaking homes.

Why? Because Latins prefer good Spanish TV shows. The kind programmed on WXTV. They feel more at home with stars they know in shows they like in surroundings to which they can relate.

5 Top-5 ad agency's research shows advertising to Latins must be in Spanish to be "in".

Some Latins speak no English, some speak some English, most speak Spanish most of the time.

A Latin who tunes in to your English-language TV show is not necessarily tuned in to your English-language commercials. Staying with English takes an effort on his part. During the commercial he can relax, tune you out. And there's a good chance he didn't tune you in, in the first place.

Says the ad agency's media report: "There seems to be universal agreement among specialists on the subject that advertising directed to the Latins must be in the Spanish language if it is to be effective."

6 The market makes the message. You've got to get your market's message before you can get them to get yours. If you get the message, you've got the market. The market dictates sales strategy. The market dictates media.

Now ask yourself whose message created the commercial you run in the New York market? To which New York market are you selling? The make believe New York of 20 years ago or today's New York with its Latin Quarter approaching 2,000,000?

7 The Latin Quarter is your short cut into New York. Big New York isn't so tough to crack, if you take it a piece at a time. The Latin Quarter gives you great geographic concentration (so you can zero-in your sales force and your message), media concentration (Latins prefer Spanish-language TV), growing income (over $5,600). It's the ideal market-by-market way to break into New York.

8 No buck-shotting all over the dial! Buck-shotting and buck shooting are common time-buying pitfalls. Not so on WXTV.

Here you know exactly what part of your market is getting your message. You know who they are, what they are, what they like, how they live, what they buy. Consequently, you know it takes less spots to get the number of per listener impressions you want. No more guessing.

On WXTV you know you've got them covered.

9 Costos Por Millar are competitive! You pay no CPM premium on WXTV. To the contrary, you get more viewers per set. More women per set (double the national average). More family per viewer. Add to this the heavier product usage. And you can see why WXTV gives your media dollar premium value at no premium in cost.

10 We translate your TV into Spanish. It's a complete service. We can re-write, re-dub or even re-shoot your current commercials for you. We can help you pre-think them or re-think them, too.

11 Come see! If you don't know yet that the Latin Quarter is a different world, come take a tour. Check the store shelves. See Red Cross Salt humbling Diamond, Sterling and Morton's. See Bustelo and Caribe Coffee drive the Anglo favorites off the shelves. See giants like General Foods lagging in distribution. Visit the 3 powerful Puerto Rican banks, now with 9 New York branches, grabbing business from the giants. Pick up the two Spanish dailies and two monthly magazines. Tune in the 3 Spanish radio stations and two TV stations. Or visit some of the 200 booming Latin night spots. Sense the tempo. Hear the Spanish. Read the Spanish signs. Read the future.

12 WXTV is big-station TV. All-new and Spanish, WXTV brings the big name stars in the big name shows to the New York market. A wealth of top talent, programming and management. WXTV is staffed by some of the most experienced and knowledgeable people in Spanish-language broadcasting. They think Spanish, speak Spanish, know the Spanish market. Add color and over 2 million watts. That's power! The most powerful TV in metro New York.

Now you know why smart advertisers have signed close to $1,000,000 in 52-week contracts, even before WXTV went on the air. Represented nationally by: SPANISH INTERNATIONAL NETWORK

You're not in Metro New York if you're not on WXTV, Trans-TEL Corp., Patterson, New Jersey • Completing the picture in the Metro New York TV market.
Czechs try to keep transmitters active

Czech free broadcasters operating clandestine transmitters continued Friday (Aug. 23) to keep communications open to outside world as well as to own citizens as Russians closed last telephone, telegraph and telex links from Prague, Czechoslovak capital.

Monitors in neighboring Austria reported 10 free Czech radio stations still operating, although several others had been located by invaders and put off air. One, Radio Brno, resumed transmitting with new crew and emergency transmitter after Russians siezed main station and staff.

Only pro-Russian station, Radio Moldava, was reported operating safely out of reach of Czech partisans over border in East Germany. Czech amateurs were reportedly attempting to jam pro-Russian signals.

British Post Office, handling last circuits from Prague after Vienna reported final telex transmission: "Russians are at the door," said its contacts were lost shortly thereafter.

Radio-TV main sources of Czech takeover news

Almost two-thirds of Americans aware of Russian occupation of Czechoslovakia last week got first word of event via electronic media, Sindlinger & Co. survey indicates. Of sample representing those Americans 18 years or older, 88.9% said they'd either read or heard about invasion in two days following event; 65.6% of informed group said radio-TV brought first word.

Breakdown, in "Sindlinger Daily Concordance Report #592" for Friday (Aug. 23), shows 41.9% representing, projected 47.7 million persons first heard news on radio: 23.7% (27.0 million) first saw on TV: 22.1% (25.2 million) first saw in newspaper, and 12.2% (13.9 million) first heard from friend or neighbor.

Better than 10% that survey indicated had not heard nor read about crisis during first two days was not regarded as surprising by research firm: usually, it's noted, percentage of those not aware of major current events is even higher.

Mobile news units banned from streets

Democratic convention coverage problems darkened considerably late Friday. Chicago city police began ordering off public streets all news mobile units and told them to park in private lots if they wished to film or tape hotel news events. At Sheraton-Blackstone hotel fixed position TV cameras on sidewalk also were told to move by police even though Secret Service had approved.

Local telephone strike in Chicago already had effectively stopped live hotel pickups and new development seriously curtailed alternate coverage methods. CBS quoted Mayor Richard Daley as saying hotel coverage problems were none of his concern.

CBS News President Richard S. Sul- ant said late Friday: "The action of the Chicago police was a totally unwarranted restriction of free and rapid access to information. This is one more shocking barrier in the way of an open convention, open in the sense that the public, the people of America, have every right to see and hear what is newsworthy as close in time to the event as possible."

Columbia seeks SG stock

Columbia Pictures Corp. is discussing possibility of acquiring 566,720-share minority interest (14%) in its TV subsidiary, Screen Gems Inc., it was announced Friday (Aug. 23). Columbia now owns 6% of Screen Gems. SG shares closed at $29.75 on American Stock Exchange Thursday (Aug. 22). Based on this price, value of 14% would be about $16.9 million.

Greaves appointment settles NET dispute

Dispute between National Educational Television and staff members of monthly program Black Journal over editorial control (see page 36) was settled Friday (Aug. 23), according to NET.

NET has appointed independent producer William Greaves as executive producer of Black Journal, wiith Lou Potter advanced to executive editor and Alvin Perlmuter, previous producer, retained as consultant.

Mr. Greaves, Negro, has been narrator on program, and produced "Still a Brother: Inside the Negro Middle Class" for NET Journal last spring. NET said he was asked to take some time ago, but his schedule was full until now.

Film editors, WMAQ-TV reach new settlement

Chicago TV film editors local of International Alliance of Theatrical Stage Employees Friday (Aug. 23) claimed preciped victory in settlement of strike against NBC-owned WMAQ-TV there. Winning new three-year contract retroactive to last fall which includes boosts of up to $75 weekly in certain categories, and putting Chicago scale

'Li'l Abner' moving to TV

Warner Bros.-Seven Arts Ltd. is developing half-hour prime-time series, 'Li'l Abner', for 1969-70 network season, it was announced Friday (Aug. 23) by Donald E. Klauber, executive vice president in charge of worldwide TV activities for WB. Television rights to famed comic strip were obtained from cartoonist-creator Al Capp. Series will be animated with some live-action.

ABC saves best for last

ABC-TV, more often in third position in prime-time ratings averages, landed in first in last Friday's (Aug. 23) 30-market Nielsen for week ended Aug. 18. Since it was ordinary week when all networks were deep in reruns, question was raised of why sudden flip-flop.

Theory inside ABC is that it held back its bigger repeat movie attractions until late summer (so that bigger audiences would see its new-season promos), while NBC and CBS scheduled stronger movies' second showings at start of rerun season to carry along ratings momentum. Nielsen's for week: ABC 13.8, CBS 12.6 and NBC 11.6.
WEEK'S HEADLINERS

William J. Tyan, named VP, general sales manager of Metromedia’s WNED-TV New York. Mr. Tyan resigned from Peters, Griffin, Woodward after 19 years with firm (BROADCASTING, Aug. 19).

Myron C. McDonald, board chairman and chief executive officer, Jack Tinker & Partners Inc., New York, joins LaRoche, McCaffrey and McCall, New York, on or before Nov. 1 as executive VP. Mr. McDonald was one of four founding partners of Tinker in 1960. His career at Interpublic Group of Co.'s, to which Tinker belongs, began in 1945 when he joined McCann-Erickson.

Dr. William M. Webster, staff VP, materials and device research, appointed staff VP, RCA Laboratories, with responsibility for all of research activities of laboratories. Dr. Webster joined RCA Laboratories in 1946. Wendell C. Morrison, staff VP, product engineering, named staff VP, corporate engineering services, RCA, and Arthur N. Curtiss, staff VP, administration, RCA Laboratories, appointed staff VP, administration, research and engineering, RCA.

Martin Baum, senior executive VP of Creative Management Associates, Beverly Hills, Calif., named chief executive officer of over-all theatrical motion picture production for ABC Inc. It's expected that Mr. Baum, whose appointment becomes effective Sept. 23, will be elected president of ABC's motion picture production subsidiary operations. Two existing ABC motion picture companies, Palomar Pictures International Inc. and Selmur Pictures Corp., will report directly to him. Prior to recent merger of CMA with General Artists Corp., Mr. Baum was president of motion picture division of GAC. He once was partner in independent theatrical agency, Baum-Newborn Agency, New York.

Thomas W. Moore, ABC group VP in charge of ABC Broadcast Departments, resigned after 12 years with network (see page 48).

David C. Adams, senior executive VP, NBC, New York, takes leave of absence (see page 46).

For other personnel changes of the week see FATES & FORTUNES

 Movielab sales down for first six months

Movielab Inc., New York, fell behind in first six months of year in both net sales and net income due principally, Saul Jaffe, president, said, to equipment delays, engineering problems and "continued sluggishness" in TV commercial production.

For six months ended June 30:

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<th>Year</th>
<th>Earned per share</th>
<th>Net sales</th>
<th>Net income before taxes</th>
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<td>$6,016</td>
<td>$1,108</td>
<td>$218.743</td>
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<td>1967</td>
<td>$0.47</td>
<td>$6,076</td>
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*Rates of federal surcharge tax on earnings for entire period.
**Adjusted for subsequent stock split and stock dividend.

Agency merger closer

Rumrill-Hoyt and Geyer, Oswald directors announced Friday (Aug. 23) agreement in principle to merge two agencies. Subject to stockholders approval, merger would be effective Jan. 1, 1969. Merger negotiations were confirmed in July (BROADCASTING, July 15). Directors projected worldwide billings of approximately $80 million, with broadcast estimated at $18-20 million.

Ringer, Schildhause on CATV seminar agenda

Featured speakers at legal seminar on CATV, to be held in Washington Sept. 10-11, will be Barbara Ringer, assistant registrar of copyrights, and Sol Schildhause, chief of FCC's CATV Task Force, it was announced Friday (Aug. 23) by National Cable Television Association, sponsor of event.

Meeting, to be held at Hotel America in capital city, will be conducted by NCTA general counsel Bruce Lovett and assistant general counsel Gary Christensen. Topics to be discussed: FCC regulation, copyright litigation and legislation, state regulation, local franchising, communications law, trade unions, telephone companies and Section 214 of Communications Act.

Registration for seminar is $50.

Shoot-'em-up without shots

Recent pressure for nonviolence in television programing has spurred creation of "nonviolent adult western," to be produced by Paramount Television for 1969-70 season. Executive Vice President Doug Cramer acquired property from Bob Kane, and has signed two writers to develop series. Program features "tombstone sheriff who has own code of nonviolence during particularly violent era..." and is titled The Silent Gun.

World news is profitable to Comsat

Czechoslovakian crisis, Pope's visit to Bogota, Colombia, and Democratic National Convention have brought small bonanza to Communication Satellite Corp.

Comsat reported Friday (Aug. 23) that more than 40 hours of telecasts have been scheduled over its satellites between Aug 21, when Soviet Union invaded Czechoslovakia, and Aug. 30 which is end of Democratic National Convention in Chicago.

Comsat said that TV service includes 16 news reports, totaling five hours and 35 minutes, as of Aug. 22, on Prague crisis using its two Atlantic satellites.
Tool Shed?

An unusual description for a multi-million dollar building? Not really. Even though it is the best equipped broadcasting facility in the Pacific Northwest. For inside are the tools of our trade. All new. All superior. Including four high band video tape recorders, four color studio cameras, two color film chains, and all of the specialized electronic equipment available to television and radio today. Everything. And each is merely a tool.

Excellence in broadcasting demands more than machinery. It requires people. People with skill, imagination, creativity, and dedication. The kind we have at KIRO. In fact that's the reason this new facility was built. To provide a talented staff with the finest tools available. Tools that enable them to further increase the quality and efficiency of the service offered our audience and our advertisers. We call it Broadcast House. Come on over.

CBS FOR THE GREAT NORTHWEST

KIRO

TELEVISION & RADIO
Broadcast House, Seattle, Wash.
DATEBOOK

RAB MANAGEMENT CONFERENCE
Sept. 16-17—White Plains hotel, White Plains, N. Y.
Sept. 18—Carrousel Inn, Cincinnati.
Sept. 30-Oct. 1—Chicago Marriott, Chicago.

Sept. 15—New deadline for filing reply comments on FCC's proposed rulemaking to specify, in lieu of existing MEOV concept, a standard method for calculating radiation for use in evaluating interference, coverage and overlap of mutually prohibited broadcast stations.

Previous deadline was July 16.


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

Sept. 20—Deadline for comments on FCC's proposed rulemaking that would provide simplified procedures for class IV AM power increases, and promote those stations stricter compliance with minimum separation rules.


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

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


Sept. 30—Deadline for filing comments on FCC's proposed rulemaking that would amend present rules on requirements for identification of broadcast stations.

Sept. 30-Sept. 1—International Association of Theatrical Stage Employees and Moving Picture Machine Operators (IATSE) of U. S. and Canada, convention, Kansas City, Mo.


Sept. 25-26—Annual CBS Radio Affiliates
How a signal booster can amplify profits!

All you have to do is install our Audimax.
It boosts your signal to a higher average level.
Guarantees a big increase in your audience coverage. And the more people you reach the more money you make!
What's more — by automatically controlling audio levels, it frees engineers. Cuts costs. Amplifies profits.
And you'll have a happier audience, too! Our Audimax works without distortion, thumping, pumping and audio "holes". Bridges clear through program pauses without increasing background noise. Delivers a smooth, more pleasant sounding program.

**Try it FREE for 30 days.** No obligation. No strings attached. If you don't like it, send it back. The freight's on us! If you like what you hear, send us $665.
Small price to pay for the biggest profit booster in the business!
Write. Or better yet — call us collect:
(203) 327-2000.

**PROFESSIONAL PRODUCTS**

**CBS LABORATORIES**
Stamford, Connecticut. A Division of Columbia Broadcasting System, Inc.
Your Blair Man Knows...

14th COLOR TV MARKET! The 1968 February-March Nielsen Station Index estimates rank WTRF-TV's Wheeling-Steubenville Market up there with the biggies. Nielsen estimates estimate 257,453 color TV homes to Wheeling-Steubenville, a color percentage of 20% of the Nation's 14th COLOR TELEVISION MARKET. That's a mighty big splash of colorful, impressive pictures reaching the big spenders where they live. Wheeling-Steubenville's Upper Ohio River audiences are the enthusiast kind, and they react effectively to WTRF-TV's promotions for advertisers. They work hard, earn and spend big and enjoy watching WTRF-Television from Wheeling. Are your ads scheduled here?

BLAIR TELEVISION
Representative for
WTRF-TV
Color Channel 7-NBC
Wheeling, West Virginia

LOOKING FOR FOOD SALES?
The Roanoke-Lynchburg Television Market Delivered an estimated $358,262,000* in Food Sales During 1967
For more information call us, or your P&G Colonel.

WDBJ-TV
ROANOKE
* Sales Management's Survey of Television Markets 1967

NAR FALL CONFERENCES
Oct. 21-22 — Ambassador hotel, Los Angeles.
Nov. 11-12—Sheraton Gibson, Cincinnati.
Nov 18-19—Atlanta Marriott, Atlanta.

Note on agency name
EDITOR: With reference to your football article in your Aug. 12 edition, page 34, we wish to refer you to the fact that our agency's name is incorrectly stated as Gordon Fredericks. The correct spelling is Jordan/Frederick & Co. Also... the correct name for the account you mention is Resco Stereo Studios.—Richard F. Lean, Jordan/Frederick & Co., Jenkintown, Pa.

The big picture
EDITOR: It is interesting to read all of the "hue and cry" about cigarette smoking and the dangers attendant there-to, and realize that this is not done without reasonable study and reflection.
However, like any bunch of humans, we get all stirred up about one thing without relating it to the whole picture; i.e., the total deaths that could be prevented by the use of "unnecessary products not vital to our survival." Such is the case in point on the cigarette question.
Total deaths from cigarette smoking must be alarming. But—and it is a big but—how about the deaths from drinking? Is booze a sacred cow among the advertisers, and the Federal Trade Commission? I am sure it is not with your good magazine. Think of the number of alcoholics in this country with the estimated number of potential alcoholics (problem drinkers).
Think also of the untold suffering and deaths on the highways from drinkers who take the innocent with them. If we are going to moralize let's do a good job of it and not swallow the proverbial "gnat and then strain at the elephant."
The advertising fraternity has a great chance to be heroic, and let's hope they do not muff this one.—Harlan G. Oakes, Harlan G. Oakes & Associates, Hollywood.

Right game, wrong name
EDITOR: In the Aug. 12 issue of Broadcasting, in your roundup of National Football League announcers, you have taken to adding a "T" to my name and I have a heckuva time convincing my wife what I do each weekend when I say I am working on NFL telecasts. The name is Nahaa... not Nathan.—Stu Nahaa, KABC-TV Los Angeles.
One thing about San Francisco, it goes its own way. Old and new, hip and quaint, cool and cornball—all at the same time. What makes it that way are San Franciscans—a free thinking bunch if there ever was one. They’re independent about TV viewing, too. Imaginative, independent programming gets through to them. (Since they are four and one-half million strong, they’re well worth getting through to.) Watch our smoke come fall, when we introduce a whole new San Francisco thing in programming. Isn’t it natural you should switch to independent Channel 2?

KTVU2
SAN FRANCISCO • OAKLAND
REPRESENTED BY H-R TELEVISION
The International Film, TVfilm and Documentary Market (MIFED) will hold its eighteenth Cine-Meeting from 12 to 20 October 1968. MIFED is an international centre where feature, TV and documentary films are traded on a worldwide scale. Contacts are made there for negotiating agreements in any branch of film production, co-production, financing and the issue of import and export licences.

MIFED headquarters, which are equipped with all modern facilities and comforts, contain numerous rooms for the projection of cinema and TV films. The services of technicians and interpreters are provided free. International cable, telephone, telex and telefax facilities are available. Also conference rooms, offices, dining rooms and bars. Medical assistance on the premises.

Registration fee, inclusive of five hours film presentation, meals in restaurant and first-class hotel accommodation for eight days, US $ 240.

Applications by letter or cable should be made before 21 September 1968 to MIFED.
In the wee small hours of the morning, there are more cars on the freeways of LOS ANGELES than all the cars registered in ALBANY, NEW YORK or DES MOINES, IOWA or all of WYOMING or ALASKA.

In cars are radios...and people. In Los Angeles a huge number of adult people listen in cars, homes, poolside, at beaches...just about anywhere to

KPOL

A Musical Oasis on Los Angeles Radio

Check Pulse, KPOL or your Blair Radio Man.

Information courtesy of Southern California Broadcasters Association and Dept. of Motor
On keeping the kink out of research-creative link

If Henry Ford had known about market research it is doubtful that the Model T would ever have come into being. The roads were abominable. Tires blew out every few miles. There were few places where you could buy gasoline. The price was too high for the middle-class income. Many cities had ridiculous laws (Example: man ringing bell must precede auto by day, must carry lantern at night).

But Henry had no survey so he went ahead. He made his own effort at solving the low income problem by paying his workers the unheard of wage of $1 an hour. This not only made them all a prospect but it also forced other plants to raise wages and thus create more prospects. Once enough people had cars they began to demand better roads. Filling stations came into being, and so forth.

Today, however, market research is a fact of advertising life. Especially so when millions of dollars of budget are at stake just in the television game, not to mention the costs of color pages in the print media.

Seeking Solutions = Sometimes the successful advertising solution is the obvious one. Sometimes it isn't so obvious. I've had it both ways over the years.

When beer in cans first came out, everybody advertised how convenient they were. No bottles to return, lighter to carry home, easier to stack in the refrigerator, etc. Yet can sales lagged considerably behind expectations.

Research showed that consumers freely granted that it was more convenient to buy beer in cans. But they didn't think the beer tasted as good. Tests showed that blindfolded they couldn't tell the difference, but they weren't blindfolded when they bought the beer. Besides that tavern keepers didn't like to reach down in the icy water to fish out a can when they could grab a bottle by the neck without getting their hands wet.

Grocers, who were just starting to sell beer, were crazy about beer in cans because they didn't have to fool around with deposits and empties. It was one clean sale and a lot more profitable. They also could display beer in cans in the sunlight without affecting the flavor.

In this case the solution was the obvious one. Advertising directed to the consumers told them how good beer in cans was because the flavor was completely protected from both light and air. Advertising to the grocer pointed out the obvious advantages to him. We didn't even bother to try to convince the tavern keeper and it was all very easy once a good research job gave us the facts.

Sometimes the solution isn't so obvious. The introductory campaign on Marlboro cigarettes faced some formidable problems. You will recall Marlboro was a new cigarette, a popular-priced filter with an old name which previously had been worn by a high-priced Turkish blend largely smoked by middle-aged ladies in New England and some members of the limp-wrist set.

Smack in the middle of a long Roper report on cigarettes done for the industry it said the "people tend to think of filter cigarettes as slightly more feminine than masculine."

From this one might have drawn the conclusion that the thing to do was to make Marlboro a woman's cigarette. The fact is, however, that men are heavier smokers than women and it previously had been found that while women would smoke a cigarette considered a man's cigarette, most men would not smoke a brand considered a woman's cigarette.

From this came the decision to advertise Marlboro as the filter cigarette for men. We never said this. We simply showed in the TV spots and print ads brutally virile, tattooed men smoking the cigarette and used strong, simple masculine copy. It was more than a year before a woman ever appeared in the commercials. At the end of the first year Marlboro smokers were 52% men, 48% women.

One problem agencies continually run up against in market research is that there never seems to be enough time or money to do it as well or as much as we would like. What we really have to ask ourselves is how much of this research is really necessary. Sometimes resourcefulness can go a long way.

Mop Plot = My favorite example goes back 20 years to the O-Cedar sponge mop. It looked like a product that had everything but money to launch it.

The research people at Young & Rubicam selected a cross-section of 50 housewives. Each was given a new mop and told she could keep it if she would agree to answer a questionnaire after using it two weeks. The questionnaire uncovered a wealth of information but when each woman answered the "What did you like best" question with "I don't get my hands wet" or something similar we forgot everything else for the time being. All print and TV copy was themed "New wet mop keeps hands dry." O-Cedar's initial $5,000 investment turned into over $1 million in billings earned entirely by an advertising allowance on each mop sold in one year's time.

This experience also pointed out that it's no time to stop trying to figure things out just because you have a success on your hands. The initial plan in Chicago used newspapers as a major medium with a modest spot schedule on that newfangled medium, television. At the time there were only about 25,000 sets in the city and the plan was to drop TV after the first month. Warranty card research discovered though that three out of four buyers said they had seen it on TV.

As you can imagine the emphasis on media changed after that.

Better communication between creative people and market research people is no longer merely desirable, it is vitally necessary.

Draper Daniels three years ago opened his own Chicago agency, Draper Daniels Inc., after many years with other agencies. In 1961-62 he served Kennedy administration as national export expansion coordinator in U. S. Commerce Department. Just prior to starting his own firm Mr. Daniels had been executive vice president in charge of creative services at Compton Advertising, Chicago, and before that executive vice president of central region of McCann-Erickson.
Consistency in color film coverage of news... day-to-day excellence in visually portraying the news... whether dramatic or dreadful or heart-warming or humorous... always capturing it the way it is, and editing it factually and accurately.

This is what won the top award in TV news.

This is why more people watch WKY-TV news than the total news audience of the other two stations combined.*

*Feb.-March '68 ARB Audiences measurement data are estimates only and are subject to the qualifications set forth by the indicated service.
It's The Year of the

Look-In

Baltimore television's most exciting new programing line-up!

- Steve Allen to wake up weekday mornings at 9. John Gary to spark Sundays at 10 p.m.
- The lure of cash prizes—a new $1,000-a-week Ring-a-Rino telephone game, plus the new 6 p.m. Monday-through-Friday strip, Duckpins and Dollars.
- The "young sound" on the Saturday afternoon Kerby Scott Show. Hurdy Gurdy and all that jazz, Sunday evenings at 7.
- Provocative new concepts in TV reporting by Maryland's Largest Broadcast News Team.
- Plus a great new NBC schedule and a strong roster of returning favorites.
- No wonder Baltimore area viewers will be launching the LOOK-IN Sept. 9!
- Isn't now the time for you to LOOK-IN on these great new selling opportunities? See your Petry man today.
ASCAP pact may save $53 million

If TV growth continues, fees for stations plus retroactive savings, would reach that total in 10 years time, all-industry committee estimates

Basic agreement has been reached on a new music-license contract that would reduce television stations’ payments to ASCAP by 12% the first year and could result in savings ranging up to 25% or more over a 10-year span.

The agreement, which would terminate a six-and-a-half-year-old lawsuit brought by the stations to establish “reasonable” ASCAP rates, was reached by the All-Industry TV Stations Music License Committee, headed by Charles Tower of Corinthian Broadcasting, and the American Society of Composers, Authors and Publishers, led by President Stanley Adams and General Counsel Herman Finkelstein.

A few details, apparently minor, remain to be worked out, but both sides are satisfied they have a deal. The mechanics of drafting the formal terms and getting the necessary court approvals may, however, delay by several months ASCAP’s actual submission of the new contract to stations.

Although the all-industry committee negotiated the deal and will recommend its acceptance, each station must make its own decision. Historically, most stations have gone along with the recommendations of committees such as this in both TV and radio music-license negotiations. Their alternative is to start their own rate-making lawsuits in quest of a better deal, or to conduct protracted negotiations like the present committee’s, or both.

Majority of Stations – The committee in this case represents, and has had the financial support of, approximately 385 TV stations, but the new contract will be offered all TV stations (except, perhaps, the network-owned TV outlets, which made a separate deal with ASCAP in 1964).

The new agreement calls for a 10-year contract starting the first of this year and extending through Dec. 31, 1977, but either side will have an unconditional right to terminate at the end of six years. The old license, which actually expired Dec. 31, 1961, but has been continued on an interim basis, was for five years.

The new contract establishes, for the first time in ASCAP contracts with non-network-owned TV stations, a “stair-step” fee arrangement providing for payments at a lower rate on station revenues above a specified base.

Committee authorities estimated that, given a 6% annual growth rate in TV revenues, this arrangement would save TV stations $39 million in ASCAP commercial fees over the next 10 years, and that a 30% reduction in sustaining fees, also incorporated in the agreement, would add another $9 million in saving.

The base in the new agreement will be the industry average of 1964 and 1965 net revenues (after specified deductions). Where the old contract called for TV stations to pay ASCAP a commercial fee of 2.05% of net revenues from sponsors (after deductions), the new commercial fee will be based on a flat 2% of the industry net revenue base and 1% of industry net revenue in excess of the base.

When this formula has been applied to determine the total industry fee—2% of the base plus 1% of the average—the percentage relationship between this total fee and the total industry revenue will be used by individual stations in determining the ASCAP fee payable on their own net revenues.

Mr. Tower and his associates offered this example:

“Assume that the revenue base (the average of 1964 and 1965 industry net revenue after deductions) is $490 million and that industry net revenue by 1969 has grown about 25% to $612 million. Incremental revenue in 1969 is thus $122 million. Computation of the rate for 1969 would proceed as

Herman Finkelstein

Charles Tower
ASCAP Pact May Save $53 Million

continued

To this $39 million saving they estimated a saving of about $9 million in sustaining fees would be added, plus about $5 million in retroactivity, for a total saving of about $53 million over the next decade.

Retroactive Saving * The estimated $5 million saving from retroactivity relates to credits stations will get because, since the old licenses expired at the end of 1961, they have been paying at the old rates with the understanding that certain terms of the new license, whenever agreed upon, would be retroactive. Under the new contract, credits for retroactivity are to be spread equally over the first four years of the new license.

If the growth rate of TV station revenues should be higher than 6% a year, the dollar saving would then be about $53 million; if the rate is less than 6%, the dollar saving would be lower. Under the 1% incremental rate on revenues above the base, the saving escalates as revenues increase and de-escalates as they decline.

Mr. Tower also noted that TV stations’ music licenses with Broadcast Music Inc. call for payment of BMI fees approximately 50% of ASCAP’s and said that if the same sort of stair-step deal could be negotiated with BMI, keeping BMI rates at about half the level of ASCAP’s, another $19 million or $20 million might be saved, bringing stations’ 10-year total saving on ASCAP and BMI licenses to $72 million or more.

TV stations’ BMI licenses also expired several years ago but have been extended (subject to cancellation by either side on 90 days notice) while the ASCAP case was pending. BMI officials have given no indication of what new terms they will seek, but negotiations between them and the all-industry committee presumably will get under way in the next few months.

Mr. Tower said that the new ASCAP agreement “obviously doesn’t provide as much of a saving as I would have liked to achieve, but we believe it is a better deal than we probably would have gotten if we had gone to trial on our rate-making suit. I regard it as an entirely satisfactory settlement.”

Depends on Growth * “The real value of the deal for TV stations,” Mr. Tower said, depends on the growth of the industry over the long term. If station revenues increase as we hope and believe they will, it is a very good settlement. If revenues don’t increase, it isn’t as good as it will be if they do.

“The committee felt that 1% was about a fair rate but 2.05% had been in effect for 10 years. So we applied the 2%-1% stair-step. It’s a good settlement measured by the realities of the situation, and we all agree it’s the best settlement that could be put together in the circumstances.”

The fact that the rate had been a straight 2.05% for 10 years was one of three “obstacles” that Mr. Tower said the committee faced in the long negotiations:

1. The price pattern of the past was so firmly entrenched that it was hard to change.
2. The TV networks’ negotiated a separate deal for their owned stations in 1964.
3. “Judge Ryan sits at the end of the road if the parties can’t negotiate a settlement.”

The last reference was to Judge Sylvester J. Ryan, who for many years has presided over all ASCAP cases in the U. S. Southern District Court in New York.

ASCAP Won * In the major decision Judge Ryan issued in the current case he ruled for ASCAP against the all-industry committee (and was subsequently upheld all the way to the U. S. Supreme Court), and early in the case he initiated a compromise proposal that, if accepted, would have given ASCAP its long-time demand that BMI be divested of its broadcast ownership.

Mr. Tower acknowledged that the agreement is “fairly complex” but said “we couldn’t make it simpler without giving up dollars, and in trying to make it simpler we might not have been able to be as fair to all broadcasters.”

He thought the deal was better than the one made by the network O&O’s and anticipated that they would elect to switch over to the new one. The O&O deal also incorporated a stair-step fee arrangement, but with somewhat different figures.

Their base is the 1963 revenue level rather than an average of 1964-65; on revenues up to the 1963 level they pay 1.9% (as against 2% in the new deal) but on revenues in excess of the 1963 level they pay 1.325% (as against 1% in the new deal).

The O&O deal was said at the time to represent about a 7% reduction in commercial fees, as compared with the 12% minimum reduction estimated for the new arrangement. The O&O’s, like the Tower committee, got a 30% reduction in sustaining fees (Broadcasting, Nov. 2, 1964).

Long Negotiations * The agreement culminates negotiations that have been conducted, dropped, interrupted, resumed, recessed, reconvened and, often, started afresh in countless sessions over many years.

Mr. Tower paid special tribute to two all-industry committeemen who, being based in New York, bore with him the brunt of the negotiating work:

22 (Programming)

Broadcasting, August 26, 1968
In a suit that may have far-reaching implications for the television syndication business, movie star Cary Grant and five other plaintiffs have charged that Warner Bros.-Seven Arts sold their theatrical motion picture to television stations in the U.S. and Canada on a package or "block," hooking basis without regard to its individual value.

Essentially, the suit, filed last week in Los Angeles superior court, charges Warner Bros.-Seven Arts Inc., Warner Bros.-Seven Arts Ltd., WBPI Inc. (Warner Bros. Pictures Inc.) and others unnamed, with breach of contract. It asks the court to declare whether WB-7A had the right to distribute the movie "Indiscreet," starring Mr. Grant and Ingrid Bergman (released in 1958), in television syndication in a package or "block" along with 47 other theatrical movies and to allocate the proceeds received equally among all the motion picture properties included or whether WB-7A had an obligation to credit "Indiscreet" with a greater proportion commensurate with its value as compared with the other movies in the package.

Plaintiffs along with Mr. Grant and Norman Krasna, who wrote the screenplay of, "Indiscreet" based on his own play, "Kind Sir!": Stanley Donen, producer-director of the feature film; Granco Co.: Stanley Donen Films Inc.; and Granco Productions, a joint venture composed of Stanley Donen Films Inc. and Granco Co. Specifically, the suit is for declaratory relief, seeks to impose a constructive trust on proceeds allegedly wrongfully withheld, charges constructive fraud, seeks damages for breach of contract and an accounting and asks to establish successor liability as a result of last year's merger between WB and Seven Arts.

Charges • The suit claims that on or about Nov. 15, 1957, Warner Bros. entered into a written production-and-distribution agreement with Grandon Productions Ltd., an English corporation; Stanley Donen Productions Inc., and Winkle Radio Productions Inc., the last two named both California corporations; for the creation, production and distribution of a proposed feature-length, so-called class-A motion picture, eventually titled "Indiscreet." (According to the suit, all rights, title and interests to these three corporations, as well as the entire ownership of "Indiscreet," now belong to Mr. Grant and his co-plaintiffs.)

Among other things, WB is said to have agreed to distribute and exploit the picture throughout the world in theatrical and television exhibition; also, it's contended that WB promised to use its best efforts and good faith to secure the largest return from the distribution of the movie as is reasonably practicable and consistent with sound business policies and practices and as is justified by the quality of the movie and its acceptance by the public and exhibitors. As evidence of the quality and commercial success in theatrical distribution of "Indiscreet," the suit points out that as of Oct. 4, 1962, the movie had fully recouped its costs.

Supposedly under terms of the production-distribution agreement involving "Indiscreet," the plaintiffs, after the deduction of certain unspecified production and distribution costs, were entitled to 75% of the gross receipts earned by WB syndication of the movie, while the remaining 25% was to be retained by WB. However, the suit goes on to charge, on or about Oct. 4, 1962, WB entered into a written television agreement with 7A (long before the merger of the two) whereby 7A agreed to, among other things, fulfill the obligations of WB to distribute "Indiscreet" by TV exhibition throughout the U.S. and Canada.

It's alleged that terms of this new agreement called for 7A, as the agent of Warners, to retain a distribution fee of 30% of the gross proceeds plus 50% of the gross in excess of an advanced payment and certain unspecified distribution costs. The contention is made that WB received in excess of $10 million gross from TV syndication of the movie package that included "Indiscreet."

The meat of the controversy could prove indigestible to the TV syndication business. For the plaintiffs contend that the defendants do not have the right to license "Indiscreet" in television syndication on a package or "block" basis along with other movies and that the defendants failed to use their best efforts and good faith to secure the largest return from the distribution of this claimed-to-be special-quality feature.

At the same time, it's the defendants' apparent claim that they had the right to distribute the movie by means to TV syndication in a package or "block" and that they had the further right to allocate revenues received from this TV distribution equally among all the feature properties in the package. The defendants, too, of course, claim that they did in fact exercise their best faith and efforts to secure the largest return from the TV distribution of "Indiscreet."

Mr. Grant and co-plaintiffs argue that WB-7A owned most of the 47 movies in the package sold in TV syndication and should have allocated to "Indiscreet" an additional sum of not less than $500,000 from the total proceeds of TV syndication. They are asking for damages for constructive fraud of $500,000 together with punitive damages $250,000. They also are asking damages for breach of contract of $500,000.

Andrew Murtha of Time-Life Broadcast and Elisha Goldfarb of the law firm of Regan, Goldfarb, Powell and Quinn, counsel for RKO General. He also singled out Don Schapiro of the committee's law firm, Barrett, Knapp, Smith & Schapiro, for making "vital contributions."

He also noted that Hamilton Shea of the Gilmore Stations, who headed the committee until Mr. Tower became chairman in 1963, had a major role both as chairman and, subsequently, vice chairman. All other members, too, participated importantly "in all key decisions, both substantive and strategic," Mr. Tower said, while all of the nearly 400 stations that supported the committee did so, expensively with money but also in many cases with information vital to the industry's cause.

"And finally," he added, "since it takes two to make a deal, we should give credit to ASCAP's Herman Fin-
ASCAP PACT MAY SAVE $53 MILLION continued

mined, the revenue base will thereafter be adjusted only to reflect the entry of new stations or the cessation of operations by stations previously included.

Adjustment Possible * Since industry revenue figures for any year do not become available until after the close of the year, stations will pay on an estimated basis subject to adjustment.

In applying the commercial fee rate, stations will report to ASCAP all broadcast revenue including the value of trade deals (except in certain specified cases). In determining local revenue subject to ASCAP fee, they will not be required to include revenue paid by regular networks providing normal network service, political revenues, bad debts and rate-card discounts.

Allowable deductions from adjusted gross revenue are (1) certain program expenses that may be deducted at each station's option, on an itemized basis or through a standard deduction, (2) advertising agency commissions not exceeding 15% of net revenue after deduction of program expenses, and (3) a sales commission equal to 15% of net revenue after deduction of program expenses and the allowable agency commission. Stations not affiliated with a regular network may, if they elect to itemize deductions, deduct a 20% sales commission instead of 15%.

For network-affiliated stations the optional standard deduction is 15% of revenue attributable to programs produced by the station and 10% of all other station revenue on which a fee is payable. Revenue from announcements broadcast during breaks between programs is to be attributed to the program following the break; revenue from announcements broadcast before or during a break between network programs is local revenue subject to the 10% deduction.

Affiliates' Plan * Network affiliates that do not elect to take the standard deductions will be allowed the following deductions or program expenses:

(1) 80% of the cost of films or video tapes used in feature film, cartoon, syndicated film or taped programs, including cost of prints and express charges; (2) 80% of the cost of news service purchased from a bona fide outside supplier; (3) cost of talent for a particular program or programs including talent fees paid to staff announcers; (4) cost of broadcast rights; (5) cost of a transmission utility for remote pickup; (6) cost of prizes to program participants.

For stations affiliated with a network, the optional standard deduction will be 37½% of revenue attributable to programs broadcast by remote pick-up, 32½% of revenue attributable to all other programs produced by the station, and 25% of revenue from all other sources on which a fee is payable.

Independents preparing to itemize deductions may take the same ones as affiliates, except that the deduction for sales commission may be 20% instead of 15%.

In determining credits for retroactivity, the new stair-step formula will apply for the years 1966 and 1967 and the credits for those years will be the difference between fees payable under that formula and those already paid under the old 2.05% rate. For 1964 and 1965 the fee will be 2% and the credit will be the difference between that and 2.05%.

The sustaining-fee credit for the years 1964 through 1967 will be 30% of the sustaining fee payable under the old license. The old license pegged the sustaining fee at the station's highest quarter-hour card rate per month.

The retroactivity provisions do not apply to the years 1962 and 1963.

Long Negotiations * The agreement appears to signal the end of nearly seven years of ups and downs.

In the fall of 1961, with the old licenses due to expire at the end of that year, the committee called upon ASCAP for an entirely new kind of license—one on which TV stations would pay ASCAP nothing for the music that is played in feature films and syndicated programs, or about 70% of local programming (Broadcasting, Oct 23, 1961).

The rationale was simple: motion-picture producers, not motion-picture exhibitors, pay for ASCAP rights "at the source"—that is, at the time of production. In the absence of ASCAP, independent TV producers, as well as features should do the same, leaving stations to pay ASCAP only for whatever music they use on programs they produce themselves.

ASCAP refused, and in line with provisions of the antitrust decree governing ASCAP's operation the committee went to court, asking that ASCAP be required to issue that kind of license, called "clearance at the source" (Broadcasting, Dec 19, 1961).

The committee, through the legal counsel then representing it, pushed repeatedly for source-clearance licenses but nine months later Judge Ryan, without ruling on whether such a license would be reasonable, held that ASCAP could not be compelled to issue it (Broadcasting, Sept 17, 1962). Twenty-one months and three trips to the U.S. Supreme Court later, the judge's decision still stood. The Supreme Court refused to review it (Broadcasting, June 29, 1964).

Meanwhile, efforts toward a negotiated settlement had started early in the game. Within months after the suit had been filed Judge Ryan initiated a plan to settle it. Key features: ASCAP would take a 17% cut in its TV-station music rate, and broadcasters would give up their ownership of BMI. ASCAP, which has been demanding divestiture of BMI virtually since BMI was formed in 1940, accepted the plan; BMI, of course, and its counsel agreed to consider it (Broadcasting, March 19, 26, 1962).

Differing Views * When word of the BMI-divestiture feature leaked, a storm broke that threatened to— and to some extent did— carry over into that spring's annual convention of the National Association of Broadcasters. Before the NAB convened, however, the committee had decided to reject the plan.

Pre-trial conferences and arguments on "reasonable" rates resumed and were conducted sporadically. Toward the end of 1963 Mr. Shea, having served three years as chairman and pleading the need to spend more time on his station's affairs, turned over the chairmanship to Mr. Tower (Broadcasting, Nov. 11, 1963), and after the Supreme Court refused to review the decision against source-clearance licenses, the law firm of Barrett, Knapp, Smith & Schapiro was named to succeed that of Donovan, Leisure, Newton & Irvine as committee counsel (Broadcasting, Aug. 10, 1964).

The networks' decision to make a separate deal with ASCAP for their o&o's was a heavy blow to the committee, because by making the o&o deal look acceptable it seemed, as one committee-member expressed it at the time, to "pull the rug out from under the committee" in its efforts to get even better terms. But after considering the problem, the committee decided to proceed on its own.

In subsequent sessions, many of them heated, the committee won court-authorization access to data in ASCAP's files, and ASCAP in turn won access to confidential financial and other information in the files of stations represented by the committee, but under conditions that would protect the confidentiality of such data (Broadcasting, Sept. 19, 1966).

For the past year or more, most of the work on the case has been in private negotiations rather than in the courtroom, and the tempo of these sessions has increased substantially in recent months.

At one point in June the negotiators were so close to agreement that the committee representatives thought they had a deal, but whatever accord there was came unstuck when the two sides started drafting a memo of agreement (Closed Circuit, July 8). Apparently
The 18th market.
You get there through the 13th NBC station.

Surprising, supercharged Atlanta. In one year, it soared from the 23rd largest television market in the country—in number of prime time homes—to the 18th.

And in the same year, Atlanta's WSB-TV came from 18th place among NBC affiliates to 13th.

What does that mean to people with a product? It means that WSB-TV's national position among NBC affiliates is stronger, now, than Atlanta's enviable position among national markets. Doesn't that say something about the logical way to reach the eyes—and the purses—of 339,300 affluent prime-time households?

In Atlanta, Channel 2 is the one. For most the only one.

WSB-TV/Ch. 2/Atlanta/NBC/Petry
both sides are satisfied the one whose terms were disclosed last week is the real thing.

Members of the all-industry committee, in addition to chairman Tower and Messrs. Goldfarb and Shea, are Robert H. Smith, WCGB-TV Bristol, Va.; Jack Heywood, Avco Broadcasting; Joseph S. Sinclair, Outlet Co. stations; Lawrence H. Rogers II, Taft stations; John McCoy, Storer stations; Dale Moore, KOJO-TV Missoula, Mont.; Paul Goldman, KNOE-TV Monroe, La.; Bill Grant, KOA-TV Pueblo, Colo.; David Baltimore, WBRE-TV Wilkes-Barre, Pa.; Ralph Jackson, WAVE-TV Louisville and J. B. Fuqua Industries stations.

**Madalyn Murray O’Hair rates in complaints**

A program featuring atheist Madalyn Murray O’Hair extolling the virtues of her creed was among the principal subjects of public complaints to the FCC on broadcasting during the month of July. The program is broadcast over KTXC Austin, Tex., which is owned by the family of President Lyndon B. Johnson and has been held in trust during Mr. Johnson’s terms of office.

Overall, complaints totaled 1,770 for the month, a drop of 178 from June. Other major subjects of complaints included: discontinuance of a program on racial problems by a Detroit TV station; change from a classical music format to “adult rock” by a San Francisco FM station; views expressed on call-in and other kinds of discussion programs, and obscene, indecent or profane material. Some complaints alleged discriminatory programming or employment practices, and a number of other letters were critical of the commission policy announcement on discrimination in broadcasting.

**Foster-Rouse line-up past 20-station mark**

More than 20 TV stations will carry live a 10-round bout between lightweight champion Bob Foster and challenger Roger Rouse, Sept. 9, from the coliseum in Washington, 10 p.m. EDT. WPIX-TV New York will originate the telecast.

According to Jack Price of Price Roberts Productions Inc., New York, producers of the bout, participating stations may eventually total as many as 35. He indicated that there may be taped delay in Washington.

Sponsorship in the East is by Schaefer Beer and in the West by Gillette Hot Lather, both through BBDQ, New York.

**ABC suit brings QM countersuit**

Martin, in $102-million counterclaim, files for breach and business loss

The contractual dispute that ended ABC-TV’s long-time association with producer Quinn Martin and his QM Productions—a rift that has all Hollywood buzzing as to how it may have been caused—has widened into court with a suit and counter suit. It also apparently has aborted a planned merger between QM and Fields Plastics & Chemicals Inc., a New Jersey-based manufacturer.

The court actions started on Aug. 7 when ABC filed civil suit in U. S. District Court, Central District of California in Los Angeles, asking for declaratory judgment regarding its contract with QM Productions. Last week, QM Productions, and Quinn Martin, president and treasurer of the production company, who owns 88.5% and Eli Parker, vice president and secretary, filed counterclaims against ABC. The counterclaims, for damages due to breach of contract, fraud and interference with advantageous business relations and for declaratory relief, ask for a total of $102,725,000.

Specifically, the counterclaimants ask for compensatory damages of $20,725,000 to QM Productions; for compensatory damages of $46.4 million for Mr. Martin; for compensatory damages of $5.6 million for Mr. Parker, and for exemplary damages for all of $30 million.

**Agreement Terminated** — The claims and counterclaims stem from termination of a written agreement ABC had with QM for the production and delivery of three feature-length motion pictures for broadcast over ABC-TV network during the 1968-69 season. The agreement also called for QM to produce and deliver over the course of the subsequent three years a minimum of 26 episodes of at least one new TV series a year for broadcast over the network. This agreement, both plaintiff and counterclaimants agree, was entered into on Sept. 2, 1967, and amended on Feb. 28, 1968 (BROADCASTING, Aug. 5).

ABC contends that on July 24, 1968, it duly terminated the agreement and notified QM that it should cease production and all other activities under the agreement and to take all reasonable measures necessary to avoid further cost and expenses. ABC further contends that it is not obligated to compensate QM for its efforts. In its suit, ABC asks that the court declare its rights and those of QM under the contract and determine that ABC is not indebted to QM.

QM charges that its agreement with ABC was terminated and repudiated “wrongfully and willfully and without excuse or justification.” The action also states that ABC’s breach of the agreement caused the Messrs. Martin and Parker, as sole stockholders of QM, to lose the benefits of an important business transaction. They had hoped to consolidate QM with Fields Plastics & Chemicals, which is listed on the American Stock Exchange. Under the plan of consolidation, which it is contended was agreed on in principle on or about July 16, Mr. Martin would have owned 2,062,537 shares and Mr. Parker 266,537 shares of the stock of the merged corporation. But owing to ABC’s termination on July 24 of its agreement with QM, the counterclaimants allege, Fields has suspended discussions on the proposed merger.

Over the last decade, QM has been the leading independent supplier of dramatic hour series for ABC-TV. Among the company’s output for the network were The Invaders, The Fugitive and Twelve O’Clock High. Currently QM is producing The FBI series for ABC-TV with Warner Bros.-Seven Arts Ltd.

**Hot rod coverage to be syndicated by tape**

The National Tape Network, Indianapolis, will provide radio stations with taped interviews and telephone reports from the 14th annual national championship drag races at Raceway Park in Indianapolis, Aug. 30 through Sept. 2.

The tape network will wrap up its coverage of the championships with the first broadcast of its new 10-minute weekly syndicated Roddin’ with Bob program, which will cover news of drag racing, hot rodding, custom car shows and car clubs. NTN also plans a 30-minute program of highlights from the championships for the Armed Forces Radio Network.

**Composite-week dates set**

FCC has released dates in 1967 and 1968 that will be used for the composite week in 1969 license renewals. They are Sunday, Jan. 28, 1968; Monday, July 22, 1968; Tuesday, Sept. 12, 1967; Wednesday, May 8, 1968; Thursday, Nov. 16, 1967; Friday, April 19, 1968; Saturday, Feb. 17, 1968.
A 2½ MINUTE NEWS SUMMARY
A few weeks ago AP tried a new format for broadcast summaries. It met with such a resounding cheer of approval that now it's a permanent feature of AP news. We call it the complete 5 minute summary that takes 2½ minutes.

Now, instead of each news item crossing the wire as a single paragraph, each story is datelined and broken into two paragraphs. The first paragraph is a carefully edited capsule of the top of the news, while the second contains secondary details. So if you use just the first paragraph of each item, you have a complete summary of about 2½ minutes. And if particular stories are of special interest to your audience, you can simply expand your coverage by using both paragraphs.

That's still 5 minutes of summary news. Like most good ideas, AP's new summary format makes things a lot easier for you. First of all, it's far more flexible. That means it will fit your programming requirements without extensive editing. Plus it gives you time for thorough regional and local news without eliminating any of the facts necessary for complete national coverage. Furthermore, with the added datelines, each news item is clearly set apart for easy identification.

If you're interested in having the 2½ minute summary make things easier for you, contact your nearest Associated Press representative, or call Bob Eunson at AP headquarters: 50 Rockefeller Plaza, New York, New York 10020. Phone:(212) PL7-1111.

THE ASSOCIATED PRESS

FOR AP MEMBERS ONLY:

BURLINGTON, NORTH CAROLINA) -- ROBERT ROGERS -- WHO'S NO HELD IN CONNECTION WITH THE SLAYING OF THREE PERSONS IN NEW YORK CITY -- HAS BEEN REMOVED FROM THE ALAMANCE COUNTY, NORTH CAROLINA JAIL. IT'S BELIEVED HE'S BEING FLEW TO NEW YORK. ROGERS WAS ACCOMPANIED BY A NEW YORK ASSISTANT DISTRICT ATTORNEY, TWO NEW YORK CITY DETECTIVES AND THE ALAMANCE COUNTY SHERIFF.

lace
LUMBUS & JACKSONVILLE O (2ND GAME)
TV caught in political middle

How everybody uses Section 315 to his own ends:

McGovern appeals to FCC; Humphrey and McCarthy scrub debate—and then there are Wallace, Maddox

It was an off-again, on-again, off-again week for preconvention debates and television appearances of contenders for the Democratic presidential nomination. Plans, never very firm to begin with, for a full-hour, direct confrontation between leading candidates Hubert Humphrey and Eugene McCarthy fell through Wednesday (Aug. 21), a victim, it was indicated by the Humphrey camp, of Section-315 brinkmanship by other contenders and the unsettled international situation.

And a special one-hour edition of NBC's Meet the Press, originally penciled in with a half hour for Vice President Humphrey and a half hour for Senator McCarthy (D-Minn.) (Broadcasting, Aug. 19) became a full hour for the Vice President when the McCarthy camp notified the network that its man could not appear.

The Humphrey forces took the lead in scuttling the planned multitnetwork Humphrey-McCarthy confrontation when Ted Van Dyke of the Vice President's staff phoned CBS News President Richard Salant on Wednesday to tell him "we're going to have to abandon the debate." Mr. Salant was coordinating the effort for the three networks.

Senator McCarthy's pullout from Meet the Press was officially laid to a schedule conflict; the senator was also to appear on CBS-TV's Face the Nation on Sunday 12:30-1 p.m. EDT, Meet the Press was slated at 5-6 p.m. But it was reported that Senator McCarthy was concerned that two separate but back-to-back half hours allotted to himself and the Vice President would be construed by the public as a "debate," when, in fact, none had taken place. He also, it was said, doubted the usefulness to either camp of television appearances so near convention time, too late for public opinion to reach and influence the delegates.

Saved by the Bell * The cancellation of the multitnetwork Humphrey-McCarthy debate (time had been offered on Friday, Aug. 23, 7:30 to 8:30 p.m. EDT) saved the FCC from ruling on a demand by Senator George McGovern (D-S.D.) that he be included. When he was offered "equal time"—a half hour of prime time elsewhere in the week, he charged that the networks were discriminating between the candidates and threatened to seek a court injunction barring a Humphrey-McCarthy program if the FCC rejected his demand that he be included.

And the other nationally declared candidate for the nomination, Georgia Governor Lester Maddox (Broadcasting, Aug. 19) also asked to be included, although the debate collapsed before any Maddox protestation against separate but equal time could reach the commission.

The commissioners were saved the trouble of making a decision by word, received from NBC and CBS late Wednesday afternoon, that the debate had been called off. Before the word was received, the commissioners had discussed the complaint at some length but without giving any indication as to how they would have voted.

Staff Positions * It's understood, however, that the McGovern position had little support at the staff level. The general counsel's office and the broadcast bureau reportedly felt that the networks were not required to include Senator McGovern in the debate.

But the staff was split on whether the networks' counteroffer to Senator McGovern of a half hour of prime time satisfied the requirement that the senator be given equal opportunity to the Vice President and Senator McCarthy, who would have been jointly exposed for one hour on each of the three networks simultaneously.

The general counsel's office felt the networks were meeting their obligations under Section 315. The broadcast bureau felt they were not. (NBC said Wednesday [Aug. 21] that Senator McGovern and Governor Maddox had been offered the 7:30-8:30 p.m. Saturday time slot, and the candidates could opt for a joint appearance or separate half hours.)

Wallace Problem * But if the FCC was spared a decision on preconvention equal time it still faces a request from CBS on network coverage of former Alabama Governor George Wallace's speech before his American Independence Party convention, to be held some time, some place next month.

CBS last week asked the commission for a declaratory ruling as to whether coverage of the speech would be exempt from the equal-opportunities clause of Section 315 of the Communications Act.

If it is, CBS says, it plans to cover the speech. Mr. Wallace, it's noted, "is a significant factor in the presidential campaign."

But if the speech is not exempt—and the "more than a dozen" presidential candidates would become entitled to equal time—CBS said, such coverage "would not be feasible."

Waiting Game * NBC reports only that coverage of the Wallace convention is "under consideration." ABC will make no commitments before the FCC decides what sort of a program it would be under the law.

The 1959 amendments to Section 315 exempt "political conventions and activities incidental thereto," but the commission's pamphlet explaining the application of the equal-time law in specific cases refers to "nominating convention." And the Wallace convention will not be a nominating convention.

CBS notes that Mr. Wallace and his running mate will be nominated before the convention is held. The business of the convention will consist of the presentation of a summary of the party platform, speeches by the presidential and vice presidential nominees and reports from state delegations.

Other details, like time and place, however, remain uncertain. The convention is to be held some time between Sept. 12 and Sept. 25 in either Baltimore, Chicago, Miami or New York.

Democrats provide taped news

Tape-recorded audio reports of Democratic convention developments are being provided for radio and television use by the Democratic National Com-
Coverage is set for Chicago

Despite the problems broadcasters will have
live convention feeds

“This is bound to be a convention of surprises.”

The quote is from a high official of the Democratic National Committee Thursday at the Chicago International Amphitheater as he attempted to anticipate problems not only of the convention program itself this week but also the prospects for adequate coverage by television and radio.

The convention itself, as well as the coverage, might well be affected by a number of events outside the meeting hall. Among these were the possible death of former President Eisenhower, the crisis in Czechoslovakia, Viet Nam, mass demonstrations locally in Chicago and possibly other related disorders. Security measures are without precedent.

Television and radio facilities within the amphitheater generally were operational late Thursday even though in some cases quality checks, rehearsals and fine studio preparations were yet to be made. Some live shows already were originating from the hall.

Around the Chicago Loop hotels, broadcast coverage continued to be virtually all on tape or film because of the three-month old strike by the telephone local of the International Brotherhood of Electrical Workers against the Illinois Bell Telephone Co.

Emotions and pressures seemed to be taking their toll uptown. Hotel TV crews last week found cabled to their video tape vans sliced. Overhead camera shots from “cherry picker” units were discouraged and mobile news vans sometimes were informed they might do well to move somewhere else.

Network crews in Chicago were not allowed to put their own microwave relay dishes on hotel roofs or other sites under the strike rules, a situation unique to Chicago. Network radio men were reluctant to be seen patching their tape recorders by alligator clips to the public telephone talk terminals.

More Problems • Chicago also continued to give newsmen more than their usual share of convention coverage headaches with the taxi cab strike. Negro bus drivers too were poised to strike over the weekend. As one veteran network producer noted, “This one is the worst I’ve ever seen.”

Although the local TV film editors union had reached a settlement with CBS-owned WBBM-TV Chicago (BROADCASTING, Aug. 12), film editors at NBC-owned WMAQ-TV Chicago were still on strike and picking the amphitheater Thursday. NBC said its program operations there and at the Merchandise Mart studios were not affected. Union negotiations at ABC-owned WBBR-TV Chicago continued.

ABC-TV said it was operational from the amphitheater as of last Monday on an emergency basis but did not expect to be fully on the air until this Saturday. Live feeds began for the ABC radio networks early Thursday morning.

ABC News reported one major casualty last week before the convention even began. Its special helicopter shuttle from a stockyards pigpen was grounded by the Secret Service. Security rules prohibit such aircraft, except those of police, within five miles of the site.

CBS-TV went operational from the amphitheater studios Monday while CBS Radio began live feeds from there Thursday. As NBC did in Miami, CBS in Chicago is handling the network broadcast pool. The pool’s color-TV system went operational Wednesday but rehearsal and quality checks still were to be run Friday.

The convention hall audio pool is being handled by Mutual under the CBS pool control. MBS has a parallel operation feeding its own affiliates as well.

NBC-TV began live TV feeds from the convention hall Thursdays as did NBC radio. The network also reported that group testing by all the networks of their various radio frequency “wireless” TV cameras and microphones was scheduled for Friday, an exercise anticipated with caution considering the frequency spectrum crowding within the hall among hundreds of walkie-talkie units and other devices as well as the radio-TV gear.

NBC again plans to use its small wireless RCA “Manpack” color camera. ABC is using the Ampex color portable while CBS is using the small unit developed by CBS Labs.

Canadian Coverage • Among the many color vans in the hall Thursday was one not found earlier in Miami. It was a color unit from CFTO-TV Toronto. Inside were technicians from both CFTO-TV and CBC-TV plus producers from the BBC-TV.

FCC again defines its equal-time guidelines

With the political season of this election year now in full swing, the FCC must last week make a decision on its equal-time rules and remind in connection with political broadcasting.

The commission, in a public notice, said that it “encourages” broadcasters to make their facilities available to political candidates. But it reminded them that they cannot satisfy their obligations under the equal-time law by offering a candidate reply time on a take-it-or-leave-it basis.

Section 315 of the Communications Act, the commission noted, gives legally qualified candidates the right to opportunities equal to those given their opponents in the use of broadcast facilities, without the broadcaster having any right of censorship.

Thus, the commission added, it “has held that an attempt by a licensee to dictate program format, participants, length of program and times of tapping and broadcast, and then offering the package to the candidate on a ‘take it or leave it’ basis does not deprive a candidate who refuses an invitation under such conditions of his right’ to appear after his opponent has used the station’s facilities.

Area Considerations Noted • The commission also noted, though, that licensees, under the equal-time law, “has the responsibility of making good-faith, reasonable judgments as to what programing will best serve the needs and interests of his area.”

It concluded that it “recognizes the important contribution broadcasters can make to an informed electorate by contributing broadcast time to election campaigns, and hopes that licensees will attempt to work out mutually agreeable arrangements with candidates so as to enhance the opportunities for use of broadcast facilities.”

FCC officials said that notice had been in preparation since June.
A swing to Negro activism

Advocating creation of ‘united black front’
Harlem-based agitators get pledges of allegiance
from delegates to convention of Negro DJ’s

The Negro broadcaster may have lost control of his National Association of Television and Radio Announcers to an outside group of militants who moved in on NATRA’s Miami convention Aug. 15-18.
The outside group, Fair Play for Black Citizens Committee, a New York-based organization which only recently turned its focus on black broadcasting, claimed it obtained some 500 signed pledges from NATRA members, officers and associates at the Miami meeting.
The manner in which NATRA acted first to rebuff and subsequently to welcome the appearance of the black-militant organization at the 13th annual convention of NATRA in Miami, the postponement of decision on a tempting merger bid from the American Federation of Television and Radio Artists (Broadcasting, Aug. 19), the sudden disappearance of NATRA’s executive secretary (Del Shields, WLIB New York, host of syndicated Night Call), who was the chief architect of the convention—these and other signs suggested the symbolic vision of a middle of the night despite the teams of special guards on 24-hour patrol at NATRA’s request.

This impression was in no way alleviated by a statement, issued in New York almost a week after the incident in Miami and attributed to Mr. Shields and E. Rodney Jones, of WVON Chicago, president of NATRA. The closing sentence of the statement read: “NATRA does not intend to be intimidated or coerced or threatened but...

To live and grow as an organization that seeks to add a vital voice to answer the needs of blacks and concerned whites in the broadcasting and record industries” (see box below).

By day and on the surface, however, the outward appearance of the convention and its officials was business as usual. NATRA officials explained that the Fair Play platform, “as generally acceptable to anyone as the Declaration of Independence or Bill of Rights,” actually had been the substance of NATRA’s thinking or position all along but “more eloquently stated.” They explained the Fair Play group was just “cooperating.”

Just a Meeting – Outwardly this was simply another broadcast industry meeting, devoted purposefully to exploring the problems of the black man in radio-TV today and recognizing his many achievements in public service, entertainment and salesmanship. As many such meetings do, things got off schedule occasionally and there were last-minute changes of program.

It was to be NATRA’s record-breaking convention at Miami’s new Shera-ton-Four Ambassadors — an achievement in itself because the young organization earlier had been blocked from meeting at a prominent Miami Beach hotel.

NATRA couldn’t keep track of the turnout, estimated to run well above 1,500 including wives and children. NATRA’s active membership of broadcast- ers is estimated at 500 or so.

And three dozen record labels invested collectively a minimum of a quarter-million dollars for food, hospitality, entertainment, and supporting services to help the convention along.

The convention was destined to be significant too based on the prominence of its invited guests and speakers, including Mrs. Martin Luther King and Representative John Conyers (D-Mich.). NATRA’s sources said Congressman Conyers was not aware of the Fair Play group’s position when he spoke at the wind-up luncheon Aug. 18 urging NATRA’s inclusion within the framework of his new politically oriented National Committee of Inquiry.

NATRA members gave standing ovations to the Aug. 16 dinner speaker, Georgia State Representative Julian

A vow to resist militant take-over

The president and executive secretary of the National Association of Television and Radio Announcers said last week that the organization would fight to preserve its identity against pressure from outside sources.

The president, E. Rodney Jones of WVOX Chicago, and executive secretary, Del Shields of WLIB New York, issued their statement in New York last Thursday, four days after the conclusion of the annual NATRA convention at which a band of outside organizers was active (see story above).

Nowhere in the statement was the Fair Play Committee identified by name, but it was assumed to be the subject of the following reference: “Because we are a democratic organization attempting to make changes in our industries through legal democratic processes, we were unaware and totally unprepared for outside forces whose purposes may have been legitimate but who failed to observe the sophistication of change through majority rule.”

The NATRA officers said they would welcome any responsible investigation of their association. “We hope,” they said, “that those who

Del Shields, a principal organizer of the NATRA convention, disappeared during the first night and did not surface again until he and E. Rodney Jones, president, issued a statement last week in New York.

seek change through intimidation and force will make their organization available for such inspection.”
Bond (D-Atlanta). Mr. Bond reviewed the historic struggles of the Negro to win justice under the white power structure, cited the years of unkept promises, noted twice as many blacks "are being sent to Vietnam to die each year" as whites and recalled colonial America had to resort to revolution to win freedom.

"Violence as a political means has not yet had a real test in the United States," Mr. Bond said. "The black movement has to address itself to solving America's white problem," he said.

Cosby A Hit * An ovation also was accorded TV star Bill Cosby, honored with NATRA's man-of-the-year award at its $50-a-plate dinner in the Miami Bay Front auditorium Aug. 17. Mr. Cosby asserted extravagant spending for the convention in places like Miami should stop. Among his possible alternative sites: Harlem, Watts, North Philadelphia, Chicago.

"Let us find a place, take our money into a community and make that community live," Mr. Cosby said. "No more of this trying to be like a big-wig," he continued. Let's take our money home to feed our children and make work for our fathers."

The response to another major speaker, however, was mixed.

FCC Commissioner Nicholas Johnson, who spoke for about an hour at the Aug. 17 luncheon and discussed new program ideas and how the black disk jockey could better serve the ghetto listener (BROADCASTING, Aug. 19), drew a few quiet "amens" and "that's right, brother" during his speech. Record-company executives listening showed no reaction to his warning of possible payola revisited if the entertaining and other assistance went too far.

Commissioner Johnson had scarcely finished talking when one who disagreed with him exploded in open emotion, rushed to the podium and denounced the microphone. Carleton (King) Coleman, former disk jockey and now head of Platinum Records, shouted, "I detest this whole program," and told the FCC official he had no business making such a speech to NATRA.

"He should have made this talk to the station owners," Mr. Coleman said. "We are announcers and we have no control over programing." Launching into criticism of "$200,000-a-year" black personalities on top New York stations who submit to white control (exception: "William B. Williams on WNEW New York is the only man in radio who can say his own views"), Mr. Coleman concluded: "We just want to do what white people can do."

NATRA long applauded the Aug. 16 talk by Andrew Carter, president of KPRS Kansas City, one of the few black owners of a radio station. Calling upon black broadcasters to learn the business as well as the program side of radio and to get into ownership of their own stations, Mr. Carter advised: "We can no longer allow ourselves to be used as a Judas goat to lull our people into forgetting the inequities of the world around them."

Mr. Carter said black broadcasters can no longer "bleed our people of the little money they now have by producing and delivering commercials for the sharp operators in our community whose shoddy merchandise and high prices and higher interest rates have kept our people poor."

Shields Disappears * As the NATRA convention got underway Thursday (Aug. 15) it was clearly under the direction of Executive Secretary Shields. By Friday morning, however, Mr. Shields could not be found, and everyone disclaimed knowledge of what had happened or where he was. He never returned.

Prominent thereafter in introducing NATRA officers and meetings and among those assuring the Fair Play group that it was welcome was Tommy Smalls, a co-founder of NATRA who now is a New York restaurant operator. Mr. Smalls is a former disk jockey.

At a Friday-morning membership meeting, NATRA's board chairman, Jack Walker, music director of WLIB New York, opened the session by assuring the members the convention would continue as planned despite the reports of intimidation. He explained this turn of events had kept NATRA officials up all night Thursday night.

Mr. Walker then said the Friday-morning meeting would go into closed session and asked newsmen to leave. The meeting had been scheduled as an open session to discuss the role of the black broadcaster in today's urban crisis, a "part two" session following the earlier meeting on the subject in New York (BROADCASTING, May 20).

The purpose of closing the meeting, Mr. Walker said, was to permit a Fair Play representative to present his platform. Subsequently Mr. Walker explained his Friday-morning remarks were mistaken. He indicated they had been based on rumor.

The Visitors * The Fair Play group operated from a table in the lobby of the hotel near the NATRA registration desk. The Fair Play representatives passed out their platform and other literature as well as badges and solicited pledges. NATRA sources said the Fair Play people did not register or pay the convention fees.

Eddy Ellis, a free-lance writer who said he was handling publicity for the Fair Play group, explained early in convention that his organization is four years old, has worked socially and economically in behalf of ghetto victims in Harlem and is now forming chapters in other cities. He said Fair Play is financed through public contributions, represents a broad cross section of the community and only recently turned its attention to broadcasting.

Mr. Ellis said Fair Play's delegation to Miami totaled 34 men from several cities. Most are not in broadcasting, he said, but about a half-dozen are disk jockeys.

Fair Play's New York headquarters is at 2566 Seventh Avenue (phone 368-8000). Chairman, according to Mr. Ellis, is Teddy Wilson.

Mr. Ellis said he had heard all sorts
WCCO Radio. Bigger than TV.
(In Minneapolis St. Paul that is.)
WCCO Radio is the biggest thing in broadcasting in the Minneapolis-St. Paul market. Our most dramatic and convincing point: WCCO Radio is bigger than TV!

Check these comparisons, based on average quarter-hour estimates from ARB:

**ALL DAY...ALL WEEK:** WCCO Radio attracts larger audiences than any television station in the Twin Cities. (6:00 AM-12:00 Midnight, Monday-Sunday).

**DAYTIME:** The WCCO Radio audience is bigger than all four Minneapolis-St. Paul TV stations COMBINED. (6:00 AM-6:00 PM, Monday-Friday).

PRIME TIME: WCCO Radio’s morning audience is greater than the evening audience of any Twin Cities TV station. (6:00-10:00 AM, Monday-Friday, for WCCO Radio; 6:30-10:30 PM, Monday-Friday, for TV).

On each point, WCCO Radio is the clear-cut leader among all persons 12 and older. Also adults, women and men.

Before setting your next budget, get full details of WCCO Radio’s bigger-than-TV story. You’ll find there’s more to advertising than meets the eye.

---

**WCCO Radio**

MINNEAPOLIS / ST. PAUL • Represented by CBS RADIO SPOT SALE.

of wild rumors about his group such as it might use strong-arm methods to take over the NATRA convention. He firmly denied such reports and assured that they were merely rumors. 

Privately, however, a Fair Play leader explained: "We are nonviolent to start with. But will employ whatever techniques are necessary to get a hearing for our program, including vio-

Dark of Night * Later in the week Mr. Ellis reported the successful accomplishments of the Fair Play group. He said at 12:30 a.m. Friday morning in the Fair Play's quarters, suite 1071, his group met with officers of NATRA to try to dispel the rumors and assure them that "Fair play didn't come for any rough stuff. But we advised them we wouldn't be intimidated either."

There were 18 officers and directors of NATRA present at the middle-of-the-night meeting with Fair Play, Mr. Ellis reported, and "all of the officers signed the program." Mr. Shields was not present Mr. Ellis said.

Asked if the Fair Play group had any idea where NATRA's executive secretary had gone, Mr. Ellis and those of his associates present merely laughed. Eventually Fair Play sources confirmed that Mr. Shields knew ahead of time that Fair Play was planning to be at the Miami convention and had attempted to block them. The source also acknowledged this was the reason NATRA acquired the 60-man squad of special Andy Frain guards and had them patrol the hotel on a 24-hour basis.

Toward the end of the convention Mr. Ellis reported that NATRA's board had approved the Fair Play platform, a fact also acknowledged by Chairman Walker. Mr. Walker said he signed the Fair Play pledge because it long had been NATRA's objectives and was a general statement like the U. S. Constitution which everyone could support.

Mr. Ellis also reported that at a closed membership meeting of NATRA on Saturday morning "they 100% overwhelmingly endorsed the platform. Their sentiments were so encouraging it really moved me."

At the Saturday night awards dinner Mr. Ellis was given the microphone. He told the NATRA members their board had "overwhelmingly" approved the Fair Play program. He explained: "We didn't come to fight or argue, only to present our position." adding: "Any man who is afraid of the Fair Play Committee is the man who is wrong."

Motley says * NATRA officials met with record-company officials during the convention to solicit financial assistance in setting up a professional school in association with a regular college which would train broadcasters, especially Negroes. Those present expressed interest but felt it was premature to make commitments. They also felt station owners should contribute.

Before the convention ended NATRA announced the school had become a fact and that over $200,000 had been contributed by record-company officials. Some record-firm representatives appeared surprised at this news, but NATRA said the benefactors wish to remain anonymous.

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9. Creating a more democratically run organization with all members receiving fair and equal treatment. For too long a few handpicked 'Negroes' have

NGC adds new interest

National General Corp., Los Angeles, which is preparing to take over Warner Bros.-Seven Arts Ltd. (see page 51), has acquired Educational Film Productions Inc., Riverside, Calif. The purchase was made from Elliott & Associates for more than $5 million.

Educational Film specializes in production and distribution of medical training films, National General said it plans to have the first of 2,500 films and video tapes ready for distribution to schools and hospitals by next year,
led the majority astray; stealing all the money and acting as the white man’s “boy.” All this must come to an abrupt end.

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Furthermore, Auburn said, when had sought the Auburn CATV franchise and, when that was denied, had tried to obtain control of Auburn Cablevision. It should be determined, the firm said, whether the request for nonduplication was simply an attempt to “hassle” the present franchise holder.

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CONglomerate now has entertainment arm

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NBC stations stay on

In what amounted to an extended vigil, several NBC-owned television stations last week stayed on the air past their usual sign-off. These operations were begun Aug. 16 when General Eisenhower's condition was reported very critical. WNBC-TV New York and WRC-TV Washington were continuing their round-the-clock telecasts as of last Thursday (Aug. 22), remaining on the air beyond sign-off (normally around 2 a.m. or later). Movies and late news bulletins were run. KNBC-TV Los Angeles also went through that procedure with the exception of Aug. 22, the station signing off at 3 a.m. PDT on the theory it would have protection from New York which, because of time differences, would by then be feeding the Today show. WMJQ-TV Chicago stayed on one night (Aug. 16). NBC's fifth owned TV station, WKYC-TV Cleveland, signed off at its usual time throughout the period.

Networks plan for funeral coverage

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The entire black staff, with the exception of Editor Lou Potter, who also works on other projects at NET, resigned last week in a dispute over editorial control of the program's content.

NET offered to place Mr. Potter in control of the production unit as executive editor, and eliminate the position of executive producer, now held by Alvin H. Perlmutter, a white. Mr. Perlmutter would be retained as consultant under the plan. The staff waved over this proposal, but then insisted that NET name a black executive producer. They have not been able to agree on qualified or available personnel.

Black Journal, an hour program replacing NET Journal once a month, started June 12 and is scheduled to end Sept. 11 under present NET funds. NET says it is still seeking funds for the continuation of the program, and that the Sept. 11 show will not be disrupted by the walkout.

The Negroes feel that NET has been hypocritical in its presentation of Black Journal because not enough of the production was done by the 12 blacks out of the total 20 staff members. NET said its intention was "to promote from within the unit and to increase the black composition of the unit as quickly as staff members were ready for advancement."
More than meets the eye.

WCCO Radio is the biggest thing in broadcasting in the Minneapolis-St. Paul market. Our most dramatic and convincing point: WCCO Radio is bigger than TV!

Check these comparisons, based on average quarter-hour estimates from ARB:

ALL DAY...ALL WEEK: WCCO Radio attracts larger audiences than any television station in the Twin Cities. (6:00 AM-12:00 Midnight, Monday-Sunday).

DAYTIME: The WCCO Radio audience is bigger than all four Minneapolis-St. Paul TV stations COMBINED. (6:00 AM-6:00 PM, Monday-Friday).

PRIME TIME: WCCO Radio’s morning audience is greater than the evening audience of any Twin Cities TV station. (6:00-10:00 AM, Monday-Friday, for WCCO Radio; 6:30-10:30 PM, Monday-Friday, for TV).

On each point, WCCO Radio is the clear-cut leader among all persons 12 and older. Also adults, women and men.

Before setting your next budget, get full details of WCCO Radio’s bigger-than-TV story. You’ll find there’s more to advertising than meets the eye.

WCCO Radio
MINNEAPOLIS / ST. PAUL ■ Represented by CBS RADIO SPOT SALES

of wild rumors about his group such as it might use strong-arm methods to take over the NATRA convention. He firmly denied such reports and assured that they were merely rumors.

Privately, however, a Fair Play leader explained: "We are nonviolent to start with. But will employ whatever techniques are necessary to get a hearing for our program, including violence."

Dark of Night • Later in the week Mr. Ellis reported the successful accomplishments of the Fair Play group. He said at 12:30 a.m. Friday morning in the Fair Play's quarters, suite 1071, his group met with officers of NATRA to try to dispel the rumors and assure them that "Fair play didn't come for any rough stuff. But we advised them we wouldn't be intimidated either."

There were 18 officers and directors of NATRA present at the middle-of-the-night meeting with Fair Play. Mr. Ellis reported, and "all of the officers signed the program." Mr. Shields was not present Mr. Ellis said.

Asked if the Fair Play group had any idea where NATRA's executive secretary had gone, Mr. Ellis and those of his associates present merely laughed. Eventually Fair Play sources confirmed that Mr. Shields knew ahead of time that Fair Play was planning to be at the Miami convention and had attempted to block them. The source also claimed this was the reason NATRA acquired the 60-man squad of special Andy Frain guards and had them patrol the hotel on a 24-hour basis.

Toward the end of the convention Mr. Ellis reported that NATRA's board had approved the Fair Play platform, a fact also acknowledged by Chairman Walker. Mr. Walker said he signed the Fair Play pledge because it long has been NATRA's objectives and was a general statement like the U. S. Constitution which everyone could support.

Mr. Ellis also reported that at a closed membership meeting of NATRA on Saturday morning "they 100% overwhelmingly endorsed the platform. Their sentiments were so encouraging it really moved me."

At the Saturday night awards dinner Mr. Ellis was given the microphone. He told the NATRA members their board had "overwhelmingly" approved the Fair Play program. He explained: "We didn't come to fight or argue, only to present our position." adding: "Any man who is afraid of the Fair Play Committee is the man who is wrong."

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BROADCASTING, August 26, 1968
They just don’t make ’em like they used to

Darned right they don’t. Especially NSI. In fact, NSI’s new package this year includes four distinct improvements in reporting—to further simplify your choice of best buys.

1. For all markets, a newly-formatted and combined V.I.P.-Target Audience Guide, to quickly obtain data used most often.

2. Exclusive new Pre and Post Guide provides historical data and HUT figures necessary for share and audience projections.

3. Potential Consumer data shows you the total number of people represented when the Lady of House is viewing.

4. Expanded ratings for men and women now let you compile gross rating points for persons as well as households.

But, the new improvements don’t end here. New data, such as spot rankings and persons cumes, continue NSI’s course record of regular improvement in concept—backed always with measurable quality of performance. You can get the entire story now by just dialing . . .

New York 212-956-2500
Chicago 312-372-3810
San Francisco 415-986-6437
Hollywood 213-466-1391

Nielsen Station Index
a service of A. C. Nielsen Company
Moon-Shot Proves TK-42 Performance

Unretouched Monitor Picture Reveals Resolution, Sensitivity and Dynamic Range of the RCA Color Camera
High resolution in a color camera gives pictures the extra detail that produces finest programs and commercials. What does it take to provide this resolution capability? It takes a big 4 1/2-inch image orthicon tube, which gives big picture sharpness. Add dynamic contrast range, to handle broad variations between highlight and shadow. And sensitivity, to cover wide ranges in lighting. In short it takes all three to produce the finest color pictures. We know RCA TK-42/43 cameras have all these capabilities—but we wanted to prove this kind of performance.

How could we prove it? We set up a camera with telescopic lens to shoot the moon. The proof is in the untouched monitor photo above: Prominent features of lunar terrain are sharply distinguishable. The TK-42/43 provides resolution that captures the detail of craters on the moon; sensitivity to compensate for extreme loss of light with a telescopic lens; dynamic contrast range to faithfully reproduce the tremendous range of highlight-to-shadow areas. It shows that these cameras have got what it takes to turn on viewers. And you don't have to shoot the moon to prove it! Ask your RCA Field Man.
A business leader talks about the business of patriotism

“The Payroll Savings Plan for U. S. Savings Bonds is one of the world’s safest, and most broadly effective, investment programs. It helps our government maintain the strength of the dollar. It dramatizes the confidence of employer and employee alike in our free enterprise system. It helps your employees build personal security. It expresses our patriotism in a practical way.

“Join the other leaders of business and industry in support of our nation. Commit your company to an active Payroll Savings program. Join the ranks to keep America a going and growing concern.”

William P. Gwinn, President
United Aircraft Corporation
and
Chairman, U. S. Industrial Payroll Savings Committee

U.S. Savings Bonds/
New Freedom Shares

(The U. S. Industrial Payroll Savings Committee is a group of 55 top business leaders representing America's major cities and industries... joined in a volunteer effort to help the Treasury Department sign up two million Payroll Savers this year. And they need you.)
Media responds to Czech crisis

Major networks expand coverage of invasion in series of specials

Television and radio networks and stations reacted quickly to the sudden invasion of Czechoslovakia by troops of the Soviet Union and other Communist bloc nations by providing news bulletins of developments, starting on Tuesday evening (Aug. 20) and continuing throughout the week with news reports and special programming.

CBS News claimed it made the first announcement of the invasion in an exclusive live broadcast of the Democratic Platform Committee hearings in Washington on CBS-TV. At 9:25 p.m. last Tuesday, as Secretary of State Rusk was concluding his testimony on Vietnam policy, news reports of Radio Prague were handed to Secretary Rusk and Representative Hale Boggs of Louisiana, committee chairman. Congressman Boggs advised the meeting and the nation's viewers of the startling development.

Later that same evening (11:30-midnight) CBS-TV presented a news special, The Invasion of Czechoslovakia, including background films plus interviews with Senator Wayne Morse (D-Ore.), Professor John Galbraith of Harvard University and Senator Claiborne Pell, a member of the Senate Foreign Relations Committee.

Wednesday afternoon CBS showed films from Prague relayed by satellite for a three-network pool pickup. The special 15-minute segment at 2:45 p.m. also included films of a demonstration in Prague and President Johnson's statement on the crisis. That evening the network pre-empted regular programming to devote an hour (7:30-8:30 p.m. EDT) to a special, Czechoslovakia: The Invasion—the Impact, in which correspondent Alexander Kendrick interviewed a panel of Soviet experts: Eric Severeid, Marvin Kalb and Richard Hottelet analyzed the situation, and film clips and other interviews were presented. The special was sponsored by Western Electric. CBS-TV then went live to the UN until 9 p.m. for a speech by Jan Muzik, Czechoslovakia's acting chief representative, and interrupting a paid political broadcast which was rescheduled (see page 52).

Thursday CBS expanded its evening news with Walter Cronkite to an hour (6:30-7:30 p.m.) (see box).

ABC-TV pre-empted Dream House to show a special Wednesday night (8:30-9 p.m.) featuring satellite reports from correspondents Russ Jones and Ray Moloney, witnesses to the invasion, reactions from Pope Paul, the French Communist party and British people, and analysis of the political implications of the crisis for U.S. presidential candidates.

ABC Radio's four networks remained on the air Tuesday night to broadcast bulletins and special reports. Three reports were 20 minutes long, and eight others ran 10 minutes. Correspondents reported from Washington, Moscow, West Berlin, Rome, London and Paris, with Don Gardiner, John Schubeck, Bruce Brown and Tome Schell anchoring the newscasts. Continuing coverage was to be broadcast on regular newscasts.

NBC-TV's special Wednesday afternoon (2:30-3 p.m.) showed the satellite pictures from Prague and Bonn and included President Johnson's statement. That night a one-hour special, The Invasion of Czechoslovakia, 1968, presented taped highlights of the UN Security Council meeting, Prague films, and reactions in Washington, Moscow, and Chicago.

NBC Radio, in addition to covering President Johnson's speech live Wednesday (12:08 p.m.), presented a special (9:06-9:30 p.m.) with reports from Moscow, Berlin, Belgrade, and the UN, anchored by Mike Maut.

The television networks and local stations also interviewed Czech nationals in New York.

Mutual's coverage started Tuesday night with direct pickups from Prague and analyses in Washington and New York. Wednesday the radio network continued with correspondents' reports on its regular national newscasts and went live to the UN that night for the Security Council session. On Thursday, Mutual's correspondents continued to broadcast material, while Radio Prague and Radio Moscow were monitored. Serge Flegler, chief of the European bureau in Paris, was sent to Vienna to cover events from there.

National Educational Television, which had scheduled an NET Journal program Sept. 9 (9-10 p.m. EDT) on Czechoslovakia, pieced together from foreign documentaries, was re-editing its program to include a half-hour of analysis by experts on the Soviet Union and Eastern Europe.

On the international scene, Radio Free Europe, which had been broadcasting about 18 hours a day, went on a 24-hour schedule, monitoring about 40 stations from its Munich center. RFE broadcasts to Czechoslovakia, Poland, Hungary, Rumania, and Bulgaria.

Czech television reportedly was able to send about 45 minutes of visual material out through Vienna before closing down. Radio Free Prague, an underground station, was still broadcasting Thursday.

Among Americans caught in the Soviet invasion were crews from two productions houses. David Wolper Productions and MPO Videotronics. Both companies were working on feature films.

CATV origination debated in NYC

Proponents and opponents of local origination of entertainment programs on CATV systems in New York presented their views last Thursday (Aug. 22) during a hearing before the board of estimates there.

The board, which formulates ground rules for the allocation of cable TV franchises, deferred a decision until Sept. 19 after opponents of origination requested more time to prepare their position.

The hearing was scheduled after Manhattan Cable Television, which holds a city franchise and is operating, announced last month that it planned to begin local origination of feature films without charge to subscribers on Sept. 9 (Broadcasting, July 1). A spokesman for Sterling Communications Inc., which controls Manhattan Cable, said after the hearing that it would not begin new feature film presentations until after the board of estimates ruling.

An official of Manhattan Cable told the board it felt it had the right to originate local entertainment programming by virtue of provisions spelled out in its charter from the city. A supporter of programming origination, the Teleprompter Corp., New York, which also operates a CATV system in the city, maintained that the U.S. Supreme Court had given the FCC jurisdiction over cable TV and said the commission has
approved local originations for CATV. Others who supported the stand of the CATV interests in New York were officials of the American Federation of Musicians and the American Symphony Orchestra, who lauded the local programing efforts of cable interests.

Representatives of several theater organizations opposed the local origination, claiming it would open the door to pay television. Spokesmen for the broadcasting industry, including ABC, MetroMedia and WPIX (TV) New York, urged the board to withhold a decision until it had more information on the possible effects of CATV program origination on the public and the public interest.

The board directed all interested parties to set forth in writing their views on the subject and deliver it to the board well in advance of its next scheduled meeting on Sept. 19.

FCC complains hippies get too big a play

Chances are the average broadcaster won't have very many occasions to heed the latest advisory out of the FCC. It isn't often he is faced with the prospect of losing control of his programing—actually physically losing control, that is. But in case he ever is, he is hereby on notice to put on programing which he can control or go off the air.

The commission issued that advice in a letter to WNDT(TV) Newark, N. J.-New York that was made public last week.

The letter was the wrapup of a commission investigation of the June 25 invasion of WNDT by a score of persons, described as "hippies," during a prime-time live broadcast of a panel discussion of the underground press (BROADCASTING, July 1).

Police managed to arrest seven of the intruders, but not until the group had shoved aside station personnel and, literally, got into the act before the camera for about 20 minutes.

The station told the commission that a telephone call was made to police as soon as the group began breaking into the studio and that station personnel never lost control of the programing.

WNDT also said the employees decided it would be better to continue the program with the new panelists (the trespassers had plunged into the discussion of the underground press, which is edited largely for them) rather than to permit the screen to go dark or to substitute other programing.

The commission said it was not attempting to determine whether the licensee actually had lost control of its programing.

But it said it "believes it advisable to call your attention and that of other licensees to the fact that broadcasters are responsible for maintaining control of their programing at all times, and that if such loss of such control occurs or appears to be imminent, the licensee should immediately substitute other programing over which it has control or discontinue all programing until control can be regained."

Mendelsohn moves to Century Corps as VP

As part of an expansion and acquisition program at Mark Century Corp., New York, Herbert J. Mendelsohn, former president of Bartell Broadcasting Corp., has been named a vice president of Mark Century, and president of the company's Century Broadcasting Group Inc.

Milton Herson, president, said Mr. Mendelsohn will function in all areas of the corporation and in new product development and station liaison. Century Broadcasting now operates WFEA, Manchester, N. H.

THE MEDIA

AT&T reveals its lower rates for ETV

CARRIER OFFERS SUNDAY-MONDAY PRIME TIME AT FIFTH NORMAL COST

AT&T has made its first hard proposal as to the reduced rates it could offer a noncommercial television network for interconnection service in prime time. And the initial reaction of ETV officials was, "We are encouraged."

AT&T said it could serve a 41-city, nationwide network over existing facilities at a cost of $20,000 a month based on two hours of use, between 8 and 10 p.m. (NYT), on four Sundays or Mondays during the month.

Under the offer, which is for a six-month trial period, the noncommercial broadcasters could use the facilities in those prime-time hours on both Sundays and Mondays at a monthly cost of about $30,000.

The $20,000 monthly charge for eight hours of prime time, which includes charges for local channels and out-of-pocket costs, but nothing for interexchange channels and station connections, is about one-fifth the cost that would be charged commercial broadcasters.

However, use of the facilities would be subject to pre-emption when required for commercial customers or for route restoration. AT&T said that since the facilities were built and are paid for by commercial broadcasters, their service needs "necessarily would have priority."

Spokesman pleased - Nevertheless, a spokesman for the Corp. for Public Broadcasting was obviously pleased by the proposal, which was contained in a letter to Bernard Strassburg, chief of the FCC's Common Carrier Bureau. Ward Chamberlin Jr. said: "We are encouraged." He indicated the educators would like to have reduced rates "five or six days a week" but made it clear he regarded the offer as a helpful "first step."

Mr. Chamberlin said the proposal, which would meet soon to discuss their next steps.

The CPB was created by the Public Broadcasting Act of 1967 as an independent, nongovernmental agency to aid in the development of noncommercial broadcasting through grants for programing, interconnection and other services. The same act specifically permits the commission to authorize free or reduced-rate interconnection service to educational broadcasters.

Meetings - The commission has brought educational broadcasters and AT&T officials together in a series of meetings aimed at implementing that provision. The company's letter to Mr. Strassburg last week was a result of that commission-directed effort.

CPB last month had informed AT&T that educational broadcasters needs "over the next five to 10 years": regular interconnection nationwide for an eight-hour period, 3 to 11 p.m., daily. CPB outlined a nationwide system that could be broken down in five regional groupings—in the eastern,
AT&T broadcast rates to be under study

Full-time and occasional users of AT&T lines for broadcast transmission who have been fighting for lower rates may find their battles have not been in vain.

Through National Analysts Inc., Philadelphia, AT&T is conducting a market survey of audio and video services to come up with a rate plan which the Bell System hopes "will satisfy the broadcast industry." AT&T wants the new program service tariff to be effective April 1, 1969.

That date is the one the company agreed to last March when the FCC's Common Carrier Bureau had requested that rate increases scheduled to be effective April 1, 1968, be delayed one year. (Broadcasting, March 4). Under the original proposal broadcasters would pay an estimated $17 million more than they are currently paying.

Now, however, AT&T is going to the radio-TV networks, both commercial and educational, closed-circuit operators and "selected" stations "to de-

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AND GREATER WESTERN MICHIGAN

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BROADCASTING, August 26, 1968
termine potential usage and inclination to buy with various rate plans. The survey’s initial interviews are scheduled for this month and September with follow up interviews planned for two weeks later.

FCC looks again at trafficking concept

McLendon Corp.'s application to acquire WCAM Camden, N. J., has been ticketed for an FCC hearing in a proceeding that could result in new guides as to what constitutes trafficking in station licenses.

The commission informed McLendon last month that assignment of WCAM’s license, from the City of Camden, could not be approved without a hearing on whether the corporation had engaged in trafficking (CLOSED CIRCUIT, July 29).

The company, which owns 10 AM and FM stations and one television outlet, elected to proceed with the hearing.

The commission, in announcing the hearing last week, said it would not be restricted to the trafficking issue. The question of whether McLendon’s proposed program plans are realistically designed to meet the needs of Camden or neighboring Philadelphia will also be explored.

The hearing order does not specify the basis for the trafficking issue. But some commission attorneys suggest that a new concept as to what constitutes trafficking may emerge from the hearing.

Generally, they say, the issue has been raised against parties suspected of buying stations with the hope of selling them at a profit. But McLendon, though active in the trading market, is not known for turning over station properties quickly.

New Consideration • Accordingly, the attorneys say, the issue may now be raised in connection with parties who sell stations in order to buy others. The commission approved McLendon’s sale of KILT and KZAP(FM) Houston to LIN Broadcasting Co. for $6.5 million (BROADCASTING, April 1).

And McLendon’s application to buy WCAM for $1.5 million was filed in April. Earlier, McLendon had applied for assignment of license of KXYI Oregon City, Ore. for $1.3 million. That sale fell through after the commission notified the parties the assignment could not be approved without a hearing on a trafficking issue (CLOSED CIRCUIT, July 8).

The order setting the WCAM matter for hearing was adopted by a commission vote of 4-to-1, with Commissioner Robert E. Lee dissenting and Commissioner James J. Wadsworth absent. Chairman Rosel H. Hyde and Commissioners Robert T. Bartley, Kenneth A. Cox and Nicholas Johnson made up the majority.

The McLendon stations are KLIF and KNUS(FM) Dallas; KARL-AM-FM Oakland-San Francisco; WYSL-AM-FM Buffalo, N. Y.; WNUS-AM-FM Chicago; WWW(FM) Detroit; KOST(FM) Los Angeles; and KCND-TV Pembina, N. D.

CATV goes to court to get FCC moving

An upstate New York CATV system that has beseched the FCC for 15 months for permission to import a New York City independent, and has had no action from the commission, last week asked the U. S. District Court in Utica, N. Y., to require the FCC to move on its petition.

Filing the suit is Vestal Video Inc., and Lawrence Flinn Jr., its principal owner, which operates CATV systems in Union, Vestal and Owego, New York, all within the grade A contour of TV stations in Binghamton, N. Y., ranked number 87 by American Research Bureau.

On May 4, 1967, the cable company filed a petition for a waiver of the FCC’s top-100 market rule asking the FCC for permission to bring its customers WNEW-TV New York, or if no permission were granted, to hold a hearing. The FCC has done nothing about this petition, even after the CATV system repeatedly has filed requests for action with the commission, it said, and none of the TV stations affected have raised any objections.

And, rubbing salt in its wounds, Vestal Video said, the FCC, on the same day it filed its original petition, approved the carriage of WNEW-TV by a CATV system serving Binghamton, Johnson and Union, all in the same area. And to compound the smart, Vestal Video said, this has resulted in its competition in Union carrying WNEW-TV, while its system there still may not.

Changing hands...

ANNOUNCED • The following station sales were reported last week subject to FCC approval. (For other FCC activities see For the Record, page 62).

• WMCK McKeesport, Pa.: Sold by Robert M. Cox and associates to Westchester Corp. Price was undisclosed, but is believed to be approximately $500,000. Westchester Corp., principally owned by Norman Wain, Robert C.

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BROADCASTING, August 26, 1968
Weiss and Joseph T. Zingale, is the licensees of WIXY and WOKX-FM Cleveland. WMCR is a full-time station on 1360 kc with 5 kw days, and 1 kw nights.

* WMCR Oneida, N. Y.: Sold by C&U Communications Corp. to William Warren and wife for $120,000. Mr. Warren owns WBLT Huntington, Ind. C&U Communications owns telephone companies and a group of five FM stations in upstate New York (see below). WMCR is 1 kw daytimer on 1600 kc. Broker: Blackburn & Co.

* WEIV(FM) Ithaca, WBB(FM) Wethersfield, WMMVF(FM) South Bristol, WOIV (FM) Deeruyter Township, WJIV(FM) Cherry Valley Township, all New York: Donated by C&U Communications Corp. to Christian Broadcasting Network Inc. Stations are reported valued at about $500,000. Christian Broadcasting Network owns WYAH-TV (channel 27) and WXRI-FM Portsmouth, Va.; holds a grant for channel 46 in Atlanta, and owns Nuevo Continent, an AM radio station in Bogota, Colombia. Pat Robertson is president. The FM stations are all 20 years old; WEIV is on 103.7 mc with 5.6 kw; WBB, 107.7 mc with 5.4 kw; WMMVF, 95.1 mc with 5.3 kw; WOIV, 105.1 mc with 5.3 kw, and WJIV, 101.9 mc with 5.4 kw. Broker: Blackburn & Co.

APPROVED - The following transfer of station interests was approved by the FCC last week.

* WTMc Ocala, Fla.: Sold by William L. Matheson to Walter Beinecke Jr. for $285,000. Mr. Beinecke is a New York investor in real estate, cattle ranching and other businesses. Mr. Matheson is a New York lawyer. WTMc is fulltime on 1290 kc with 5 kw days and 1 kw nights.

Commission sets hearing for ch. 56 in Anaheim

Six mutually exclusive applications to operate a TV station on channel 56, Anaheim, Calif., have been designated for hearing by the FCC. The applicants include: Orange County Broadcasting Co., owned by J. D. Weather Jr., president of the Weather Corp., which owns Lassie, The Lone Ranger and other TV shows; Orange County Communications: Voice of the Orange Empire Ltd.; Orange Empire Broadcasting Co.; Dana Communications Corp., and Golden Orange Broadcasting Co. Inc., which lists entertainers Pat Boone, Jimmy Durante and Fess Parker as stockholders, with Mr. Boone as president.

The commission said the applicants all were qualified to build and own a station except as indicated in two issues set for hearing. One is an issue of financial qualification for Orange Empire Broadcasting to determine whether it will have available a bank loan of $1.7 million for construction and operation the first year. The other is whether five of the applicants (all but Orange County Communications) will have available the transmitter sites they specified in applications. The sites are on national forest lands, the commission said, and the Department of Agriculture has not determined whether the land is available for such use.

Do CATV's foresee harsher regulation?

The unusual request by 16 CATV firms for an immediate evidentiary hearing on their proposals to import the signals of independent New York stations into 30 top-100 markets (Broadcasting, Aug. 12) is apparently an attempt to obtain protected status in the likely event of major CATV rules revision by the FCC, according to a petition Westinghouse Broadcasting Co. filed with the commission last week.

The companies had proposed to carry New York's three independent stations—WPIX-TV, WOR-TV and WNEW-TV—in the markets of Pittsburgh (ranked 10th), Johnstown-Altoona, Pa. (29th) and Wheeling, W. Va.-Steubenville, Ohio (37th). Any such proposal requires either a waiver of commission rules or an evidentiary hearing—and, while the hearing is sometimes a lengthy process, a petition for waiver is inescapably so. Petitions are considered in the order in which they were filed, and the commission presently has some 200 on file. As a possible shortcut, the 16 firms requested that a hearing be conducted "at the earliest possible time."

According to the response filed by Westinghouse, the request for hearing is superfluous if taken at face value, since such a proceeding is mandatory under commission rules in the absence of a petition and grant of waiver, and "petitioners are in the anomalous position of simply arguing that the commission adhere to its own rules."

The clue to their real intent, Westinghouse said, was the urgency of the request; to grant it, according to the firm, would be contrary to present commission practice of postponing such hearings pending re-evaluation of commission CATV rules, which is presently taking place (Broadcasting, Aug. 12).

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**roadcasting, August 26, 1968**
Adams steps down at NBC; 3 to replace him

David C. Adams, senior executive vice president of NBC, starts his long-planned one-year leave of absence — or trial retirement — next week, and his wide-ranging responsibilities are expected to be split three ways (CLOSED CIRCUIT, July 15, 1968, Sept. 25, 1967).

The three men slated to share the Adams mantle are Thomas E. Ervin, vice president and general attorney; Robert D. Kasmire, vice president for corporate information, and George H. Fuchs, vice president, personnel. They may also get new titles to go with the new responsibilities. They will report directly to President Julian Goodman.

Mr. Adams has been responsible for planning and research, the law department, the Washington office, standards and practices, station relations, corporate information, public information, advertising, promotion and press and publicity.

Division of Duties • Here's how these responsibilities are expected to be divided subject to approval by the NBC board at its meeting Sept. 4:
• Mr. Ervin, who already heads the law department, is expected to add responsibility for the Washington office, headed by Peter Kenney, and for station relations, headed by Don Mercer.
• Mr. Kasmire is slated to continue to have responsibility for advertising, press, promotion, standards and practices and public information, but with direct responsibility now to President Goodman without an intermediate superior.
• Mr. Fuchs is expected to add responsibility for research and planning to his present area of personnel.

Mr. Adams, a key figure in NBC's top councils for many years, has made no secret of his wish to retire at age 55—or of his plan to take a trial retirement at that time.

He plans to attend the Democratic convention in Chicago this week and then, in his words, "get lost." In a memo to colleagues last week he acknowledged that he wasn't sure he'd find retirement as enjoyable as working, but he intended to find out.

He said that after 21 years at a job that has demanded almost all of his time and energy he felt a need "for a pause that refreshes." If the experiment doesn't work, he said: "I may be back if there's a place for me, because there is no company or regular job at which I'd rather work than NBC."

There almost certainly would be a place for him if he wanted to come back—or one would be made—because NBC management wanted him to stay on.

A former assistant to the general counsel of FCC, he joined NBC in December 1947, was elected a vice president in 1953, staff vice president in 1954, executive vice president for corporate relations in 1956 and senior executive vice president in 1959.

Concern rises over FCC rule

D.C. lawyers meet on how to meet FCC-Justice threat on multiple ownership

A strong belief that broadcasting is facing a violent and destructive wrench in its historic structure, and that the industry must rally to protect itself, impelled 10 Washington communications lawyers representing major multiple broadcasters and newspaper-broadcast interests to meet last week to determine ways of turning back the threat.

The meeting, called by Douglas A. Anello, general counsel of the National Association of Broadcasters, was held last Thursday (Aug. 22) at the association's headquarters in Washington. It lasted for two-and-a-half hours.

It was generally agreed that the FCC's proposed rule and particularly the Department of Justice's recommendations threaten the pattern of broadcast ownership as it has not been challenged since the newspaper-ownership investigation of the 1930's, and the multiple-ownership proceedings of the 1940's.

Answers Not Obvious • But exactly what should be done about it was not so plain. It was evident, according to those present at last week's meeting, that fundamental factual material to rebut the commission's and the more menacing proposals of the Department of Justice must be provided.

The commission had proposed that acquisition of broadcast stations in the same market be limited to one type of ownership; the Department of Justice not only seconded these proposals but suggested that this prohibition be extended to the cross ownership of broadcast stations and newspapers in the same city. And, most ominously, the Department of Justice recommended that these restraints be applied to existing patterns at license-renewal time.

These two Justice Department recommendations, it is felt, change the FCC's rulemaking proceeding radically.

At the moment, consideration is being given to seeking from the FCC further extensions for the filing of documented research. This would require, it's thought, much more time than the 30 extra days that were granted last week in answer to the requests of Time-Life Broadcast Inc. and the Communica 

The commission, through George Smith, chief of its Broadcast Bureau, granted these petitions and set Sept. 30 as the new deadline for reply comments in the rulemaking proceeding. Comments, totaling over 70, were filed earlier this month.

Present at last week's meeting, in addition to Mr. Anello, were Theodore B. Johnson, William J. Dempsey, Benito Gagui, Robert L. Heald, Ernest W. Jennes, W. Theodore Pierson, Harold F. Reis, Howard F. Roycroft, Thomas W. Wilson and J. Roger Wollenberg.

It is anticipated that another meeting of this group, plus many others, may very well take place this week or next.

46 (THE MEDIA)
Platform committee hears media

Stanton and Harley urge plank for money for CPB;

Mrs. Magnuson appears for plea for consumer interests

Democratic platform - committee members heard two requests for a plank supporting subsidized public television—one from a commercial network president and one from an educational-broadcasting spokesman—during platform hearings last week held in Washington and Chicago.

In addition the platform architects heard a plea in behalf of consumers from Jermarie Elliott Magnuson, wife of Senate Commerce Committee Chairman Warren G. Magnuson (D-Wash.), that included a proposal for a National Consumer Service Foundation "funded by both private contributors and government appropriations; to conduct research and disseminate objective performance data about consumer products in various categories where substantial confusion currently exists in the market."

A draft proposal for a platform plank advocating continued attention to national telecommunications problems in line with ongoing efforts, such as those of the President's task force on telecommunications (Closed Cur- curr. Aug. 19), did not surface during the public platform hearings, but it was understood that such a plank was under active consideration and might be expected to emerge in the final package.

One commercial broadcaster's position on noncommercial television was brought before the panel in Chicago Thursday (Aug. 22) by CBS President Frank Stanton. In a wide-ranging presentation Dr. Stanton urged that the momentum gained by passage of the Public Broadcasting Act in 1967 should be reinforced by development of an appropriate method of permanent federal financing for the Corp, for Public Broadcasting (a sales tax on television sets is his recommendation) and a platform plank "underscoring the need for a strong and viable noncommercial broadcasting service."

315 Plea • Dr. Stanton also urged that the convention reaffirm the Democratic Party's "historic position" in regard to freedom of information "for all media." And "to strengthen the democratic process," Dr. Stanton advocated the repeal of Section 315 or "at the very least ... a strongly worded resolution urging the House to approve S. J. Res. 175 [already passed by the Senate] and thus temporarily suspend [the equal-time provisions] for the offices of President and Vice President for this campaign." In addition, he advocated a uniform nationwide 24-hour voting day to effect a simultaneous closing time for the polls.

William G. Harley, president of the National Association of Educational Broadcasters, also urged attention to the need for a permanent financing plan for public television and asked for a plank committing the party to support prompt enactment of a plan that would provide "freedom from political interference or control of public television." In his statement he noted that none of the money authorized by the Public Broadcasting Act for the CPB and station-facilities grants had actually been appropriated to date.

Waking the Watchdogs • In her consumer message, delivered for her husband who was, she said, too busy with campaign appearances in his home state to appear, Mrs. Magnuson suggested that special interests had too much influence in regulatory agencies. "For too long," she said, "some of our important consumer agencies have had the reputations more as political dumping grounds than as spirited public-interest defenders. These appointees must not be partners to the whims of any special interest, but servants of all consumers and the people's interest."

"I would particularly stress the importance of having the Federal Trade Commission and the Antitrust Division of the Department of Justice move more vigorously in the enforcement of our antitrust laws," she said.

Community needs notice released by FCC

The FCC public notice dealing with the ascertainment-of-community-needs questions in broadcast license applications was approved and released by the commission last week, after a month-long effort by government and industry to settle their disagreements as to its wording and implications. The FCC had regarded its notice as simply a clarification of what it expects from applicants in response to the programing sections of application forms. Primarily the work of Commissioner Robert T. Bartley, the statement was deemed necessary because of the delays and extra commission workload caused by defective applications. In its original form, however, it brought strong protests from broadcasters, who felt that the notice imposed new requirements which would increase their paperwork, subject them to public second-guessing and possibly impose tighter control over a licensee's programing judgment.

Except for two minuscule changes related more to syntax than to content, the notice as released mirrored exactly a proposed statement which emerged from meetings between FCC representatives and a broadcast-industry committee which advises the Bureau of the Budget on commission forms. The notice states that applicants are to consult with "a representative range" of community leaders on community needs, and list each person consulted by name, position and organization; report on "the significant suggestions" received, whether or not they're adopted; evaluate the relative importance of those suggestions, and relate the program services to the needs of the community as "proposed programing" is proposed to meet what needs. The requirements apply both to license applicants and to applicants for increased facilities "serving a substantial amount of new area or population."

Eliminated from the notice were sections requiring applicants to list "all significant suggestions received" on community needs, and then to explain why discarded ideas weren't adopted. The lone FCC dissenter was Commissioner Robert E. Lee, who had also objected to the notice when it was first sent to the Budget Bureau. Mr. Lee reiterated his belief that broadcasters have a number of ways of becoming expert in the needs of their communities, and said that while he might question them on how they became experts, he would then accept their judgments "without question." Mr. Lee also objected to the requirement that applicants list the names of persons contacted, which he said would serve no useful purpose except as a means to check the veracity of statements made by an applicant.

WBVI-TV hearing set

The FCC last week designated for hearing an application by Bay Video Inc., permittee of WBVI-TV (ch. 13) Panama City, Fla., for extension of time to complete construction. The firm has filed three requests for extension of time, two applications for transfer of control, and three applications for changes in facilities since its construction permit was granted on Sept. 8, 1961. According to the commission, Bay Video's latest request was set for hearing to determine whether this series of applications and the delay were caused by the firm's individual economic considerations or were created by causes not under its control.

BROADCASTING, August 26, 1966 47
Moore resigns as ABC group VP

Former ABC-TV president leaves 'amicably' after 12-year association; will announce future plans soon

The resignation of Thomas W. Moore, ABC group vice president and former president of ABC-TV, was announced last week. ABC said that Mr. Moore was expected to announce his plans "shortly."

Mr. Moore's departure from ABC, with which he's been associated for 12 years, came nearly nine months after a major realignment of the network's executive suite in which Mr. Moore was moved from ABC-TV network president to group vice president (BROADCASTING, Jan. 15). In that shuffle, Elton H. Rule, who had been vice president and general manager of KABC-TV Los Angeles, was named president of ABC-TV, succeeding Mr. Moore.

Mr. Moore told BROADCASTING he was not in a position to announce a new association though he was in "conversations" with several people. He said he could not say whether his future would continue in a phase of broadcasting, but noted wryly that it was in this area that he's had most of his experience.

"ABC has been good to me. The network will go on," he said. His parting with ABC, Mr. Moore said, was "amicable."

The announcement of Mr. Moore's resignation, effective Aug. 30, was made Thursday (Aug. 22) by Leonard H. Goldenson, ABC president, who praised Mr. Moore for his contribution to ABC and to the television industry.

Mr. Goldenson's statement took note of the advancement and innovation of sports coverage during Mr. Moore's tenure as an "outstanding example" of contributions made to ABC and to television. And, Mr. Goldenson said: "I join with all of his colleagues here at ABC in wishing him success and happiness in whatever future endeavor he undertakes."

Mr. Moore served as president of ABC-TV from 1963 until last January when he was made group vice president over an area that included ABC-TV, ABC International, ABC Film Sales and ABC Sports. Mr. Moore is also a director of ABC Inc., a position to which he was elected in May 1965. Mr. Goldenson said that the vacancy created on the board would not be filled immediately, but would be considered by the board at a later date.

A reassignment of the "line of command" for the broadcasting divisions of Mr. Moore's group, Mr. Goldenson said, "will be made shortly."

Mr. Moore was with CBS-TV from 1952 until 1957 when he joined ABC.

Mr. Moore

His positions at ABC included vice president in charge of sales, vice president in charge of network programing (1958-62), and vice president in charge of ABC-TV (1962-63).

Cities' crisis topic of fall conferences

What broadcasters are doing about the crises in the urban centers and the nation generally will be a major topic of the six fall conferences of the National Association of Broadcasters. Also under discussion will be what broadcasters can do—other than donating a few hours of time to candidates—to become more deeply enmeshed in the political election process.

A highlight of the radio session at the conferences—this year's replacement of what once were separate radio program clinics—will be the first report on radio's role today. The report to be made by Charles M. Stone, NAB vice president for radio, will be a summary of findings of the "Role of Radio in Daily Life," a survey conducted by Gallup for the NAB research department earlier in the year. The survey was conducted among some 1,500 households.

The joint session will deal with how broadcasters have programed to meet the needs of today's urban and national crises and how they are working with educators and other groups in locating and training persons in minority groups for jobs in broadcasting.

Discussions of the equal-job-opportunity laws, as interpreted by the FCC and other government agencies, will be covered by NAB staff members.

The topic of political involvement is expected to be hit on by NAB President Vincent Wasilewski in his opening address at the conferences, and also will be stressed by other staff members.

One of the radio session subjects will be "Profile for Programing Music." Station speakers will be Jerry Chapman, WFBM Indianapolis, at the Cincinnati and Atlanta conferences; Marvin Hillis, KXTL Dallas, at Denver; Larry Kenfield, WTRC Hartford, Conn., at New York; Willard Mears, KOMO Portland, Ore., at Los Angeles; Dave Nabers, WKAI McComb, Ill., at New York, Cincinnati and Atlanta; Marshall Pearce, WSM New Orleans, at Dallas, and J. C. Stallings, KEE New Acadogoches, Tex., at Los Angeles, Denver and Dallas.

The TV session of the conferences will cover the NAB-sponsored Land report on "Television and the Wired City," and other subjects relating to the future of television.

The conferences open in New York, Oct. 17-18 and close in Atlanta Nov. 18-19.

Fairness not applied to Ohio union spots

The FCC last week rejected the contention of a labor union local that three Ohio radio stations had buckled under to pressure from an advertiser, and granted license-renewal applications for the outlets.

In the process, the commission affirmed an earlier holding that the stations' alleged refusal to carry advertisements urging a boycott of a store which the union had struck did not raise a fairness-doctrine issue. The stations were carrying the store's commercials.

Commissioner Nicholas Johnson, who concurred in the opinion, dissented to the commission's holding on the fairness-doctrine. He appeared to favor extending the principles underlying the commission's holding that cigarette commercials raise a fairness-doctrine question—that product advertising can represent one side of a controversial issue.

The stations whose licenses were renewed were WFMI Youngstown, WHMM Warren, and WLEC Sandusky. Action on the license-renewal application of a fourth station involved in the union local's complaint, WREO Ashatabula, Ohio, has been deferred pending the receipt of additional information.

Origins • The controversy involving the stations arose after Local 880 of the Retail Store Employees Union struck the Ashatabula outlet of Hill's Department Stores in 1966.

The local bought time on various
Ohio stations informing the public of the strike and calling for a boycott of the store. But the stations eventually stopped carrying the commercials—as a result, the local said, of economic pressure exerted by Hill's, which advertises on stations in the area.

The union made that charge in accusing Hill's of violating the National Labor Relations Act. But National Labor Relations Board found no evidence for the charge.

The commission last week cited this ruling in rejecting the local's complaint that the three stations violated both the labor act and the fairness doctrine. The commission also asserted that the local's complaint filed with it was unsubstantiated and lacked specificity.

And it added that the stations themselves had denied the charge. One of them—WHRH—had said it had never accepted the local's ads, and so could not have "canceled" them.

Fairness Issue - The local initially raised the fairness doctrine issue in a pleading with the commission in April 1966. It said then that various Ohio and Pennsylvania radio stations had violated the fairness doctrine by rejecting its advertisements while carrying commercials for Hill's.

The FCC has maintained that the doctrine was not involved since Hill's commercials, which promoted the store's merchandise, did not raise a controversial issue of public importance. It also said that the stations are not common carriers, and cannot be required to carry every program submitted to them.

Commissioner Johnson, however, supported the local's argument which, he said, "would expand the reach of the obligation imposed on broadcast licensees to ensure fair exposition of all viewpoints on controversial issues of public importance."

He noted that the local had argued that the question of whether to shop at Hill's or participate in the attempted boycott is a controversial issue of public importance, and that Hill's routine advertising takes one side of the issue—it urges the public to patronize the struck store and, in effect, disregard the boycott.

WREO Aspect - The commissioner said that the case of WREO—whose re-

Larus & Brother sold to Toronto firm

Sale of Larus & Brother Co., Richmond, Va., to Rothmans of Canada Ltd., Toronto, for an undisclosed sum is subject to confirmation of stockholders next month.

Sale has been approved in principle by the board of Larus Investing Co., a holding company that owns the tobacco and cigarette firm (Edgeworth, Holiday, John Rolfe, VIP and Blend II pipe tobaccos, Domino cigarettes). Larus Investing also owns WRVA-AM-FM-TV Richmond. WRVA-TV has been sold to Jefferson-Pilot Corp., owner of WHT-AM-FM and WHTV(TV) Charlotte, N.C., for $5 million pending FCC approval (Broadcasting, May 20).

McQuade replaces Greene

James R. McQuade has been appointed director of CBS/FM Broadcasting effective Aug. 30. He replaces William D. Greene, creator of CBS/FM Broadcasting operations and "The Young Sound" music programing service. Mr. Greene will resign effective Sept. 1, to become a partner in the law firm of Boal, McQuade & Fitzpatrick, New York. James McQuade, who has been Mr. Greene's executive and administrative "right arm" for a year and a half, will have responsibility for the production and syndication of "The Young Sound," and serve in an advisory capacity to the general managers of CBS-owned FM stations.

Mutual adds 11 affiliates

Mutual has added 11 new affiliates, bringing its total affiliations to 500 radio stations.

The new affiliates are: WOAM-AM-SFM Kansas City, Mo.; WDAO-AM-FM Dayton, Ohio; WBBO Bucyrus, Ohio; WDOG Anistion, Ala.; WNOTE Coeur D'Alene, Idaho; WSFC Somerset, Ky.; WITF Milford, Conn.; WHBI Abingdon, Va., WRAY-AM-FM Princeton, Ind.

LOCAL FALL PROGRAMMING TIME
MEANS LOCAL
movies
MEANS FIRST-RUN
movies
MEANS PRIME-TIME
movies
MEANS BLOCKBUSTER
movies

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WRG wants to go public

Ad agency files with SEC to offer 402,400 shares worth some $7 million

Wells, Rich, Greene Inc., the glamour advertising agency of Madison Avenue, is going to let the public have a piece of the action. It filed a registration statement with the Securities and Exchange Commission in Washington last week, proposing to offer 402,400 shares—about 40% of the outstanding stock—for public sale at an estimated maximum of $19 per share. This would bring in to the company, and to the 39 stockholders who are selling the bulk of the stock, an estimated $7,645,600.

The firm, which is headed by Mary Wells Lawrence, was founded in 1966 and only two weeks ago picked up the $18-million Trans World Airlines account (after resigning the Braniff Airways account), boosting its gross billings over the $80 million yearly mark (Broadcasting, Aug. 19).

As of Jan. 1, it was considered the 38th largest in billings in the U.S., with estimated billings of $41.8 million.

It will become the eighth publicly held advertising agency. Others are: Doyle Dane Bernbach; Foote, Cone and Belding; Grey Advertising; Ogilvy and Mather International; Papert, Koenig, Lois; Grant Advertising International, and Adams & Dana Silverstein.

The underwriting group is headed by White, Weld and Co.

Sellers & Actually, only 50,000 shares of common are being offered by the company itself; 352,400 shares are being sold by present stockholders, beginning with Miss Wells, 75,250 out of her present 301,000 holdings. Among others: Richard L. Rich, 75,000 out of 300,000; Stewart Green, 75,000 out of 300,000; Herbert Fisher, 16,275 out of 65,100; Sylvester L. (Pat) Weaver, 6,250 out of 25,000.

Miss Wells is to be chairman, president and chief executive officer of the agency, at a yearly salary of $175,000, of which $50,000 will be deferred. In the last fiscal year, she received $118,423. Messrs. Rich, Greene and Fisher will be senior vice presidents, respectively, as chairman of the strategy board, chief operating officer for creative services and chief operating officer for management and administration. No salaries were given for these three, but in fiscal 1967, Messrs. Rich and Greene received $87,372 each. Mr. Weaver, a former president of NBC and of Subscription Television Inc., until it ceased operations, is listed as director of communications at $100,000 yearly salary, of which $30,000 will be deferred.

TV-Radio High Last fiscal year, the agency said, 63.9% of its media commissions came from TV and radio billings; 17% from newspapers and magazines, and 1.3% from outdoor advertising. The other 17.8% of revenues came from production commissions and special charges—11.6%, and from fees—6.2%.

As of April 30, the total assets of the agency were $8,586,322, of which $6,861,508 were listed as current assets. Total current liabilities were reported as $5,685,510 and retained earnings at $934,652.

WTRF-TV outlines financial status

WTRF-FM-TV Wheeling, Va., which is being sold for $7,250,000 to group broadcaster-publisher Forward Communications Corp. (Broadcasting, May 20), had an earned surplus of $144,000, according to its balance sheet as of May 31.

The information was contained in the application asking FCC approval for the transfer of ownership. Total assets of WTRF-TV Inc., licensee of the two stations, were shown as $3,848,190, of which current assets totaled $285,246. Total current liabilities were listed as $298,127 and long-term notes and mortgages as $436,000.

The original cost of land, buildings and equipment for the two stations was put at $1,089,655; replacement cost at $1,724,514.

Total assets of Forward Communications Corp., for the same date, were put at $6,608,204, of which $2,023,964 were current assets. Current liabilities stood at $954,830; long-term obligations, $4,422,250, and retained earnings $1,263,453.

Forward Communications also disclosed it is borrowing $12 million from Employers Mutual Insurance Co. of Wausau, Wis., to pay for the purchase of the Wheeling stations, with the remainder to be used to retire obligations in the amount of $4,350,000, plus additions to working capital.

The Wheeling stations are principally owned by the Dix family, which owns newspapers in Ohio and Kentucky and radio stations in Ohio and Virginia.

Forward Communications is principally owned by O. Charles Lemke, with 29.99%; the Wausau Record-Herald, 28.57%; Wisconsin Rapids Tribune-WFRP-AM-FM, 14.28%; Marshfield News-Herald, 12.9%; Rhinelander News, 9.5%; Merrill Herald, 9.5%; all Wisconsin, John C. Sturtevant, chairman; Richard D. Dudley is president and holds 3.11% of Forward Communications' stock.

Reeves income down for first half 1968

Reeves Broadcasting Corp., New York, reported last week that cash flow from operations (net income plus depreciation) increased 15% to $1,061,000 for the first six months of 1968, compared to $920,000 for the same period in 1967. But, Reeves Broadcasting said, net income for the half year was down compared to the first six months of 1967.

J. Drayton Hastie, president, noted that reduced earnings had been expected during the first half of the year. He attributed the decrease directly to the federal tax surcharge and to added costs incurred in connection with the company's acquisition program. He singled out added interest charges on newly borrowed funds used to acquire a CATV system in Huntsville, Ala., and to provide for new construction cur-
rently underway there, and to the increased depreciation on new investment in equipment for the company's Reeves Sound Studios Division.

The company also recently increased its CATV holdings by agreeing to acquire systems in Seattle, and in Vine-

land, Hammonton, Northfield and Bridgeton, all New Jersey, at a price of over $4.5 million (BROADCASTING, July 8).

For six months ended June 30:

<table>
<thead>
<tr>
<th>Year</th>
<th>1968</th>
<th>1967*</th>
</tr>
</thead>
<tbody>
<tr>
<td>Earned per share**</td>
<td>$0.17</td>
<td>$0.20</td>
</tr>
<tr>
<td>Operating revenues</td>
<td>6,377,200</td>
<td>5,054,900</td>
</tr>
<tr>
<td>Net income before taxes</td>
<td>658,700</td>
<td>721,500</td>
</tr>
<tr>
<td>Net income after taxes***</td>
<td>325,500</td>
<td>408,100</td>
</tr>
<tr>
<td>Average shares outstanding***</td>
<td>2,124,618</td>
<td>2,152,068</td>
</tr>
</tbody>
</table>

*Restated to reflect acquisition on April 1 of Video Cable Systems Inc., treated as pooling of interest.
**Restated on basis of average shares outstanding, including shares to be issued upon conversion of 6% convertible subordinated debentures, conversion of 2% cumulative convertible stock, and shares to be issued upon exercise of stock options and warrants.
***After provision for dividends on 2% cumulative convertible preferred stock.

104% jump in net for Bartell Media

Bartell Media Corp. announced its net income for the first six months of 1968 increased 104% over the same period last year.

Earl H. Tiffany, president, said that estimates for the full year show that the upward trend will continue.

The company also said its three radio stations (WADO New York, WOKY Milwaukee, KCRQ San Diego) have re-

covered from a poor first quarter and moved ahead to the highest second quarter sales and profit in Bartell broad-

casting history.

Six months ended June 30:

<table>
<thead>
<tr>
<th>Year</th>
<th>1968</th>
<th>1967</th>
</tr>
</thead>
<tbody>
<tr>
<td>Earned per share</td>
<td>$0.104</td>
<td>$0.051</td>
</tr>
<tr>
<td>Revenues</td>
<td>16,475,704</td>
<td>13,829,201</td>
</tr>
<tr>
<td>Net income</td>
<td>218,878</td>
<td>107,114</td>
</tr>
</tbody>
</table>

13% increase noted in Corinthian's earnings

Corinthian Broadcasting Corp., New York, reported it had the highest sales and earnings in its history during the first fiscal quarter, ended July 31.

Earnings, after ordinary federal in-

come taxes, increased approximately 13%.

C. Wrede Petersmeyer, chairman and president, reported that for the television operations, local and national sales increased 18% and 5%, respectively, and network revenues were about even with last year. Both local and national sales were ahead of those for the same

Profit margin shrinks at typical AM outlet

In 1967 the typical (median) AM station showed its smallest profit in four years. The National Association of Broadcasters radio financial report for 1967 showed the typical station with $132,100 in revenue, $123,100 in expenses and profit of $9,000 before federal tax. The profit margin came to 6.83% cents on the sales dollar. The profit margin was 6.4% in 1963, 7.5% in 1964, 7.7 cents in 1965 and 8.7 cents in 1967.

The NAB figures, compiled by its department of broadcast management, are based on response of 1,433 AM stations (35.2%) of the

period last year during each month of the new fiscal quarter.

Corinthian owns five TV stations, all affiliated with CBS-TV, and all VHF. It also owns Corinthian Editions Inc., which publishes books sponsored by corporations and institutions.

<table>
<thead>
<tr>
<th>Year</th>
<th>1968</th>
<th>1967</th>
</tr>
</thead>
<tbody>
<tr>
<td>Earned per share</td>
<td>$0.29</td>
<td>$0.25</td>
</tr>
<tr>
<td>Revenues</td>
<td>4,897,367</td>
<td>4,534,116</td>
</tr>
<tr>
<td>Net income</td>
<td>906,486</td>
<td>730,501</td>
</tr>
<tr>
<td>Average shares outstanding</td>
<td>3,384,259</td>
<td>3,384,259</td>
</tr>
</tbody>
</table>

Ampex reports highest three months earnings

Ampex Corp., Redwood City, Calif., reported its highest orders, sales and earnings for any first quarter in the three months ended July 27. New orders received were up 40%, earnings before taxes rose 31%, net earnings were up 20%, and sales increased 12%.

For three months ended July 27:

<table>
<thead>
<tr>
<th>Year</th>
<th>1968</th>
<th>1967</th>
</tr>
</thead>
<tbody>
<tr>
<td>Earned per share</td>
<td>$0.26</td>
<td>$0.22</td>
</tr>
<tr>
<td>Sales</td>
<td>58,916,000</td>
<td>52,745,000</td>
</tr>
<tr>
<td>Net earnings</td>
<td>2,485,000</td>
<td>2,072,000</td>
</tr>
<tr>
<td>Shares outstanding</td>
<td>9,458,457</td>
<td>9,562,368</td>
</tr>
</tbody>
</table>

Merger of NGC and W7 approved by boards

Directors of National General Corp., Los Angeles, and Warner Brothers-Seven Arts Ltd., New York, approved at separate meetings last week an agree-

in-principle to merge the companies (BROADCASTING, Aug. 19). Shareholder approval of the merger will be sought at special meetings within the next sev-

eral months. Just prior to its special board of directors meeting, National General reported that gross income rose 39% and operating profit increased

73% for the first three quarters of the current year. The 1968 results include operations of Grosset & Dunlap Inc. and Bantam Books Inc., its subsidiary, beginning the time of their purchase by Na-

tional General last March. Figures for last year have been restated to include Banner Productions Inc., on a compara-

ble basis. Last year's figures, however, do not include operations of Grosset & Dunlap or its subsidiary.

For the nine months ended June 25:

<table>
<thead>
<tr>
<th>Year</th>
<th>1968</th>
<th>1967</th>
</tr>
</thead>
<tbody>
<tr>
<td>Earned per share</td>
<td>$1.50</td>
<td>$0.73</td>
</tr>
<tr>
<td>Revenues</td>
<td>77,761,705</td>
<td>59,833,901</td>
</tr>
<tr>
<td>Net earnings</td>
<td>5,612,933</td>
<td>2,580,280</td>
</tr>
<tr>
<td>Shares outstanding</td>
<td>3,746,038</td>
<td>3,707,738</td>
</tr>
</tbody>
</table>

Rollins reports earnings at an all-time high

Rollins Inc., Atlanta, diversified serv-

ice company with group broadcast holdings, reported revenues and earnings at an all-time high for the three months ended July 31. Pre-tax earnings increased 20%, net earnings 9% and revenues 10% over the same period last year.

O. Wayne Rollins, company chair-

man and president, said the firm expects new highs in earnings and revenues for the current fiscal year.

For three months ended July 31 (unaudited):

<table>
<thead>
<tr>
<th>Year</th>
<th>1968</th>
<th>1967*</th>
</tr>
</thead>
<tbody>
<tr>
<td>Earned per share**</td>
<td>$0.50</td>
<td>$0.46</td>
</tr>
<tr>
<td>Revenues</td>
<td>26,883,645</td>
<td>24,522,503</td>
</tr>
<tr>
<td>Operating profit</td>
<td>4,976,534</td>
<td>4,236,101</td>
</tr>
<tr>
<td>Earnings before taxes</td>
<td>4,354,696</td>
<td>3,533,945</td>
</tr>
<tr>
<td>Net earnings**</td>
<td>2,066,691</td>
<td>1,374,271</td>
</tr>
<tr>
<td>Average shares outstanding</td>
<td>3,960,627</td>
<td>3,937,767</td>
</tr>
</tbody>
</table>

*Restated to reflect merger with Dwoskin Inc. and Dwoskin Decorating Co., on Jan. 1 on pooling of interests basis.
**Per share figures based on average number of common shares outstanding during period adjusted for stock split and after dividends on preferred stock.

BROADCASTING, August 26, 1968
Allen tells of political advertising pros and cons

Take it from a man who should know: Republican Presidential nominee Richard Nixon is well aware of his appearance on television—ski nose and heavy jowls. He's also aware of the labels pinned on his brand of political philosophy. Yet his new image—although not planned—is one of being more seasoned, more relaxed and conceding past mistakes.

Robert E. Allen, board chairman and chief executive officer of Fuller & Smith & Ross, New York, made these evaluations in a question-and-answer period before a dinner meeting of the Association of Industrial Advertisers in Los Angeles on Aug. 15. F&S&R was the agency that handled the "Nixon for President" ad campaign.

Earlier, before the Los Angeles chapter of AIA, Mr. Allen made a brief talk on the problems facing an advertising agency in handling a national political program. During the speech he cited an illustration of today's exorbitantly high cost of political advertising: "About a month ago, a young man approached us to handle his advertising. He was running for Congress in a small, relatively unknown rural congressional district. We turned him down. But do you know what his ad budget was? $150,000!"

The whole area of finance is one of the major reasons many agencies refuse political clients, Mr. Allen pointed out. Agencies must have cash in advance to pay for print and broadcast advertising, he explained. Federal law limits to $3 million the aggregate expenditure that a political committee can spend during any calendar year. If the agency puts up the money for the political client and fails to be reimbursed, the money advanced can't be claimed as a bad debt. Federal law says that all bad debts owed by political parties may not be taken as a business deduction.

Another major reason agencies shy away from handling politicians, according to Mr. Allen, is that a political campaign usually disrupts expected agency service to steady clients. The campaign—win or lose—is usually over in 10 or 12 weeks and agencies don't want to pull many staff people off regular assignments for such brief encounters.

Still, Mr. Allen made clear that a political client can:

- "Enhance the agency's image and reputation if conducted properly."
- "Make a positive contribution to the improvement of government and public life in general."
- "Bring increased billings and be profitable, if controlled properly."
- "Be a tremendously exciting period, unlike anything you ever experienced."
- "Sharpen your staff and in many ways be helpful to your regular, permanent clients."
- And yet, "need not be disruptive to your regular clients if you structure the staff properly and establish iron-clad procedures."

Mr. Allen went on to tell about the "anchor and loan plan" that is being used by agencies to handle political campaigns. The fundamentals of the plan call for an "anchor agency," selected by the political party to supervise its advertising activities. This agency creates and places the advertising in all the media. It borrows people it wants and needs from other or "loan" agencies. These people—writers, artists, producers, and other specialized personnel—are loaned only for the duration of the campaign and go back to work at their original agency when their specific assignment is completed. The "loan" agency and the "loan people" choose to participate for the party or candidate of their beliefs. The "anchor" agency and the "loan people" choose standard costs of the people loaned. Commented Allen: "It works. It works for all concerned because it is so simple."

GOP gets on air before competition takes shape

Republican candidates Richard M. Nixon and Spiro Agnew are not waiting for the Democrats to choose candidates before starting their campaign.

United Citizens for Nixon-Agnew, through Fuller & Smith & Ross, made two time-block purchases last week. One broadcast was supposed to pre-empt The Beverly Hillbillies on CBS-TV Wednesday, Aug. 21, 8:30-9 p.m. EDT, but after five minutes it was interrupted by reports on the Czechoslovakian invasion. The program was re-scheduled for Friday, Aug. 23, 8:30-9 p.m. EDT, replacing Gomer Pyle. The second, on NBC-TV, was planned for 9:30-10 p.m. EDT, also Friday, Aug. 23, pre-empting The Hollywood Squares. Nixon-Agnew supporters have also purchased a light schedule of scatter announcements which are now running on ABC-TV.

Governor George Wallace of Alabama, however, is waiting for his Democratic opponents. Through Luckie & Forney, Birmingham, Ala., he has bought a half-hour on NBC-TV Tuesday, Sept. 3, 7:30-8 p.m. EDT for an address, pre-empting I Dream of Jeannie, and a half-hour on ABC-TV Monday, Sept. 9, 9-9:30 p.m. EDT, replacing Felony Squad.

Advertisers set for NBC political coverage

NBC News's telecast coverage of the Nov. 5 elections has been sold to four advertisers with one-quarter sponsorship each: Bulova Watch Co., through Young & Rubicam, both New York; Miracle White Co., a division of Beatrice Foods, through Spot Sales Advertising, both Chicago; Campbell Soup Co., Camden, N. J., through BBDO, New York, and American Motors Corp., Detroit, through Wells, Rich, Greene, New York.

The four election-night advertisers complete NBC-TV's political coverage
sponsored by Gulf Oil, through Young & Rubicam, signed for both the Republican and Democratic conventions, while Eastern Air Lines, also through Young & Rubicam, will be the sponsor of the network's coverage of inauguration ceremonies (Broadcasting, April 1).

The Surgeon General's Task Force for Smoking and Health has called for a stronger warning on the health hazards of cigarette smoking, on packages and also in advertising. And, the group said, the U.S. Public Health Service should determine if the broadcasting industry is complying with the FCC's ruling that anti-smoking announcements be carried as a counter to cigarette commercials.

In its report, the task force said it was unable to see how, in the long run, "a product involving the health hazards of cigarettes can continue to be advertised." Until the time when cigarettes are no longer advertised, the report said, the "task force believes . . . higher standards for cigarette advertising should be demanded."

The report urged the Public Health Service to originate a new proposal calling for a full-scale Advertising Council program on smoking and health. In the event such a program cannot be obtained, the report said, PHS should mount its own program through a contract with an advertising agency and with the guidance of an advisory committee of media, advertising and business leaders.

The task force also recommended that the Public Health Service "assess more precisely the influence of advertising on smoking behavior and the effectiveness of the anti-smoking messages being broadcast. Such an assessment would include a review of broadcasting-industry compliance with the FCC's ruling on cigarette fairness.

The task force for smoking and health, appointed in November 1967, is headed by Dr. Daniel H. Orn of the Public Health Service. One of its members is advertising executive Emerson Foose.

The Tobacco Institute has called the task force report "a shockingly imper- perate defamation of an industry which has led the way in medical research to seek answers in the cigarette controversy."

Webster stresses radio advertising effectiveness

How can radio more effectively help advertisers sell their product? Maurie Webster, vice president, CBS Radio, seems to have some of the answers.

In an address delivered at the Southeast region, Public Utilities Advertising Association, Daytona Beach, Fla., Aug. 22, Mr. Webster stressed that radio should establish a greater rapport with the agency, examine the skills required to do a more effective job, and analyze the production facilities available, including recording studios, engineers, tape equipment and sound effects. He said there

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**The practical processor for Ektachrome**

The Pako Model 28EK Cine/Strip Processor is a small-size, low-cost unit for processing both 16mm and 35mm Ektachrome. It handles over 1600 feet per hour with consistent high quality results.

1. Light-tight 2400-ft. magazine permits leader and film footage to be handled together eliminating costly start-up time.

2. Footage counter records the total footage for comparisons with chemical usage.

3. A unique automatic speed control on the film take-up maintains constant film tension.

4. First developer rack is adjustable (1/4 f-stops) for film exposed at other-than-normal exposure indexes. May be adjusted while machine is running.

5. Drawer-type electrical control panel simplifies inspection. And Pako's nationwide Distributor Network means that parts and factory-trained personnel are readily available.

6. Automatic replenishment system, automatic temperature control, controlled impingement drying system, and fpm tachometer included.

Pako also has quality processors for Kodachrome, Kodacolor, Anscochrome, Eastman Color, and BW. See your Pako Distributor now, or write Pako Corporation, 6300 Olson Memorial Highway, Minneapolis, Minnesota 55440.
should be a greater willingness to hire independent creative producers, when the need arises, to help solve a problem.

Mr. Webster also reported that an experiment conducted in Toronto indicated production techniques applied to a message on radio significantly aided the listener in his comprehension and retention of the commercial. Surprisingly, he added, TV production techniques aided little, with the result that radio scored higher than TV in this test.

Business briefly...

Stella-D’Oro Biscuit Co., through Firestone and Associates, both New York, will run its first network TV campaign with one-minute commercials on ABC-TV daytime shows Newywed Game, General Hospital, and Dark Shadow, running the month of September.

Mutual last week announced 14 advertisers making new purchases on the network. Advertisers were General Foods Corp., through Young & Rubicam, both New York; Kellogg Co., Battle Creek, Mich., through Leo Burnett, Chicago; Kraft Foods through J. Walter Thompson, both New York; Morton Salt, through Needham, Harper & Steers, both Chicago; American Tobacco, through Gardner, both New York; Miller Brewing, through Mathisson & Associates, both Milwaukee; Colgate-Palmolive, through Ted Bates & Co., both New York; Union Carbide, through William Esty Co., both New York; Philip Morris, through Burnett, both Chicago, A&W Root Beer through Dancer-Fitzgerald-Sample, both Los Angeles.

Kerr-McGee Corp., Oklahoma City, begins a 16-week fall TV campaign Sept. 1 for Blue Velvet motor oil. Five 60-second and two 20-second spot announcements will carry the message over 55 stations in the company's midwestern distribution area. Featured in the spots will be Miss Blue Velvet—actress Laraine Stephens—supported by a "family" of sculptured paper people. Lowe Runkle Co., Oklahoma City, is the agency.

Ideal Toy Corp., through Grey Advertising and Helfgott and Partners Inc., all New York, will sponsor the Huck Finn Show, Sundays, 7-7:30 p.m. EST on NBC-TV, Nov. 24 through Dec. 15.

Transogram Co., through Smith/Greenland Co., both New York, has purchased time on ABC-TV's Casper, Spider Man, Gulliver's Travels, George of the Jungle, as well as on NBC-TV's Top Cat, Underdog, Super 6 and Flintstones. Sponsorship runs for 14 weeks, starting Sept. 21.

Toro Manufacturing Corp., Minneapolis, through Campbell-Mithun Inc., same city, is readying an advertising program for its Family of Snow Pup and Snow Hound snow throwers that includes a two-week November saturation campaign of 30- and 60-second TV spots and radio spots in 18 major snow markets.

Canadaguia Industries Inc., Buffalo, N. Y., through Hutchins Advertising, Rochester, N. Y., has purchased a 13-week sponsorship of Monitor, in its first NBC radio buy.

Quaker Oats Co., through J. Walter Thompson, both Chicago, purchased sponsorship in 10 NBC-TV prime-time programs for the 1968-69 season.

Timex Watches, through Warwick and Legler, both New York, will sponsor a special featuring the family singing group, the Cowsills, on NBC-TV Saturday, Nov. 23 (8:30-9 p.m. EST).

Lincoln-Mercury Division of Ford Motor, through Kenyon & Eckhardt, both Detroit, has purchased sponsorship in news programs on ABC Radio's four network services. Buy is for three months starting in September.

Also in advertising...

Joining the field is Showest Inc., a new commercial production house, has opened at 3425 Cahuenga Boulevard West, Hollywood. Principals include Edgar K. Beatty, formerly contract director for EUE/Screen Gems; David S. Parlour, producer-director once with J. Walter Thompson and Grey Advertising, and Karl C. Braun, free-lance television film writer, who will handle the business management.

Added entry is AD II Corp., a newly organized six-man advertising agency headed by George A. Hall and Jim Kost, has moved into quarters located at 12767 Salicy Street, North Hollywood, Calif. Olga Blohm, media director, said the agency is expected to bill more than $500,000 annually. The agency's accounts are Audionetics, Teaching Technology, Whitaker Vacuum Products, and Whitaker Counter Products divisions.

Rep goes national is The John A. Potter Co., new radio-TV station representative firm on the West Coast, has expanded to offices in New York, Chicago and Detroit. Headquarters are at 5670 Wilshire Boulevard, Los Angeles. Andy Potter is president and Bettye Holden is vice president.

BAR network TV-billing report for week ended Aug. 11

Broadcast Advertisers Reports' network-TV dollar revenue estimate—week ended Aug. 11, 1968 (net time and talent charges in thousands of dollars)

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<td>Sign-on-10 a.m.</td>
<td>$145.8</td>
<td>$27.2</td>
<td>$2,500.2</td>
<td>$306.3</td>
<td>$10,513.9</td>
<td>$355.5</td>
<td>2,202.9</td>
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<td>10 a.m.-6 p.m.</td>
<td>885.1</td>
<td>2,157.9</td>
<td>89,450.3</td>
<td>1,857.0</td>
<td>67,158.1</td>
<td>750</td>
<td>4,900.0</td>
<td>28,469</td>
<td>193,116.9</td>
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<td>Saturday-Sunday</td>
<td>793.5</td>
<td>25,956.6</td>
<td>470.0</td>
<td>14,530.1</td>
<td>234</td>
<td>2,047.8</td>
<td>7,421</td>
<td>70,607.5</td>
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<td>Monday-Saturday</td>
<td>193.5</td>
<td>9,413.3</td>
<td>387.0</td>
<td>18,125.5</td>
<td>89</td>
<td>1,100.7</td>
<td>2,804</td>
<td>44,975.5</td>
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<td>Monday-Sunday</td>
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<td>7:30-11 a.m.</td>
<td>3,177.7</td>
<td>146,087.9</td>
<td>2,360.2</td>
<td>178,918.5</td>
<td>387</td>
<td>8,061.7</td>
<td>13,904</td>
<td>507,423.4</td>
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<td>Monday-Sunday</td>
<td>11:00 p.m.—Sign-off</td>
<td>104.8</td>
<td>1,966.1</td>
<td>484.7</td>
<td>100</td>
<td>1,202.2</td>
<td>2,382</td>
<td>26,025.5</td>
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<td>Total</td>
<td>$5,248.9</td>
<td>$236,094.0</td>
<td>$5,930.8</td>
<td>$305,514.2</td>
<td>1,624</td>
<td>$17,829.2</td>
<td>$57,830</td>
<td>$870,083.5</td>
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Gimbels get Gingold for fashion follies

Gimbels of Philadelphia will air an “irreverent” fashion show in prime time on four Philadelphia TV stations next month to open its fall-winter season fashion promotion.

For years, Gimbels kicked off its two big fashion seasons with a week-long series of spectacularly staged fashion shows in its downtown store. The 30-minute special, entitled Fall Girl—An Irreverent Look at Fashion, features comédienne Hermione Gingold, and will be shown on WCAS-TV, WIBF-TV, WKBW-TV and WPHL-TV (the last three are UHF’s) at different times during a two-week period in September, reviving the tradition through modern media.

Heavy supporting material for the promotion is also planned by the chain’s agency, Spiro, Walpert & Ringold Inc., including radio spots, mailings and in-store displays.

Ell Ensign is vice president in charge of the New York office at 15 West 55th Street. Tom Corlett is the Detroit representative, and John Walker is Chicago manager. Carl Nielsen is manager in San Francisco.

High sales — Sales at the ABC-owned radio stations for the first six months of 1968 reached a record high, it was announced last week by Harold L. Neal Jr., president of the division. Total sales for the first half are up 12.5% over the same period of 1967, with WABC New York showing a gain of 16.5%, Mr. Neal stated.

Basketball for sale — Avery-Knodel Inc. has been named national sales representative for the Missouri Basketball Television Network’s schedule of nine games to be telecast on 16 stations extending from Ohio to Texas, starting Jan. 11, 1969.

Agency appointments ...

- Hutchins Advertising Co., Rochester, N. Y., has been appointed by the Gannett Group to develop a corporate advertising program. Gannett has 43 newspapers, six radio stations, and three television stations.

- Foote, Cone & Belding, San Francisco, has been appointed ad agency for Shakey’s Inc., Burlingame, Calif. Shakey’s operates more than 350 pizza parlors in the U. S., Canada and Mexico.

- Ronzoni Macaroni Co., has named Firestone and Associates, Inc., both New York, to handle advertising with particular emphasis in TV, effective Sept. 1. The agency, which has been handling the account in Philadelphia, Boston and Providence, R. I., for the past year, will now also place Ronzoni product advertising in the company’s main market, New York.

- Fauna Pet Corp., New York, operator of American Kennels, has appointed Weiss and Geller, New York, to handle advertising and promotion. A fall radio campaign is planned.

Rep appointment ...

- KFMB-TV San Diego and WCIA-TV Champaign, Ill.: Peters, Griffin, Woodward, New York.

New ad agency formed in N.Y.

A new advertising agency, Chalk, Nissen, Hanft Inc., was formed last week, with offices at the Gotham Hotel, 700 Fifth Avenue, New York. Messrs. Chalk, Nissen and Hanft were all formerly associated with Altman, Stoller, Chalk Advertising Inc., New York. Howard Chalk, who was executive vice president, and Joseph Nissen, a vice president and senior art director at the firm, divested themselves of their holdings. Ed Hanft, vice president and copy chief, had no shares in the agency.
The All Channel Television Society has urged the FCC to withdraw its proposals for making spectrum space now assigned to UHF available to land-mobile radio. ACTS says no reassignment should be made until the commission is satisfied—by studies now underway—that no other solution to land mobile’s spectrum-shortage problem is possible.

ACTS, a trade association of UHF stations, was attempting to head off proposals issued by the commission last month. In a notice of proposed rulemaking, the commission proposed sharing the use of the lowest seven UHF channels (14-20) with land-mobile radio users. And in a combined notice of rulemaking and inquiry, it proposed setting aside 115 megacycles of spectrum, including the top 14 UHF channels, (70-83) for land-mobile use (BROADCASTING, July 22).

ACTS is planning a general membership meeting in Washington Sept. 17-18 preparatory to the Committee for All-Channel Broadcasting (CAB) meeting in New York on Sept. 19. At the Washington meeting, ACTS members will be briefed on the group’s position on UHF tuner “compatibility” (see below)—a program that has been under way since last year—as well as the land mobile, CATV and newspaper listing projects. ACTS is working to persuade newspapers to give equal listings to UHF stations to those given the local VHF stations.

There seemed little likelihood that ACTS’s request, which was made in a letter to FCC Chairman Rosel H. Hyde last week, would be granted. The commission, which has heard many of the ACTS arguments before, is under pressure from land-mobile users and their supporters in Congress to get moving on solutions to land mobile’s spectrum-shortage problems.

**Development?** ACTS warned that the proposals could cut the ground from under the development of UHF television. ACTS estimated that, on the basis of the number of operating UHF stations, the investment in UHF since 1966 has doubled, from $80,682,000 to more than $160 million. If stations authorized but not yet on the air are considered, ACTS said the potential investment exceeds $363 million.

But, ACTS said, existing UHF entrepreneurs will not increase their investments if the channel on which they are operating will either be changed, deleted or be subjected to “interference from an ‘engineered’ land-mobile system” as a result of the adoption of the proposals currently under consideration. Nor will prospective operators, ACTS added, invest in development of the UHF band “if that portion of the spectrum” is considered nothing more than a reservoir of frequencies to be tapped each time allocation of “land mobile ‘overcrowding’ and ‘shortages’ are raised before the commission.”

ACTS, as it said other broadcaster groups have in the past, urged that land-mobile operators’ problems result from inefficient use of the spectrum assigned to them. It quoted a June 20 report of the commission’s chief engineer’s office which noted that land-mobile radio “is characterized by transmissions having a low duty factor”—that, in other words, “there are frequent periods of inactivity when no transmissions are taking place.”

**Studies Authorized** ACTS noted that the commission has authorized studies dealing “with restructuring present land-mobile frequency usage to permit more efficient use in the public interest.” The commission in June awarded Stanford Research Institute a contract for a research project which will include a study of the land-mobile radio services (BROADCASTING, July 1). The report is due next June.

ACTS also cited the proposal by the Association of Maximum Service Telecasters for a joint government-industry monitoring study designed to provide definitive information on actual land-mobile radio traffic patterns (BROADCASTING, July 15).

**Wescon features miniaturization**

Microminiaturization, by now an old-time star of the electronics industry, still managed to steal the show last week at the four-day Western Electronics Show and Convention held in Los Angeles (Aug. 20-23). RCA unveiled what it called “the world’s most powerful transistor.” It’s said to have a power output of up to 800 watts. The transistor, operating at frequencies of 1 mc, is also said to be able to handle three times the power generated by many standard broadcast radio stations.

RCA’s development was easily one of the star attractions of the 16th annual Wescon presentation, which probably amounted to what will be one of the largest technical expositions in the world this year. The show and convention included 1170 exhibits of new electronic systems by more than 650 companies, requiring the floor space of two huge arenas—the Los Angeles
Sports Arena and Hollywood Park Race Track. A program of 175 technical papers also were presented in three downtown hotels, with headquarters for the convention being the Biltmore hotel.

Among other companies featuring microcinematization equipment, Sony Corp. of America showed its 16-pound Videorover video-tape recorder and camera. The VTR division of the company won a Wescon award of excellence for this equipment.

MVR Corp., Palo Alto, Calif., showed one of its 16 magnetic disc video recorder models. It was said to be applicable for broadcast and data storage purposes.

Westinghouse Electric Corp. introduced a process for making transistors that may someday be torn out, used and then thrown away like paper matches. The "thin-film" transistors are "printed" on such common toss-away materials as paper, plastic, kitchen wrap and aluminum foil. The new process can be used for the transistor or the substrate, with vapor of metal and glass, not ink.

Light Requirements? Westinghouse, too, demonstrated a new so-called "see-in-the-dark" television camera. The ultrasonic, low-light-level TV camera, which weighs 12 pounds, is claimed to contain all of the optics and electronic circuits needed to produce pictures of standard television quality at light levels down to moonlight conditions.

MPO Videotronics Inc. showed an automatic sound super 8 motion picture projector that provides two-way projection—on its own built-in TV-type screen or large group projection on a wall or standard projection screen. Judd L. Pollock, chairman of the New York-based independent TV commercial film production company, said that the new MPO projector has been designed essentially for use by salesmen in presentations and for education applications.

Alexander M. Poniatoff, founder and chairman of Ampex Corp., Redwood City, Calif., received the 1968 medal of achievement of the Western Electronic Manufacturers Association. This organization, together with the Institute of Electrical and Electronics Engineers, sponsors the annual non-profit Wescon event.

New satellite series debuts on Sept. 18

Before the leaves fall, the first of a new series of space communications satellites, each capable of carrying 1,200 voice circuits or four TV channels, will be in operation over the Atlantic Ocean.

This is the Intelsat III series, with the first launch planned for Sept 18. The satellite will be launched from Cape Kennedy by the National Aeronautics and Space Administration, which will be paid $4.5 million for each launch. This includes the cost of the launch vehicle, a new McDonnell-Douglas long-tanks Delta rocket.

All will be placed into synchronous, 22,300-mile-high orbit over earth—one over the Atlantic, one over the Pacific, and one over the Indian Ocean. Unique to the new communications satellites is directional antenna that will constantly be pointed toward earth. As the satellite spins clockwise, the antenna will spin counter-clockwise at precisely the same speed, resulting in keeping the antenna always pointed toward earth.

The satellites were built for the Communications Satellite Corp., manager of the 62-nation international telecommunications satellite consortium, by TRW Inc., Redondo Beach, Calif. Each satellite, weighing 632 pounds at launch, has been designed for a minimum life of five years in orbit. The communications facilities of the 78-inch-long satellites are designed for simultaneous communications between several earth stations. Four commercial communications satellites are now operating over the Atlantic and Pacific oceans. Two cover the Atlantic region, and two the Pacific. Each has a capacity of 240 voice circuits, or one TV channel.

GE engineer recipient of IEEE award

Dr. Kurt Schlesinger, a consulting engineer with General Electric, Syracuse, N. Y., was given the Institute of Electrical and Electronics Engineers' Vladimir K. Zworykin award at the Western Electronics Show and Convention in Los Angeles, Aug. 20.

The award, named for the pioneer TV engineer, was presented to Dr. Schlesinger for his "sustained and pioneering contributions to television circuitry and electron optical devices." The annual prize consists of a certificate and $500.

Dr. Schlesinger, a theoretician and experimentalist who holds more than 200 U.S. patents and is author of more than 40 technical papers, is best known for his work in the field of electronic beam deflection and scanning, and his development of "electron trigonometry," which provides a theoretical basis for predicting size and position of electron optical images. Dr. Schlesinger's work has contributed markedly to the development of new lightweight high-resolution cameras and spot tubes, electronic zoom lenses, automatic tracking camera tubes, the Deflecteron, and spiral optics.

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TUCSON—
Edwin G. Richter, Jr. P.OB 5131, phone (602) 622-3336

BROADCASTING, August 26, 1968
CBC reports costs up sharply

Special telecasts, salary increases part of reason for highest yearly expenses

Operating costs of the Canadian Broadcasting Corp. have gone up and so has the cost to the Canadian taxpayer, according to the CBC's annual report for the period ending March 31.

Centennial year activities and programming helped push CBC costs to the highest level in the corporation's 33-year history. Net cost of operations was $145,684,637, up from $118,044,589 in the last fiscal year (Broadcasting, July 17, 1967). The $145 million bill amounts to about $7.25 for each man, woman and child in Canada.

Total operating expenses for the CBC for the fiscal year ended March 31 were actually $185,885,439. But revenue from advertising and some other investments pushed down the net tab to $145,684,637. Total expenditures in 1966-67 were $154,240,599.

The corporation's programming costs were up $21,438,000 in 1967-68 over the previous year, a 22% increase. The annual report attributed these rising program costs to "special centennial telecasts, increased salaries resulting from negotiated union agreements and general price increases." CBC radio and television carried close to 1,500 hours of centennial programs and special coverage in 1967 (an average of four hours of centennial programming a day), not including regular programming and programming beamed overseas.

Source of Revenue = Money for the programs and the facilities came from the government, advertising, and other sources. Parliamentary grants totalled $140,147,000 of which $2,889,905 went back to the receiver-general as repayment of capital loans to the corporation, while another $644,301 was due to the receiver-general at the end of the year. The repayments leave the net operating funds received from the government at $136,612,794.

Earnings from advertising totalled $38,734,295 in 1967-68, up from $35,153,014 last year. Other revenue totalled $1,466,507.

The report said the $38 million in ad revenue "equaled 21.9% of the corporation's expense, excluding depreciation and amortization, as compared with 23.9% in 1966-67."

On the CBC's English TV network, only about 25% of the network programs carried before 6 p.m. are considered salable by the corporation, but about 68% of programs after 6 p.m. are considered salable. On the French TV networks the figures are 24% before and 49% after 6 p.m.

The report said 78% of the salable programs on the English TV network were bought by advertisers, and that the percentage rose to 95% after 6 p.m. On the French network advertisers were reported buying 47% of the salable daytime programs and 35% of the evening programs. The use of feature films in the afternoon and late evening on the French network was said to account for that network's lower percentage of evening sales. The report noted that English network stations purchase and broadcast such films individually.

The CBC has some programs which are not available to any advertiser. News programs are one example. Other shows are not sold because of their content, their appeal to a specialized audience or their position in the program schedule.

Plans for Color = The report noted that, although color TV production facilities have up to now been limited to Montreal, Ottawa and Toronto, the corporation plans to extend such facilities to other regional centers and to expand the Montreal and Toronto color capability.

During the past year color programming on the English network increased between eight and 12 hours a week. Between 37 and 46 of the English network's 72 hours a week were in color.

The French network increased its color output about eight hours a week. Between 26 and 56 hours of the 105-hour-per-week schedule were in color.

The corporation's annual report also said the network hoped to extend facilities so that eventually 100% of the population could be reached by the CBC. CBC-TV currently reaches 96.6% of the population while CBC Radio reaches 98.7% of all Canadians. The report said remote areas of the country could be provided full service if a space satellite system were employed.

During the past year the corporation extended some of its coverage by adding 21 new television transmitters and 26 new radio transmitters.

The report said capital assets after accumulated depreciation increased by $10.9 million over last year to a total of just under $88 million. The largest portion of the increase was attributed to extensions and improvements to service, continued consolidation of facilities and other additions and replacements to plant.

IBN makes appearance covering Pope's visit

Interamerican Broadcasting Network, New York, organized to serve Spanish-language radio stations in the U.S. and Latin America, made its first appearance last Thursday (Aug. 22) with broadcast coverage of Pope Paul VI's visit to Bogota, Colombia, to attend the 39th International Eucharistic Congress.

Broadcasts, emanating by microwave, were relayed from WBNX New York to 20 Spanish-language stations in the U.S. and to over 400 stations in 15 Latin
American countries. In addition to Spanish, the programs will be broadcast in Portuguese to over 100 stations in Brazil.

The broadcasts were to be presented in the U. S. by Hellman's Mayonnaise and the Best Foods division of Corn Products. In Latin America, they were to be under the sponsorship of Fiat.

Interamerican Broadcasting Network was formed by Frank Webber, who is president. He has been in the station representation business for U. S. and international radio stations for 12 years. Jack Heston is vice president and treasurer, and was formerly with Kenyon & Eckhardt. Juan Lefovich is vice president and director of Latin American affairs. He served for 14 years as chief of verbatim reporters at the United Nations, and earlier was with UPI.

Interamerican's next special project will be coverage of the 1968 Olympic games in Mexico, followed by coverage of the U. S. national elections.

Mr. Lefovich reported that a "daily program of service" will be launched this fall, with heavy, live coverage of U. S. and Latin American news, plus programs aimed at women and youth, with focus on news of special interest to Spanish-speaking people.

Interamerican Broadcasting will seek one or more sponsors for specials on the Olympics and U. S. elections, as well as for the daily programs in the U. S. and Latin America.

Interamerican Broadcasting Network is located at 861 Third Avenue, New York.

VOA again being jammed during Czech crisis

Last week the U.S. Information Agency reported that for the first time in more than five years Voice of America and other Western broadcasts into Russia and Eastern Europe were being jammed by the Soviet Union. The jamming began shortly after Russia and other Warsaw Pact nations invaded Czechoslovakia (see page 41).

"This resumption of cold-war tactics is a regrettable step backward," said USIA Director Leonard Marks, "I earnestly hope that the Soviet government will reconsider its action." He pointed out that the VOA was carrying live the current sessions of the United Nations, including the remarks of the Soviet delegate. "The peoples of the Soviet Union should have the chance to hear for themselves what is said," he urged.

Settlement makes both sides happy

The dispute between Britain's independent program companies and their TV technicians ended Aug. 16 with both sides confident of having scored a victory. A new pay and working agreement, retroactive to July 1, is being prepared by the management, and negotiations will be resumed later in the month. Meanwhile, independent TV services are getting back to normal and the technicians have agreed not to disrupt future programs.

It is estimated that the two-week dispute cost the programmers $1.2 million in advertising revenue. During this time the programmers combined to put out a networked service of recorded programs.

Dr. Tom Margerison, chairman of the employers' negotiating committee, said that the programmers had put up with "centrally planned guerrilla actions" which had given them "two weeks of trauma." George Elvin, the technicians' negotiator, was also emphatic on the results achieved. He was, moreover, "delighted and gratified" that the technicians had "stayed 100% solid" during the dispute.

Abroad in brief . . .

Olympic coverage • The Canadian Broadcasting Corp. will provide exclusive Canadian TV coverage of the summer Olympic games to be held in Mexico City, Oct. 12-27. CBC plans to send a 100-member crew to Mexico to furnish the French and English TV and radio networks and the international broadcast service with approximately 180 hours of live and recorded programs.

Overseas distributor • The international sales department of CBS International, New York, has become the overseas distributor for educational films of Bailey Films, Inc., Hollywood, and Film Associates, Los Angeles.

FATES & FORTUNES

BROADCAST ADVERTISING

Thomas R. Vohs, executive VP, Chirurg & Cairns, New York agency, elected president.

Paul H. Chook, Kenneth A. Longman and Leon I. Rosenbluth, division managers of marketing/research department, Young & Rubicam, New York, elected VP's. Mr. Chook has been manager of advertising research since January 1967; Mr. Longman has been manager of developmental research, and Mr. Rosenbluth has been manager of survey research.

Manning Rubin, VP and associate creative director, Grey Advertising Inc., New York, named creative director. Donald J. Dolen, with Grey, Detroit, elected VP and creative director.


Louis A. Smith, VP and general manager of Chicago office of Edward Petry Co., joins Cor-Plex International Corp. there as executive VP and general manager of its sales subsidiary, Media Sales Inc. Cor-Plex operates hotel TV systems.

Alan O. LeVally, copy supervisor, Needham, Harper & Steers, Chicago, elected VP.

Theodore H. Smith, account supervisor, W. H. Schneider Inc., New York agency, named VP.

Edward S. Almgren, VP and executive art director, BBDO, New York, becomes VP in charge of art, succeeding Harold W. Olsen, who retires at end of year.

Dan Blumenthal, creative director, and Fred Caravetta, art director, both with Hume, Smith, Mickleberry Advertising, Miami, named VP's.

Donald M. Smith Jr., senior VP, McCann-Erickson, New York, named to newly created position of director of marketing for western region.

William R. Greenwood, with The Biddle Co., Bloomington, Ill. agency, joins Galvin/Farris/Ross Advertising, Kansas City, Mo., as creative director.

Elizabeth S. Eddy and George E. Robinson, copy supervisors at Benton & Bowles, New York, named associate creative directors.

Daniel Rona, general manager, KSL-PFM Salt Lake City, joins Quality Media Inc., FM rep, as manager of newly opened Chicago office.

Carroll B. Sugar joins D. P. Brother & Co., Hollywood, as manager of office, succeeding Al Cochran, who resigns.

Rick Waite, still and motion picture photographer-director-cameraman, is pointed to head live-action commercial department of Murakami Wolf Film Inc., Hollywood.

Thomas A. Michelson, formerly with Doyle Dane Bernbach and BBDO, joins Radio Advertising Representatives,
New York, as research manager.

Allen Kline, director of The Pulse Inc., Los Angeles, joins Davis Broadcasting Co., as director of research and planning for KLOK San Jose and KWZM-FM Santa Ana, both California.

Henry G. Chadwick, VP and manager, Blair Radio, Philadelphia, joins WFTI-TV, that city, as general sales manager. John L. Welford, on Blair's Boston sales staff, succeeds Mr. Chadwick.

J. William Beindorf, local sales manager, WTCN-TV Minneapolis-St. Paul, appointed general sales manager, succeeding Corky Cartwright, who joins KOA-TV Denver as general sales manager. Mr. Beindorf is succeeded by Norman Page, account executive, WTCN-TV.

James D. Boaz, sales manager, WKBF-TV Cleveland, appointed general sales manager and assistant general manager. R. King Patterson, account executive, WKBF-TV, succeeds Mr. Boaz. Alan S. Feuer, account executive, WKBF-TV, appointed local sales manager.

Howard Parkus, with WTTG Toledo, Ohio, appointed general sales manager, succeeding William Jaeger, who resigns.

Norman R. Cissna, director of sales, WMAQ-TV Chicago, joins WNHC-TV New Haven, Conn., as general sales manager.

Ray Horn, air personality, KPOK(FM) Portland, Ore., appointed sales manager.

Jerry Klein, account executive, KXTV (TV) Sacramento, Calif., joins KSAN-FM San Francisco, as sales manager.

John W. Doscher, with WOR-TV New York, appointed sales manager.

James J. Gaskin, with WXIX Detroit, appointed to newly created position of sales manager.

Earl J. Gallagher, sales manager, WCDO Chicago Heights, Ill., joins Walton Broadcasting Sales Corp., Chicago, as manager of sales.

Dana F. Baird named sales manager, KATZ St. Louis.

Steve L. Halpern, account executive, WAGA-TV Atlanta, joins WXIX-TV, that city, as local sales manager.

Thomas L. Thompson, timebuyer, Tracy-Locke Co., Dallas, appointed media and broadcast supervisor.

Jonathan Weinroth, with Foote, Cone & Belding, New York, joins Kane, Light, Gladney Inc., that city, as copy director.

William A. Morris, VP of own film syndication company, Barbery Productions, joins New York sales staff of RKO General Broadcasting National Sales.

MEDIA

Charles B. Brakefield, president, WREC-AM-FM-TV Memphis and WESH-AM-TV Daytona Beach-Orlando, Fla. (Cowles Communications Inc., New York), elected to CC board, succeeding Palmer K. Leberman, who resigns. Mr. Brakefield is also chairman of Television Bureau of Advertising.

Robert Eastman II, with Robert E. Eastman & Co.'s Los Angeles office, joins WTRX Flint, Mich., as president. Mr. Eastman previously worked on station's sales staff.

Eugene H. Bohi, sales manager, WYXC-TV Cleveland, appointed station manager, succeeding Neal Van Ellis, who joins KNBC(TV) Los Angeles as manager. Both stations are NBC-owned.

Gene Lafferty, executive VP and general manager, KAHJ and KAFI(FM) Auburn, Calif., resigns. He is succeeded by Tom McCrum.

Adrian D. (Ken) Knight, with WRRC Jacksonville, Fla., named VP.

George Green, general manager, Jefferson-Florida Corp., Greensboro, N. C., named VP.

James T. Hall, with KUTY Palmdale, joins KBVM Lancaster, both California, as manager.

John W. Dunlop, general manager, Maine ETV network, resigns to become general manager of proposed public television system in Virgin Islands.

Tony Dean, operations director, KHAK-AM-FM Cedar Rapids, Iowa, joins KKCR Pierre, S. D., as station manager. Both are Aagrus Broadcasting Inc. stations.

Harold Saldinger, formerly VP and general manager, WTRAM-AM-FM-TV Norfolk, joins WAVY-TV Portsmouth-Novel-Newport News, Va., as assistant to general manager.

PROGRAMING

Paul King has been named CBS-TV network VP for program production, Hollywood. He has been assistant to Perry Lafferty, VP, programs, Hollywood, since last October and will continue to report to him. He will have general charge of all program series and pilot programs produced by CBS-TV in Hollywood. He will also be responsible for network's casting activities in Hollywood.

Berry Greenberg, director, international television operations and sales, Warner Bros.-Seven Arts Inc., New York, named VP, administration and sales, international television.


George Dietrich, western division manager, Allied Artists Television, joins Independent Television Corp., Los Angeles, in same capacity.

Chase Mellen, writer and story editor with Roncom-Huggins Productions, Hollywood, joins ABC-TV, that city, as assistant to director of network television feature film production. George W. Vosburgh, VP, Merry Griffin Productions, New York, joins ABC-TV, that city, as director of daytime programs, East Coast, Peter Calabrese named director, ABC-TV's Treasure Isle.

Ernie Losso, casting director, Paramount Television, Hollywood, joins Screen Gems Inc., that city, in same capacity.

Susan McCusker, with Fredana TV Ltd., appointed production coordinator in film and TV divisions of The Campbell, Silver, Cosby Corp., Beverly Hills, Calif.

Warren Lyons, theatrical producer, joins Paramount Television as casting consultant in New York.

Arthur Semon, story editor, Walt Disney Productions, New York, appointed executive story editor for 20th Century-Fox TV's 13 90-minute motion pictures being produced for ABC-TV.

Thomas F. McGuire, with NBC International, South Vietnam, joins WSN-TV Atlanta, as producer-director.


Raymond C. Bartolucci Jr., supervisor of production, WHN-B-TV New Britain-Hartford, Conn., named WHCT-TV Hartford as production manager.

Bill Kline, program manager, WIP-FM Philadelphia, joins WTXL(TV) Sacramento, Calif., as program operations manager.

George Bonnell Jr., director of pro-
graming, WQXY-FM Baton Rouge, appointed manager of station operations.

NEWS

Albert T. Primo, news director, KYW-TV Philadelphia, joins WARC-TV New York as director of news and public affairs.

David V. Stickle, news director, WMAR-TV Baltimore, appointed director of public affairs. Mr. Stickle is succeeded by George F. Rogers Jr.

Martin Dyckman, special assignment reporter, WJXT (TV) Jacksonville, Fla., appointed public affairs director.

Ted Kamp, political editor, WPIX (TV) New York, appointed editor-producer.

FANFARE


Don E. Whiteley, assistant manager for public relations, Central City Opera House Association, Denver, joins KBTX and KBTW (TV), that city, as director of promotion and advertising.

Carole Chadwick, copywriter, WPDI Jacksonville, Fla., joins WJXT (TV), that city, as public service director.

Robert H. Sandler, reporter with Newsday, Garden City, N. Y., joins WCBS-TV New York as senior press representative, information services.


EQUIPMENT & ENGINEERING


John Murray, with Bardwell & McAlister Inc., Hollywood, named VP in charge of sales.

Alan B. Higgins, assistant chief engineer, WHO-AM-FM-TV Dayton, Ohio, appointed director of engineering, succeeding Richard E. Lauth, who retires.

Avrel Mason, manager of program planning, RCA defense electronic products, appointed chief engineer, commercial electronic systems division, Camden, N. J.

James S. Arrington, director of marketing, and John S. Boyers, director of engineering, both with communications division, Telex Corp., Minneapolis, named VPs.

Robert K. Burns, distributor division sales manager, Cinch Manufacturing Co., Chicago, joins Oak Manufacturing Co., Crystal Lake, Ill., as distributor sales manager.

Gene Block, national sales manager, Muntz Stereo-Pak Inc., Los Angeles, joins GW Electronics Inc., Torrance, Calif., as national sales manager.

INTERNATIONAL

Ralph Jensen, Radio Liberty, Munich, Germany, appointed associate producer of W5, weekly public affairs program for CCTV television network, Toronto.

Charles D. Wilkes, continental television sales manager, United Artists, Paris, joins Warner Bros.-Seven Arts as television sales representative for France.

Alan Robertson, executive director, Calgary and regional educational television association, Alberta, elected president of newly formed Educational Television and Radio Association of Canada in Banff, Alberta. Art Knowles, director, instructional aid resources, York University, Toronto, elected VP.

DEATHS

Percy L. Deutsch, 81, founder and former president of World Broadcating System, died at his home in New York on Aug. 15. Mr. Deutsch established WBS, pioneer transcription library organization for radio, in 1929 and operated company until 1943 when he sold it to Decca Records. Mr. Deutsch also was founder of Brunswick Phonograph and Record Co., New York. He is survived by son, John, and daughter, Mrs. Morris Rittenberg, whose husband is VP of NBC Films Inc.


John B. Lee 45, unit manager at ABC-TV Hollywood for last seven years on several programs including The Lawrence Welk Show, died Aug. 21 at UCLA medical center in Los Angeles. Before coming to ABC-TV, Mr. Lee was director for Alexander Film Co., Colorado Springs. He formerly was program manager for WXYZ-TV Detroit. Mr. Lee is survived by his wife, Ruth, daughter and son.

Sam Elman, 62, executive VP, WATR Waterbury, Conn., died Aug. 11 after being struck by automobile in front of his home in Waterbury.

William J. Anderson, 36, operations editor with news division, Voice of America, Washington, died Aug. 16 of heart attack at his home in Churchton, Md. Before joining VOA in 1965 as news writer, Mr. Anderson was with WXIX Atlanta as news director from 1962-65. He was managing news editor, Armed Forces Radio Network, Frankfurt, Germany from 1958-61. Mr. Anderson had also been associated with Radio Press International, West Berlin, and WBAL-TV Baltimore. He is survived by his wife, Johanna, three daughters and son.
FOR THE RECORD

STATION AUTHORIZATIONS, APPLICATIONS

As compiled by Broadcasting, Aug. 14 through Aug. 21 and based on filings, authorizations and other actions of the FCC.

Abbreviations: Ann.—announced, ant.—antenna, CATV—community antena television, CE—critical hours, CP—construction permit, D—day, DA—directional antenna, ERP—effective radiated power, kc—kilocycles, kw—kilowatts, LS—local sunet, mc—megacycles, mod.—modification, N—night, PSA—presense service authority, SCA—subsidiary communications authorization, SH—specified hours, SSA—special service authorization, STA—special temporary authorization, trans.—transmitter, UHF—ultra high frequency, ULP—unlimited hours, VHF—very high frequency, vis.—visual, watts.—educational.

New TV stations

OTHER ACTIONS

■ Review board in Patchogue, N.Y., TV broadcast proceeding, Docs. 17889-90, granted joint petition for approval of radio station filed June 26 by Granik Broadcasting Co. and Long Island Video Inc.; approved agreement to extent indicated; application of Long Island Video Inc. dismissed on prejudice; granted application of Granik Broadcasting Co. and terminated proceeding.
■ Review board on Aug. 15 in Medford, Ore., TV broadcast proceeding, Docs. 17581-82, denied motion to enlarge issues filed June 5 by Medford Printing Co., dismissed request to file further pleadings to petition to enlarge issues. Action Aug. 20.

ACTIONS ON MOTIONS

■ Hearing Examiner Gifford Irion on Aug. 13 in Baltimore (Baltimore Broadcasting Co. and Meadows Broadcasting Co.) TV ch. 54 proceeding, continued further prehearing conference from Aug. 15 to Aug. 16 (Docs. 17740-1).
■ Hearing Examiner Forrest L. McClennen on Aug. 13 in Jacksonville and Miami, both Florida, and Asheville, N. C. (Florida-Georgia Television Co., Community First Corp., NC Broadcasting Co., FBC Telecasting Co. and Asheville (Wideawave Co.) TV) proceeding, in accordance with agreement of parties, granted ex parte request for transcript of further prehearing conference of Aug. 12, corrected Docs. 10654, 17582-4, 18164-4).

Existing TV stations

FIAL ACTIONS

■ Commission has granted application of Eagle Broadcasting Co. to change ERP of WYEA-TV Columbus, Ga. to 525 kw vis., 103 kw aud., ant. height to 890 ft. tran. location to 1.2 miles north of Phenix City, Ala., change type tran., change in ant., structure and ant. system, Action July 31.
■ WKRC-TV Cincinnati, Ohio—Broadcast Bureau granted mod. of CP to change ERP to 503 kilowatts, 30.9 kw. cur., change ant. structure (main, side, and ant. with alternate main vis. amp), Action Aug. 20.

OTHER ACTION

■ Rejoining to a complaint that WCHS-TV and WBNCTV, both New York, failed to cease retransmitting by group "dedicated to destruction of slumlordism," commission said it found no basis for action. Action Aug. 22.

ACTIONS ON MOTIONS

■ Chief Hearing Examiner James D. Cunningham on Aug. 13 in inquiry into WEBM-TV's broadcast on Nov. 1 and 2, 1967 of report on marijuana party (Doc. 18101), denied letter of Columbia Broadcasting System Inc., licensee of WBBM-TV Chicago Thursday, recommending adoption of certain procedures to govern conduct of commission's inquiry into station's broadcast Nov. 1 and 2, 1967, of report on marijuana party. Examiner said procedures requested would have effect of according Columbia procedural rights to which it would be entitled, made no procedural, rather than investigatory proceeding; and that such procedure was contrary to type of non-adversary inquiry involved here.
■ Hearing Examiner Millard F. French on Aug. 13 in Montgomery, Ala. (Cosmos Broadcasting Corp. [WSFA-TV]) TV proceeding, granted petition by WTVY Inc. and extended time to Sept. 16 in which to file proposed findings of fact and conclusions of law (Doc. 18184).

CALL LETTER APPLICATIONS

■ Channel 25 TV Inc., West Palm Beach, Fla., Requests WQNY
■ KFEG-TV, Panax Corp., St. Joseph, Mo., Requests KEXI
■ Long Island Educational TV Council, Garden City, N.Y. Requests *WLIW*(TV)
■ KTVM(TV), Southern Oregon Broadcasting Co., Medford, Ore., Granted KORB

New AM stations

FINAL ACTIONS

■ M. D. Price, Jr., Northfield, Minn.—Broadcast Bureau granted mod. of CP to change ERP to 125 kilowatts, 2,650 kilocycles, a directional ant. (DA-2), from 1 kw night, 5 kw day to 1 kw day, no night, Action Aug. 14.
■ Hearing Examiner Stanleigh R. Holmes on Aug. 15 in Milwaukee, Wis.—Broadcast Bureau granted CP to increase ant. height. Action Aug. 19.
■ Hearing Examiner Herbert Sharmann on Aug. 15 in Indianapolis, Ind.—Broadcast Bureau and Herb Newcomb) AM proceeding, granted certain procedural dates, re-scheduled hearing from Oct. 15 to Nov. 18 (Docs. 18226-4).

Existing AM stations

FINAL ACTIONS

KOKY Little Rock, Ark.—Broadcast Bureau granted license to KBOP to operate as a sales repeater of WSB-FM, Action Aug. 20.
■ Commission has granted application of Gordon Broadcasting Inc. to increase power of WSB-FM, Atlanta, Ga. to 150,000 watts directional ant. (DA-2), from 1 kw night, 5 kw day to 1 kw day, no night, Action Aug. 21.
■ WLOB Portland, Me.—Broadcast Bureau granted CP to make changes in ant. system. Action Aug. 15.
■ Broadcast Bureau granted CP to make changes in ant. system; conditions. Action Aug. 15.
■ Hearing Examiner Herbert Sharmann on Aug. 15 in Denver, Colo.—Broadcast Bureau granted CP to make changes in ant. system; conditions. Action Aug. 15.
■ Hearing Examiner Herbert Sharmann on Aug. 15 in Chicago, Ill.—Broadcast Bureau granted CP to increase ant. height. Action Aug. 19.
■ Hearing Examiner Chester F. Naumo- witz on Aug. 15 in Atlanta, Ga. (Kittyhawk Broadcasting Corp. et al.) AM proceeding, granted time extension to answer, dismissed motion to intervene by Atlanta City Broadcasting Co., scheduled hearing for Aug. 26 (Docs. 17243-7, 17249).
■ Hearing Examiner Herbert Sharmann on Aug. 15 in Indianapolis, Ind.—Broadcast Co. and Herb Newcomb) AM proceeding, granted certain procedural dates, re-scheduled hearing from Oct. 15 to Nov. 18 (Docs. 18226-4).

NEGOTIATORS

EDWIN TORNBERG & COMPANY, INC.

Negotiators For The Purchase And Sale Of Radio And TV Stations • CATV Appraisers • Financial Advisors

New York—66 East 42nd St., New York 17, N. Y. • MU 7-4042
West Coast—1357 Jewell Ave., Pacific Grove, Calif. • FR 5-3184
Washington—711 14th St., N.W., Washington, D. C. • DI 7-9531

BROADCASTING, August 26, 1966
Waynesville, auxiliary alternate forfeiture 28. petition both Virginia (Image Radio Inc. and Sept. AM 5 13 (San Antonio on Carolina Broadcasters and (Community Broadcasting Bureau following new dates and set station.

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RULEMAKING ACTION

FCC denied petition by Warren L. Ayth to delete ch. 28A from Donaldsonville, La., and assign it as second FM channel at Thibodaux, La. Action Aug. 14.

DESIGNATED FOR HEARING


Existing FM stations

FINAL ACTIONS


KTUX (FM) Livermore, Calif.—Broadcast Bureau granted mod. of CP to change main trans., location to 2 miles east of Pleasanton Vinyard Road, Alameda, Calif., install new type ant., make change in ant. system same, height remain 180 ft, remote control permitted. Action Aug. 13.

KBBI (FM) Los Angeles, Calif.—Broadcast Bureau granted mod. of SCA to make changes in programing, Action Aug. 13.

KACE-FM Riverside, Calif.—Broadcast Bureau granted CP to make changes in ant.-trans., location, install new type ant., ERP 170 kw, ant. height remain 89 ft; condition, Action Aug. 13.

WSMI-FM Litchfield, Ill.—Broadcast Bureau granted CP to install new type trans., change to 320 kw, condition, Action Aug. 16.

WITM-FM Taylorsville, Ill.—Broadcast Bureau granted mod. of CP to change main trans., install new type ant., ant. height remain 180 ft, Action Aug. 16.

WILL-FM Urbana, Ill.—Broadcast Bureau granted mod. of CP to change main trans., on subcarrier frequency of 67 kc. Action Aug. 16.

WGVE (FM) Gary, Ind.—Broadcast Bureau granted request for SCA to operate on subcarrier frequency of 67 kc. Action Aug. 16.

KORE-FM Eugene, Ore.—Broadcast Bureau on Aug. 20 notified KORE-FM it has incurred apparent forfeiture liability of $200 for violation of rules, including failure to provide data concerning equipment performance measurements. Action Aug. 20.

KLU-E FM Longview, Texas.—Broadcast Bureau notified KLU-E FM it has incurred apparent forfeiture liability of $200 for violation of rules, including failure to provide data concerning equipment performance measurements. Action Aug. 20.

CALL LETTER APPLICATIONS


CALL LETTER ACTIONS


RENEWAL OF LICENSES, ALL STATIONS

Broadcast Bureau granted renewal of licenses for following stations and co-pending auxiliaries: KSTA, Colemen, and KTAE, Taylor, both Texas; WMJM, Lancaster, N. Y.; WFLR, Madison, Wis.; KCSA, Slaton; KCBD-TV, Lubbock; KEBE, Kenton, Ohio; KFVR, Bend and Bush, Calif. Action Aug. 24.


KCMW—FM, Warrensburg, Mo.—Broadcast Bureau granted CP to install new type trans., type ant., make change in ant. system, ERP 27 kw, ant. height remain 180 ft; condition, Action Aug. 16.


KCMW—FM, Warrensburg, Mo.—Broadcast Bureau granted CP to install new type trans., type ant.; change ERP to 100 kw; ant. height remain 300 ft; condition, Action Aug. 13.

WFN—FM Findlay, Ohio.—Broadcast Bureau granted CP to install new type trans., change type to ERP 52 kw, ant. height remain 200 ft; condition, Action Aug. 16.

KFHH—FM, Honolulu—Broadcast Bureau granted CP to install new type trans., change type to ERP 100 kw; condition, Action Aug. 16.

KCMW—FM, Warrensburg, Mo.—Broadcast Bureau granted CP to install new type trans., type ant.; change ERP to 100 kw; ant. height remain 300 ft; condition, Action Aug. 13.


WFSU—FM St. Petersburg, Fla.—Broadcast Bureau granted CP to install new type trans., type ant.; change ERP to 100 kw; ant. height remain 300 ft; condition, Action Aug. 13.

KJRH—FM, Houston, Tex.—Broadcast Bureau granted mod. of CP to extend completion date to Sept. 30, condition, Action Aug. 10.

WAMO—FM Pittsburgh, Pa.—Broadcast Bureau granted CP to change type of CP to installation of new type ant., Action Aug. 10.

WANS—FM Anacortes, Wash.—Broadcast Bureau granted CP to install new type trans., type ant.; change ERP to 100 kw; ant. height remain 300 ft; condition, Action Aug. 13.


KAWB—FM, Jetmore, Kan.—Broadcast Bureau granted CP to install new type trans., type ant.; change ERP to 100 kw; ant. height remain 300 ft; condition, Action Aug. 13.


KDY—FM, Bakersfield, Calif.—Broadcast Bureau granted mod. of CP to extend completion date to Jan. 1, 1969; condition, Action Aug. 13.

WDMP—FM Dodgeville, Wis.—Broadcast Bureau granted mod. of CP to change main trans., method of CP to change main trans., dual polarized type ant., ant. height remain 460 ft, ERP 1.1 kw. Action Aug. 13.


ACTION ON MOTION

Hearing Examiner Forest L. McClennan, on Aug. 15, 1969, granted WPFR (FM) Terre Haute, Ind.—Broadcast Bureau granted CP to install new type trans., station, location, remote control permitted, ant. height 180 ft. Action Aug. 20.

KABI—FM Abilene, Kansas.—Broadcast Bureau granted CP to install new type trans., station, location, remote control permitted, Action Aug. 20.

WTO—FM, Burlington, Iowa.—Broadcast Bureau granted mod. of CP to change type ERP to 320 kw; condition, Action Aug. 16.

WUSD—FM, Pasco, Wash.—Broadcast Bureau granted mod. of CP to change type ERP to 320 kw; condition, Action Aug. 16.

K-VOR (FM) Benton.—Broadcast Bureau granted CP to change type ant.-trans. location to 1.23 miles east of Sauk City, Wis., new ERP change type ant., ERP 87.5 kw, ant. height 1,010 ft, remote control permitted. Action Aug. 15.

KWEK—FM Springfield, Mo.—Broadcast Bureau granted CP to install new type trans., type ant.; change ERP to 100 kw; ant. height remain 300 ft; condition, Action Aug. 16.

KJOK—FM, Columbia, Mo.—Broadcast Bureau granted CP to install new type trans., extend permit, condition, Action Aug. 16.

KIOZ—FM, Clearwater, Fla.—Broadcast Bureau granted CP to install new type trans., type ant.; change ERP to 100 kw; ant. height remain 300 ft; condition, Action Aug. 16.

BROADCASTING
THE BUSINESSWOMAN OF TELEVISION AND RADIO

Payable in advance. Checks & Money Order only.
- SITUATIONS WANTED 25¢ per word—$2.00 minimum
- APPLICANTS: If tapes or films are submitted, please send $1.00 for each package to cover handling charge. Forward remittance separately. All transcriptions, photos etc., addressed to box numbers are sent at owner's risk. BROADCASTING expressly waives any liability or responsibility for their custody or return.
- HELP WANTED 30¢ per word—$2.00 minimum.

**CLASSIFIED ADVERTISING**

**DEADLINE:** Monday Preceding Publication Date
**DISPLAY ads $25.00 per inch.—STATIONS FOR SALE, WANTED TO BUY STATIONS, EMPLOYMENT AGENCIES, AND BUSINESS OPPORTUNITY advertising require display space. 5" or over billed at run-of-book rate. Agency commission only on display space.
- All other classifications—$4.00 minimum.
- No charge for blind box number.
- Address replies: c/o BROADCASTING, 1735 DeSales St., N.W.
Washington, D. C. 20036

**RADIO—Help Wanted—Management**


Need manager for 5 kw ethnic station in medium size southern market. Must be strongly sales oriented. Your guarantee plus sizeable portion of operating profit could be very rewarding. If you're looking for break-through to management, this could be it. Box H-201, BROADCASTING.

**Sales**

Florida east coast CW wants one good salesman. Must be able to show bonafide sales record. Postings must show responsible person of clean habits and a real work record. A strong FM market. Experience required and will be checked. This is a real opportunity for a permanent position within the marketing department. Send resume, picture and reference. Potential for right man. Salary, commission and company benefits. Box Reply 631, Santa Clara, California.


Major California market wants salesman who has had experience in FM. 5 kw, selling retail, wants to move up to major market retail selling. Send resume, picture and reference. Potential for right man. Salary, commission and company benefits. Box Reply 431, Jackson, California.

Salesman needed, Indiana, salary plus com mission based on ability, community minded. 219-585-4111.

**SORRY FOR THE INTRUSION**

... but if you find replies to a BROADCASTING classified cluttered with "sales talk" from other publications, please consider the source. They're using us for the same reason you are... build a better job, find a better future, a better education. BROADCASTING.

**Announcers—(Cont'd)**

Immediate opening ... for a top-flight modern C&W air "personality" for major market 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, tape and photo to: Box G-381, BROADCASTING.

Morning man for 5 kw fulltime MOR with heavy accent on news and sports. 21 in market. Male personality. 24 hour a day, 7 day per week position. Reply: Box H-228, BROADCASTING.

We are looking for a disc jockey with the drive, ability and experience to operate your own MOR format in a small town. A minimum FM or AM 5 kw market. Compact career, live on the air, make money, have fun. Send resume to: Box H-293, BROADCASTING.

Chase, Zeta Broadcasting, Inc. opening an announce/sales 50 kw 100% top position. Top facility. Box H-198, BROADCASTING.

Announcer-copywriter. Emphasis: Creativity. Midwestern college community of 25,000. Strong background. Experience. Must be a moderate writer. Write Box H-228, BROADCASTING.

We are looking for a disc jockey, possible program director duties. Small market opportunity. Send resume to: Box H-249, BROADCASTING.

New Jersey AM-FM seeks experienced staff announcer. Must have experience. Send photo and resume to Box H-305, BROADCASTING.

New market. Only 3 kw, but potential is outstanding. Great opportunity for ambitious announcer to break into sales. Box H-253, BROADCASTING.

If you want to grow—grow with our chain. Immediate opening for announcer with 1st ticket. No maintenance. Excellent address. Airmail tape, photo, resume, Box H-292, BROADCASTING.

Announcer, salesmen, general manager. Thirty states, 150° market. Must have experience or very mature voices. Please send resume and tape to: Box H-351, BROADCASTING.

**Classified**

FOR SALE:

10,000 watt C&W station in one of the 10 top markets in the N.E. N.E. needs announcers. First ticket preferred. Also needed 3 experienced account executives. Callcollect 516-742-1542 and ask for General Manager.


BROADCASTING.

Litchfield, Illinois.

BOX 66

-530 -5100.

Also needed 3 experi-
enced account executives. Callcollect 516-742-1542 and ask for General Manager.

Visit our Classified Department for a complete list of open positions.
Immediate opening for sports announcer who can handle play-by-play on high school and junior college games. WBYTS AM and WFTV-FM.


Combo man with first phone. Maintenance and engineering duties plus time out working conditions in the "Land of Pleasant Living." Salary and benefits. Daytime station. Send tape and resume to WDMV, Box 825, Salisbury, Maryland.


First job opportunity for bright interested announcer with 3rd and some board announcing ability. Night shift. 6 to 10 p.m. afternoons and Saturday nights. WPTV-FM, 711 Boush Street, Norfolk, Virginia 23516.

Immediate opening for full time announcer at a strong mid-Atlantic FM. Looking for talk man for day shifts. No TV or mobile experience necessary. Excellent conditions and future for someone willing to work. Complete and date the application. Send resume, letter and PH jams to WQAR-FM, Box 873, Hagerstown, Maryland 21740.

Immediate opening for traffic announcer at a large east coast AM-FM station. Experience necessary. Excellent salary and benefits. Daytime station. Send tape and resume to WBNR, Noack Road, Cambridge, Mass. 02138.

Immediate opening for traffic announcer. Must be knowledgeable in TV and radio news and have letter of recommendation. Daytime station. Send tape and resume to WJAM, 20th and Broad, Richmond, Virginia 23221.

Mid-Michigan top rated independent AM-FM radio station has openings for experienced news director and news-department head. Positions available in news and editorial writing. Send tape, resume and photo to Box H-146, BROADCASTING.

Experienced contemporary radio newsman needed now as addition to large fully equipped morning news team. Apply with resume only. Contact George Droelle, WCLI, AM & FM, Corning, N.Y. 14830.

A major market adult radio station needs an adult sounding, on the air newsman, and needs him now. Must be oriented in the use of the telephone for digging for news items and actual uses, and use of the typewriter to place memo's and files. Send resume and photo to Box H-307, BROADCASTING.

Announcer for play by play high school sports. Excellent AM-FM stereo station. Great opportunity. Send resume and salary requirements to Box H-125, WFMN, Saginaw, Michigan 48638.

Excellent opportunity in expanding news department. Young energetic announcer to be used in traffic and sales. Send resume to Box H-267, BROADCASTING.

Immediate opening for traffic announcer. Excellent opportunity and benefits. Send resume and tape to WNLJ-FM, 117 Clinton Street, Syracuse, New York 13202.

First ticket holder, needed. Excellent opportunity and benefits. Send resume and tape to Box 12345, Olmsted Falls, Ohio 44138.

Immediate opening for full time announcer. No experience necessary, but must have strong sales and management ability. Night shift. 6 to 10 p.m. afternoons and Saturday nights. WPTV-FM, 711 Boush Street, Norfolk, Virginia 23516.

First phone from man who has first phone. Maintenance and engineering duties plus time out working conditions in the "Land of Pleasant Living." Salary and benefits. Daytime station. Send tape and resume to WDMV, Box 825, Salisbury, Maryland.

We are seeking a dynamic young man for a high growth combination of AM/FM/WB radio stations in a leading market. Excellent salary, benefits, working conditions, and future for the right candidate. Must be aggressive and talented. Send resume and letter of interest to Box H-125, AM & FM, Saginaw, Michigan 48638.

Immediate opening for traffic announcer. Must be knowledgeable in TV and radio news and have letter of recommendation. Daytime station. Send tape and resume to WJAM, 20th and Broad, Richmond, Virginia 23221.

Immediate opening for traffic announcer. Must be knowledgeable in TV and radio news and have letter of recommendation. Daytime station. Send tape and resume to WJAM, 20th and Broad, Richmond, Virginia 23221.

Immediate opening for traffic announcer. Must be knowledgeable in TV and radio news and have letter of recommendation. Daytime station. Send tape and resume to WJAM, 20th and Broad, Richmond, Virginia 23221.
Announcers—(Cont’d)


Crying for competition, top 40 pro. Available any large market, Tape, Resume, Harold Dock, 1515 1st St., S.W., Fort Payne, Ala. 205-845-4158.

I eat, breathe and sleep this business, and believe I have the first class passport from poverty, experience, not married, military qualified. Can entertain young adults in Washington, D.C. Insulting them. Top 40. $115 week to start. Phone (813) 383-7078.


1st phone PD, morning jock, news, engineer, sales production. 8 years experience contemporary MOR stations. Present salary $150. Paul Kelly (616) 965-0108 or 120 Carl, Battle Creek, Mich.

Technical

Experience in electronic engineering, looking for position utilizing design, installation, and sales. Previous experience in both Northern California or N.W.—no experience. Box H-241, BROADCASTING.

Major market chief engineer. At home with high budget operations. Familiar with all phases of construction, maintenance, operation. BROADCASTING. C/17, P.O. Box 291, Colorado Springs, Colo.

Experience.—construction, installation, di- rection, proofs, maintenance, etc. Also chief, FM, Denver or eastern U.S. Box H-274, BROADCASTING.

First phone. Box H-291, BROADCASTING.

Chief engineer 17 years, family man, sober, reliable, 2 years experience at station, 150 minimum, 703-342-4430 or Box H-294, BROADCASTING.

Engineer-first phone, married, experienced, preferred engineer, 8 years experience Rocky Mountain region, limited board shift. Box 1613, Rock Springs, Wyo.

NEWS

Beginner FCC 3rd endorsed. Recent graduate in radio announcing. Seeks start in small market. Tight board, any format. First phone. Box H-185, BROADCASTING.

New York City area majors, Newscaster, 30-something, 5 years experience. BROADCASTING, TV and Top credentials. Personal interview. Box H-261, BROADCASTING.

Miami area, Pro radio announcer. Radio-TV. Much experience- No snowbird. Box H-363, BROADCASTING.

Democratic Convention, disturbances and riots. On the cover spot coverage out of the amphitheater and in the Chicago area. For experienced, creative, in depth reporting. Contact: Jeff Altonson, 1144 Asahna, Evanston, Illinois 60202. Phone 312-328-1105.


Programming.—Production. Others

Top 40 jock personality—program director. Experience, seasoned, with all the varied background. 10 years experience on-the-air, in programming, production, news. Top 40, big market. Central location. Superior relationships, etc. My name, don’t ask. Phone 305-520-9260. Would travel if offer was lucrative.

No. 1 jock in half a state, looking for major market. Top 40 radio. No. 1 in airplay. Phone 303-456-7890.

Negro disc jockey, 21 veteran—eager to work. Recent BROADCASTING school graduate, still on the job training in R&B station. Please write my teacher, Dave Black, Jr., 11 So, Reese, Memphis, Tenn. 38111 or phone 327-3763 in Memphis.
**TELEVISION—Wanted and Needed**

**For Sale—** one production director—jock—1st ticket. Now in use at number 1 station, in top market. Quality tape leading. Send complete background, request from: Box H-223, BROADCASTING.

Los Angeles—programming/production, 7 years experience, degree, first phase. Educated in theoretical, technical, and practical TV production. Available immediately in December. Box H-247, BROADCASTING.

**TELEVISION—Help Wanted—Management**

Executive secretary seeking career in broadcasting needed for west coast network. Qualified for person who has ability to organize and help with administrative details. Good typing ability required. Applied. Please send complete background, references to Box H-226, BROADCASTING.

**Technical**

Chief engineer—for UHF in all-U market, must know transmitters and video equipment. Well-equipped, full color, preparing to install new plant. Work under group dir. of engineering. Good Salary, nice town, stable company, valuable benefits. Box H-227, BROADCASTING.

Major New York film sound studio completing new building. Seeks chief engineer experienced all phases audio. Excellent opportunity. Box H-214, BROADCASTING.

First phone engineer for studio switching and transmitter operation. Permanent position. Contact Mr. R. V. BRAND, TV-4, BROADCASTING, N. Y. N. 6-877-1125.

Need two qualified first phase trainees—good salary—benefits—equipment and experience. Will train right man. We have our class license. Excellent working conditions. Opportunity for advance. Call Harold Roges, area code 318, 223-1515; Lake Charles, Louisiana.

**NEWS**

WAAY television in Huntsville, Ala., 3rd largest city in Alabama is looking for an experienced newswoman to serve as news director. Must have full knowledge of news production including 16mm film shooting, and have the ability to make the air. Send resume, photograph and either sound on film sample or videotape to M. D. Smith, WAAY Television, 1000 Monroe Street Boulevard, S.E., Huntsville, Ala. Phone 506-1783.

Programing—Producers, Others

Program manager for major southeast market, VHF, full-color station in one of the largest metro markets in the South. Looking for young individual who is a strong administrator, understands feature business, has good taste and has good production know how. Person must be ambitious and like hard work. We’re not number crunchers. Pay, $9,500. Box H-122, BROADCASTING.

Sales promotion specialist. Growing major station in Midwest seeks experienced, numer- ber two man in sales promotion department. Emphasis on sales promotion writing, market development concepts. Layout and production skills desirable. Will have support staff. Must have two to three years sales experience, preferably in television and good production experience in all areas. Salary commensurate with experience. Liberal fringe benefit package. Box H-281, BROADCASTING.

TV floorroom director—need some experienced individual. Good chance for your man to grow, good midwest market, all color station, lots of production going on. Send full information to Box H-297, BROADCASTING. Or call Env. 312-364-4142.

**PRODUCTION, Others—(Cont’d)**

Chief professional photographer needed to head-up entire commercial filming depart- ment of leading independent in northern Michigan market. Must have full working knowledge of 16mm color equipment and techniques. Fairly strong production entry salary and opportunity for the right man. Send résumé for interview to Leto Sales Manager, Fetzer Television Inc., Cadillac, Michigan 49601.

TELEVISION—Wanted—Productions

Operations/program manager. Eighteen years experience in top 10 market. Box H-218, BROADCASTING.

Young television executive—5 years experience in top 10 market—desires challenging executive position. Box H-222, BROADCASTING.

**Technical**


Television newscaster—reporter, experienced major market, all phases. Box H-248, BROADCASTING.

Newfilm cameraman, film editor, writer and reporter. Experienced major market experience. Box H-257, BROADCASTING.

Ex-Air Force PIO, single, 26, MS from Co- lumbia J-school, looking for on-air reporting job. Good voice; newspaper, wireservice and military TV experience. Box H-266, BROADCASTING.

Looking to move to bigger market and more money in news or sports. Currently working news full time in medium market. Call. Experience included: newscast, 3 years play-by-play experience. Box H-293, BROADCASTING.

Naval Information officer completing far east tour of duty and obligated service desires position in television news or public affairs production. Contact Mr. R. Rockin, Commercial and educational R-TV experience. Military and ETV experience. Contact me. Locate anywhere, midwest preferred. Available October. Write: Lt. Roy L. Karon, Staff, Commander Service Group Three, Fleet Post Office, San Francisco, California 94601.

Programing—Producers, Others

Producer/director seeks challenging position with progressive station. Ten years experience includes a variety of studio, film and on-air assignments. Salary $9,500, plus opportunity for advancement. Box H-96, BROADCASTING.

Versatile Los Angeles radio pro who be- comes available with show up to date and slides desires entry into television in dual capac- ity as on-air host or member of on- air news team, preferably sports; 2 as your needs dictate use of successful, adaptable newscaster, or as a top-notch radio personality, production, merchandising and public serv- ice campaigns. This is not a "tape and resume available" solicitation and I'll prove it by traveling first class for my expenses. Please interview. Only major markets or secondaries offering major market rewards. Box H-221, BROADCASTING.

Sports director—agressive, creative, orga- nizational. Want daily competitive market with station commitment to "specials." Ambitious local sports minded stations only. Box H-220, BROADCASTING.

Art director: 15 years experience. Seeking position in larger market with aggressive promotion department. Previous graphic design background. Prefer south. Box H-204, BROADCASTING.

**WANTED TO BUY—Equipment**

We need used RCA 701-B WF monitor; Con- rac video monitors; RCA headwheel panels; chan- nel filter, transmitter; Frequency monitor; lo-pass video filter; phase equalizer assem- blies for TTU-1, B. Box H-190, BROADCAST- ING.

Studio equipment — 222" tower — monitors — remote system compatible to 99.3mc stereo. Used in Broadcasting Ind., Uniontown, Pa. 15401.

General radio RF bridge. Chief Engineer, KZYM Cape Girardeau, Missouri.

We need a good 1000-250 watt trans- mittor, call or write KGRRadio, P.O. Box 1101, Sioux Falls, South Dakota 57063-2246.

Wanted: 3 used Roberts recorders. Send price and details to Geraldine North, Dancing Bear Bible College, Albany, Ga. 31702.

ETV station wishes to purchase three (3) pan-tilt heads (friction or cradle), and one (1) good quality RCA TR-3. Box H-258, BROADCASTING.

5 kw low band VHF transmitter. Prefer General Electric, CT-40. Phone 226-6400.

**FOR SALE—Equipment**

Coaxial-cable—helix, styroflex, spiroline, etc., and fittings. Unused ma'l—large stock. Call or write—Merrill Moring, Box 4698, Oakland, Calif. 94623.

General Electric type TA-5A 12 kw VHF transmitter--excellent condition—available immediately. Box D-296, BROADCASTING.

Westhouseing 10 kw, FM-10 transmitter, just removed from service, 10 lengths of 51 ohm Andrews 3 inch coax line, plus five 96" elbows, F.O.B. Wallace D. Taylor, C.E. WIDL, Olean, N.Y. 14760, phone 716-372-2996.

TV mobile unit—vehicle formerly used as highway post office, 35 ft. long, extra ceil- ing height, good mechanical condition, complete for use as mobile unit, for sale. Price $8,500. Hall Schu- man, 1875 Park Avenue, N.Y. 15-8106.

Three towers—300 foot, 40 pound—$4,000.00 with guys, no lights or insulators. Swagger Tower Corporation, Fremont, Indiana 46235-8160.

Guyed towers—500 to 500 foot used one year by government; big savings; we finance. Box H-213, BROADCASTING.

Brand new Spotmasts (3 units), (1) rec- ord/playback and (2) play-backs, all three—$25,000.00. Audiovox, Box 7067-35, Miami, Florida 33152.

Searchlights 60' complete. Parts in stock. Signs by Shortlight Enterprises, 12407 Blvd, Bivvly Clyde Car- ver City, Calif. 213-870-6623.

Ampex 300, 350, 352, 400, 450 users, for greater S/N ratio, replace first playback heads. Explain properly. For specifications write WIF Inter- active, P. O. Box 1355, Min, View, Calif. 94904.

Color video tape recorder/RCA TR-4 available Aug. 1, for $20,000. Unit has air bear- ing heads, has full system for 4 head playback and color ATC modules. Box H-243, BROADCAST- ING.

UHF television transmitter, 1 kw continuous. Sacrifice $5,000. 4 bay RCA FM antenna with heaters $600. WIFI, Box 2028, Fort Myers, Florida 33901.

Gates cartitape II one record/playback one playback. Solid state, like new, best offer. VHSYA, Box 4742, Richmond, Va. 23229.
Balanced audiodisks... each unit two 4 db, W.E. pads mounted with bracket... plated low noise resistors for accurate omegas... include $1.30 each... also 160 ft. welded angle iron. 20" square galvanized... dismantled. KJBC Radio, Midland, Texas.

For Sale: One Ampex VR1000A heterodyne video tape machine with head. Just turned out of service. Good offer. Two videocon cameras—Cohu remote control (pan, tilt); and Sharp focus, variable speed... includes 200 ft. cable. Each just taken out of service—3 months old. Best offer. Contact: 200 S. Broadway, WTTW/WXWY, 5400 North St. Louis, Chicago, Illinois, Telephone: 312-583-5000.

For sale: Western Electric Model 405B 5 kw AM transmitter with reactors, tubes and mast. Complete for $2500. Contact: 37-4422.


Display KIORS designed for heavy traffic area. Complete for four, each 14 feet high. Total diameter 20 feet. KIORS have built-in lights, bullet sound, timers. Steel framed, durable construction. Ideal for train or bus station, shopping center... includes 9000 W, 166 Street, Railroad Station, Philadelphia, Pa. Contact: Mr. H. H. 1103, J. H. 303. BROADCASTING.

24,000 watt FM transmitter, new in box. Contact: Electronics Type 2014. Bargain for you if you're interested in saving you're company money. Contact Mr. R. T. Benkley, KFAL-FM, Shreveport, Louisiana.

Gone Stereo: For sale... brand new Spot- man, complete with accessories. Contact: 7653 Old Ohio. $575.00. Also Ampex 350-U in beautiful con-

INSTRUCTIONS—(Cont'd)

Balanced audiodisks... each unit two 4 db, W.E. pads mounted with bracket... plated low noise resistors for accurate omegas... include $1.30 each... also 160 ft. welded angle iron. 20" square galvanized... dismantled. KJBC Radio, Midland, Texas.

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INSTRUCTIONS—(Cont'd)


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, 1139 Spring Street, Atlanta, Georgia 30308.

Be prepared. First Class FCC License in six weeks. Top quality training and laboratory instruction. Fully approved for Veterans Training. Accredited by the National Association of Trade and Technical Schools. Elkins Institute, 2603 Inwood Road, Dallas, Texas 75235.

Since 1946. Original course for FCC first class radio telephone operators license in six weeks. Approved for veterans. Low-cost plan and scholarships available. Contact: 30 E. 44 St., New York, N.Y., 10016.

First phone in six to twelve weeks through taped recorded lessons, at home plus one week personal instruction in Washington. This course, now in its fourteenth year trains you for the first class FCC license in twelve weeks. Complete. Send five dollars for sample. Or, if you prefer, write Elkins Radio Licensing School, 1046D Duncan, Manhattan Beach, Calif. 90266.

INSTRUCTIONS—(Cont’d)


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, 1139 Spring Street, Atlanta, Georgia 30308.

Be prepared. First Class FCC License in six weeks. Top quality training and laboratory instruction. Fully approved for Veterans Training. Accredited by the National Association of Trade and Technical Schools. Elkins Institute, 2603 Inwood Road, Dallas, Texas 75235.

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Geoffrey Chaucer, the Father of English Poetry, wrote of his "gentle knight" that "In all his life he hasn't never yet said nothing dissonant to no sort of person." What's right to say today may be wrong to say tomorrow.
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*Monthly retainer arrangements are now being accepted from a limited number of TV and Radio stations for complete personnel recruiting services.

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NEWS

Talk and/or News
Personality

Top calibre major market talker, with sixteen years in broadcast news, available now. INTELLIGENCE NOT INSULTS TO BUILD A LASTING FOLLOWING AND SPONSOR REACTION. Will consider right news position with chance to editorialize or comment.

Wynn Moore, 5402 Styling
Houston, Texas 77016

TV—Help Wanted—Management

MIDWEST TV MGR.

Bright, aggressive television executive needed to manage our Chicago TV Division. Top salary plus stock options for individuals with ability to direct personnel recruiting programs for major TV and Radio station clients.

Call Ron Curtis, President, Nationwide Broadcast Personnel Consultants, 312-337-5318 for an interview.

Technical

Experienced
Studio Technicians

Union scale—fringe benefits—building new studio facilities—permanent position—send resume to:

Engineering Department
WNAC-TV 21 Brookline Ave.
Boston, Massachusetts

FOR SALE—Equipment

FOR SALE
55,000 feet no. 10 bare copper ground wire on 508 foot spool

Eastern California Broadcasting Corp., Box 4518, Santa Barbara, Calif. 93103. 803-963-7891.

Programing—Production, Others

Program—Operations Manager

For major group operator in top 10 market. Must be strong on administration, talent direction, production and detail. A demanding, but rewarding position. Creative atmosphere . . . excellent salary and benefits.

Box H-280, Broadcasting.

An Equal Opportunity Employer

***************

NEWS

Programing—Production, Others

Program Director

I am presently Program Director of a rated MOR station in mid-market. If you are looking for a man who is under 50, College degree, happily married and stable, I'm your man. I am not unhappy, just want to move to major market with good facility.

Box H-269, Broadcasting.

TV—Situations Wanted—Sales

TV SALES MANAGER

Age 21, married, 3 children, college degree and current income of $23,000. Prefer station East of Mississippi.

Write Box H-267, Broadcasting.

FOR SALE—Equipment

FOR SALE
55,000 feet no. 10 bare copper ground wire on 508 foot spool

Eastern California Broadcasting Corp., Box 4518, Santa Barbara, Calif. 93103. 803-963-7891.

***************

FOR SALE—Stations

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New York, N. Y. 10014

265-3400

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An exclusive market, people to people, merchandising promotion designed to:

BUILD AND MAINTAIN AUDIENCE
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OFFER CLIENT PARTICIPATION
ASSIST YOUR SALESMEN

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Burbank, Calif. 91504
(213) 464-5161

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If you're not making enough money in announcing or engineering or in your present job... we will train and place you. No experience necessary. Write or Call:

United Radio School of Sales
P.O. Box 4503 / Greensboro, N.C. 27408

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BROADCAST PERSONNEL AGENCY

Sherles Barish, Director

FOR SALE—Stations

Outside Media, Inc.

100 E 42nd St., New York, N.Y. 10017

265-3400

NEED HELP?

Read and reply to BROADCASTING Classified's where many of the finest opportunities are displayed weekly.
Minneapolis Television Inc., Kabetogama, Minn.—Broadcast Bureau granted CP for new UHF TV translator station to serve Kabetogama on ch. 79 by rebroadcasting WIRT(TV), ch. 13, Hibbing, Minn. Action Aug. 19.

Armstead, Dell, Horse Prairie TV Booster Club, Dell, Mont.—Broadcast Bureau granted CP for new VHF TV translator station to serve Dell on ch. 6 by rebroadcasting KIF(TV), ch. 8, Idaho Falls, Idaho. Action Aug. 19.

The Montana Network, Lame Deer, Mont.—Broadcast Bureau granted CP for new VHF TV translator station to serve Lame Deer on ch. 19 by rebroadcasting KOKK-TV, ch. 2, Billings. Action Aug. 19.

KINGF Miles City, Mont.—Broadcast Bureau granted CP for CHFW(TV) on ch. 66, by rebroadcasting KOKK-TV, ch. 19, Great Falls, Mont. Action Aug. 19.

Lincoln County Television District No. 1, Caliente, Nev.—Broadcast Bureau granted CP for new VHF TV translator station to serve Caliente on ch. 4 by rebroadcasting KCPX(TV), ch. 4, Salt Lake City. Action Aug. 19.

Lincoln County Television District No. 1, Panaca, Nev.—Broadcast Bureau granted CP for new VHF TV translator station to serve Panaca on ch. 66 by rebroadcasting KOKK-TV, ch. 2, Salt Lake City. Action Aug. 19.

Lincoln County Television District No. 1, Pioche, Nev.—Broadcast Bureau granted CP for new VHF TV translator station to serve Pioche on ch. 11 by rebroadcasting KCPX(TV), ch. 4, Salt Lake City. Action Aug. 19.

Lincoln County Television District No. 1, Useda, Nev.—Broadcast Bureau granted CP for new VHF TV translator station to serve Uranie on ch. 4 by rebroadcasting KCPX(TV), ch. 4, Salt Lake City. Action Aug. 19.


K8AT Tilaamook, Ore.—Broadcast Bureau granted CP for new TV translator station to serve Tilaamook by rebroadcasting KZG(TV), ch. 8, Portland, Oreg. Action Aug. 19.

W70AS Strasburg and Front Royal, Va.—Broadcast Bureau granted CP for new VHF TV translator station to serve Strasburg on ch. 13 by rebroadcasting W70AV(TV), ch. 11, Winchester, Va. Action Aug. 19.


K8IAT Ithamore, Ore.—Broadcast Bureau granted CP for new VHF TV translator station to serve Ithamore on ch. 13 by rebroadcasting KZB(TV), ch. 4, Salt Lake City. Action Aug. 19.

FOR SALE—Stations

Oklahoma Daytime

Single station market, good opportunity, excellent facilities, billing $6,000, much station potential, asking $15,000, with $2,500 down, 6% ten year payoff to qualified buyer.

Box H-195, Broadcasting.

East Medium Daytime $150M. Nego.

East Small Fulltime 600M 25%

Florida Coastal Daytime 180M 25%

M.W. Major FM 135M 50%

M.W. Metro FM 65M Nego.

South Medium Profitable $235M cash/29%

M.W. Small Profitable 200M 65%

West Medium Profitable 340M 25%

M.W. Major Daytime 168M. Nego.

Ala. Metro Daytime 100M. Nego.

Chapman Associates

Media brokerage service

2045 Peachtree Road

Atlanta, Ga. 30309

Chapman Associates

Media brokerage service

2045 Peachtree Road

Atlanta, Ga. 30309

FOR THE RECORD) 73

BROADCASTING, August 26, 1968

SUMMARY OF BROADCASTING

Compiled by BROADCASTING, August 21, 1968

ON AIR

Licensing CP's

TOTAL CP's

ON AIR

CPS

TOTAL Authorized

Commercial AM 4,186 33 4,219 67 4,286

Commercial FM 1,828 51 1,879 220 2,099

Commercial TV-VHF 457 9 506 12 518

Commercial TV-UHF 113 4 148 163 312

Educational FM 341 13 354 32 386

Educational TV-VHF 68 4 74 15 77

Educational TV-UHF 55 28 83 28 111

STATION BOXSCORE

Compiled by FCC, August 1, 1968

COM'L AM COM'L FM COM'L TV EDUC FM EDUC TV

Licensed (all on air) 4,186* 1,821 610* 353 125

CP's on air (new stations) 26 41 45 13 33

Total on air 4,215* 1,862 654* 366 156

CP's not on air (new stations) 76 241 175 31 32

Total authorized stations 4,293* 2,103 825* 379 188

Licenses deleted 1 0 0 1 0

CP's deleted 0 0 0 0 0

* 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.

W70AS Strasburg and Front Royal, Va.—Broadcast Bureau granted CP for new VHF TV translator station to serve Strasburg on ch. 13 by rebroadcasting W70AV(TV), ch. 11, Winchester, Va. Action Aug. 19.

FCC has granted applications of Archdiocese of New York for use of two additional instructional television fixed relay stations to serve schools located within its ITF system's service area. Schools are unable to receive transmissions because of signal path obstructions. In making grant, commission waived assignment limitations of Sec. 79.4002(i) of rules. Action Aug. 21.

Broadcast Bureau granted renewal of licenses for following VHF TV translator stations: WAPC Celda, and WOSA Urued, both Puerto Rico; WO4O Bessemer, Ramsay and Weifield, all Michigan; WIZA1 Monticello, Ky.; WOSAR Fontanna Village, N. C., and WHAL and W13AD Flintstone, Md. Actions Aug. 19.

CATV APPLICATIONS

Both American Co.—Requests distant signals from WDBK-TV, and WJBK-TV, both Detroit; and CKLW-TV, Windsor, Ontario to Midland, Mich. (Brant-Saginaw-Bay City, Mich.-ARB6). Ann. Aug. 16.


Wheeling Antenna Co.—Requests distant signals from WJAN-TV Canton, Ohio to Wheeling, Benwood, Tridelphia and Bethelh, all West Virginia (Wheeling, N Va.-Steubenville, Ohio-ARB7). Ann. Aug. 16.

FINAL ACTION


CATV Task Force on Aug. 15 in Lafayette, La., all Channels Cable TV Inc. dismissed by delegated authority “petition for waiver” of Sec. 74.107(f) of rules. Action Aug. 21.


ACTIONS ON MOTIONS

Hearing Examiner Jay A. Kyle on Aug. 15 in Kalamazoo, Mich. (Fetzer Cable, et al.) CATV proceeding in Grand Rapids-Kalamazoo and Lansing, Mich. TV markets, granted request by Triad Cablevision Inc. and extended time to Aug. 19 in which to file proposed findings of fact and conclusions of law (Docs. 17260-2, 17267-8).

Hearing Examiner Chester F. Naumowicz, Jr., on Aug. 16 in Athens, Ala. (Alabama TV Cable of Alabama Inc.) CATV proceeding, granted joint petition by Athens TV Cable of Alabama Inc. and North Alabama Broadcasters Inc. and dismissed Cease and Desist Order directed against Athens, and terminated proceeding (Doc. 18025). Fajardo, P. R. (WASTE-TV Inc. [WBRG-2]) proceeding granted petition by WASTE-TV Inc. for leave to amend application concerning financial qualifications (Docs. 18048-9).

Office of Opinions and Review on Aug. 16 in Springfield, Ill.—Application for CATV proceeding, granted re
quest by First Illinois Cable T. V. Inc. and encapsulate the need to reply to oppositions to petition for reconsideration (Docs. 11620-7).

Ownership changes

APPLICATIONS

KAPR-Douglas, Ariz.—Seeks transfer of control from Frank P. Asher (50% none after) to Ray Morgan (50% before, 100% after) as owner. Consideration: $6,000. Aug. 16.

KPAT-AM-FM Berkeley, Calif.—Seeks transfer of control from J. W. and D. B. Dickerson, owners, an assignee of Dickerson, J. Wright to Dickens, J. Wright, Anne S. Dickerson (30%) as owner. Consideration: the will of Paul Bauman, deceased. No consideration involved. Aug. 16.

KBEB-AM-FM Kewanee, Ill.—Seeks transfer of control from Alan C. and Gordon T. Lister, C. O. and Robert D. Bundback (as group 100%) as owner to Samuel and Deanna S. Salerno (none before, 50% after) as owner. Mr. McKenzie is a general manager of KLAV Las Vegas. Mrs. Salerno is listed as president. Difference: between $212,000 and $300,000. Consideration plus accrued interest at closing date of $115,000.

KVFM(FM) San Fernando, Calif.—Seeks assignment of license from Spectra Broadcasting Inc. to Manuel G. Martinez, 100%. Consideration: $50,000 cash. Sellers: John Stroud, president and chairman of board, and Robert Simms (as group 100%) as owner. Mr. Martinez has various real estate interests. In Sept., KLRA-AM-FM station at Newhall, Calif. Aug. 14.

WLOF Orlando, Fla.—Seeks transfer of control from James M. Ferguson, W. E. Gordon and Robert Mason, owners (50% before, none after) to Elizabeth L. Cain (50% after). Mr. Ferguson is general manager, Mrs. Mason is secretary-treasurer, and Mr. Mason is principal. Mr. Cain has real estate interests. No consideration involved. Aug. 15.

KBCB Des Moines, Iowa.—Seeks assignment of license from Broadcasters Inc. to Associated Broadcasting Corp. to Allied Broadcasting Co. for $300,000. Sellers: Jonathan M. Fletcher, president and chairman of board, and Robert K. Riebling, vice president; and Corp. to Allied Broadcasting Co. for $300,000. Sellers: Jonathan M. Fletcher, president and chairman of board, and Robert K. Riebling, vice president; and Robert A. Allen, vice president, Charles M. Palmer, vice president, and Dorothy Stahl, secretary-treasurer, each 25%. Mr. Woolen owns a leasing and development company. Messrs. Woolen and Estep have real estate interests. Consideration is $65,000 to KLTR Blackwell, Klor-FM Poteau, and KHUZ Borger. Tex. Aug. 16.

WKRB-TV and WCAS, both Cambridge, Mass. and WJHL(FM) Johnson City.—Seeks transfer of control from Globe Newspaper Co. (50% before, 17% after) to Kaiser Broadcasting Corp. (50% before, 96% after). Sellers own Globe Newspaper Co. Buyers: Kaiser Broadcasting Corp., 16%. Mr. Ferguson is president, Mr. White, vice president, Charles H. Estep, vice president, and Lee C. Estep, secretary-treasurer. Mr. Ferguson is also owner of WORL Bradenton, Fla.; Buyers: Allied Continental Broadcasting Co. for $225,000. Sellers: Robert A. Allen, president; and Corp. to Allied Broadcasting Co. for $300,000. Sellers: Jonathan M. Fletcher, president and chairman of board, and Robert K. Riebling, vice president; and Robert A. Allen, vice president, Charles M. Palmer, vice president, and Dorothy Stahl, secretary-treasurer, each 25%. Mr. Woolen owns a leasing and development company. Messrs. Woolen and Estep have real estate interests. Consideration is $65,000 to KLTR Blackwell, Klor-FM Poteau, and KHUZ Borger. Tex. Aug. 16.

KRAM Las Vegas.—Seeks assignment of license from Theodore and Joan Oberfeuer and Burton and Hattie Lambert to Nevada Broadcasting Inc. for $500,000. Sellers: John J. Oberfeuer, president and treasurer, and Mr. Oberfeuer, vice president and J. Tilley, secretary-treasurer. Mr. Oberfeuer is law partner and Mrs. Oberfeuer is a real estate lawyer. Owners: Oberfeuer and Lambert. As owner. Consideration: $2,000,000. Aug. 20.

WNGK Columbia, S. C.—Seeks assignment of license from Palmetto Radio Co. to Radio Columbia Inc. for $250,000. Sellers: Irwin F. Kahn, president (51%), J. W. Lindsay, vice president (10.1%) et al. Sellers: Irwin F. Kahn, president (51%), J. W. Lindsay, vice president (10.1%) et al. Consideration: $250,000. Aug. 20.

KBQD-AM-FM Highland Park, Tex., Mrs. Hanna is 49% owner of Carla Broadcasting and has real estate interests. Mr. Senior is also 31% owner of Carla Broadcasting and has real estate interests. Mr. Senior’s attorney is legal secretary. Aug. 20.


WORM Oklahoma City.—Broadcast Bureau granted assignment of license from one to the other of WLMC-AM to WORM-AM for $101,000. Principals of company in control, Messrs. C. B. Wilson, president, and Therese E. Wilson, vice president. Mr. Hufford, vice president. Principals of WLMC have been involved in WODC-AM and WORM-AM.

KCVW-FM Bartlesville, Okla.—Broadcast Bureau granted assignment of license from John P. Finley to J. G. M. Newsome for $285,000. Principals: Mr. Finley, president and Thomas Matheson, president (100%). Principals of Osage Broadcasting Co: Walter Beinecke Jr., president (100%). Mr. Beinecke has no other business interests indicated. Action Aug. 21.

KBCU-FM Battle Creek, Mich.—Broadcast Bureau granted assignment of license from WABC-AM to WABC-FM for $101,000. Principals of company in control, Messrs. Dale W. Wolf, president, and Ralph B. Evans Jr. (each 24%). Messrs. Thompson, vice president. Principals of WABC have been involved in KSCW-AM and KARK-FM, and by the Detroit News Co. (operators of the Aberdeen American-News and KSDN Aberdeen).
IN 1962, Abe Voron, co-owner and general manager of WQAL (FM) Philadelphia, made his first appearance in the annual picture of officers of the National Association of FM Broadcasters when he was elected treasurer. He hasn't missed a picture since.

He was re-elected treasurer in 1963, served the maximum of two terms as chairman in 1964 and 1965, and since 1966 has been the unpaid president of the association.

Abe Voron put WQAL on the air in 1959 and joined NAFMB that same year. Since then he has been struggling mightily for the association's demise on the day FM gains general acceptance.

"When FM is accepted only as radio, then there will be no need for NAFMB," its president states. "Nobody's built any empires and there's no need to keep it alive a day longer than is necessary." However, while a need for NAFMB does exist ("There's only one organization that truly cares about FM and that is NAFMB"), Mr. Voron is fighting just as hard to keep the association in the forefront of FM's battles.

Receiver Legislation - Although he might be a little over-optimistic, Abe Voron would like to see NAFMB go out of business in three or four years. By then he thinks FM will be accepted, with AM, as just plain radio. A prime factor to achieving this goal, he says, is the all-channel radio receiver legislation which has been offered in Congress this year.

He has high hopes about getting the bill passed in the next session and says "a couple of years after that many of FM's problems won't exist."

Generally speaking the problems of FM are to attract larger audiences; which in turn produce ratings; which in turn attract sponsor dollars. However, as long as FM's fight for 60% or 75% set penetration in markets where AM's have virtual total saturation, it's going to be hard to get numbers.

While the FM industry generally has gone from "a period of struggling for survival to a period of what you might call 'boom'," Mr. Voron says, NAFMB hasn't grown comparably. "It continues to grow, but not fast enough." One of its main difficulties, he feels, is that the association has been "unable to mount a consistent membership drive."

Part of NAFMB's difficulties lie with the FM operators who have AM licenses, too, and "just aren't that interested in FM," says Mr. Voron. Another problem for the association is the independent FM operator, "who certainly needs NAFMB and is probably the guy who can afford it least."

WQAL, which Abe and brother George Voron put on the air in November 1959, had 20 people on the payroll in the beginning. Today it has eight full-time and some part-time personnel.

"We had good AM-type programing with a little more jazz than rock and DJ's with chatter. All we did was keep commercials to a minimum. But that was no problem since we had no spots."

"My mistake," he concedes nine years later, "was in thinking we were going into the radio business, so we had people to write scripts, write commercials, etc."

Abe Voron learned the hard way that in 1959 FM still could not be considered on a parity with AM, in either drawing listeners or the attention of timebuyers. "What little I knew about radio," he recalls, "was conditioned by what I knew about AM."

His goal is the demise of NAFMB

Shortly after the Voron brothers got WQAL on the air they began looking around for other markets in which they could get stations. "Our original intent," Abe Voron remembers, "was to own one FM's in the Middle Atlantic states. Our first filing [after WQAL] was for a frequency in Harrisburg, Pa. We ran into a contest with Newhouse Broadcasting there, decided not to fight and wait a while."

But the idea of more Voron stations hasn't been forgotten. "We haven't given up the idea, Mr. Voron says, "and we're presently looking at properties." Today he no longer restricts future plans to the Middle Atlantic region.

Abe Voron enjoys classical music, the opera and ballet and he attends such events in New York and Philadelphia regularly. Taking this enjoyment one step further, he would like to find a market "where I can program classical music." Such stations (mostly FM) are fading, he says, "because their audiences are too small to give numbers and that's what the people in New York buy."

Electronics Enterprise - The George Voron Co. is licensee of WQAL and it has a wholly owned subsidiary, Voron Electronics Corp. Although Abe and George Voron are partners in the firm, brother Abe says that "George does all the work and makes all the money and I spend it."

Today's spending money is a result of scraping together $6,800 in 1949 and forming the George Voron Co., a "very small manufacturer of noncomplex military communications gear. If we got a $5,000 contract, we were doing great."

The original Voron Co. office was on the fifth floor of an old building, "the cheapest space we could find." Its initial furnishings were a desk at $13.50, two chairs at $1.50 each, a clothes rack at $1 and an old typewriter for $85. "We put the desk in the middle of the floor, called the phone company," says Abe Voron, and "we were in business."

Today the Voron firm has 100 employees, takes up 30,000 square feet, does about $1.5 million in electronics business each year and has "lots of IBM typewriters."

Classifying himself as a "cynical, old bastard, who doesn't cotton to the human race easily," Abe Voron feels one of the "greatest things" about his association with NAFMB has been "the wonderful people I've met and have been able to work with and the friendships I've made."

He looks at the young men entering radio and wishes he were 30. "It's a young man's business and they have the greatest impact on it. They don't have old thinking to hold them back."
Black power play

A new spirit of militancy has swept through the national organization of Negro disk jockeys. Whether the spirit will escalate into extremism remains to be seen, but there were hints of its taking that direction in the 10-point "program" that most officers and many members of the National Association of Television and Radio Announcers saw fit to sign at their recent convention in Miami.

The program and the conditions of its presentation to the NATRA are described elsewhere in this issue. Although containing many statements that no enlightened citizen can disagree with, the program is in essence a call for separatism. It speaks of a "united black front." It derides "Uncle Toms" who owe their loyalty to whites. It is, in short, an exercise of racism in reverse.

This is not a program that promises to lead to a resolution of the Negro's many problems or to an accommodation between white and black to the mutual benefit of both. It is more apt to lead to an exacerbation of the tensions that are already tearing at the civil structure everywhere.

If the aggressive voice of separatism is to prevail on a significant number of radio stations, the job of radio in establishing communication between races will be made more difficult. Yet it seems to us that radio has no more important job than that. It is in both the whites' and Negroes' interest that radio execute it well.

Negro radio performers are entitled to demand—and collectively fight for—the same opportunities that are available to whites, whether they do so in established multiracial organizations or in an association of their own. If, however, they are to organize as the mouthpieces of the separatists, they will be creating a propaganda force with access to the inflammable centers of population. The situation bears watching.

Case of overkill

We are for flag, mother, country and an open convention, but in the name of reason we must suggest that television is in danger of over-reacting to this summer's public clamor against violence. Much of the public itself has over-reacted, specifically in assuming without a shred of proof that "violence" on TV helped to develop a psychosis of violence in the nation, but that does not make it right or even proper for television to rush pell-mell, as it seems to be doing, to rid its entertainment of virtually every semblance of conflict and to camouflage the rest.

This just ain't that kind of world—and wasn't, long before television came into it.

Let us say quickly—before we're stoned in the streets—that we're against excessive violence on television. But "excessive" is hard to define. It is a matter of taste. As beauty is fabled to be, it is in the eye of the viewer. General public reaction supports the conclusion that, over the years, television's sense of good taste has not been inferior to that of its audiences.

It is understandable that in the aftermath of Senator Kennedy's assassination a broadcaster would, as one network did, postpone a series episode that involved a political assassination. In deference to today's climate it is also appropriate for programers to maintain extra watch against "excessive" violence, however they define it. But this is not a particularly nonviolent world at the moment, and in the context of the times the lengths to which some programers are prepared to go strike us as verging on the absurd.

The efforts that are being made to curtail violence in the new fall schedule were recounted in considerable detail in this publication a week ago. In many cases, it seems to us, a better sense of perspective should be brought to bear.

It is one thing to edit out the gore, for instance, and something else again to rule out, automatically, any script that has a violent theme. Shorter fist-fights and fewer on-screen killings make sense. But police agents who carry no weapons? And a man falling out of a window—in a comedy at that—implausibly saved to limp away, rather than have viewers think he was killed? If audiences are as impressionable as the critics claim, what's so wrong about letting them think that police are armed and that jumping out of windows is a risky business?

There is, as we said, no evidence that violence on TV has either encouraged violence in real life or even made it more acceptable. There is a good deal to suggest that TV has done neither. But television is reacting as if the indictment were true, and the upshot may be that its programming will become as bland as the critics claimed it was—before they started claiming it was too violent.

Only the beginning

It now seems possible that broadcasters will mount an effective challenge to the Justice Department's campaign to break up multiple ownerships of media within individual markets. As reported in this publication Aug. 19 and also in this issue, a marshaling of broadcast forces is under way, with the National Association of Broadcasters acting as a coordinator.

Last week the FCC granted an extension to Sept. 30 of the deadline for comments on the proposal submitted by the Justice Department in the one-to-a-customer rulemaking that the FCC initiated some months ago. Even with the extension there is little time to prepare the kind of case that will be needed to head off the very real threat of a fractionizing of broadcast and broadcast-newspaper ownerships.

The loose coalition that has come together in this instance may prove strong enough to delay, or even to defeat, the radical FCC action that the Justice Department has suggested. But sterner tests may be yet to come. There are influential members of the Congress who are sympathetic to the same cause espoused by Justice. What the broadcasters need are solid arguments that can be used in any forum.
Former President Harry Truman wasn’t talking about television when he made his familiar comment, but he might have been. The television station manager who could win a popularity contest among his station’s viewers is probably doing a second-rate job. In fact, a fair measure of how effective a station is in assuming its share of civic responsibility just might be the angry buzzing from the hornets it stirs up. Not that we intend to wrap ourselves in self-righteousness. Nobody made us get into the television business, and nobody is insisting that we stay in it. We happen to like it, heat and all. And—once in a while—somebody does say something nice to us.

SOMETHING NICE LIKE "CITIZEN" KPRC-TV

NBC ON HOUSTON'S CHANNEL 2

Edward Petry & Co., National Representatives
WSYR NEWS

"WSYR-570 Radio was 'he most used (35%) and the most believed radio station (32%)' ... "WSYR-TV 3 was the most used (35%) and the most believed television channel (36%)" ... These were among the findings of a mass media survey of the Syracuse Metropolitan Area conducted by the Continuing Education Center for the Public Service at Syracuse University (June 1968).

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