A Texas Size Television Station — on wheels

Ready to roll... any time, anywhere, WBAP-TV's custom color mobile unit carries TV production potential to new long-distance lengths. Full station facilities equal to the most complex assignment are integrated into forty feet of streamlined mobile housing — designed and engineered to WBAP-TV's exacting specifications... outfitted with the most technologically advanced equipment... manned by one of the most technically qualified, highly experienced TV crews anywhere.
The handwriting's on the wall... Vivienne Della Chiesa has become such a smash in her first year on WLWT in Cincinnati that her show has been expanded to WLWC Columbus, WLWD Dayton and WLWI Indianapolis in addition to Cincinnati. Vivienne—Metropolitan opera star, sparkling conversationalist, interviewer par excellence is available to you now.

Buy Vivienne in one, two, three or all four of these major midwestern markets!
Our Finch Won’t Eat Crow...

Finch is Houston’s sly old bird. He programs KTRK-TV. And he’s got plenty to crow about. Like our Late News which delivers 30% more homes than a year ago.

In the daytime, his “Dialing For Dollars” doubled the rating and share in the time period and increased Homes and Women more than 130%.

Now he’s scheduled “Run For Your Life” in the afternoon at 4:00 PM. It inherits an 11 rating and a 36 share in the time period. Finch says it’ll fly.

Check our movies. They fly too. Last spring our Friday Late Movie soared our rating in the time period 500% and our women 600%. That’s not hard to swallow.

Howard. That’s our Finch. And he doesn’t lay eggs. If your nest needs feathering, call your Blair man.

KTRK-TV HOUSTON
CAPITAL CITIES BROADCASTING CORPORATION

Howard Finch

Source: Houston ARB,
Feb/March, 1967-1968
The Lancaster-Harrisburg-York-Lebanon WGAL-TV market: Vital in your selling plans

Recently released figures from ARB Survey Reports* indicate that the Channel 8 market ranks 9th in consumption of toilet-soap bars per month, 10th in tooth-brushings per day, and 7th in deodorant applications per day. Definitely one of America's greats! A market that is too important to be overlooked.

*Compilation from ARB Local Market Reports based on total survey area including overlap from adjacent total survey areas, Nov. 1967. All ARB estimates are subject to inherent limitations of sampling techniques and other qualifications issued by ARB, available upon request.

<table>
<thead>
<tr>
<th>Product</th>
<th>Rank</th>
<th>Usage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Cups of instant coffee per day</td>
<td>6th</td>
<td>4,573,000</td>
</tr>
<tr>
<td>Headache remedies per week</td>
<td>8th</td>
<td>6,242,000</td>
</tr>
<tr>
<td>Wash-loads per week</td>
<td>9th</td>
<td>10,792,000</td>
</tr>
<tr>
<td>Glasses of soft drinks per week</td>
<td>9th</td>
<td>18,272,000</td>
</tr>
<tr>
<td>Glasses of beer per week</td>
<td>8th</td>
<td>9,570,000</td>
</tr>
</tbody>
</table>

WGAL-TV
Channel 8 • Lancaster, Pa.

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

STEINMAN TELEVISION STATIONS • Clair McCollough, Pres.
FCC will be without its seventh member for at least another three weeks. H. Rex Lee, named to succeed Lee loevinger, does not expect to be free to move to his new job until after Oct. 20. He is now assistant administrator for administration at Agency for International Development. Press of duties there is so great that he has had to put off planned trip to El Salvador, where he is to help in planning of nationwide educational television system. He will make trip after he is sworn in as commissioner.

The pains of change

That long-term series of restructuring moves ABC disclosed last week, designed to establish profit-center concept more strongly in each division (see page 60) was not initiated without considerable internal heat. What's envisioned is system of management to be established over several months, and it's said to be based largely if not wholly on studies and plans prepared by McKinsey & Co. management consultants. But authoritative word is that ABC's executive vice president, Simon B. Siegel, opposed some McKinsey proposals so vehemently he finally resigned.

Reports of resignation were rampant both inside and outside ABC last week. But subsequent accounts said it was blow-up in heat of argument and that after cooling-off period both sides agreed to forget it happened. There was speculation that internal memo describing first steps of new plan, issued by Mr. Siegel, was timed at least partly to put halt to resignation reports. But things may not stay quiet indefinitely. McKinsey also said to have recommended number of changes in corporate assignments to beef up top levels of management.

CPB gets its kitty

House-Senate conferees have agreed on $5-million appropriation for Corp. for Public Broadcasting, cutting $1 million from figure approved by Senate. In unusual move, joint committee voted to keep all details of controversial Labor-Health, Education and Welfare bill, which contains first federal CPB funds, under wraps until this week. Sources wouldn't rule out possibilities of further changes in parts of bill over weekend, but suggested that $5-million CPB figure would probably hold firm and be accepted by House. Original House bill contained no CPB funds because of technical snag with authorization (which allowed up to $9-million for CPB seed money).

Bill also contains $4,375,000 for HEW's educational broadcasting facilities-and-equipment grants program. Conferences had no jurisdiction for changing that figure; both House and Senate had approved same amount.

New-product splash

Texite Chemicals Inc., Greenville, S. C., has begun to market on West Coast new product called Spray 'N Wash, laundry additive, backed by mammoth spot-TV campaign in Seattle, Spokane, Wash., Portland, Ore.; San Francisco, Los Angeles, San Diego, and Phoenix, that could reach about $2 million. Product will be distributed throughout 1969 in various parts of country with spot-TV effort expected to reach more than $5 million. Agency is Henderson Advertising, Greenville, S. C.

Mail call

Complaints from public about networks' coverage of Democratic convention and attendant disorders in Chicago continue to trickle into FCC. Late last week total was 1,200. First big batch of mail, much of it from Chicago, came before FCC asked networks to comment (Broadcasting, Sept. 16). News reports of that FCC letter generated another burst of correspondence, with many letters attaching clips of newspaper stories. General theme running through majority of letters is that coverage was unfair to officials, police.

Network attorneys have been studying mail and reviewing their coverage to prepare answers that are due Oct. 3. (One network may seek postponement.) Best reading is that networks will make sobered defense of their record and will not contest FCC's authority to pass along public complaints—even though Richard Salant, president of CBS News, in strong speech last week, condemned commission for acting as inhibitor to journalistic freedoms (see page 46).

Up Mexico way

Despite published speculation, loss of new Intelsat III communications satellite in rocket blow-up during launch two weeks ago will have no effect on ABC-TV coverage of Olympic Games in Mexico City next month. Fact is, ABC never planned to use satellite. Instead, as part of ABC Olympics contract, Mexican government agreed to put in—and has already completed—two sets of video, audio and communications circuits linking Mexico City with two Texas border points, Laredo and El Paso. From those points Olympics feeds over both routes will be carried by AT&T's WPAA-TV Dallas-Fort Worth (ABC-TV affiliate) where engineers will pick one and put in on ABC-TV network. Only satellite involvement ever contemplated was for getting coverage out of this country to Europe and Japan (see page 40).

Dissidents on air

Metromedia had received three responses as of late Friday (Sept. 27) to its telegram offering equal time to groups wanting to reply to Chicago Mayor Richard Daley (see page 22). National Mobilization Committee to End the War in Vietnam, Youth International Party and American Civil Liberties Union have agreed to terms outlined in telegram, but McCarthy supporters are still hesitant. They want more time and separate format, apparently because they feel others are trying to eliminate party while their position is that they are legitimate Democrats working to better party. Metromedia is still negotiating with McCarthy people to arrange format.

Slipping grasp

Rollins Inc.'s hold on WNR Newar, N. J., appears none too secure. Unless majority FCC members change their mind, commission will deny Rollins's application for renewal of station's license. Tentative order providing for that resolution of case is now before commission. Case involves charges of misrepresentations to commission, submission of "doctored" contracts to commission staff, failure to file time-brokerage contracts and violations of logging and sponsorship-identification rules.
Our prime-time lineup reads like broadcasting's Who's Who. We pack 5:30-10:00 every week night with some of the biggest names and most successful shows in television history. From Mike Douglas to Perry Mason. Programs for kids. Adults. And everybody in between. An exciting new prime-time concept!

There's no TV station like our TV station.
WEEK IN BRIEF

Key pieces in equal-time, Section 315 suspension question fall into place to provide some relief for major presidential candidates, but cumbersome Hill restrictions may not bring all principals together. See...

WHO'LL DEBATE WHOM? ... 19

Personal-products advertisers' interest in TV, coupled with temporary lifting of TV code ban on feminine hygiene deodorants, may produce "spill-over" ad money for radio —prospect discussed by NAB radio code. See...

RADIO'S IN TV CODE ... 22

NBC-TV finishes its premiere week of new shows with substantial showings in New York Nielsen ratings, but competition increases as ABC and CBS new programing begins. See...

FIRST SHOWDOWN ... 32

Group of 33 radio stations, all but one of them in Georgia, asks New York federal court to set "reasonable" fee for them to pay for their use of ASCAP music, decries blanket, per-program fees. See...

ASCAP TO COURT ... 42

CBS Radio affiliates at their 15th annual convention get more news programing for local use, more time to sell; hear upbeat reports on 1968 sales and rosy predictions of continuing boom in 1969. See...

ACCORD AND HARMONY ... 54

Louis Dorfsman, director of design for CBS Inc., is named to head new unit that will handle advertising, promotion and design activities of all divisions of CBS/Broadcast Group. See...

CBS'S DORFSMAN ... 55

 Trafficking raises its head again as FCC orders hearings to determine whether there had been unauthorized transfer of control of WREP(TV) Boston from Integrated Communications Systems to group owner Metromedia. See...

WHO CONTROLS BOSTON UHF? ... 56

Minnesota law professor Glen Robinson in speech before Minnesota Broadcasters totes up deficiencies inherent in plans to scrap FCC, says spectrum answers won't be found in sweeping institutional change. See...

SPECTRUM VIEWS ... 60

John H. Whitney and seven other principal stockholders of Corinthian Broadcasting Corp. plan to sell 750,000 shares that should net them about $28.5 million. See...

CORINTHIAN PLANS ... 64

True to form FCC upholds its rules prohibiting broadcast of lottery news and advertising, even though lottery is state-sponsored activity. Action affecting New York lottery prompts major First Amendment test. See...

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JUST A SAMPLE...

a minute representation of the total market buying power, tuned to and responsive to every LIN radio and TV station.

Are you getting your fair share of these markets?

KAAY • KEEL • KEEL-FM • KILT • KILT-FM • WAKY • WBBF* • WBFB • WIL • WIL-FM • WJruz**

KAAY • KEEL • KEEL-FM • KILT • KILT-FM • WAKY • WBBF* • WBFB • WIL • WIL-FM • WJRZ**

Little Rock Shreveport Houston Louisville Rochester St. Louis

WAND-TV* • WAVY-TV*

Decatur Norfolk, Portsmouth, Newport News

Ring for your Butler man and put LIN's SALES POWER to work for you!!

*Represented by AVCO
**Pending FCC Approval
**Old shows hold own as season commences**

Thursday night (Sept. 26) ratings showed durability of old shows, with CBS's movie, NBC's *Ironside* and *Dean Martin*, and ABC's *Flying Nun* and *Bewitched* holding their own. Only one new series, CBS's *Blondie*, outscored its competition in 26-city Trendex, but it fell below *Ironside* in New York.

**KLOC-TV backs up FCC on program diversity**

FCC proposal to make additional syndicated and feature-film programming available to small-market television stations got strong support from UHF KLOC-TV Modesto, Calif., in comments made public Friday (Sept. 27).

KLOC-TV, only television station in its county (Stanislaus), alleged attempts by *Kovr* (TV) Sacramento-stocking stations, to "monopolize and control" virtually all nonnetwork program sources by pressuring syndicators not to do business with the UHF. *Kovr*, which is owned by group broadcasters McClatchy Broadcasting Stations, is located approximately 80 miles from KLOC-TV's city of license.

**ATC files with SEC for public offering**

American Television and Communications Corp., Denver-based CATV group, filed registration statement with Securities and Exchange Commission in Washington Friday (Sept. 27) for public sale of 482,409 shares through Paine, Webber, Jackson & Curtis. This is third public offering by CATV firm in last few months; already registered are Cox Cablevision Corp. and *Television Communications Corp.* (Broadcasting, Aug. 12, Sept. 16).

Company is selling 333,333 shares; other 149,076 is being sold by 24 stockholders, including Narragansett Capital Corp., Spencer-Kennedy Laboratories, Bill Daniels.

Estimated maximum price was set at $16.50 per share, which would have company realize about almost $5.5 million, and selling stockholders, $2.4 million. ATC, formed last spring, serves 70,000 subscribers with 36 cable systems in 14 states.

Its latest acquisition was two Tennessee CATV systems serving about 3,000 subscribers. They are in Union and Savannah, in that state. The transaction also gave ATC option to purchase two other operating systems, in Lexington and Milan, Tenn., serving approximately 2,800 customers, and right to build systems in Atwood, Henderson and Trezevant, all in Tennessee. Price was not disclosed. Daniels and Associates was the broker.

For six months ended June 30, company reported revenues of $2,111,735, operating income of $1,051,344 and loss of $301,847.

Monroe Rifkin is president and Douglas Dittrick is vice president.

**HHH still prodding for TV debates with Nixon**

Great debate on debates continued Friday (Sept. 27) as Vice President Hubert H. Humphrey kept pressure on Republican nominee Richard M. Nixon for face-to-face confrontation with or without third-party challenger George C. Wallace, on or off television, on free or paid TV time.

Off-TV or paid-time debates would avoid Wallace complications built into Section 315 suspension now under consideration in Congress (see page 19). But Mr. Nixon, campaigning in Louisville, Ky., shot back that nontelevised debates would be "kid stuff" and again rejected any three-way appearances including Mr. Wallace.

Vice President learned of Mr. Nixon's "kid stuff" comeback while on live television in San Francisco, engaged in give-and-take session with audience.

"You may call this 'kid stuff,'" Mr. Nixon, replied Mr. Humphrey, "but I call it the stuff of statesmen."

Meanwhile, state of Humphrey camp's treasury prompted Vice President's campaign manager, Lawrence O'Brien, to suggest that time for paid TV debates be offered at reduced rates.

Vice President nominee Spiro T. Agnew told National Press Club audience in Washington that he was not afraid of debates but that he would defer to Mr. Nixon's judgment on whether or not presidential or vice presidential debates would be held.

**Triple earnings**

Warner Bros.-Seven Arts Ltd., in first full year of combined operations, had $7 million increase in net earnings over consolidated operations of two compa-
Louis Dorfsman, director of design for CBS Inc.. New York, named VP, advertising and design, CBS/Broadcast Group (see page 55). He will also continue to handle corporate design.

Peter M. Bardach, VP and associate media director, Foote, Cone & Belding, New York, named director of broadcast. Jeremy D. Sprague, VP and associate media director, appointed media director. John L. Owen, VP and director of broadcast, appointed executive administrator of FC&B's creative department. Mr. Bardach joined agency's media department in 1954, was named associate media director for broadcast in 1962 and was appointed VP in 1964. He will be responsible for network negotiation and programming for all New York office accounts, and program supervision.

Paul E. J. Gerhold, VP and director of research development and planning, J. Walter Thompson, New York, elected president, Advertising Research Foundation. He succeeds Sherwood Dodge, who died July 5 (BROADCASTING, July 15). Mr. Gerhold began as research supervisor in 1939 with Lord & Thomas Chicago, and held research positions at Dancer-Fitzgerald-Sample and Foote, Cone & Belding, both New York, before joining JWT in 1964. He is member of ARF's board of directors and chairman of its technical advisory committee. He was also chairman of ARF board and chairman of its committee on improving measurements of advertising.

John H. Pinto, VP, RKO General Phonevision Inc., Hartford, Conn. and on headquarters staff. RKO General Inc., New York, since 1961, appointed to newly created position of director of creative services for RKO General Inc. He will be responsible for advertising, promotion and public relations for RKO's divisions and subsidiaries, including radio and television.

William F. Storke, VP, programs, East Coast, NBC-TV New York, named VP, special programs. Lawrence White, VP, daytime programs. NBC-TV New York, succeeds Mr. Storke. Mr. Storke joined NBC's Hollywood guest relations staff in 1948. He joined West Coast sales department in 1953 and transferred to New York in 1955. He was named administrator, participating program sales in 1957 and subsequently appointed director. He has been VP, programs, East Coast, since 1967. Mr. White has been VP, daytime television NBC-TV since 1966, when he joined the company. He began broadcasting career as producer-director for Dumont television network in 1948. He held various positions at Benton & Bowles, CBS-TV and Goodson-Todman Inc. Prior to joining NBC, he headed up his own production company, Gateway Productions.

Edward Wallis, area VP, Midwest. Westinghouse Broadcasting Co., named area VP, Pittsburgh. He will continue as area VP, Midwest (wind Chicago and wwo Fort Wayne, Ind.). Mr. Wallis succeeds Harold C. Lund, who has retired after 13 years as area VP for kdkka and kdkta-TV Pittsburgh. Mr. Wallis joined company in 1953 as advertising and sales promotion manager of wptz-TV Philadelphia (now kwk-TV). He has also served with Group W stations KYW and kryw-TV (now Wkyc-am TV) Cleveland. He became area VP for Midwest with responsibilities for stations wind and wwow in 1966.

WEEK'S HEADLINERS

For other personnel changes of the week see FATES & FORTUNES

nies for 1967 fiscal period.
For year ended June 30:

<table>
<thead>
<tr>
<th>1968</th>
<th>1967*</th>
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<tbody>
<tr>
<td>Earned per share</td>
<td>$2.68</td>
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<tr>
<td>Net sales</td>
<td>198,237,000</td>
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<tr>
<td>Net earnings</td>
<td>10,104,000</td>
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NBC tops ratings for week, ABC for Sunday

NBC-TV's new schedule took top six places with ratings around 30, and total of 15 places in Nielsen MNA top-20 rankings for week of Sept. 16-22, before ABC and CBS began new programming.

ABC's Sept. 22 shows, which started that network's season, placed seventh, eighth and ninth in week's top 20, and first, second and third in Sunday rankings. Movie and one continuing series on ABC also appeared in top 20.

Nielsen MNA top 20, Sept. 16-22:
1. Julia, NBC
2. Rowan & Martin, NBC
3. Saturday Movie, NBC ('Madam X')
4. Dean Martin, NBC
5. Tuesday movie, NBC ('I'll Take Sweden')
6. Dragonet, NBC
7. Sunday movie, ABC ('Zorba the Greek')
8. FBI, ABC
9. Land of Giants, ABC
10. Ironside, NBC
11. Bonanza, NBC
12. Kraft Music Hall, NBC
13. Ghost and Mrs. Muir, NBC
14. Saturday movie, NBC ('Becket')
15. Wednesday movie, ABC ('Roustabout')
16. Virginian, NBC
17. Name of the Game, NBC
18. Phyllis Diller, NBC
19. Newlywed Game, ABC
20. Outsider, NBC

Sunday, Sept. 22 Nielsen MNA rankings:
1. Sunday movie, ABC ('Zorba the Greek')
2. FBI, ABC
3. Land of Giants, ABC
4. Bonanza, NBC
5. Phyllis Diller, NBC
6. Walt Disney, NBC
7. Mothers-in-Law, NBC
8. Mission Impossible, CBS
9. Ed Sullivan, CBS
10. Horowitz, CBS
11. Huck Finn, NBC
12. Gentle Ben, CBS
13. Lassie, CBS.
THE GREAT CHARLIE CHAN

(ONE-HOUR TV SPECIAL)

CBC-TV NETWORK

WORLD TELEVISION

PREMIERE: TUESDAY, SEPT. 10, 9:00-10:00 P.M.

"Charlie Chan buffs in particular, and movie buffs in general, will be as delighted as we were upon first viewing this program!"

Bruce Raymond,
TV Program Director,
Canadian Broadcasting Corporation

Walter Bros.-Seven Arts’
CHARLIE CHAN
FILM FESTIVAL

(21 OF CHAN’S BEST MOTION PICTURES)

SOLD IN OVER 50 MARKETS:

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Boston, Mass., WNAC-TV
Chicago, Ill., WGN-TV
Columbus, Ohio, WBNS-TV
Dallas/Pl. Worth, Tex., WFAA-TV
Denver, Col., KWGN
Des Moines/Iowa, WOI-TV
Detroit, Mich., CKLW-TV
Harlingen, Tex., KGBT-TV
Honolulu, Hawaii, KGMB-TV
Huntsville, Ala., WHNT-TV
Indianapolis, Ind., WISH-TV
Knoxville, Tenn., WBIR-TV
Lebanon, Pa., WLYH-TV
Lexington, Ky., WKYT
Lincoln, Neb., KOLN-TV
Little Rock, Ark., KATV
Los Angeles, Calif., KHJ-TV
Louisville, Ky., WLKY-TV
Lubbock, Tex., KLBK-TV
Memphis, Tenn., WREC-TV
Minneapolis/St. Paul, Minn., WCCO-TV
New Haven, Conn., WNHC-TV
New Orleans, La., WXLV-TV
New York, N.Y., WNBC-TV
Philadelphia, Pa., WFIL-TV
Phoenix, Ariz., KTVK
Pittsburgh, Pa., WTVF
Portland, Ore., KOIN-TV
Portland, Ore., KQMT-TV
Portland, Ore., KPTV
Portland, Ore., KRTV
Port Huron, Mich., WRTV
Providence, R.I., WJAR-TV
Pullman, Wash., KWSC-TV
Reno, Nevada, KOLO-TV
St. Louis, Mo., KPLR-TV
San Antonio, Tex., KENS-TV
San Francisco, Calif., KQED-TV
South Bend/Elkhart, Ind., WSBT-TV
Springfield, Mass., WHYN-TV
Syracuse, N.Y., WHEN-TV
Trenton, N.J., WABC-TV
Tulsa, Okla., KOTV
Tucson, Ariz., KAZI-TV
Pittsburgh, Pa., WTAE

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

Indicates first or revised listing.


OCTOBER


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

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

Oct. 6-9 — Western regional convention, American Association of Advertising Agencies. Speakers: Norman Fields, president of Fields and Fields, Chicago; Frank Gruner, director of research, Foote, Cone & Belding Inc., New York; Dr. William Rivers, Stanford University; James Hayes, dean, School of Journalism, University of Texas.


Oct. 8-9 — Stockholders meeting, Meredith Corp. Des Moines, Iowa.


Oct. 9 — Deadline for reply comments on FCC's proposed rulemaking concerning television programs produced by nonnetwork suppliers and not made available to certain television stations. Previous deadline was July 8.

Oct. 8 — Annual stockholders meeting, Meredith Corp. Des Moines, Iowa.

Oct. 9 — Deadline for reply comments on FCC's proposed rulemaking that would require common carriers providing service to noncommercial educational stations to file reports with the commission every six months.

Oct. 10 — Governor's Conference on Public Broadcasting. Speaker: Frank Pace Jr., chairman of the Board, Corporation for Public Broadcasting, and former Secretary of the Army, Baltimore.

Oct. 10 — Deadline for filing comments on FCC's proposed rulemaking to codify policy on trafficking in station construction permits and to require hearings in questionable cases.


Oct. 11-12 — First annual meeting, Tennessee Cable Television Association. Speaker: Harry Daly, Washington attorney, Silver Terrace, Gallinburg.


Oct. 12 — Film Producers Association of New York 50th anniversary, dinner and dance, Plaza hotel, New York.


Oct. 12-20 — Eighteenth cine-meeting, International Film, TV and Documentary Market (MIFED). Information: MIFED, Largo Domodossola 1, Milan, Italy.


Oct. 13-14 — Fall meeting, Mid-Atlantic CATV Association, Greentree, White Sulphur Springs, Va.


Oct. 15-17 — Annual meeting, Kentucky CATV Association, Continental Inn, Lexington.


Oct. 15-20 — Annual Mill of Year luncheon by Pulse Inc. C. Peter Mccolough, president of Xerox Corp. to be honored. Plaza hotel, New York.

Oct. 16 — Deadline for comments on FCC's proposed rulemaking that would require common carriers providing service to noncommercial educational stations to file reports with the commission every six months.


Oct. 21 — Deadline for filing reply comments on FCC's proposed rulemaking to codify policy on trafficking in station construction permits and to require hearings in questionable cases.


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


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


Oct. 24-25 — Fall meeting, Mid-America CATV Association. From Sheraton motor inn, Kansas City, Mo.


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


Oct. 26 — Deadline for reply comments on FCC's proposed rulemaking that would require common carriers providing service to noncommercial educational stations to file reports with the commission every six months.

Oct. 29-30 — Annual meeting, Mississippi CATV Association. Heidelberg hotel, Jackson.

Oct. 31-Nov. 1 — Fall convention, Ohio As-
Growing up at the Four Corners

becomes a family affair at KODE-TV

Many a lad and lass has gone over the hill into staid adulthood since KODE-TV’s first Teen Hop rocked the airwaves in 1956. But the popularity of the bright entertainment program goes on and on.

More than 11,000 teenagers have appeared on the 380 programs, coming from 61 cities in Missouri, Kansas, Arkansas and Oklahoma — the Four Corners midwest metropolis that KODE calls home.

Now in its 12th season, the midday Saturday show delivers 18,000 households, including as many adult viewers as teenagers. Sponsors have had to cool their heels on a heavy waiting list since the show began.

The Channel 12 Teen Hop is just one of the ways that KODE has built a lasting link with young and older generations at the Four Corners. KODE is the welcome voice, the familiar face.

Because we believe in community involvement

GILMORE BROADCASTING CORPORATION

GENERAL OFFICES: 202 MICHIGAN BUILDING KALAMAZOO, MICHIGAN 49006

WEHT-TV Evansville | KODE-TV Joplin | WSVA-TV Harrisonburg | KODE-AM Joplin | WSVA-AM Harrisonburg | WSVA-FM Harrisonburg

BROADCASTING, September 30, 1968
How many hats do you wear as a promotion man? If you're like most broadcast promoters, you are a publicist, an advertising tycoon, a production specialist, a researcher, a merchandising expert, an innovator of sales tools, a public relations man, an exploiter, as well as the guy who gets to answer all the mail nobody else in the station wants.

BPA's 13th Annual Seminar in Miami Beach will cover...THE MANY WORLDS OF PROMOTION...with top people in all these fields...prominent guest speakers...all to help you become more proficient in your job.

Go south, young man, to the Big BPA Seminar! It convenes at the DEAUVILLE HOTEL, MIAMI BEACH, FLORIDA, November 17th through 20th, 1968.

For the full story contact BPA.

NON-MEMBERS: Come join us. Registration fee applies to your membership dues!

Broadcasters Promotion Association
1812 Hempstead Road
Lancaster, Pennsylvania 17601

Get your registration in now...while you are thinking about it! Early registrations save you money!

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NAB FALL CONFERENCES

Oct. 21-22—Ambassador hotel, Los Angeles.
Nov. 11-13—Sheraton Gibson, Cincinnati.
Nov. 18-19—Atlanta Marriott, Atlanta.

Association of Broadcasters, Neil House, Columbus.

NOVEMBER

Nov. 1—Fifth annual FM Day of Georgia Association of Broadcasters, Regency Hyatt House, Atlanta.
Nov. 5-6—Annual fall meeting Alabama Cable Television Association, Guest House motor inn, Birmingham.
Nov. 6-8—Northeast Electronics Research and Engineering Meeting, sponsored by Institute of Electrical and Electronics Engineers Inc. Sheraton-Boston hotel and War Memorial Auditorium, Boston.
Nov. 6-8—West Coast conference on broadcasting of Institute of Electrical and Electronics Engineers. Ambassador hotel, Los Angeles.
Nov. 8—Deadline for filing comments on FCC's proposed rulemaking to permit public inspection of network affiliation contracts.
Nov. 8—New deadline for filing reply comments on FCC's proposed rulemaking concerning television programs produced by nonnetwork suppliers and not made available to certain television stations. Previous deadline was Aug. 8.
Nov. 8—Annual meeting, Colorado CATV Association, Antlers hotel, Colorado Springs.
Nov. 10-13—California CATV Association fall meeting, Del Coronado hotel, Coronado Island.
Nov. 11-15—Fourteenth annual Holm seminar on electric contact phenomena, sponsored by Illinois Institute of Technology and IIT Research Institute. Sherman House, Chicago.
Nov. 16—Deadline for filing comments on FCC's proposed rulemaking to prohibit networks from owning or controlling more than 50% of their nonnetwork prime-time programming, and to limit their participation in syndication activities.
Nov. 17-20—Annual convention of Broadcasters Promotion Association. Deauville hotel, Miami Beach, Fl.
Nov. 18—Oral argument before FCC on its proposed rulemaking to permit public inspection of network contracts.
Nov. 19—Deadline for filing reply comments on FCC's proposed rulemaking that would permit stations licensed in the community antenna relay service to transmit program material originated by CATV systems.

*Indicates first or revised listing.
OPEN MIKE®

Some Light reaction

Editor: Just finished reading the latest Broadcasting editorials (always first reading in your magazine), and thought you might like to hear an opinion. Forgetting the subject matter (which is not easy because it's excellent in concept) the literary style is top quality and never seems to deviate. My sincere compliments to the writers.—Robert M. Light, president, Southern California Broadcasters Association, Hollywood.

Outside creative help

Editor: Bob Conroy of Geyer, Oswald, in a "Monday Memo" (Broadcasting, Sept. 2), openly acknowledges the creation of the Sahara radio commercials by an outside creative service.

While more and more agencies are turning to radio specialists like us to insure the quality and effectiveness of their radio campaign, there has been little press coverage of this fact. Some agencies, to be sure, are still reluctant to call us in, but even the major creative agencies in New York are coming our way. Indeed, it appears that the more creative the agency, the greater their desire to have the radio equal to their own specialties.

So, bravo, Mr. Conroy. May others follow your lead.—Milt Klein, president, Chuck Blore Creative Services, Hollywood.

Some more-needed reforms

Editor: First it was "too many commercials." Then it was "too many space shots," "too much violence," and "too much trash." And lately it's been "too much funeral." And even more recently, since Chicago, it's been "too much journalistic power." Perhaps our friends in government who have such misgivings should stick to problems such as "hunger in America" and a few others which, ironically, television is having to point out to them.—George Mason, Bangkok, Thailand.

Lauds ruling on fairness

Editor: Every intelligent broadcaster should laud the U. S. Court of Appeals for the Seventh Circuit, Chief Judge Latham Castle and Judges Roger J. Killey and Luther M. Swygert for their finding [that the FCC's fairness rules are unconstitutional] which I hope the U. S. Supreme Court will take to heart. It is time the FCC be made to recognize the First Amendment.—John E. Bowles, Delaware, Ohio.
Selling is important, but so is programing

When I think about radio and television, I do so (as I suppose many people in business do) with a sort of split personality. As a private citizen with a family, I see it as a medium that brings us much of our entertainment, information and sometimes instruction. While I am in my living room in front of my TV set I can be taken instantly to the heart of world events, although this is still more of a promise than a reality.

I see television as an invention that has changed our lives drastically. Watching TV is the third most time-consuming activity, after sleeping and working. In winter, I am told, the average family has the set on for six hours a day. Television almost ruined baseball, almost ruined the movie industry, can make or break politicians, and perhaps must take much of the blame for the decline of the art of conversation.

So, as a citizen, I am concerned with what is broadcast. I am concerned with the effect it has on our children, our morality, on our way of life.

Another Way of Looking at It — But then, looking at it as a businessman, the perspective changes slightly. I have to recognize in TV a powerful medium for advertising products and services. In fact, the combination of sight, sound, motion, color and emotion makes it the most dynamic medium ever devised for instant mass communication of ideas — so dynamic that business spends some $5 billion annually to get advertising messages across. With so much money involved both sponsor and network must be alert to every new trend.

Look at all the products available today and you will see that consumers are affluent enough to be able to demand exactly what they want. The result is that manufacturers must produce infinite varieties in their lines to cater to those diverse tastes.

Television one day must be able to offer the needed flexibility to advertisers that is available in print media now. I know we can buy audiences by geographical area, or we can buy mainly women viewers, or children, or people with broad common interests such as sports or classical music. But we are going to need a much finer breakdown in the future to reach the people we can now reach selectively only through print.

The trend is towards buying a more clearly defined demographic audience breakdown and TV is excluding a host of potential advertisers because of its present inflexibility. The mass audience is television's enemy as well as its ally.

Many businessmen would like to develop better ways of using this enormously effective — and expensive — medium with greater selectivity. Some of us do not need a 40-million audience — or I should say we cannot afford it. We want to use television because it is unmatched in effectiveness in taking our message to our potential customers. But we will settle for 4 million viewers—not 40 million—if they are the right audience for us.

Another concern of many of us is this: Is our role as businessmen merely to buy time to get our sales or corporate messages to our public? What more can we—or should we—do within the framework of our responsibilities?

I suspect that on occasion the chairman of the board views his company's role in broadcasting in a different light than does the sales manager. And I have experience in both jobs. The duties of chairman and sales manager, though different, have a common purpose. We are accountable to those who invest in us, and we are responsible to those who work for us. Without a profit our doors close. Our advertising budget must be used to insure that we stay profitable.

But from time to time someone in management looks beyond the sales chart. Today a growing number of companies are recognizing that a new dimension has been added—a broader responsibility. We owe to our communities and to our country more than taxes. A part of this responsibility, in my opinion, is to support the people who are striving to get shows of value on the air. The fact that we have greater freedom than most countries to broadcast whatever we want must not obscure the obligation we have to try to use this freedom to ennoble as well as to sell.

Financial support must be forthcoming from the business community to support those men and women with vision and tenacity who are trying to use this powerful medium to make us face and understand the vital issues of today.

There is an enormous amount of talent in the broadcasting industry. The talent to explain and inform deserves as much business support as a talent to entertain.

A Shared Responsibility — And I believe today's enlightened business leaders realize this is in the interest of us all. Good programing is the responsibility of everyone—the stations, the networks, the independent production companies, the advertising agencies, and, of course, the sponsors.

But within those groups, it seems to me, there is only a small handful of people who make the final decisions on what will be seen in 56 million American homes. The ultimate decision on what goes out on the air must, of course, be made by station and network management. That is their business; they are the professionals. If they are wrong, millions of Americans simply switch off, change to another program, or don't tune in next week, and sponsors mutter about re-evaluating their budget.

It is encouraging to me that the networks are showing willingness to cover important events, and, from time to time, to put on shows of high caliber even when they know they will not be commercially successful. It is also encouraging that there is a growing number of companies willing to support this trend.

Daniel Parker, chairman of the board, The Parker Pen Co., Janesville, Wis. is also currently chairman of the board of the National Association of Manufacturers. Previously he was vice chairman of the NAM's International Economic Affairs Committee. Educated at Milton College, Milton, Wis., and Harvard Business School, he joined the family firm in 1949 after serving with the U. S. Marine Corps during World War II. Prior to becoming chairman, Mr. Parker was president.
ONLY ONE MAJOR SOUTHEASTERN STATION OFFERS THE BEST OF NBC AND CBS

WAPI-TV 13
BIRMINGHAM, ALABAMA

Represented nationally by Harrington, Righter & Parsons, Inc.

BROADCASTING, September 30, 1968
Hold the phone!
Standard Rate recognizes ELKHART as a metro area too.

Now, Sales Management and Standard Rate and Data Service both acknowledge Elkhart's growing importance in the total South Bend-Elkhart market. Facts: Elkhart ranks 8th among all metro areas in income per household.* 34th in retail sales per household.* Combine the South Bend-Elkhart metro figures and we rank 70th in total retail sales,* ahead of markets like Peoria, Illinois; Mobile, Alabama; and Des Moines, Iowa.

South Bend-Elkhart... income property for you.

*Source: SROS Spot Television, August 1968

WSJV-TV
SOUTH BEND-ELKHART 28 ABC

Also: WKJG-TV, NBC, WKJG-AM and FM, Ft. Wayne;
WTRC-AM and FM, Elkhart; The Elkhart Truth (Newspaper)

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BLAIR TELEVISION

BROADCASTING, September 30, 1968
Who’ll debate whom if 315 goes?

Ponderous Hill machinery begins to grind but, unlike 1960, relief from equal-time rule may not bring all principal candidates together

The key pieces finally clicked into place last week in Congress for a limited—perhaps too limited—suspension of the equal-time section of the Communications Act for the major presidential and vice presidential candidates. The House Commerce Committee, custodian of suspension legislation since June, finally overcame inertia and its own rules on Thursday (Sept. 26) and reported an amended measure simultaneously to the House floor and the Rules Committee.

And the chairman of the Rules Committee, Representative William M. Colmer (D-Miss.), overcame his expressed reluctance to ask his committee to consider any further legislation (it had hung out a “closed for the session” sign in July) and promptly announced a committee meeting on the matter this Thursday (Oct. 3).

But the measure now in motion toward the House floor is a far cry from the simple suspension of the equal-time portions of Section 315 that permitted the Kennedy-Nixon debates in 1960. Compared to that suspension—which was enacted early enough to permit time for sensitive negotiations between broadcasters and candidates on formats, times and places of appearances, and flexible enough to encourage supplementary treatments of the presidential campaigns such as special documentaries—the present proposal, as reported by the House Commerce Committee, was described privately by one observer as “too little and too late.”

Prospects Not Good • Despite the good prospects for passage of suspension legislation, which had brightened perceptibly two weeks ago (Broadcasting, Sept. 23) and remained sunny last week, most reports from Capitol Hill and elsewhere remained gloomy about prospects for actual televised three-way debates featuring Republican Richard Nixon, Democrat Hubert Humphrey and American Independent Party challenger George Wallace, or even, as it works out, two-way debates between Messrs. Humphrey and Nixon.

Mr. Wallace’s candidacy, paradoxically, was the source of both the hope and the pessimism. For the compromise that paved the way for establishment of party discipline sufficient to move the beleaguered suspension resolution off dead center in the House Commerce Committee also narrowed the scope of the proposed suspension to cover only a limited type of joint televised appearance that the Republican candidate has vowed to boycott—one that’s seen as necessarily involving the presence of the former Alabama governor.

The House Commerce Committee amendment to the Senate-passed suspension resolution (S. J. Res. 175) that enabled Democratic National Committee forces on Capitol Hill to swing southern Democrats into line provides that “broadcasts which incorporate in the same program equal opportunity for equivalent appearances by all presidential or vice-presidential candidates who have been qualified by applicable state law to appear on the ballots of at least two-thirds of the several states [with the District of Columbia counting as a state]” shall be exempt from claims for equal time by less-qualified candidates, as defined.

The suspension made no progress in the House panel until the amendment to include Mr. Wallace as a claimant for equal opportunity was offered and Humphrey forces at the same time became active in support of a suspension. On the key vote for committee approval, Democrats lined up almost solidly for the measure, while Republicans, who had solidly supported a move for reconsideration that might have buried the resolution, took advantage of committee rules to force a delay on final action until last week.

Uncertain Future • Although it’s understood that the same combination of forces that finally prevailed in the Commerce Committee and cleared the track into the Rules Committee may also be expected to prevail over the remaining hurdles in the path of the resolution, the projected timetable for ultimate enactment remains vague. Staff members and congressmen alike are reluctant to predict actions yet to be taken for fear of incurring the anger of peers or superiors who also share power over the

CBS Radio affiliate representatives were told last week that they “might as well face the fact” that there will be no nationally televised debates between the presidential candidates this year because of legislative red tape facing repeal of Section 315.

CBS correspondent Roger Mudd made the comment as he participated by a telephone hook-up in a panel of CBS newsmen before the 15th annual convention of the CBS Radio Affiliates Association in New York City (see page 54).

There was agreement among the other newsmen that while Hubert Humphrey strongly wants public debates, Richard Nixon will resist efforts toward them equally strongly.

Correspondents on the panel, moderated by Walter Cronkite, were Nelson Benton, John Hart, Charles Kuralt, Dan Rather, David Schoumaker, Dallas Townsend, Mike Wallace, and, by another audio hook-up from the West Coast, Bill Stout.
fate of the measure.

Broadcasters who have much at stake in both the short run and the long run in any liberalization of a law that intrudes into matters of basic journalistic judgment were also treading softly last week, reserving praise and criticism of the committee's contribution to Section 315's legislative history pending a final resolution of an admittedly touchy tactical situation. Such comment as was made was either sotto voce, off the record, or both.

Only CBS President Frank Stanton was outspoken in praise of the House committee's action (see page 21); the other networks quietly watched and waited, and a National Association of Broadcasters spokesman would go no further than to cite the NAB's historic position on Section 315—favoring outright repeal, or, barring that, any liberalizations that might prove politically feasible.

Dark Thoughts • Nonetheless, disenchantment lurked not far below the surface. On Capitol Hill, where predictions of any given piece of legislation's prospects (and impact, if enacted) are taken seriously even to the point of wagering, the consensus was that the House-amended suspension, moving too late to accommodate the sort of extended negotiations that preceded the Kennedy-Nixon debates and carrying an amendment pleasing only to Wallace supporters, would make slight law and light no TV screens.

Opinion elsewhere paralleled that on the Hill, that the suspension, finally moving, was moving nowhere. As the Commerce Committee acted, Mr. Nixon strongly reaffirmed his decision not to appear in any televised formats that also included Mr. Wallace. "This is a two-party country," said the Republican candidate. "Either Mr. Humphrey or I, one of the two of us, is going to be elected President, and for us to put a third-party candidate on there and have a panel instead of a debate would be an abortion."

Earlier, it was conjectured that Mr. Nixon's strategy (in countering the alleged Humphrey ploy of putting on all pressure for passage of the suspension resolution in order to put Mr. Nixon in the position of being responsible for torpedoing a debate) would be to keep up Republican opposition to a suspension in the Congress. If that failed in the face of a Democratic majority, the White House and Mr. Humphrey's alleged willingness to include Mr. Wallace, it was felt that Mr. Nixon might proceed to agree in principle to three-way debates but stall in negotiations on format and date. Seen in these terms, delay was desirable.

But Mr. Nixon's outspoken reaffirmation that he would not share a platform with Mr. Wallace, coupled with a surprising shortage of Republican names on the minority views released with the Commerce Committee's majority report, fed speculation that no particular difficulty would be encountered during floor debate on the measure.

Report No Help • The committee report, on the other hand, dashed hopes of some broadcasters that a way could be found around the amended language of the suspension that would permit exempted broadcasts other than debates, or even a series of confrontations between pairs of candidates, candidates willing. The report backs up the literal language of the amendment adopted (which had been submitted by Representative J. J. (Jake) Pickle [D-Tex.], and subsequently modified on a motion by Representative John Dingell [D-Mich.]), confining the 315 suspension only to those specific broadcasts on which all three major candidates have had at least an opportunity to appear.

The Dingell amendment to the Pickle amendment makes it possible for a joint appearance to be held between two of the candidates if the third declines to appear, or even an exempt single appearance if two contenders opted out. But none of the Hill theoreticians could work out a realistic scenario of acceptances and refusals that would comply with Mr. Nixon's stated position (of offering no aid and comfort to Mr. Wallace) that would permit televised exposure of all three candidates on different programs. Mr. Wallace, it's felt, would always answer yes, if asked. And the modified committee amendment insists that he be asked to appear on such program, even if a series is projected.

The possibility exists for debates (broadcasters willing) between only Mr. Humphrey and Mr. Wallace. It's widely reported that the Humphrey campaign coffers contain insufficient funds for the sort of television exposure that Mr. Nixon seems well able to afford. The implication is that a major consideration of the Humphrey camp in pressing for a suspension is to make possible a degree of prime-time national television parity with the prospering Republicans. Under this reasoning, free time shared with Mr. Nixon would help equalize the abundance of paid time featuring only Mr. Nixon, and free time with Mr. Wallace (with Mr. Nixon abstaining) would not only be better than none but also better than half a loaf. It might also be felt in the Humphrey camp, where the Vice President's debating abilities are not sold short, that a masterful put-down of Mr. Wallace on national television would be both good politics and a public service.

Nixon 'working hard' to improve TV image

Republican presidential candidate Richard M. Nixon took pause last week to measure the significance of television in his previous bid for the White House in 1960 and how he regards the medium today. His reflections occurred while on the campaign trail during a filmed segment of the ABC Evening News with Frank Reynolds in which he talked to ABC correspondent Ted Koppel on Wednesday (Sept. 25).

Mr. Nixon indirectly acknowledged that he may have acquired a "bad TV image" during the so-called 1960 Kennedy-Nixon debates, and as a result, may have lost that close election. But Mr. Nixon said this year he is "working hard to improve my TV image" because he considers television to be an "extremely important" element in the campaign. And a significant expenditure—some $10 million by his reckoning.

Whenever television cameras intrude during his personal appearances before live audiences, Mr. Nixon indicated he pays particular attention to the cameras because "people pay attention to it [television] at home." As for a televised format Mr. Nixon said he prefers a question-and-answer session which necessitates off-the-cuff responses. Mr. Nixon added: "Some people project better on television: some don't. I want to be better."
Stanton sees need for candidates to meet

CBS President Frank Stanton urged a face-to-face TV debate last week among leading presidential and vice presidential candidates so that they can state forthrightly and clearly their definitions of the problems that plague America and the solutions they would propose.

In reaffirming his call for suspension of Section 315 of the Communications Act, Dr. Stanton indicated that the two leading candidates (Vice President Hubert H. Humphrey and former Vice President Richard M. Nixon) have "retained an uncommon degree of flexibility if not downright vagueness" in discussing the vital issues of the day.

He told the 15th annual convention of the CBS Radio Affiliates Association in New York (see page 54) that America is faced with such critical issues as Vietnam, racial disturbances, student uprisings, and law and order and said "such problems cry out for dynamic and imaginative solutions." Dr. Stanton voiced the view that both Mr. Nixon and Mr. Humphrey, whom he described as "men of immense experience and ability," are also "shrewd masters of the cosmetic phrase" and have not explored the issues deeply and clearly.

*(Vietnamese Viewpoint)* • Dr. Stanton noted that on Vietnam, both Mr. Nixon and Mr. Humphrey are "a just and honorable settlement and getting the border back as soon as possible." Mr. Nixon, he added, has not expanded his position, having declared a moratorium on discussing Vietnam and the Paris peace talks. Mr. Humphrey is not saying much more, Dr. Stanton stated, because he is "fixed with the difficult problems of going his independent way while maintaining his loyalties to an administration of which he is still a part."

Dr. Stanton told the affiliates that the same uncertainties cloud the question of law and order, which, he said, was perhaps the major issue of the campaign. Both Mr. Nixon and Mr. Humphrey support social justice and equality and oppose crime in the streets, Dr. Stanton declared, and both also "are making a strong pitch to the great mass of middle-class Americans who are not involved in—but are understandably concerned about—civil disturbances."

On the issue of law and order, he continued, even former Governor of Alabama George Wallace "is starting to modify his position." He is also retreating somewhat from his promise of an immediate return to state-controlled schools, according to Dr. Stanton.

"With such volatile issues, it is understandable why the candidates are accused of straddling the fence," Dr. Stanton remarked. "But the voters need firm, clear answers and opinions—the sort of rich, meaningful ideas that only face-to-face debates can hope to produce."

*Publicity for VIP's* • He made it clear that he also was including vice presidential candidates in his call for broadcast debates. He stressed that the names of neither Governor Agnew of Maryland, the Republican nominee, nor Senator Muskie of Maine, the Democrat, are "exactly household words."

Dr. Stanton advised the affiliates that the House Interstate and Foreign Commerce Committee had voted overwhelmingly to send Senate Joint Resolution 175, with amendment, out onto the House floor for a vote. If approved, this legislation will make the debates possible, he said.

"The bill itself is the same one passed by the Senate back in May," he added, "except for an amendment reading that 'suspension shall apply only to broadcasts which incorporate in the same program opportunity for equivalent appearances by all presidential and vice presidential candidates, who have been qualified by applicable state laws to appear on the ballots of at least two-thirds of the several states.'"

Two formidable legislative obstacles stand in the way of the resolution in the six weeks before election day. Dr. Stanton reported. The first is the House Rules Committee, which must put the resolution on the legislative calendar for floor action, he observed, adding that "no rule has been given by that committee since July 9." The second is the floor vote, he pointed out, "either approving the resolution or killing it."

candidates for the Presidency or Vice Presidency so as to increase the public's opportunities to see and hear such candidates. The committee feels that sufficient flexibility is being given in this legislation to permit the broadcasters and candidates to innovate and experiment with various program formats. However, whatever is done should be done as a result of discussion, negotiations and cooperation between the candidates and the broadcasters."

Only four committee members attached additional comments to the committee report. Two Republicans, James Harvey (Mich.) and Glenn Cunningham (Neb.), signed minority views written by John Moss (D-Calif.), the only Democrat in opposition. Mr. Moss has long opposed any weakening of broadcasting legislation and feels that a Section 315 suspension will only be used as a lever by broadcasters seeking outright repeal—a position reflected in the minority views.

The suspension would, the dissenters add, "subject the use of any radio and television station by any candidate for public office to the complete control of the broadcasters."

The minority views also declare that no suspension is necessary in order to have debates. What is needed, it's suggested, is simply a better definition of the term "legally qualified candidate for public office," and it's noted that in the past eight years since the earlier suspension broadcasters and networks have made no effort to have the section amended or -- to supply a workable definition of that term."

*Way Out?* • The suggestion may presage an attempt in the next Congress to find a way to avoid a future showdown over another suspension. The chairman of the Commerce Committee, Representative Harley O. Staggers (D-W. Va.)—who opposed a suspension up to the day before it was approved by his committee, partly on the grounds that he didn't like to suspend laws—served notice when announcing his conversion to the cause that there would be no more suspensions after this one. "Perhaps next year we can hold hearings and figure out a way to amend the law," he told reporters.

The only other exception-taker to the committee's majority report was Congressman Pickle, who explained that while he did not oppose the suspension as reported, he wanted it understood that the purpose of his amendment was to insure that all three major candidates debated. Mr. Dingell's amendment, he said, subverted his all-or-none purpose by letting one or two debaters debate if one or both of the other two declined, after having equal opportunity to accept. Although no one would predict last week when the suspension resolution
might clear Congress, final passage could conceivably come by the end of this week. Such sudden action, it was noted, would be "most un-Congress-like," but the measure, with a strong House leadership push behind it, could come to the floor immediately after Rules Committee approval on Thursday, gain Senate concurrence on Friday and go to the White House.

Snags Ahead But the Rules Committee first has to meet to vote on considering the measure, then, if approved, consider it. A public hearing is planned. The committee, when it finished its business in July, agreed that no further measure would be accepted unless the committee so voted. Mr. Colmer has set a preliminary meeting at 10:30 a.m. Thursday, with formal consideration, if approved, set at 11 a.m.

Lack of Senate concurrence in the Dingell-amended Pickle amendment is another possible snag. The necessity of a conference between House and Senate members seeking a compromise on the resolution's provisions could push matters into a time deadline—the House plans to recess after next Friday to wait for the Senate to complete its business. That deadline might not be kept, but if it is, a 315 suspension will have to clear promptly or face an additional delay, coming even more perilously close to election day.

And any compromise might jeopardize the measure's support in either the House or Senate—but more likely in the House.

And the resolution will have to make one final stop before becoming law—the President's desk. The possibility of difficulty coming at this point has not even risen to the level of speculation, but one observer noted that neither the White House nor the Budget Bureau (always close to the President on such matters) had responded to requests by the Commerce Committee for comments on the suspension resolution. Such comments in the past have been almost routinely provided.

The only agency responding to the committee's call for comments was the FCC, which said it could support the suspension.

BROADCAST ADVERTISING

Radio's interest in TV standards

NAB radio code board wants to be consulted about intimate product requests

Personal-products advertisers' interest in TV, coupled with the experimental lifting of the television code's ban on advertising of feminine hygiene deodorants (Broadcasting, Sept. 23), may in time produce some "spill-over" advertising money for radio.

This prospect was discussed by members of the National Association of Broadcasters radio code board at a meeting in New York last Tuesday (Sept. 24). It was pertinent not only as a business subject but also because it could raise some radio-code policy questions.

The aural medium's code stops short of the TV code's ban on advertising of intimate personal products, but participants said radio code board members last week indicated that commercials in this field must continue to be watched carefully for acceptability and good taste.

They were said to feel that radio equivalents of the Alberto-Culver TV commercials for FDS (feminine deodorant spray)—whose general acknowledged good taste was a prime factor in the experimental waiver of the TV code ban against feminine deodorants—would pose no problem in radio. But they also felt that they should be consulted by Stockton Helfrich, code authority director, and his associates if commercials for some other products in the intimate class were submitted.

The radio code board, headed by Richard M. Brown of KPOJ Portland, Ore., also heard that monitoring for code compliance was running higher this year than last in terms of stations monitored (up 1,388 to 1,469 in the period) and hours reviewed (up 8% from 34,070 to 36,701).

Plans were also reviewed looking toward increase in the number of radio code subscribers, currently said to number about 43% of all radio stations.

Rep appointments...

In an age of local radio, of successful "independents," ours is the single idea that has made network radio a valuable and sought-after service. The four radio networks of ABC (almost 950 stations strong) are programmed for "independent" stations. Each network sounds like the format it was designed to serve—Contemporary, Information, Entertainment or FM. Each network carries a limited inventory of news and sports programming...superior programming by the one radio-only news organization of its size and scope in the world. Each network lets a station "do its own thing" by doing only what a network can really do best...and no more.

Each network is a source of revenue for stations...in at least three different ways. When you talk about network radio with ABC, you'll find it's a whole new business. Try it...you'll like the bottom line.
A-K splits TV sales between teams

Avery-Knodel Inc., New York, has announced major expansion plans in which the New York-based station rep firm will separate its New York TV sales staff into East and West sales divisions effective Oct. 1. (CLOSED CIRCUIT, Aug. 12).

David N. Simmons has been named director of the West division which will sell represented TV properties west of the Mississippi River. Mr. Simmons continues as New York sales manager.

John Del Greco will be director of the East division, selling those properties east of the Mississippi. Mr. Del Greco continues as assistant New York sales manager.


In addition A-K has acquired four new media salesmen: Alan Branfman, former senior media buyer for Ogilvy & Mather; Al Mazzoni, of Ted Bates & Co.; Stanley W. Weil, of Grey Advertising, and Arthur Goldstein, of Edward Petry Co.

The new divisions will "specialize" in selling their respective properties, A-K notes, in order to "develop more in-depth sales approach to the problems and opportunities in behalf of every station sold by Avery-Knodel."

Nixon, Humphrey get World Series' spots

Richard Nixon and Hubert Humphrey are back in the ball game—the World Series, that is—as of last Wednesday (Sept. 25).

The television committee for the major leagues reversed a decision made two weeks ago by Baseball Commissioner William Eckert to rule out political advertising in NBC-TV's telecasts of the World Series games this week (CLOSED CIRCUIT, Sept. 16). So Mr. Nixon will make his appeals in the first and third games, and fifth and seventh if the series goes that far, while Mr. Humphrey takes the even-numbered games.

It was reported that one reason for the change of heart was the assurance that both major candidates would get time. The commissioner's office apparently thought only one candidate was using NBC's half-price offer—$40,000 per minute in the case of the World Series.

The one-minute spots will be placed by the Nixon-Agnew Victory Committee through Fuller & Smith & Ross and Citizens for Humphrey-Muskie through Lennen & Newell.

Time at the regular price of $80,000 per minute is sold out to seven sponsors: Chrysler Corp. through Young & Rubicam, Gillette Co. through BBDO, R. J. Reynolds through William Esty; Phillips Petroleum through J. Walter Thompson, Hartford Insurance Group through Laroch, McCaffrey & McCall, Schlitz Brewing and Kellogg Co., both through Leo Burnett.

Canada Dry expands 1968 TV expenditures

Canada Dry Corp., New York, is expected to spend between $7 million and $8 million this year in television, almost double the figure the company spent on TV during 1967. Canada Dry also allot more than $2 million to radio (largely in local expenditures).

In its first sponsorship of a network TV special Canada Dry will spend approximately $1 million for time, production and merchandising-promotion on The Ann-Margret Show on CBS-TV on Dec. 1 (9-10 p.m. EST).

James Blyth, Canada Dry president, pointed out that the special will advertise and promote the company's line during its peak sales period which coincides with the Christmas holidays. He said that traditionally advertising for this period has been concentrated in national magazines, but this year it was decided to make television the highlight of the marketing effort.

He said that Ann-Margret was selected because of her appeal to both the youth and older audiences. In addition, the special will spotlight Bob Hope and will present Jack Benny and Danny Thomas in cameo roles.

A special feature of Canada Dry's sponsorship of the special, according to Mr. Blyth, is an extensive merchandising-promotion campaign directed to its distributors and bottlers.

Ted Bates & Co., New York, is agency of record for the TV special. Grey Advertising is agency for the mixes.

Spotlight on spot at ANA seminar

The Association of National Advertisers has invited the Television Bureau of Advertising to present a one-day workshop next week on the use of spot television.

It will be the first time the ANA has devoted a full-day session to spot, and
Smack in the middle of America one station programs the strongest Spot carriers in that market WIRL-TV, Peoria.

Edward Petry & Company, smack in the middle of Manhattan*, now represents WIRL-TV.

*and Atlanta, Boston, Chicago, Dallas, Detroit, Los Angeles, Philadelphia, San Francisco, St. Louis.
the workshop will be open to all advertisers and advertising agencies, according to Peter Allport, ANA president.

The seminar is expected to explore problems solved by the use of spot TV and to acquaint businessmen generally with ways of strengthening sales and profits through spot.

The workshop will be held Oct. 9 from 9:15 a.m. to 3 p.m. at the Plaza hotel in New York. Enrollment costs $25, which includes the workshop, reception and lunch.

Topics and speakers on the agenda:

"Spot the Trends," Norman E. Cash, president, TVB; "Spot: Nationwide Use for Total Success," George W. Shine, vice president, advertising and public relations, Avon products; "Spot: Two Answers to Co-op?" Harry Crause, merchandising manager, Cline Peach Advisory Board, and Nathan Lanning, manager, spot development division, Station Representatives Association; "Spot: National Distribution Does Not Mean National Vehicles," Kenneth B. Arrington, vice president, advertising and marketing, Continental Baking Co.;


Storer reduces price of political ads by 25%

Candidates for political office may well find 1968 a "bargain basement" year in which to do their shopping for radio-TV minutes.

Storer Broadcasting Co. announced last week that it will grant a 25% discount off earned commercial rates to all political candidates using any of Storer's 14 radio and TV stations.

The group broadcaster's action follows by two months a reduction by NBC-TV in its prices of commercial time for political advertising. Reduced political rates have long been clamored for by campaigners, and were specifically proposed by FCC Chairman Rosel H. Hyde at the National Association of Broadcasters convention last spring (BROADCASTING, July 22, April 8).

The Storer discount is termed "across the board," applying to all nonnetwork business, both programs and announcements, both "plans and frequency discount structures.

The reduced rates are effective Oct. 1 until election eve Nov. 4.

In a statement Bill Michaels, president of Storer, said the discount is a direct response to Chairman Hyde's request. But the company noted that TV "is being incorrectly blamed for creating high costs of campaigning, whereas the truth of the matter is that the increased amounts spent are the result of the known efficiency of radio and television in reaching the public. These expenditures are larger because the candidates are using the medium in larger quantities than ever before by choice."

McCarty tries to buy CBS-TV half hour

CBS-TV said Thursday night (Sept. 26) that it has refused to sell Senator Eugene McCarthy (D.-Minn.) a half-hour of prime time for an "important statement"—at least until it knows what the statement is about. In response to inquiries, CBS-TV said the request came from William Nee, partner of White, Herzog & Nee, Minneapolis ad agency, but that Mr. Nee didn't say what the "important statement" would deal with.

CBS said it has a policy against the sale of time to a person or group for the purpose of presenting views on controversial public issues with the exception of broadcasts by or for political candidate or concerning ballot issues.

The network would sell time to the senator only if he were making a statement on behalf of a candidate and with that candidate's approval.

The network statement added that CBS is prepared to give appropriate news coverage to any announcement the senator may make.

Fluoridation ads banned on stations

Stations of the Maine Broadcasting System will not accept advertising currently being placed by the Maine Department of Health and Welfare on behalf of fluoridation. The $75,000 budget for all media is being placed by Wilson, Haight & Welch, Boston, and is part of a blanket grant by the U. S. Department of Health, Education and Welfare.

Jack Atwood, vice president and general manager of Maine Broadcasting (WCSH-AM-TV Portland, WLBZ-AM-TV Bangor and WRDO Augusta, all Maine, said the company did not question the merits of fluoridation but rather the expenditure of public funds to support one side of a controversial issue that is to be voted upon by Maine citizens in November. He felt that using

Traditional placement pattern changed

Commercials aimed at Negro men and women to sell products exclusively used by Negroes will be utilized by Supreme Beauty Products Inc., Chicago, in a six-week campaign on TV stations having general audiences.


A spokesman for Supreme Beauty Products Inc., Chicago, said last week the effort will mark the first time that commercials will feature an all-Negro cast and that all-Negro products will obtain major television exposure. The pilot project will cost an estimated $100,000.

The products to be advertised are Raveen Au Naturelle for women and Duke Natural for men, both hair straighteners, Supreme Beauty Products is a division of Johnson Publishing Co., publisher of Ebony and Jet magazines, and the products have been advertised since last December in those publications.
A NEW SWITCH ON REGIONAL NEWS: You’ll find it in every AP bureau throughout the country: a new and exclusive electronic device that does a vital job for every AP member. Every time we switch it on, we switch you ahead of your competition with faster regional news.

When a regional bulletin reaches your Associated Press bureau, flip goes the switch and AP electronics is in action. It breaks into the national tape, then stores the incoming information. (Instead of letting it go by.) And when the regional item is over, the national tape picks up right where it left off. That way you get all the news, fast. Without waiting for a regional split. And without missing a single item of national news.

So if you’re an AP member (and there are now 3,000 of them in broadcasting) remember, just the flip of an AP switch gives you a regional competitive edge that no other news service can deliver. If you aren’t an AP member, maybe you’d better pull a switch of your own. Contact your nearest Associated Press representative for further details. Or call Bob Eunson at AP headquarters: 50 Rockefeller Plaza, New York, New York 10020. (212) PL7-1111. THE ASSOCIATED PRESS
public funds for this purpose sets "a
dangerous precedent" for the future.

"We feel this is improper as citizens,
as people responsible for broadcast
media and as news correspondents," 
Mr. Atwood said.
He added that free time would be
offered to both sides of this issue, a
position, he said, that the Maine Broad-
casting System always has taken on all
major controversial issues.

Hollingbery adds

Metromedia UHF

KNEW-TV San Francisco, earlier this
month having lost Metro TV Sales as its
national representative, last week
signed The Hollingbery Co., as sales rep.
Metro TV Sales and KNEW-TV, a
UHF station, are both owned by Meta-
media Inc.

Specializing in representing independ-
ent TV stations, Metro TV Sales
switched to reping KTVU(tv) Oak-
land-San Francisco, an independent
owned by Cox Broadcasting (Broa-
casting, Sept. 16). This put Metro TV
Sales in the position of representing a
station that is in immediate competition
with a station owned by its parent com-
pany.

NCTA group to develop
advertising standards

The National Cable Television Asso-
ciation board of directors has estab-
lished a special committee to develop,
for full board adoption, by Jan. 1, 1969,
a suggested set of advertising standards
that may provide guidance for NCTA
members who originate programing and
who accept advertising.

Chairman of the special committee
will be Marcus Bartlett, vice president,
Cox Cablevision Corp. Other commit-
tee members are George Barco, Meadville
Master Antenna Inc.; Sam C. Haddock,
TV Cable Co.; Richard A. Moore,
Southwestern Cable Co.; Claude Ste-
vans, Tower Antennas Inc.; M. William
Adler, Capitol Cablevision Corp.; and
W. Randolph Tucker, Cypress Commu-
nications Corp.

IRTS lists agenda
for fall seminar

The International Radio and Televi-
sion Society's third annual advanced
media-concepts seminar in New York
will start Oct. 3 and run for seven con-
secutive Wednesday evenings through
Nov. 20.

Subjects to be covered are: "Media
After the Bomb," by Erwin Ephron,
vice president, director of media plan-
ing, Papert, Koenig, Lois Inc., and
chairman of the seminar; "Some Prin-
cipals of Communication," by Paul
Roth, vice president in charge of me-
dia, Kenyon & Eckhardt, "The Near
Future of Media Research," by Jules
Fine, vice president, director of media,
Ogilvy & Mather; "What We Really
Know About Television," by Ed Papa-
zian, vice president, director media
planning, BBDO; "The Elements of
Planning Media," by Joseph W. Ostrow,
vice president in charge of media plan-
ing, Young & Rubicam; "Negotiation
With the Television Networks," by
Gene Accas, vice president, network
relations, Leo Burnett; "Media Buying,
speaker to be announced, and "Media

Information Handling and the Compu-
ter," by Bernard Lipsky, vice president,
manager of information services, Com-
ton Advertising.

NBC Radio sales
jump to $1.7 million

NBC Radio sales have totaled $1,-
700,432 in the last two weeks, George
H. Gallup, vice president, sales, an-
ounced last Tuesday (Sept. 24).

Colgate-Palmolive purchased spon-
orship in Emphasis and Monitor
through Ted Bates; Ford Division of
Ford Motor Co. in News on the Hour
and Monitor through J. Walter Thomp-
son: United Rent-All in Monitor
trough Gumpertz, Bentley & Dolan;
Campbell Soup in Emphasis through
BBDO; Liggett & Meyers in News on
the Hour and Monitor through JWT;
Pennzoil in News on the Hour through
Eisman, Johns & Laws.

Your local banker

American Bankers Association has
announced plans for its 1968-69 radio
commercial service for local member
banks.

Subscribers to the service pay $125
for a recording of 10 commercials utiliz-
ing New York talent, and 10 scripts per
month for 12 months. Six one-minute
spots have open center for local voice-
overs, and four 30-second spots are
open-end. The service is exclusive to
the first bank in the community to re-
quest it, and local banks place their
own buys.

ABA officials say the radio com-
mercial service has been supplied for four
or five years, but not on this scale.
MEMO TO: RADIO STATION OWNERS AND MANAGERS
FROM: CINE-VOX

Would you like to have one of America's leading deejays on your station?

As you well know, Jerry Marshall is one of the nation's top middle-of-the-road music hosts. Long a leading personality on such stand-out stations as WNEW, he has also been spokesman for hundreds of fine accounts, including Mercury, Norelco, Brillo and Chase & Sanborn.

You and I know that all radio is local. Now, by a completely revolutionary method of localization, Cine-Vox has developed a system called Custom Radio. Through this unique and exciting innovation, Jerry Marshall makes any time prime time. We make it possible to put Jerry Marshall behind your microphone to work a regular shift, every day of the week, totally customized to your local format.

In addition to the prestige and personality value of having Jerry on your station, you get the same tremendous selling power on your local commercials that is used by the nation's leading advertisers.

The Jerry Marshall Custom Radio service is available exclusively to one station in each market ... and he can be yours at a price your station can afford!

Because this is a first-come, first-served offer, if you are interested, please return the coupon below today. For even faster service, call me collect at (212) 661-3700.

I look forward to hearing from you soon.

Ross Charles, Sales Manager

Dear Ross:

I am interested in learning more about the Jerry Marshall Custom Radio service as soon as possible.

Name ______________________________ Title ______________________________
Station ______________________________ Address ______________________________
City ______________________________ State ______________________________ Zip ______________________________

Broadcasting, September 30, 1968
Fashion makers get tips on local spot

Fashion manufacturers were advised to work with retailers to develop effective local television advertising last week at a seminar sponsored by Retail Spot Syndicate in New York. "The Fashion Manufacturer in Retail TV Advertising," as the session was titled, was held Thursday (Sept. 26) with the cooperation of the Television Bureau of Advertising.

Edward H. Zimmerman, president of Retail Spot Syndicate, offered representatives of more than 25 apparel firms suggestions for achieving brand impact through the television campaigns of retail outlets.

Mr. Zimmerman assured his audience that retail TV advertising could benefit the fashion firm whether or not it offers retail cooperative allowances, whether or not the apparel maker has a brand image, whether or not it has national advertising.

Four spots personalized for local stores from commercials originally produced by apparel makers were shown. Mr. Zimmerman explained techniques for adapting manufacturer's spots for local use.

Mr. Zimmerman and Howard Abrahams, director of retail advertising for TVB, also made the following suggestions:

- TV advertising costs should be kept low and should be absorbed by several stores because of the brief life-span of fashion trends.
- Spots must reflect local stores' images if they are to be effective and have the acceptance of retailers.
- Manufacturers should keep abreast of store-produced television activity featuring their fashions; such existing footage may be useful in other markets.
- Apparel makers were warned of the emphasis stores are placing on non-fashion goods in stores' TV activity.
- Apparel makers were also warned that independent retailers may lose ground as local fashion leaders while chain stores stress fashion in their use of TV.

Manufacturers were reminded that television is a medium well-suited to fashion advertising, and that syndicated fashion presentations offered as a service in local markets, need not be concerned with federal trade commission regulations, but allowances to retailers for TV production must be considered cooperative advertising.

Business briefly . . .

Xerox Corp., Rochester, N.Y., through Needham, Harper & Steers, New York, will sponsor *The Thanksgiving Visitor*, a drama by Truman Capote starring Geraldine Page, on ABC-TV Thursday, Nov. 28 (7:30-8:30 p.m. EST).

Dodge Division, Chrysler Corp., Detroit, through BBDO, New York, will sponsor NBC-TV's *Academy of Professional Sports Awards* for the second consecutive year. Perry Como again will be host for the show Wednesday, Feb. 19, 1969, (10-11 p.m. EST).

Paine, Webber, Jackson & Curtis, through BBDO, both New York, will make its television debut with a series of 20-second color TV spots in five major markets. The spots will back up a print campaign.

Eastman-Kodak Co., Rochester, N.Y., through J. Walter Thompson, New York, will sponsor Olympic ice skating champion Peggy Fleming's first television special on NBC-TV, Sunday, Nov. 24 (9-10 p.m. EST).

Liberty Mutual Insurance Co., Boston, through BBDO, Los Angeles, will sponsor 31 half-hour programs, *Outdoors with Liberty Mutual*, over Sports Network Inc. in 73 major markets beginning in January 1969.

RCA, through J. Walter Thompson, both New York, will sponsor a Bing Crosby variety special Wednesday, Oct. 23 on NBC-TV (10-11 p.m. NYT). Guests will be Bob Hope, Diana Ross and the Supremes, Jose Feliciano and Stella Stevens.

S. C. Johnson & Son Racine, Wis., through Foote, Cone & Belding, Chicago, will sponsor Triangle Stations' 1968 Canadian-American Challenge Cup series in around 180 markets. Included in the series are six races being held between Sept. 1 and Nov. 10.

Skelly Oil Co., Kansas City, Mo., through Bruce B. Brewer & Co., same city, has bought the half-hour color series *Celebrity Billiards* from Medallion TV, Hollywood, for sponsorship on a 14-state regional TV station lineup. The gasoline company will sponsor the syndicated series in markets in Arkansas, Colorado, Illinois, Iowa, Louisiana, Missouri, Nebraska, North Dakota, South Dakota, Oklahoma, Texas, Wisconsin, and Minnesota. *Celebrity Billiards* is now sold in 102 markets primarily on an exclusive basis to large regional advertisers such as Skelly.

Also in advertising . . .

N. Lee Lacy in New York • N. Lee Lacy Associated Ltd., Los Angeles, producer of commercials for TV and motion pictures, opened offices in New York last week at 502 Park Avenue. The firm recently opened offices in London and Dallas.

New market research firm • The formation by Audience Studies Inc. of Comlab Inc., a communication-market research company, is announced last week the Kansas City Royals, for example, will be TV licensed for commercials through WDAF, Kansas City, Mo., which represents the Kansas City Royals. Marion Forster Prins, formerly vice president and account supervisor for Foote, Cone & Belding in Chicago, has been named president of Comlab.

Rep move in Chicago • Radio Time Sales, Chicago, has moved to 20 North Wacker Drive. Telephone number (312) 236-2000.

M-E address change • McCann-Erickson, Portland, Ore., will move into the Georgia-Pacific Tower late next year. The move will give the agency 65% more space.

KMBZ, KMBR-FM get Royals

Broadcast rights to the Kansas City Royals, new American League baseball team, have been acquired by Majestic Advertising, Milwaukee, it was announced last week, and Schlitz Brewing Co. will sponsor the radio package for one-third on a network of 40 stations in six states in 1969. Originating stations for radio will be KMBZ and KMBR-FM, both Kansas City, Mo. The TV package to comply in the program is in negotiation with Kansas City stations. Majestic's rights are for three years plus renewal option.
With NSI, plenty! We're constantly improving our service and this season is no exception. In just the area of "who's viewing," the new NSI offers reliable data on a broader and more diverse scale than ever before.

For example, NSI provides Spot Rankings for persons as well as households—in all markets measured at least four times a year. In one quick glance, you can see where a TV spot or a new availability ranks in the market.

To top it off, NSI gives you exclusive reach and frequency data to gauge over-all viewing for the prime purchasing agent—Lady of the House—as well as total households.

Get the details on these and the other NSI improvements for '68-69... all backed with measurable quality of performance. Call:

Chicago 312-372-3810
New York 212-956-2500

Hollywood 213-466-4391
San Francisco 415-986-6437

So what else is new?
First showdown at the ratings corral

N.Y. NIELSENS, TRENDEX GIVE INITIAL INSIGHT ON NEW TV SEASON

NBC-TV finished its premiere week (Sept. 15-21) with substantial showings in the New York Nielsen ratings, but the network’s competition increased last week when ABC and CBS new programing began, as seen in Trendex and New York Nielsons. The Trendex ratings began when all three networks got their new seasons underway.

Sunday night ABC led all the way, with its new Land of the Giants garnering high shares and new programming on the FBI not far behind. ABC’s movie, “Zorba the Greek,” beat its competition handily throughout the rest of the evening.

NBC’s Laugh-In was Monday night’s big winner, but the rest of the evening was a seesaw between CBS’s situation comedies and NBC’s movie.

Early Tuesday ABC came to the fore with its new Mod Squad, but NBC grew stronger later with its movie, “Blindfold.” CBS bettered its rivals with Red Skelton and Doris Day in Trendex ratings but not in New York Nielsons.

Wednesday night showed ratings generally much closer. ABC did well with its new Here Come the Brides, and NBC with its Bob Hope special, but otherwise the programs were not predominantly ahead or behind.

**PROGRAMING**

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<thead>
<tr>
<th>New York Nielsen share</th>
<th>Friday, Sept. 20</th>
<th>7:30-8:30 p.m.</th>
<th>ABC Off to See the Wizard (R)</th>
<th>10</th>
<th>Trendex Nielsen Share (NP)</th>
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<td></td>
<td>ABC High Chaparral (NTP)</td>
<td>8:30-10 p.m.</td>
<td>ABC Man in a Suitcase (R) and Will Sonnett (R)</td>
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<td>CBS Gomer Pyle (R) and Movie ‘Hawaii Five-O’ (NP)</td>
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<td><strong>New York Nielsen</strong></td>
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**The laurels and brickbats**

Among television critics

more thumbs go up

than down on new season

The nation’s TV critics found their full voice last week as new network shows rolled in nightly. They took a generally favorable view of NBC’s Ghost and Mrs. Muir, and ABC’s Outcasts, Land of the Giants, and That’s Life. The critics seemed to concede the success of CBS’s Doris Day Show but they did it grudgingly.

Although reviews on it were few, those commenting on CBS’s new feature Sixty Minutes applauded the idea and execution.

The week’s loudest and most widespread brickbats seemed reserved for NBC’s 90-minute The Name of the Game. With tongue in cheek, both Newsweek and Time reviewers didn’t seem to feel editors/reporters on major newsmagazines have quite the freedom—or expense accounts—as implied by the show.

Here’s how the critics viewed 11 new shows from Sept. 20-26:

**The Name of the Game (NBC-TV, Friday, 8:30-10 p.m. EDT)**

“... Short on plot and overwhelmed by its attempt to be bright and hip...” George Gent, New York Times.

“... gave a big, glossy, lavish film look to a slickly produced B-movie script...” Kay Gardella, New York Daily News.

“... has a good chance...” Paul Molloy, Chicago Sun-Times.

“... the audience gets the punishment...” Time.

“... very zippy—sheer escapism...” Rick Brow, UPI.

“... thin story stretched almost to the snapping point...” Cynthia Lowry, AP.

“... is chutzpah and is sure to be a Nielsen smash...” Louise Sweeney, Christian Science Monitor.

“... routine TV with a lot of fancy padding...” Pete Rahn, St. Louis Globe-Democrat.

“... an all-day sucker without much flavor...” Larry Williams, Memphis Commercial Appeal.

“... for all its gloss and glitter, a trashy, vulgar, commonplace dramatic series. It ought to be a smashing TV success...” Lawrence Laurent, Washington Post.

“... all adds up to slick, fast-moving escapism with plenty of shooting—but no deadlines...” Harry F. Waters, Newsweek.

“... at least in concept... something new...” Clay Gowran, Chicago Tribune.

“... costly, slickly produced concoction...” C. J. Skreen, Seattle Times.

“... producers will have to come up with better stories...” Hal Humphrey, Los Angeles Times.

“... was just too Hollywood to be believed...” Terrence O’Flaherty, San Francisco Chronicle.

“... as glutery as gold and as appetizing as mud...” Dwight Newton, San Francisco Examiner.

Adam-12 (NBC-TV, Saturday, 7:30-8 p.m. EDT)

“... might just as well be titled ‘Dragnet II’...” George Gent, New York Times.

“... wasn’t violent [or] necessarily articulate or significant in portraying the policeman...” Bob Williams, New York Post.
“... carried unmistakable brand marks of Dragnet.” Cynthia Lowry, AP.

“... unpretentious little cops-and-robbers half-hour.” Barbara Delatiner, Newsday.

... the L.A. Police Department seems assured of continued popularity.” Dean Gysel, Chicago Daily News.

“... turns out to be a Dragnet on wheels.” Harry F. Waters, Newsweek.

“... it’s high time television did something about the ordinary cop.” Clay Gowran, Chicago Tribune.

“... the show moved along nicely.” Alice MacMinn, Los Angeles Times.

The entertainment values are good and strong ...” Dwight Newton, San Francisco Examiner.

The Ghost and Mrs. Muir (NBC-TV, Saturday, 8:30-9 p.m. EDT).

“... just might turn into one of the season’s hits ...” George Gent, New York Times.


“... a considerable improvement over flying nuns and disappearing Jeannies.” Time.

“The spectre of silliness should haunt ... through the program’s obviously short run.” Barbara Delatiner, Newsday.

“... Just put the camera on Miss Lange and Mulhare and they can carry it off.” Rick Dubrow, UPi.

“... It all seemed rather strained.” Cynthia Lowry, AP.

“... [Hope Lange and Edward Mulhare are] almost charming enough to triumph over an added ... script.” Louise Sweeney, Christian Science Monitor.

“... may come in a winner.” Pete Rahn, St. Louis Globe-Democrat.

“... about the loveliest pilot episode I’ve seen in years.” Lawrence Laurent, Washington Post.

“... best show of the weekend ...” Clay Gowran, Chicago Tribune.

“... many humorous possibilities ...” Dean Gysel Chicago Daily News.

“... they could have a solid hit ...” C. J. Skreen, Seattle Times.

“... only instances of the gentle human emotions of affection and trust to appear so far in the new season ...” Terrence O’Flaherty, San Francisco Chronicle.

“... some chuckles along the way, happily not over-accentuated by the laugh track ...” Hal Humphrey, Los Angeles Times.

Land of the Giants (ABC-TV, Sunday, 7-8 p.m. EDT).

“... Fictional space travel on TV never had it so bad ...” Bob Williams, New York Post.

“... Good kid stuff, but several of the visual effects were not as frightening as they should have been ...” Ben Gross, New York Daily News.

“The youngsters appear to have a winner ...” George Gent, New York Times.

“... adult science-fiction fans will certainly find the series a dazzler in the special effects department.” Pete Rahn, St. Louis Globe-Democrat.

“... visually ... a gas.” Barbara Delatiner, Newsday.

“There is no reason why any child should watch this program ...” Ben Gross, Chicago Sun-Times.

“... something different in science-fiction escapism.” Bill Irving, Chicago’s American.

“... could well be [producer Irwin Allen’s] biggest hit yet.” Clay Gowran, Chicago Tribune.
"... technical effects are so dazzling ... [it] ought to run at least three seasons." Lawrence Laurent, Washington Post.

"... may hold your interest—for a few weeks anyway." Hal Humphrey,Los Angeles Times.

"... the star is the 20th Century-Fox special effects department." Dwight Newton, San Francisco Examiner.

"... will probably enrage science-fiction buffs, but it will please the kids ..." Terrence O'Flaherty, San Francisco Chronicle.

Mayberry RFD (CBS-TV, 9:30 p.m. EDT).

"... homey and familiar ..." George Gent, New York Times.

"... promises to be a warm, gentle sequel, if not a very exciting one." Kay Gardella, New York Daily News.

"... chuckles are few [but it manages] to generate a certain folksy warmth." Harry Harris, Philadelphia Inquirer.

"... looks to have the rustic charm and warm humaness to survive for a few seasons." Larry Williams, Memphis Commercial Appeal.

"... may continue for another nine [years]." Richard K. Shull, Indianapolis News.

"It will take at least a week or so without Andy as a regular to tell [if it can survive]." James Doussard, Louisville Courier-Journal.

"... things probably will pick up." Clay Gowran, Chicago Tribune.

"... has ... work cut out ... to keep life as interesting and funny in Mayberry as Sheriff Andy has the past eight seasons." Hal Humphrey, Los Angeles Times.

The Outcasts (ABC-TV, Monday, 9-10 p.m. EDT).

"... Take away the name-calling, and it's just another western." George Gent, New York Times.


"... the [racial conflict] might better be dealt with in the setting of urban America today ..." Bob Williams, New York Post.

"... fans of the western genre will accept it wildly as the hit of the season." Paul Molloy, Chicago Sun-Times.

"... might be successful." George Cohen, Chicago Tribune.

"... room for development, but a refreshing change." Martin Hogan Jr., Cincinnati Enquirer.

"... the kind of plausibility which passes for realism in westerns." Donald Kirkley, Baltimore Sun.

"... cracking good western." Rick DuBrow, UPI.

"... too contrived [but] let's keep the record open ..." Percy Shain, Boston Globe.

"... Otis Young ... is the personality find of the young season." Bernie Harrison, Washington Evening Star.

"Despite the banalities of the script [it] might survive." Lawrence Laurent, Washington Post.

"It has enough variation in format to keep it from being typed as just another western." Bill Irvin, Chicago's American.

"They can make an exciting pair if the writers don't try to make them soul brothers overnight." Dean Gysel, Chicago Daily News.

"... only new series so far that would entice me to tune in a second time." Terrence O'Flaherty, San Francisco Chronicle.

"... have come up with a different type of western." Hal Humphrey, Los Angeles Times.

"... good, strong, ably written western." Dwight Newton, San Francisco Examiner.

Lancer (CBS-TV, Tuesday, 7:30-8:30 p.m. EDT).

"... big, fast-paced and explosive with action ..." George Gent, New York Times.

"... a routine, predictable dynasty western ..." Percy Shain, Boston Globe.

"... formula western so skilfully handled that it may appeal to saga saga (sic) fans ..." Harry Harris, Philadelphia Inquirer.

"... some good photography ... is completely wasted in this loud, bloody ode to the West and ratings." Barbara Delatiner, Newsday.

"... sounds as if it's by carbon paper out of Xerox [but] don't count it out." Lawrence Laurent, Washington Post.

"Would you believe a network, at this time of national revulsion against violence in the wake of tragic assassinations, would launch a series by having a sniper with a rifle kill one man and cripple another in the first seconds of the show?" Clay Gowran, Chicago Tribune.

"... a stereotyped western ..." Bill Irvin, Chicago's American.

"[apparently ignorant] of the ordinaire against excessive gunfire in westerns this year ..." Dean Gysel, Chicago Daily News.

"... has the look of a winner." Alene MacMinn, Los Angeles Times.

"... a boring imitation of Bonanza ..." Terrence O'Flaherty, San Francisco Chronicle.

Mod Squad (ABC-TV, Tuesday, 7:30-8:30 p.m. EDT).

"... the principals are attractive and the production ... slick." Harry Harris, Philadelphia Inquirer.

"... a cops-and-robbers story with a twist. But the twist is a good one ..." Percy Shain, Boston Globe.

"... an interesting youth-oriented action show." Cynthia Lowry, AP.

"... a plot and some dialogue that might have been borrowed from 'Nancy Drew-Detective.'" Lawrence Laurent, Washington Post.

"... usual Hollywood glorification of the criminal scene ... superficial writing." Bernie Harrison, Washington Evening Star.

"... item after item of good things going for it ..." Vince Leonard, Pittsburgh Press.

"The plot was pedestrian, but the program was well produced and swiftly paced." Dean Gysel, Chicago Daily News.

"... a new look for a police-action series ..." Bill Irvin, Chicago's American.

"Given a more plausible script with a little less violence, they might go far ..." George Cohen, Chicago Tribune.

"... Peyton Place at the police precinct level ..." George Gent, New York Times.

"... another sleazy action series offered as family entertainment at 7:30 in the evening." Terrence O'Flaherty, San Francisco Chronicle.

"... quite promising new action series." Dwight Newton, San Francisco Examiner.

Doris Day Show (CBS-TV, Tuesday, 9:30-10 p.m. EDT).

"... It was ghastly and should be a big hit." George Gent, New York Times.


"... another of CBS's 'heart'-stress-
ANNOUNCING THE BIG NEW BROADCASTING

COMBINING WITH TELEVISION OCT. 7, 1968
THE BIG, NEW BROADCASTING, THE BUSINESS-WEEKLY OF TELEVISION AND RADIO... LARGER IN CONTENT, LARGER IN CIRCULATION, LARGER IN VALUE TO READERS AND ADVERTISERS.
Broadcasting with the October 7, 1968 issue broadens its content and coverage. The newly designed weekly retains the full range of news reporting that has made it the broadcast authority for more than 37 years. It will add—a weekly basis—articles and features from the monthly *Television*, which will no longer appear as a separate publication after the September, 1968 issue.

All features and news departments of *Broadcasting* will be continued. The editorial department, formed by combining the two staffs, will have increased manpower to report, write, edit, research, and communicate the activities and achievements of the big business that is broadcasting, in addition to the magazine will offer—with weekly timeliness—such former *Television* features as "Focus on Finance," a summary of financial news and stock trading. At monthly intervals the widely followed "Telestatus" from

*Television* will report on television markets, color penetration, UHF penetration and CATV circulation.

To help put the news of broadcasting into meaningful perspective, the editors will assign staff experts to special projects—forecasts, analyses and comprehensive overviews interpreting and anticipating trends that are or will be newsworthy. These will be continuing projects, to be featured as news developments warrant. Such articles have been the core of the monthly *Television*. In the new *Broadcasting*, their weekly publication will be synchronized closely with the news.

The new *Broadcasting*'s graphics, layout and typography, restyled by *Television*'s award-winning art director, reflect the publisher's and editor's determination to provide readers with an easy-to-read, uncluttered report of the many worlds of television and radio.
Conversion of Subscriptions

Television's paid subscriptions will be fulfilled with future issues of the new Broadcasting on a dollar-for-dollar basis. Television subscribers who also subscribe to Broadcasting will have their Broadcasting subscriptions extended.

Bigger Advertising Medium

Broadcasting, already the magazine with the largest circulation in the broadcast publications field (31,050; 29,690 paid—ABC) will now be even more important to advertisers. Approximately 4,000 paid, unduplicated former Television subscriptions will make the new Broadcasting's circulation about 35,000. This handsome bonus is not reflected in current advertising rates.

For more details about the new Broadcasting's decision-making readers, please get in touch with a member of our advertising staff.
ing noncomedies, but it needs a transplant." Harry Harris, Philadelphia Inquirer.

"... so cute, so coy, so nauseatingly sweet." Barbara Delatiner, Newsday.

"... Miss Day is Miss Day ... and that's all there is to say." Rick DuBrow,UPI.

"... plenty of life in [situation comedy] done well." Cynthia Lowry,AP.

"... high-sugar count may prove dangerous for viewers on low-calorie diets." Julia Inman, Indianapolis Star.

"... a pleasant half hour with few laughs but lots of warmth." Lawrence Laurent, Washington Post.

"Not a misplaced comma, character, laugh or hair. And that may have been what was wrong with it." Bernie Harrison, Washington Evening Star.

"... whether ... ugh—heart-warming or just heartwarming is a tossup ..." Vince Leonard, Pittsburgh Press.

"... certainly going to be too cornball for many a taste." Win Fanning, Pittsburgh Post-Gazette.

"... an ever-blooming daisy in a field of corn." Dean Gysel, Chicago Daily News.

"... something less than sensational." Clay Gowran, Chicago Tribune.

"... Miss Day could become the new Donna Reed." Bill Irvin, Chicago's American.

"... will make Family Affair look like a meeting of the Mafia." Don Page, Los Angeles Times.

"... gentle, happy, rural situation comedy." Dwight Newton, San Francisco Examiner.

That's Life (ABC, Tuesday, 10-11 p.m. EDT).

"... often has the look and sound of a Broadway musical ..." Harry Harris, Philadelphia Inquirer.

"... at least has the merit of trying to be different ..." George Gent, New York Times.

"... novel way to make a clique different." Dean Gysel, Chicago Daily News.

"... may develop into an engaging show." Barbara Delatiner, Newsday.

"... guest stars will decide the fate of the." Rick DuBrow,UPI.

"... may encounter some hard sledding." Cynthia Lowry, AP.

"... stands a chance for an amusing show." Julian Inman, Indianapolis Star.

"... The night’s most certain winner ..." Lawrence Laurent, Washington Post.

"... surprise of the night ... light, old-fashioned entertainment ..." Bernie Harrison, Washington Evening Star.

"... delightful addition to prime time ..." Clay Gowran, Chicago Tribune.

"... one of the newest formats to come along in seasons." Bill Irvin, Chicago’s American.


"... suffered from ... lack of comedy and lack of music." Dwight Newton, San Francisco Examiner.

Sixty Minutes (CBS-TV, alternate Tuesdays, 10-11 p.m. EDT).

"... something television has long needed ..." New York Times (unsigned).

"... represents one new idea— for a commercial network, anyway —that seems most worthy of acceptance." Harry Harry Harris, Philadelphia Inquirer.

"... could very well revitalize the sagging art of television documentary-making." Barbara Delatiner, Newsday.

"... a worthwhile addition to serious —but still entertaining—television." Clay Gowran, Chicago Tribune.

Here Come the Brides (ABC-TV, Wednesday, 7:30-8:30 p.m. EDT).

"... here come the brides and there goes the audience." Lawrence Laurent, Washington Post.

"... predict a happy future for all concerned ..." George Gent, New York Times.

"... shows promise ..." Eleanor Roberts, Boston Herald Traveler.

The Good Guys (CBS-TV, Wednesday, 8:30-9 p.m., EDT).

"... impoverished sufficiently to become a TV hit." Lawrence Laurent, Washington Post.

"... candidate for the year’s Idiocy Award ..." George Gent, New York Times.

"... wouldn’t bet on this one not catching on ..." Eleanor Roberts, Boston Herald Traveler.

"... does manage to get laughs ..." Ben Gross, New York Daily News.

"... a simple-minded comedy exercise ..." Bernie Harrison, Washington Evening Star.

"... makes it through the season, CBS can thank Herman Edelman ..." George Cohen, Chicago Tribune.

"... it’s pretty inane," Aleene MacMinn, Los Angeles Times.

The tax ... may turn out to be the star of the show." Bill Irvin, Chicago’s American.

Reinsch faults media on police reactions

A veteran broadcaster has faulted the news media for failing to show the provocations that led Chicago police to react during the demonstrations in that city during the Democratic national convention last month.

According to J. Leonard Reinsch, president of Cox Broadcasting Corp. and veteran Democratic radio-TV adviser, the Chicago police "were often more restrained than most of us would have been under similar circumstances." There were a few police who "overreacted," Mr. Reinsch said in a talk last week before the Pittsburgh Radio and TV Club, and this is exactly what the "outside" leaders of the demonstrations wanted to provoke.

The 1968 convention, Mr. Reinsch observed, was more affected by outside events than any convention in history. Because of all the problems in Chicago there were inadequate facilities for media at the headquarters hotel, which forced most media to work in the convention hall. And, Mr. Reinsch continued:

"Media personnel—unhappy with lack of communications facilities due to the telephone strike and security
No word left unspoken on violence

The longest running series of the new season—the Hollywood chapter of the National Academy of Television Arts and Sciences seminar on violence on television—drew to a windy close last week with its fourth three-hour session in over a two-week period. Like at least two of the three discussions that preceded it, last week's concluding session offered no solution and few insights. The discussion often strayed to the irrelevant.

On the attack against television throughout the discussion was Richard Powell, (president of the radio-TV branch of the Writers Guild of America, West. He claimed that television is a vacuum in which "all relation to every-day reality has been pumped out." Violence, he said, has been injected into scripts to fill the vacuum. "Why should the nation's culture be a by-product of selling soap?" he demanded.

Del Mann, president of the Directors Guild of America, suggested that television people search their consciences and question whether they're responsible for the current atmosphere of violence in the world. He urged television to exercise self-control, taste and restraint if it's found that the medium is responsible for even one-hundredth of a percent of the climate of the times. "We have to restrain ourselves before it's too late," he stressed.

William Tankersley, vice president of program practices for CBS-TV, fielded most of the aggressive questions about television's conduct. With considerable patience and great deliberateness, Mr. Tankersley explained that television long has had effective ways of self-regulation. Citing the code board of the National Association of Broadcasters and network continuity acceptance, standards and practices, and program practices departments as examples, he pointed out that excessive and gratuitous violence always has been subject to studious review and concern. CBS-TV, Mr. Tankersley reported, keeps a running tabulation of violence committed on its shows. The count for last week was 19, including "pushes and slaps."

Charlton Heston, president of the Screen Actors Guild, seemed bent on defending television but consistently in such a backhanded manner as to leave the audience confused as to his sympathies. "We're taking ourselves too seriously," he observed. Heaping the collective national guilt for various crimes on television "is out of proportion," he said. Not killing anyone in action shows anymore will not wipe out the collective guilt of the 20th century, Mr. Heston made clear.

Overemphasis - Steve Mills, program vice president or ABC-TV, West Coast and Mort Werner, vice president, programs and talent, NBC-TV, both agreed with Mr. Tankersley that the question of television's affect on the violent climate of the times has been overplayed. They also indicated that television was being used as a scapegoat.

Leonard Freeman, president of the Producers Guild of America and executive producer of the Hawaii Five-O series, generally absolved the television networks of blame, but maintained that they bought "the biggest bang for the buck." He said the genesis for the violence syndrome could be found in "what television has become" and in what the audience has come to want. Explaining, he said that television is now "programed for success," which means that dramatic series literally have to involve "a life and death situation" in order to gain air time.

Bern Kanner, senior vice president and director of media management for Benton & Bowles, New York, reopened what seemed to be the only vital issue to come out of the four-part seminar. As did federal judge George Edwards in the opening session (Broadcasting, Sept. 16), Mr. Kanner raised the specter of impending government control of television programming. The industry has to find a way to police itself more effectively, he indicated, or face censorship.

Dr. Leonard Rosengarten, who was the moderator for the last session, concluded things by reminding the audience that there has to be some kind of limit to permissiveness if disaster is to be avoided. "We have to be chary of limitlessness," he said.

restrictions—looked for trouble. A disturbed and determined Mayor Daley drew more attention than the candidates and the issues—and I might add, unfairly so."

And, he added: "That we were able to conclude the convention and leave Chicago without a single death or people with permanent injuries is a tribute to the alert and well-planned security of Mayor Daley."

Mr. Reinsch concluded by advocating the repeal of Section 315 of the Communications Act to give the voters an opportunity to see all three candidates at one time.

WGN's Quaal to Japan

Ward L. Quaal, president of group owner WGN Continental Broadcasting Co., will be in Japan for the month of October as a representative of the State Department's Educational and Cultural Exchange Program. He will seek to stimulate interest in American documentary TV programs. Mr. Quaal was appointed to the U.S.-Japan Television Exchange Program in 1962 by the late President Kennedy.

Olympic Games to get worldwide TV coverage

European TV stations are planning to take more than 120 hours of TV transmission via satellite from the Olympic Games, scheduled to begin Oct. 12 in Mexico City, the Communications Satellite Corp. announced last week.

Because of the launch failure on Sept. 18 of the Atlantic Intelsat III, Comsat has developed contingency plans for handling the heavy TV traffic from Mexico City. Comsat has made arrangement with the National Aeronautics and Space Administration to lease capacity on NASA's ATS-3 synchronous satellite positioned over the Atlantic.

Under those arrangements the video portion of the Olympic TV coverage would be sent from Mexico's new earth station via ATS-3 to Goonhilly Downs, Cornwall, England, for distribution to European TV networks. Backing up Mexico's new station would be Comsat's new Etam, W., Va., earth station, for transmission, and the station at Raisting, Federal Republic of Germany, for receiving.

The audio portion of the Olympic coverage would be sent via landlines from Mexico to Mill Village, N. S. From that Canadian earth station, audio would be transmitted to Comsat's Early Bird satellite for relay to the European earth station where it would be matched to the video.

In the Pacific, a specially equipped transportable earth station south of
400 TEXAS BROADCASTERS
EACH DAY, EACH MONTH, EVERY YEAR!
SERVE THEIR MANY PUBLICS

TEXAS BROADCASTERS
LIKEWISE PUBLICIZE, PROMOTE & ASSIST
United Funds  Better Business Bureaus  Religious Groups
Service Clubs  Public Schools  Girl Scouts  Seminaries
Sports  Civic Organizations  Beautification  Boy Scouts
Arts Council  Universities  YMCA  Highway Safety
Fraternal Charity Programs  Campfire Girls  Patriotism

Civil Defense  Opera Companies  Rehabilitation Groups  Symphony Orchestras
Military Reserve Units  Community Improvements  Military Procurement Needs
Youth Job Needs  Industrial Anniversaries  Alcoholics Anonymous  Town Halls
Zoological Associations  City Councils  Red Cross  Chambers of Commerce
Governmental Personnel Recruitments  Big Brothers  Police Departments
Hunting Safety  Historical Museums  Disadvantaged Children Programs
Women’s Clubs  Educational Extension  Study Clubs  State Fairs
Tourism  Sheriff Departments  Conventions  Book Fairs
YWCA  Beauty Contests  Trade Associations
Home Safety  Easter Services
Farm Groups & a whole lot of other organizations and individuals working for the Betterment of Humanity.
San Jose, Calif., would receive Olympic games TV coverage via landlines from Mexico. The San Jose installation would then transmit the signals to an Intelsat II synchronous satellite over the Pacific for relay to Japan and elsewhere. Approximately 40 hours of TV to Japan and other Pacific areas have been requested for the period of the games.

33 stations take ASCAP to court

Want 'reasonable fee' set for music they play; decry blanket, per-program fees

A group of 33 radio stations—32 in Georgia and one in Tennessee—has asked the federal district court in New York to set a "reasonable" fee for the stations to pay for their use of music of the American Society of Composers, Authors and Publishers.

Their petition describes them as stations that "play country- and western music and present religious and talk programs," and claims they shouldn't have to pay as much as stations that play—and derive a large portion of their revenues from—"a percentage" of ASCAP music.

ASCAP has insisted that they pay the same rate charged radio stations generally, according to the suit. These rates were negotiated by the All-Industry Radio Music License Committee with ASCAP 18 months ago in settlement of a three-year-old lawsuit also brought in quest of a "reasonable" fee (Broadcasting, April 3, 1967).

Most stations in the country are believed to have signed at the rate negotiated in 1967 in contracts running to March 1, 1972. But many Georgia stations have rebelled (Broadcasting, June 26, 1967, et seq.).

The Georgia broadcasters' suit was filed in the name of Dublin Broadcasting Co. (WMLT, Dublin, Ga.) and others in the U.S. Southern District Court in New York on Sept. 19 by Malcolm A. Hoffman, New York attorney for the group.

Case for Ryan • The petition presumably will be considered by Judge Sylvester J. Ryan, who traditionally has presided over cases brought—as ASCAP radio and TV rate cases are—under the consent decree governing ASCAP operations. Judge Ryan signed the order terminating the all-industry suit in the 1967 settlement.

The current suit charges that ASCAP holds "an unlawful monopoly over the licensing of copyrighted compositions," in that it "has amassed so large a collection of compositions that it is practically impossible for the operator of a radio station to avoid inadvertent and consequential use of one or more ASCAP compositions.

"Infringement suits and the threat of infringement suits are used to coerce these stations to accept ASCAP licenses. ASCAP has used its monopolistic position to force substantially all the radio stations in the United States to pay fees to ASCAP which are not reasonably related to the use of ASCAP compositions."

The petition also claims that neither ASCAP's blanket license nor its per-program license is really related to actual use of ASCAP music, and that the per-program license is not a reasonable alternative to the blanket license "because the log-keeping procedure required under the per-program license is unreasonably burdensome and economically prohibitive."

Therefore, the petition contends, stations have been deprived of the "genuine choice" of licenses required in ASCAP's consent decree.

Small Station Burden • The fixed percentage rate that ASCAP charges, and insists that petitioners pay, "imposes a greater economic burden upon radio stations with small incomes," the petition continues. "Petitioners comprise and represent operators of radio stations with small incomes, upon whom the present ASCAP fee would impose an unjust and inequitable burden."

The blanket rate established in the 1967 settlement—which the Georgia group has been opposing ever since—is a commercial fee of 2% of a station's "net receipts from sponsors after deductions," plus a relatively small sustaining fee. Together, the two rates represented an estimated 6.5% reduction from those they replaced.

The petition did not indicate what rate the stations considered "reasonable" but asked the court to make the determination for them "and all others similarly situated," after a full hearing of evidence and the entry of findings of facts and conclusions of law.

In their earlier opposition to the 1967 negotiated rates, Georgia stations through the Georgia Association of Broadcasters adopted a resolution calling for an ASCAP rate of 0.5% of gross income derived from net sales.

No Rush to Reply • ASCAP authorities last week called the petitioners' position "inconsistent" in that "they don't want the blanket rate but aren't willing to do the logging for the per-program rate." ASCAP officials said they would file their formal answer in due time.

The following stations were listed as petitioners, all of them in Georgia except for the Tennessee station indicated:

WMLT, Dublin; WCIA, Claxton, WOKA, Douglas; WPUN, Perry; WBHF, Cartersville; WRGB, Rome; WMOG, Brunswick; WKLX(FM), Atlanta; WGII, Brunswick; WRLD, West Point; WBRQ, Augusta.

Also, WGSF, Covington; WYIN, Rome; WAC, Albany; WTRP, LaGrange; WJJC, Commerce; WBR-FM, Carrollton; WKWR, Cartersville; WYZE, Atlanta; WNX Macon; WDIV, Buford; WFM, Fort Valley. Also, WISK, Americus; WVL, Valdosta; WPAX, Thomasville; WLOR, Thomasville; WUFF, Eastman; WBR-FM, Augusta; WGGI-FM, Brunswick; WSAS Savannah; WOKS, Columbus; WLOP Jesup and WLSB, Copperhill, Tenn.

ASCAP sets broader goals

New writers, more C&W planned; L.A. meeting gets bright financial report

The American Society of Composers, Authors and Publishers, a 54-year-old organization, is looking to achieve "a wedding with tomorrow." It's placing an emphasis on new writers, trying to make it simpler for them to become members. ASCAP also, aware of the growing popularity of country-and-western music, is investing heavily in Nashville, the heartland for such rhythms.

In addition, more than 300 West Coast members of the music-licensing society, attending ASCAP's semi-annual meeting in Los Angeles last week, were reassured that whatever new trends and technology come along, all music users will be told "gently but firmly, if you play us, pay us."

Stanley Adams, president of the society, stressing the need to add more country-and-western music to its catalogue, reported that a 20-year lease has been taken on a new building in Nashville, to be known as the ASCAP Building. Groundbreaking for the building is set for Oct. 14.

ASCAP Counsel Herman Finkelstein, in the most detailed report of the meeting, told of the new licensing contract with local television stations, agreed on this summer after more than six years of litigation and negotiation (Broadcasting, Aug. 26). He pointed out that although the agreement extends for 16 years retroactive from Jan. 1, 1962, until Dec. 31, 1977, either side will have the right to terminate four years before expiration. This option will
KGUN-TV, Tuscon, Arizona reaches the biggest audience with the fattest wallets in the 14th fastest growing market in all of these United States.

Edward Petry & Company now reaches the biggest audience with the fattest wallets with the newest station they represent—KGUN-TV.
be open to the stations first and then to ASCAP, which must exercise it within two months after the stations make their decision.

**Highest Court's Ruling** - Mr. Finkelstein indicated that this escape clause may be necessary if the new technology of communications satellites or community-antenna television drastically change the broadcasting picture. He sounded a note of disappointment over the U.S. Supreme Court decision of early summer that ruled that CATV systems do not incur liability when they pick up and retransmit copyrighted programs. (BROADCASTING, June 24.) He suggested that the court may have reached a different decision if the copyright material that was retransmitted had been music instead of films.

Still, Mr. Finkelstein pointed out that reconciliation with the CATV problem already is in the works. He said that there was an understanding reached between ASCAP and the CATV industry that systems owners are willing to pay for the music they use wherever it comes from if they are, in return, permitted to pick up the music from anywhere they choose. "It's just a question of how much they'll pay," the attorney explained.

Mr. Finkelstein also outlined some proposed changes in the way ASCAP now distributes receipts to members. The key change would be a provision allowing cash advances to new publisher members. Again with this move, the emphasis was on keeping up with the tides of the future. In another such move, ASCAP would like to change its by-laws to enable the society to license non-musical works of its members such as comedy monologues and poetry recitals.

The meeting was told that ASCAP had total domestic receipts of $35,406.490 for the first eight months of 1968, up from $33,924,275 a year ago in a like period. It also reported this year $6,006,364. This leaves a record $29,400,126 to be distributed to members.

The organization currently has 9,996 writers-members and 3,352 publishers-members. Of this total, 454 writers and 195 publishers joined since Feb. 28, 1968.

**No comment by CBS on General Walker suit**

Both Chicago and New York officials of CBS radio declined comment last week on a $1.5 million slander suit filed in the U.S. District Court at Springfield, Ill., by Major General Edwin A. Walker.

The suit, filed Sept. 11, alleged that Don Cannon, *The Evening Talk* program host on CBS-owned WLS in Chicago, on Sept. 16, 1967, made a false and damaging statement about the general's role in 1962 University of Mississippi campus disorders centering on the admission of James Meredith.

Mr. Cannon, now at WFLD-TV Chicago, explained the alleged statement was never made and that the general was told about the program second-hand in Dallas. Mr. Cannon said the general complained by letter and a telephone conversation followed. He said the general was offered air time for his views if he wished to comment but nothing more took place until the suit.

The district court clerk Thursday (Sept. 26) said the court's records did not yet show whether CBS had been served. After service 20 days are allowed for reply.

**Let me entertain you**

**WJHG-TV tells candidate equal time doesn't mean variety; FCC disagrees**

WJHG-TV Panama City, Fla., has found out hard way that a political candidate who is entitled to equal time under Section 315 of the Communications Act cannot be barred from using that time in the company of others.

For insisting otherwise, the station reportedly may be obligated to provide the Republican candidate for tax collector of Bay County, Fla., with some 22 hours of free time.

The station's problem arose initially from the fact that one of its air personalities, Donnell Brookens, is the Democratic candidate for tax collector, and has continued to appear on the station's programs.

The Republican candidate, George Logue Jr., and the station had reached an agreement in May under which he was to be provided certain periods of time at no cost. However, when Mr. Logue appeared at the station for his first broadcast on June 3 he got an argument.

He had come with high school students who were to entertain on his program. Also in tow was the winner of an automobile given by local merchants the previous week who was to be given the keys to the car on the program.

**Origin of Dispute** - Station officials told him, in effect, to leave his friends outside—that he must appear alone during the time allocated to him.

Mr. Logue, contending that the restriction barred him from presenting himself in the most favorable light, refused to accept the time under the station's conditions. Instead, he filed a complaint with the FCC.

And the commission staff, in a letter dated Aug. 19, said that, so long as Mr. Logue intended to appear on the program personally, the station was wrong in barring his proposed use of the time. The staff cited the Section 315 provision prohibiting broadcasters from censoring the material of political candidates given equal time.

The staff noted that candidates frequently appear with others in exercising their rights under Section 315, and said that the commission has not held that a use under that section must be restricted to appearances by candidates without the participation of others.

**Does Beyond Affirmation** - The commission last week, acting on an appeal from the station, affirmed that position. And more.

Mr. Logue, in a letter dated Sept. 9, noted that the station had refused to permit him to make use of its facilities as he wished from June 3 to Aug. 21. He wondered about the time that he had accumulated as a result of the daily appearances of his opponent, Mr. Brookens.

The commission concluded that he was entitled to all of the time involved. It also said he was entitled to make use of the facilities as he proposed. and was within his rights in refusing to accept the terms imposed by the station.

Commission sources say their information indicates that a total of some 22 hours is involved. However, they also said correspondence with the parties indicates that Mr. Logue might be willing to settle for less.

The commission, in response to a question raised by WJHG-TV, said that a station would be immune from libel suits growing out of statements made by a person appearing with a political candidate under Section 315.

The U.S. Supreme Court has held that, since such a station cannot censor the remarks of the candidate, it cannot be sued for any libelous remarks he makes. And the commission last week said that it is "clear . . . that the immunity extends to statements made by those appearing" with the candidate.

The station also asked a question the commission turned aside. Would the appearance on Mr. Logue's program of a candidate for another office entitle that candidate's opponents to equal time?

The commission said it was not "necessary or appropriate" to issue a declaratory ruling on that hypothetical situation.
Memories:

Your 1st year:
You wanted to open each night with the NBC "eye."
We worried about you then.

Your 2nd year:
You tried to change the format to an all-girl revue.
We sweated that one out, too.

Your 3rd year:
We gave you a $10.00 raise.
You were so excited.

Your 4th year:
We moved your dressing room next to those of the NBC Guidettes...just as you asked.

Your 5th year:
We moved you back...just as the Guidettes asked.

Your 6th year:
You were working so hard, we insisted you take a vacation once in a while.

And your 7th year begins this week:
We know you're looking forward to it as much as we are.

Happy Seventh, Johnny!

NBC TELEVISION NETWORK
Stanton rebuts Chicago critics

Answers charges regarding one-sidedness and violence aspects during convention

Broadcast coverage of the Democratic National Convention in Chicago last month was defended vigorously last week by CBS President Frank Stanton.

In a speech before the Vancouver (B.C.) Board of Trade, he pointed out that though the violence attending the convention was typical of American politics, "for good, or ill, it was our job, indeed our responsibility as journalists, to show these raw nerves to the world."

He responded to the two principal charges against the broadcast coverage—that it was one-sided and that the cameras contributed to the violence. He cited examples to refute these charges.

Dr. Stanton noted that Mayor Richard Daley claimed that TV failed to show how demonstrators provoked the police and gave only a "one-side portrayal" of what happened in the street. The CBS president added that at least two senators and several columnists accused television of not showing demonstrators carrying a large Viet Cong flag.

"This is simply untrue," Mr. Stanton declared. "On Aug. 26 in The CBS Evening News, we carried film of demonstrators waving the Viet Cong flag. We also showed an American flag lowered to half-mast. Twice on the evening of Aug. 29, we showed other films of a militant shouting into a bullhorn, 'Go! Go! Go!' while CBS correspondent Bert Quint repeated no fewer than seven times that the speaker was trying to provoke the demonstrators to action."

Cautious Approach

To the charge that the mere presence of cameras contributed to the violence by encouraging both demonstrators and police to perform for the TV cameras, Dr. Stanton had this to say:

"Regardless of what any critic says, CBS News exercised extreme caution in covering the demonstrations. We followed the same strict guidelines that we always observe in reporting any civil disorders.

"All statements by demonstrators or their supporters were balanced with others by responsible officials including the mayor, the U.S. attorney and the chief of police."

Dr. Stanton stressed at one point that of the 38 hours and three minutes that CBS News devoted to television coverage of the Democratic convention, only 32 minutes and 20 seconds, or 1.4% of the total, was devoted to film or tape coverage of the demonstrations. The 32 minutes and 20 seconds compare with 19 hours and 50 minutes, or 52% of the coverage, that focused on the podium, he pointed out.

"Moreover, the total time given to reports of the demonstrations in downtown Chicago was less than that given Mayor Richard J. Daley's several appearances dealing with matters related to the convention," Dr. Stanton said. "This total of 37 minutes and eight seconds includes the 23 minutes of prime time that we accorded the mayor of Chicago.

Salant tells government agencies: "Hands off"

In the strongest reaction yet to criticism of Democratic convention coverage, CBS News President Richard Salant last week issued a biting call for government agencies to keep away from broadcast news operations.

Mr. Salant told the 15th annual convention of the CBS Radio Affiliates Association: "It is our tradition, in the press, always to tell the government officials how to run their business. But the First Amendment tells us—and them, the government—that they cannot run our news business."

In a speech Thursday (Sept. 26) Mr. Salant said that a question "which looms ominously larger and larger . . . which is still unresolved and most desperately in need of resolution" is that of "how free is, how free should be, our part of the free press?" He added that "finally, after all these years, perhaps that issue is crystallizing," and described the Chicago controversy as "the crystallizing agent in part."

Mr. Salant played tapes of five segments from CBS Radio coverage of convention street clashes to counter what he said "seems to be a widespread notion that there was exceedingly one-sided reporting." The excerpts were correspondents' descriptions of such things as demonstrators taunting police and injuring a policeman.

Mr. Salant went on to argue for First Amendment protection of broadcast journalism from government harassment. He said: "I should note that in any event I had always been taught that among other rights the First Amendment gives to the press is the right to be wrong, to offend, and to report the disagreeable."

In tracing development of current disputes over news coverage, he said: "One of the ugly phenomena that seems to mark the raw nerve ends and uneasiness and anger of our society today is that people don't seem to see or hear what actually was done, or do not believe it because it conflicts with their own notions of what is or what should be. Society today, and its deep-seated problems, are complex and there is an intense longing for simple answers. And so there is selective perception to satisfy this longing."

Mr. Salant said that because of this, "just as the Persian generals used to execute the messengers who brought back ill-tidings of how the war was going; just as the queen shattered the mirror because it did not answer that she was the fairest of them all—so a frightening number of people—not kooks, but good citizens—are demanding that the government step in and do something about our reporting."

He said: "Even more alarming, some government officials are re-
on the closing night of the convention so that he could explain his side of things. It is interesting to note that it was our recording of his appearance that Mayor Daley included in his special hour, *What Trees Do They Plant*, last week.

'TV's Impact' Dr. Stanton voiced the view that the underlying issue is not the nature of television's coverage, but the nature of the medium itself and the "tremendous impact this medium has on our lives by putting us, the viewer, right there on the scene as the news is breaking." He added: "Like no other medium in history, television catches the flavor, the immediacy, the excitement, the tension and the confusion, too, of the moment. This is the great strength of television, but, also, in a way, its weakness. Unlike the print media, in live, real-time coverage of special events, our reporters cannot digest, edit and reflect on the news before bringing it to their audience. The news is instant and the audience is instant—or nearly so, in the case of the taped or filmed news. "The proof of this impact was borne out by the fact that newspapers from all over the world covered the same story, and in many cases said much harsher things about Chicago than did our pictures. Yet it was television that drew the bulk of the criticism."

Dr. Stanton insisted that with or without television, there still would have been violence in Chicago. He said violence was inevitable, "given the novel and unprecedented conditions that prevailed in that beleaguered city."

"And given those conditions," Dr. Stanton continued, "we still would have this bewildering paradox of a national political convention—one of the enduring hallmarks of our democracy—going to such frightening lengths to contain those forces and hostilities and thereby infringing the most basic tenet of democracy itself: the freedom of information."

In Chicago, journalism had to adapt to unprecedented conditions, to improve and to try new approaches, Mr. Stanton observed. He emphasized that democracy cannot work without preserving the free press and guarding against further restrictions and regulations that inhibit its main function, which is to inform. "In the end," Dr. Stanton said, "we in the U.S. should be proud that our democracy can withstand such intensive and penetrating journalism as we witnessed in Chicago. It was a testimonial to democracy in action."

**Fairness to all candidates urged by NAB's Wasilewski**

The National Association of Broadcasters has sent to all its members an election-year reminder to exercise scrupulous fairness in dealing with all political candidates.

In a letter to the membership NAB President Vincent T. Wasilewski notes that 1968 is a time "when broadcasters can make friends for our industry, or alienate political candidates and thus seriously damage the industry for a long time to come." Broadcasters, he said, should "be alert to the legitimate needs and wishes" of all candidates and "aid them in every proper way."

"Should conflicts develop or mistakes be made, we strongly urge that stations try to repair the damage to the degree possible consistent with their own integrity," Mr. Wasilewski said. And, in noting the large number of candidates currently running for office (including the entire U.S. House of Representatives and one-third of the U.S. Senate) and with a possible wary eye toward future broadcast-congressional problems, Mr. Wasilewski added: "We feel this is a case where 'bending over backwards' to satisfy political candidates might well be justified."

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**Filling local program voids**

**CATV's possible role to be studied by FCC in Shreveport hearing**

The controversial question of whether there are unmet local programing needs that a CATV system can satisfy will be part of an evidentiary hearing that the FCC has ordered on the proposals of four CATV systems to import distant signals into the Texas section of the Shreveport, La., market.

The commission ordered the inclusion of the issue last week in rejecting a petition by one of the systems involved for reconsideration of a denial of an earlier request for a distant signal rule waiver. The petition was filed by Cypress Valley Cable Television Service Inc., of Marshall, Tex.

Shreveport is ranked 68th among the nation's television markets. And, in cases where CATV systems propose importing distant signals into any of the top-100 markets, commission rules require hearings to determine the impact of such proposals on present or proposed television service.

**Cities Need** Cypress Valley, in its waiver request, cited what it said are unsatisfied needs for local and in-state TV programming in Marshall, which has no television stations. Cypress' petition said it would fill the needs not only by carrying distant Texas signals but by providing its own local, noncommercial public-affairs programing. Cypress Valley said that its economic viability depends on its ability to import the distant signals.

The distant signals it wants to carry are those of KTVT (ch. 11) Fort Worth, KERA-TV (noncommercial ch. 13) Dallas and KTLV (ch. 7) Tyler, all Texas. The system also proposes to carry the local signals of KTBV (ch. 3) and KSLA (ch. 12), both Shreveport, and KTAL-TV (ch. 6) Shreveport- Texarkana, Tex. It also said it would carry the distant signals of permittee KHER-TV (ch. 16) Longview, Tex., if that station is activated.

The commission denied reconsideration of its earlier decision on the waiver request on the ground that the system had not shown the question of CATV impact on television broadcast service in the Shreveport market is not "a substantial issue." The commission said the issue of the impact on the authorized UHF in Longview and on dormant UHF channels in Marshall and...
other communities in the market remains unresolved.

Will Consider Allegations • However it also said that Cypress Valley's allegation that there are unsatisfied needs for local programming and that the system's own programming, as well as its proposed distant-signal service, will fill those needs are pertinent to the hearing. Accordingly, the question will be considered, the commission said.

It reworded one hearing issue to call for a determination of whether there are unsatisfied needs in the communities involved for in-state television programming, "and if so, the extent to which the applicants' proposed CATV services would meet those needs for their respective communities."

Besides Marshall, the communities are Longview, Texarkana, and Kilgore.

The question of program origination by CATV systems, which poses what many broadcasters regard as an additional threat to their economic well-being, has come up increasingly in individual proceedings. It also is the subject of one commission rulemaking proceeding, and is scheduled to be considered in a general review of CATV policy.

The commission referred to this concern, in its order last week, in noting that the question is "under consideration in our general and continuing evaluation of policies in this field."

**CPB urges need for more in-depth programing**

Directors of the Corp. for Public Broadcasting held their bi-monthly meeting in Chicago last week as part of a plan to get better acquainted with local leaders who support educational television and its goals. CPB expects to rotate the meetings throughout the country, alternating with New York.

Although the Tuesday board meeting was described as purely routine, the dinner meeting with local leaders on Monday night at WTTW(TV) Chicago was not. It included a full hour discussion session aired live on the ETV outlet. WTTW rebroadcast a tape of the event twice later in the week.

Frank Pace Jr., chairman of the board of CPB, told the TV audience there is a need for in-depth programing on subjects that the commercial TV networks are not able to provide.

James R. Killian, Jr., a CPB director who was chairman of the board, agreed with Mr. Pace and further commented that the Public Broadcast Laboratory, this past year put too much emphasis upon topical "crisis programing" rather than broader subjects. He felt local initiative is the best program source for ETV shows.

**Election-projections bill opposed by AP men**

**LEGISLATION WOULD LIMIT BROADCASTING OF RESULTS**

The board of directors of the AP Radio Television Association last week urged Congress to defeat legislation that would limit the broadcasting of election polls or projections while polls are still open.

The APRTA board took the action during its annual meeting in New York on Monday (Sept. 23). The resolution said:

"The board of directors of the APRTA assembled in its annual meeting recognizes there exists with many people deep concern that electronic computer vote projection, released in states whose polls are still open, may influence the vote in the state."

"The APRTA supports further research in this area. However, the APRTA deplores the legislation introduced by 17 congressmen in the House of Representatives which would amend the Communications Act to make unlawful the broadcasting of results or projections of a federal election in a state before the polls close in that state. The APRTA further calls on Congress to defeat this legislation."

Jim Bormann of wcco Minneapolis, chairman of the association's freedom of information committee, described media opposition to the Reardon Report of the American Bar Association, which would limit the flow of pretral information. He said the "solid front of media against the incursions of the bench and the bar is still forming up, largely under the leadership of the Sigma Delta Chi, the professional journalism society."

Other reports were submitted by APRTA president, Theodore McDowell of WMAL-AM-TV Washington, who disclosed that AP broadcast member stations had contributed a total of 85,000 stories to the cooperative news service in 1967; Robert Eunson, AP assistant general manager stated that as of the first of the year, AP was serving 58.4% of the 5,118 TV-radio stations in the U.S. and AP general broadcast editor Gerald Trapp discussed the recently adopted changes in the five-minute summary format on the broadcast wire.

Mr. McDowell was re-elected president of APRTA. Elected vice presidents were Frank Balch, WJOY Burlington, Vt., eastern district; Eddie Barker, KRLD-TV Dallas-Fort Worth, southern district; Rex Davis, KMOX St. Louis, central district and James Brady, KIFI-AM-TV Idaho Falls, Idaho, western district. Officers who were re-elected were Mr. Eunson, secretary; AP broadcast executive Fred Strozier, assistant secretary, and James Tomlinson of the AP, treasurer.

**Lady Bird reminiscences**

Life at the White House with Lady Bird Johnson is the subject of a one-hour documentary to be shown over ABC-TV on a date to be selected late in December.

The program was taped in the family's living quarters and will present Mrs. Johnson talking to ABC News correspondent Howard K. Smith and reviewing her life as the 36th President.

The film includes scenes of a state dinner and other ceremonial activities at the White House.

L-r Messrs. Davis, Brady, McDowell, Balch and Barker, the newly elected officers of APRTA.
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Commission backs WDSU use of fairness

INDICATES OFFER OF TIME IS NOT INDEFINITE

WDSU-AM-TV New Orleans has won another round in a battle with the Orleans levee district. In the first round the stations saw a series of their editorials followed by a grand jury indictment of the board’s president. And last week, the FCC rejected a complaint from that official, Milton Dupuy, and held that the stations had met their obligations under the fairness doctrine.

The order, upholding a staff ruling, asserted in effect that stations offering time for reply under the fairness doctrine need not keep their offer open indefinitely.

The stations had broadcast editorials on Feb. 2, 12, 20, 21 and on March 29, asserting that the levee board over the past two years had paid bond attorneys excessive fees, and calling on the board president to supply a detailed explanation. On April 2, the stations called for a grand jury investigation of the financial dealings of the levee board.

Later that month, the grand jury began an investigation. And in July, it returned an indictment charging Mr. Dupuy with seven counts of malfeasance.

Following each of the editorials, the stations had notified Mr. Dupuy and offered him time for reply. But he did not respond, according to the commission.

The commission noted that counsel for the levee board, in a letter dated May 20, said that Mr. Dupuy had appeared at the stations’ office and that his request for time was rejected. However, this was denied by wdsu, “and the denial is not controverted” by Mr. Dupuy, the commission said.

The commission’s account of the case says that six weeks after the April 2 editorial—when the grand jury investigation was underway—Mr. Dupuy said he wanted time to respond to each of the editorials.

The stations, however, said that their offers had not been accepted and were no longer outstanding. But “to be fair to all,” they offered to broadcast a response of one-minute and 45-seconds three times on wdsu-tv and five times on wdsu.

Mr. Dupuy complained to the commission in a letter dated May 27. The commission staff, upheld the stations’ position.

And the commission, in affixing the staff’s ruling, said that the stations tried to discharge their “affirmative obligation to encourage the presentation of the other viewpoints by offering an appropriate spokesman for that point of view. Mr. Dupuy, an opportunity to reply.”

The commission concluded: “In the circumstances, we believe that there has been compliance with the requirements of the fairness doctrine. The licensee has offered petitioner a reasonable opportunity to present his viewpoint on the allegations concerning the board’s activities, including the editorial of April 2, 1968.”

Business talk strip offered by Auddell

A new production and distribution company, Steve Auddell and Associates, 6416 East Central, Wichita, Kan., has announced it is placing in syndication its five-minute, across-the-board talk show, It's Some of Your Business, beginning Nov. 4.

The program features Steve Auddell, who is also a grain dealer, banker and professional public speaker, who will discuss a gamut of topics in the fields of personal attitudes, finance and securities. According to Mr. Auddell, “there appears to be a growing need for the listener-advice type of show, yet high-quality offerings in this field are at a premium.”

Mr. Auddell is assisted in this venture by script writer Charles Knapp, an attorney, and Bob Pratt, manager of KGOF Coffeyville, Kan., and Hank Parkinson, director of the syndicated radio series, The Bud Wilkinson Show.

Variety needed to spice business news, says Columbia study

A study conducted by the Columbia University Graduate School of Journalism indicates there is a need at stations and networks for timely, conveniently packaged film or audio segments that will provide variety to broadcasts of business reports.

The survey on business news in the broadcast media was financed by a grant from the First National City Bank, New York, and was conducted by Robert James Smith, a Ford Foundation fellow at Columbia and formerly advertising-marketing editor of the Chicago Tribune. The findings in the study were based on questionnaires sent in February and May 1968 to 77 radio and TV news executives at New York City radio and TV stations, networks, station groups and CATV outlets.

Though all respondents said they carried business-news programs, most frequently in general news or in special market reports, none felt there was a need to expand such programming. Officials indicated that business subjects have limited interest for the average listener or viewer.

“Opportunities for business programming have been enhanced by the appearance of UHF and CATV outlets which specialize in televising the stock-market ticker,” the study points out. “At least three UHF stations carry business shows on a regular basis and these are among the most comprehensive.”

Some of the conclusions reached by the study:

- The absence of formal audience-studies hampers the development of business programming and the advertising necessary to support such programs. The mass-audience stations frequently are too short of available air time to program extensively in this area, while the specialized outlets are handicapped by the cost and difficulty of research into the fractionated audience.
- Opportunities for business-news coverage are brightest on radio stations, radio networks and specialized UHF operations. Generally the mass-audience commercial TV stations do not seem an outlet for business news.
- While there is some resentment against business and financial institutions for failure to respond readily to queries about business developments, this is not the most important factor in determining coverage of business events.

In most cases, business subjects must compete for priority with general news and are judged according to the interests of the mass audience.
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and dozens of their friends and top-drawing celebrities, meet WILLIAM B. WILLIAMS as he hosts the new TV special, the world premiere of "Funny Girl" at its exciting Times Square debut. Broadway screening plus tent reception with hundreds of glamorous superstars is available now to local markets in an hour-long color tape special as the new Columbia Pictures-Raystar hit moves into national release. Pickup on WPIX hit a six rating, outranking other independents; and on WNAC-TV Boston it sold out. "Funny Girl" will reach theaters all over the U.S. this month and next with costly promotional, publicity campaign. TV stations get a profit rub-off . . . tie-in with one of the hottest program properties around . . . focus on Streisand as top boxoffice attraction. You get a saleable market exclusive which a dozen national advertisers are interested in buying. For details on the show and on sales prospects, call or wire Penthouse, 155 East 55 Street, New York City 10022, (212) 758-7260.

Executive producer for the "Funny Girl" world TV premiere: Elliot Geisinger

SPANGLER TELEVISION INC.

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Live coverage set for Apollo

Plans to televise the splashdown and recovery of the first manned Apollo flight next month, to be carried live by the three TV networks, were disclosed last week when Western Union International asked the FCC for special authority to operate a TV transmitting facility aboard a U. S. Navy aircraft carrier.

The 14-day Apollo flight is scheduled to be launched Oct. 11 and will, for the first time, carry a TV camera aboard the spacecraft for transmissions back to earth (Broadcasting, Sept. 2). WUI said it had made arrangements with General Electric Co. to lease a transportable earth station capable of transmitting color television from the aircraft carrier. It said it plans to transmit video and audio signals of the Apollo splashdown and recovery back to the three TV networks. The circuit will go from the ship to the National Aeronautics and Space Administration's ATS-3 satellite to the Communications Satellite Corp.'s new earth station at Etam, W. Va., and thence by landline to New York.

Comsat dedicated the Etam station last Friday (Sept. 27). Etam will be Comsat's major East Coast facility for transmitting and receiving all types of satellite communications between the U. S. mainland, Puerto Rico and the Caribbean area, Europe, Latin America and other Atlantic points.

Etam is one of the six U. S. earth stations; already operating are An- dover, Maine; Brewster Flat, Wash., and Paumalu, Hawaii. Under construction but due to be operational this year are stations at Cayey, Puerto Rico, and Jamesburg, Calif.

Violence commission to look at media

The President's Commission on Violence, which has been listening to a series of government and academic witnesses testify to the increase of violence in this country (Broadcasting, Sept. 23), is about to place the mass media under its microscope.

The commission has scheduled a series of hearings Oct. 16 and 17 in Washington to take a look at violence and the mass media, including television, motion pictures, newspapers and comic books. Expected to testify are representatives of ABC, CBS and NBC, the Motion Picture Association of America, the American Newspaper Publishers Association and the Comics Magazine Association of America.

The hearings will be under the direction of Thomas Barr, deputy director of the commission's staff. Participating will be Robert K. Baker, co-director of the commission's task force on mass media.

Meanwhile, preparations for two separate investigations of disturbances during the Republican and Democratic national conventions in Miami and Chicago moved forward last week. The House Committee on Un-American Activities announced its first hearings on the Chicago dissidents, and William H. Orrick Jr. was appointed to head the President's Violence Commission's probe into the Miami and Chicago disorders.

Mr. Orrick, a former antitrust chief with the Department of Justice, will coordinate separate probes of Chicago and Miami as well as an investigation into a Cleveland incident involving the shooting of three policemen.

The House Un-American Activities Committee's first public sessions are set for Tuesday, Thursday and Friday of this week (Oct. 1, 3, 4). It's expected that the committee will focus on the organization and make-up of dissident groups active during the Chicago Democratic convention. Strategies by the militants for capitalizing on broadcast coverage of their activities may be aired. Charges have been leveled, but denied by broadcasters, that camera locations were provided in advance to leaders of militant groups.

Newsmen present views on Chicago debacle

CBS News correspondent Mike Wallace and Newsweek News Editor Hal Bruno harshly criticized the Chicago police department and the city administration last week for police assaults on newsmen covering the Democratic convention in that city last month.

Mr. Wallace and Mr. Bruno, who covered the convention, spoke last Thursday (Sept. 26) before a luncheon meeting of the Deadline Club of Sigma Delta Chi at the Overseas Press Club in New York and both made the point that newsmen were beaten without provocation by Chicago policemen.

Mr. Bruno said that "the new left" had won in Chicago inasmuch as the city's Mayor Daley "handed it to them." He contended that the Chicago police had launched "an all-out attack on newsmen," though he conceded that it probably was not the policy of the city or the police department to attack news media representatives. He cited numerous incidents, some of which he said he had seen, of assaults on newsmen.

Mr. Wallace agreed with Mr. Bruno's description, but said that treatment of newsmen in the convention hall was not so high-handed as it had been on the outside. He voiced astonishment that the overwhelming reaction to CBS-TV's coverage, as expressed in letters from the public, has been to support the Chicago police and to criticize the news media.

**NBC offers multitude of fall specials**

NBC will pre-empt its prime-time offerings for entertainment specials on nearly one-third of the 92 evenings between early October and the end of December. In all, 29 specials will be aired, and on eight occasions two specials fall in the same evening.

On Dec. 19, three specials will pre-empt regular evening programming—a Bob Hope special, Andy Williams/Christmas Show and the animated cartoon, The Little Drummer Boy.

Elvis Presley, whose own TV appearances in recent years have been in feature films, will be back with his own special on Dec. 5. Brigitte Bardot makes her U. S. TV debut the same evening. Peggy Fleming, who ice-skated for the U. S. at the 1968 Winter Olympics, will skate for NBC on Nov. 24.

Other personalities with their own NBC specials include Mitzi Gaynor (Oct. 14), Bing Crosby (Oct. 23), Tennessee Ernie Ford (Nov. 16), Jack Benny (Nov. 16), Perry Como (Dec. 1), and Diana Ross and the Supremes and the Temptations (Dec. 9). Bob Hope, whose first special ran Sept. 25, is set for four more on Oct. 14, Nov. 6 and 27, and Dec. 19.

In addition to its star specials, NBC is emphasizing two drama series this fall. Prudential's On Stage got underway Sept. 12 with Rod Serling's "Certain Honorable Men," and its two-hour version of Heidi, filmed in the Alps and starring Maxmillian Schell, Jean Simmons and Michael Redgrave, is scheduled Nov. 17. On Nov. 20, Hallmark Hall of Fame offers an original drama, "A Pass, a Punt and a Prayer," starring Hugh O'Brian. Hallmark's "Pinocchio" will be aired Dec. 8 with an original score to be sung by Burl Ives and Peter Noone of Herman's Hermits.
There's a whole new look to late afternoon and early evening on WSYR-TV this season.

Take a look at it. Coming out of NBC at 4:30 p.m. is the all-new "What's My Line?", followed from 5 to 6 p.m. by "Perry Mason." Then comes WSYR-TV's one hour perennial news blockbuster and at 7 p.m. "Hazel" moves into her new home in the schedule.

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CBS affiliates told network here to stay

1968 rated as productive year for radio; network to put more emphasis on news

It was give and take between CBS Radio and its affiliates last week at their 15th annual convention—but apparently of the most amicable kind.

The affiliates got more news programming for local use—and more time to sell. And the network got affiliate acceptance of a new program in the Dimension series of features, which the network will sell.

And Arthur Godfrey, for many years CBS's number-one air salesman, is getting a shorter work day but a longer work week. His program, now 50 minutes a day Monday through Friday, will be cut to a half hour but carried seven days a week beginning Dec. 30.

In other areas the affiliates heard upbeat reports on sales and the general economy, on improved coverage through affiliation improvements in many markets, on the sales values of the RADAR (Radio All Dimensional Audience Research) project underwritten by all four radio networks, and on what CBS Radio is doing to increase radio sales—not only on CBS but on radio as a whole and in spot and local as well as network.

The affiliates—more than 200 representatives in all—also heard addresses by CBS President Frank Stanton and CBS News President Richard Salant (see pages 21, 46) and by Wernher von Braun, director of the National Aeronautics and Space Administration's Marshall Space Flight Center.

New Symbol • And in the interim they got a look at CBS Radio's new logo—the words "CBS Radio," with curved lines, radiating like sound waves, representing the "1" in radio.

More than 300 executives representing the radio division and the affiliated station, attended the two-day meeting, held Wednesday and Thursday (Sept. 25-26) in New York.

In the keynote address Clark B. George, president of the division, stressed efforts over the past year to insure that the network will be a permanent, profitable, audience-oriented network and underlined continuing reasons for network services emphasizing news. The affiliates responded later with a resolution calling the past year "one of the most productive such periods in the history of these conventions."

Changes in programing and commercial practices were presented by George J. Arkedis, vice president of the radio division and general manager of the network.

More News Programs • He disclosed that, starting Oct. 21, the network will present three new afternoon news feeds daily, Monday through Friday, for exclusive use by the stations. These will be about 10 minutes in length, fed at 4:15, 5:15 and 6:15 eastern time and will include a stock market report. They will be in addition to the two morning news feeds inaugurated a year ago, which will be expanded to include a new weather forecast service, by time zones, from the CBS weather center.

NewsJournal '68, a 25-minute monthly news report started a year ago for exclusive local sale, will be continued in 1969 and, in addition, the weekly 25-minute Washington Week series will also become available for exclusive local sale in January 1969. Mr. Arkedis said each Washington Week will have three one-minute local commercial availabilities plus a 15-second self-identifying open and close.

Policy on CBS Radio's Netalert bulletin system will be changed, Mr. Arkedis also reported, to permit the sending of nonexclusive matter, coded so stations can tell whether it has appeared on wire services or is an exclusive CBS News report.

The new five-minute Dimension series to be scheduled and sold by the network will be Dimension at Home, designed for new home owners and apartment dwellers, those moving into new homes and those not moving "but very concerned with their continual household perplexities." It will start Dec. 30 and will be fed at 9:10 a.m., Monday through Friday, with affiliates permitted to delay it up to 2:55 p.m.

In all, officials said, the changes will result in a net reduction of CBS Radio commercial time from 25 hours a week to 24 hours and 45 minutes a week.

Mr. Arkedis also reported on American Research Bureau studies that he said showed CBS Radio affiliates among the top three stations in 33 of 55 major markets measured, a 10% gain over a year ago.

The steps CBS Radio has taken in the past year to sell agency creative directors on the value of the medium and advertisers on the importance of the adult audience were outlined by Maurie Webster, vice president, development.

He reported that in the past year the one-hour audio presentation, "The New Wave in Radio Commercials," has been given in 19 cities. A total of 3,829 executives attended 197 presentations, Mr. Webster stated, with representation coming from agencies (2,681), clients (858) and the broadcast industry (290). He said that many agency creative people have been shown "how exciting radio can be."

CBS Radio's sales approach, Mr. Webster said, is to sell radio first, then network and CBS Radio. Much emphasis, he said, is put on the values of spot and local as well as network radio. Increasingly, the network, at the suggestion of agencies, has been making calls directly on clients with some success.

Mr. Webster described numerous publicity-promotional efforts by CBS Radio during the past year to spotlight the network's emphasis on the value of the over-35 market.

Ben S. Lochridge, vice president, CBS Radio division, told the affiliates that second quarter of 1968 was the second best since 1959 and the third quarter was the best since 1959.

Continued Prosperity • "It looks like we are going to go into a very strong 1969," he ventured. "Our optimism is predicated on the activity we are getting with the major advertisers and their agencies. In addition, advertisers that have never been connected with broadcasting are taking a good hard look at our medium."

Mr. Lochridge announced that, to date, CBS Radio advertisers totaled the number which had used the network all during 1967. He claimed that "competitively, we still lead the other networks by a wide margin."

Mr. Lochridge read an economic forecast prepared by Dr. David Blank, vice president, economics and research, CBS/Broadcast Group. Dr. Blank's evaluation indicated there would be no slowdown during the final quarter in the economy's growth rate. He felt that much of the expected softness of 1969 will occur during the first half of the year, while the second half shows signs
of increased economic activity.

Sherrill W. Taylor, affiliate relations vice president. CBS Radio division, re-
ported there had been improvements in affiliations during the year in 26
important markets, including Little
Rock, Ark.; Louisville, Ky.; Shreve-
port, La.; Birmingham, Ala., and Far-
go, N. D. He introduced members of
his staff to the convention delegates
and singled out for particular com-
mandation Jerry Maulsby, administrative
manager, who has been with CBS
for more than 30 years and is retiring
this year.

W. Thomas Dawson, vice president,
CBS Radio division, for information
services, reported on the develop-
ment of a new CBS Radio visual symbol
and the completion of a new sound sig-
nature package to identify network radio
programs. The new print logo was
created by Louis Dorfsman, newly
designated CBS/Broadcast Group vice
president, advertising and design (see
this page). The sound signatures were
created for CBS Radio by Heller Corp.,
Hollywood.

Leon Luxenburg, director of special
projects, CBS Radio network sales,
has a slide-presentation of this year's
industry-wide RADAR study.

Luncheon speaker for the closing
day was Dr. von Braun, who told dele-
gates that communication by satellites
will enter a new phase during the next
decade with the advent of high-power
satellites that can broadcast voice or
television directly to home receivers."

He said that while present commu-
nications satellites operate at a couple
of hundred watts power, those in the
near future can have the broadcasting
power of a 50-kilowatt station. They
will cover an area of one million square
miles, "and the present type of intra-
ter communication may be modified at little ex-
 pense to receive the ultra-high-frequency
transmissions."

12-station Ky. ETV
network gets under way

Kentucky's educational television net-
work began operating last Monday
(Sept. 23) with Governor Louie B.
Nunn officiating at opening ceremonies.
The network includes a 12-station
UHF transmitting system furnished by
RCA under a $4-million contract, its
"largest single order for broadcast
equipment," according to the company.
The network center in Lexington will
produce and originate most of the pro-
grams, although studios at six state
schools and at the Jefferson county
school system also may originate pro-
grams. General Electric Co. supplied
the studio equipment.

Nixon favored by CBS Radio affiliates

Richard Nixon apparently would
be a shoe-in for president if he were
to run before representatives of
CBS-affiliated radio stations.
The delegates to the 15th annual
CBS Radio Affiliates Association
convention in New York last week
had the presidential preference poll
—so popular with newsmen in this
election year—turned around on
them.

Following a discussion of the
nation's political mood and assessment
of candidates' chances, CBS
respondent-newsmans Walter Cron-
kite read to the delegates the results
of a poll taken among them earlier.
The affiliates gave Mr. Nixon 130
votes, Hubert Humphrey 26, and
George Wallace 18.

There also were a number of
write-ins: two for comedian Pat
Paulsen; two for George Arakedis,
vice president of the CBS Radio
division and general manager of the
CBS Radio network; one each for
Snoopy, the comic strip character,
Eugene McCarthy and Eric Salline,
national manager, affiliate relations,
CBS Radio network. Commented
Mr. Cronkite: "This probably sets
polling back another 10 years."

CBS's Dorfsman named vice president

CONTROL SEVERAL DIVISIONS OF BROADCAST GROUP

Louis Dorfsman, director of design
for CBS Inc., last week was named to
head a new unit that will handle the
advertising, promotion and de-
sign activities of all divisions of
CBS/Broadcast Group.

His new title, effective today
(Sept. 30), is vice
president, ad-
vertising and design,
CBS/Broadcast
Group. He will
also continue to
handle corporate design.

The reorganization brings under Mr.
Dorfsman's jurisdiction the advertising,
promotion and design operations for-
merly handled separately by the CBS
Radio, CBS-TV Network and CBS Tele-
vision stations divisions. He has been
responsible for these functions for
CBS News for some time, and his new
department will continue to be.

Several details were still being
worked out last week but in general it
was thought that key figures in Mr.
Dorfsman's new department would in-
clude George Bristol, Thomas Means
and Naomi Andrews, who have been
advertising and promotion directors
for the TV network, TV stations and
radio division, respectively. Others ex-
pected to have key roles include Jerome
Greenberg, who has been assistant to
Mr. Bristol; Alex Kennedy, director of
audience promotion in the network TV
advertising and sales promotion depart-
ment, and Len Broom, administrative
manager of design for CBS Inc.

John P. Cowden, who as CBS-TV
network vice president for information
services has been responsible for ad-
vertising and sales promotion as well
as press information, in recent months
has been devoting much of his time to
assisting CBS-TV President Thomas H.
Dawson, is expected to continue to do so,
and probably retain responsibility for press information activities.

Similarly, W. Thomas Dawson, CBS
Radio division vice president for infor-
mation services, whose responsibilities
encompass sales presentations and other
activities in addition to press and pro-
gram information, is said to have
elected to continue with those and per-
haps additional duties while giving up
advertising and promotion responsibil-
ities.

Mr. Dorfsman, whose appointment
was announced Thursday (Sept. 26)
by President John A. Schneider of the
CBS/Broadcast Group, said the move
was intended to give greater consistency
to the advertising, promotion and de-
sign activities of the various divisions.

It was expected that key executives
of the new department, along with their
titles and responsibilities, would be an-
ounced within a few days.

Mr. Dorfsman's imprint as corporate
director of design is evident not only
throughout CBS and in its ads but also
in the booklets—and even the letters—
it sends out. Among other things he de-
signed the numerals in the headquar-
ters building's elevators and on its
clocks. Put dots on CBS stationery to
show secretaries exactly where to start
and stop, had Yankee Stadium repainted
and redesigned its seat numbers and
other graphics.

Among other awards he has re-
ceived 11 gold medals and 20 awards of
distinctive merit from the New York Art Directors Club for design in such categories as print advertising, packaging, TV film booklets and letterheads.

Mr. Dorfman joined CBS in 1946 as staff designer and rose through the radio and television divisions to the corporate post of director of design, which he has held since 1964.

Changing hands . . .

ANNOUNCED * The following station sales were reported last week subject to FCC approval. (For other FCC activities see FOR THE RECORD, page 71).

* KIMA-TV Yakima, KEFR-TV Kennewick-Pasco-Richland, all Washington, and KLEW-TV Lewiston, Idaho: Sold by Tom Bostic and associates to Filmways Inc. for preferred convertible stock estimated at $3 million (see page 57).


* WYND Sarasota, Fla.: Sold by Edward J. Carlisle and William F. and Leonad K. Nave to Lowell W. Paxson for $102,000. Mr. Paxson is majority owner of WSKN-AM-FM and WYNP(TV), all Jamestown, New York. He also has application pending to purchase WARY Waterbury, Conn. WYND is a daytimer on 1280 kc with 500 w. Broker: Chapman Associates.

* KATO Safford, Ariz.: Sold by Willard Shoer (TV) to Al G. Stanley for $85,000. Mr. Shoer (TV) owns KINO Miami and KINO Winslow, both Arizona. Mr. Stanley is general manager of WTSB-AM-FM Lumberton, N. C. KATO is a full time on 1230 kc with 250 w. Broker: Chapman Associates.

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

* KLJK Jefferson City, Mo.: Sold by John McGoff, Michael L. Dow and associates to Floyd B. Linn, Robert Dana MacVay, Everett D. Houghen and others for $755,000. For interests of sellers see KQEO above. Mr. Linn is retired businessman. Mr. MacVay is assistant sales manager of automobile dealership. Mr. Houghen owns 50% of a manufacturing company and has the same interest in two sales companies as well as other business interests. KLJK is a daytimer on 950 kc with 5 kw.

* KMBY Monterey, Calif.: Sold by Stoddard P. Johnston to James L. Saphier and others for $385,000. Mr. Johnston owns KWWY-FM and KMST (TV) Monterey, Calif. Mr. Saphier is business manager for comedian Bob Hope, owns 10% of WBMJ San Juan, P.R. and controlling interest in WVEC San Luis Obispo, Calif., and has 94% interest in a television packaging firm. KMBY is full time on 1240 kc with 1 kw day and 250 w night.

* WOHP Bellefontaine, Ohio: Sold by Ramond I. Kandel, Elizabeth J. Cote, Carolyn C. Avirett and others to Simon and Meurice Goldman for $170,000. Mr. Kandel owns 33 1/3% of WMON Montgomery, W. Va. Mr. Kandel, Mrs. Cote, Mrs. Avirett and others own WERT-AM-FM Van Wert, Ohio; WKLC-AM-FM St. Albans, W. Va.; KYVA Gallup, N. M.; and KTUC and KTMN(FM), both Tucson, Arizona, and have construction permit for WALT-TV Anderson, Ind. They are also applicants for new TV station at Marion, Ohio. Mr. Goldman owns 43.2% of WJTN-AM-FM Jamestown and WGGO Salamanca, both New York. He also owns WDOE Dunkirk, N. Y., and WWY and WWFM-AM-FM, both Erie, Pa. In addition he owns 97% of WMST Burlington, Vt., is applicant for new FM station in that city, and owns 3.46% of WTVF-AM-FM White River Junction, Vt. WOHP is a daytimer on 1390 kc with 500 w.

Who controls Boston UHF?

FCC sets hearing to learn if ICS or Metromedia is actually in charge.

The FCC has ordered a hearing to determine if there has been an unauthorized transfer of control of WRIP-TV (ch. 25) Boston to group owner Metromedia Inc.

The commission also wants to determine whether the permittee's stockholders engaged in trafficking and whether they acquired the permit for the sole purpose of disposing of it at a profit.

Vehicles for the hearing are applications that would ordinarily have been handled routinely. They are for an extension of time in which to construct the station and for modifications of the CP. Metromedia was made a party to...
the hearing.

Denial of the application for an extension of time to build would cost the permittee—Integrated Communication Systems Inc. of Massachusetts—its authorization. The permit was originally granted on Dec. 30, 1965, and the application for extension was filed on Aug. 12, 1966. It was subsequently amended three times.

The issues stem from an option and other agreements that the permittee, Integrated, made with Metromedia. The agreements were filed with the commission in December.

Under the option agreement, Integrated's stockholders received $250,000 from Metromedia for an option to acquire all of the Integrated stock for $3,250,000 (including the option price) up to 39 months after the commission grants permittee program test authority.

The commission order said there is no indication that either the $250,000 or $3,250,000 figure bears any relationship to funds that the stockholders spent or proposed to spend.

"These facts raise a question as to whether Integrated's stockholders engaged in trafficking," the commission said.

It also said a question is "raised as to whether Integrated acquired the construction permit for channel 25 solely for the purpose of disposing of the station at a financial advantage to itself, after having built and operated the station for the minimum period of time allowed by the law, which is one three-year license period."

The commission said it found a question of whether a transfer of de facto control to Metromedia had occurred in agreement provisions "which appear to limit Integrated's ability to exercise control over the operations of the station."

One provision, the commission noted, limits Integrated's ability to sell the station in the event Metromedia decides to terminate the option agreement as a result of a breach of that agreement by the permittee. Other provisions, the commission said, require Integrated to acquire Metromedia's consent before surrendering any commission authorization for the station, employing anyone at more than $35,000 a year or raising an employee's salary more than $5,000 in one year, incurring any obligations which would continue more than one year after the date of closing after an exercising of the option agreement, or committing Integrated to an expenditure of more than $30,000.

Two other issues will also be included in the hearing. One involves the question of whether Integrated violated a commission rule requiring applicants to file changes in information in pending applications. The commission said no such amendment was filed for the application requesting an extension of time to construct the station.

The other issue involves Integrated's request for a waiver of a rule requiring 75-mile separation between TV transmitters. In its application to modify its permit, Integrated proposed a location for its transmitter 73.5 miles from the transmitter of WHYN-TV (ch. 40) Springfield, Mass. The commission said it would consider in the hearing whether the waiver would serve the public interest, convenience and necessity.

The hearing order underlines growing commission concern over trafficking in CP's. The commission earlier this month proposed a rule codifying and extending its policy designed to prohibit broadcasters from profiting from the assignment or transfer of permits (BROADCASTING, Sept. 9).

**Filmways gets Cascade TV's for $3 million**

Filmways Inc. will purchase the three TV stations of Cascade Broadcasting Co., subject to FCC approval (CLOSED CIRCUIT, July 22).

Filmways will issue convertible preferred stock, reportedly in the amount of about $3 million, in exchange for the stock of Cascade.

The transaction covers KIMA-TV Yakima; KEPR-TV Kennewick-Pasco-Richland, all Washington, and KLEW-TV Lewiston, Idaho. The agreement does not include Cascade's KIMA-AM-FM and KEPR-AM-FM. These are awaiting FCC approval to assign their licenses to Yakima Valley Communications Inc., a company principally owned by Thomas C. Bostic and associates, present owners of Cascade Broadcasting Co.

The acquisition of the stations marks the entry of Filmways, a motion-picture and TV-production organization, into the broadcasting business. Martin Ransoff, president, said Filmways intends to buy other TV outlets and to expand to the full complement of five VHF and two UHF stations. Broker was G. Bennett Larson.

Mr. Bostic, who is president of Cascade, will head the broadcast division of Filmways. His long-time associates, John H. Reber, vice president and general manager, and William F. Grogan, vice president, sales, will remain with the new broadcast division in key management posts. Mr. Bostic is chairman of CBS-TV Affiliates Advisory Board.

**FCC funds stay cut**

Congress completed formal action on the appropriation bill providing FCC funds for fiscal 1969 last week and sent the measure to the White House. In adopting a conference report, granting $19,750,000 to the com-

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**EXCEPTIONAL VALUES**

**MIDWEST** — Strong daytimer located in two-station market in which retail sales are in excess of $102,050,000, and population over 91,400 in metro area as defined by Standard Rate & Data. Billings $10,000 per month. Good dial position, good equipment. Price $225,000—29 per cent down—balance on terms to be negotiated.

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

**NORTHWEST** — This is a fulltimer, 1kw, 250 watts night, non-directional. Located in irrigated agricultural area. Population in excess of 21,000 with retail sales of $51,000,000-plus. Operation profitable. Billings in excess of $90,000. Price $135,000. 29 per cent down, balance on terms to be negotiated.

**Contact Don C. Reeves in our San Francisco office.**
Lee: U’s not untouchable

Tells CATV operators when UHF protection should be removed

FCC Commissioner Robert E. Lee made it clear again last week that he feels UHF should be given maximum protection against CATV competition. But he also is ready to concede that such protection cannot be offered indefinitely in areas where UHF shows no sign of taking root or of growing.

The commissioner gave an insight into his thinking on how CATV should be fitted into the national television scheme in an appearance Friday (Sept. 27) before the New York State Cable Television Association’s fall meeting in Olean.

Commissioner Lee, staunchest supporter of UHF on the commission, invariably votes against CATV incursions into markets where UHF stations or allocations are involved. And last week he said that markets where UHF assignments have not yet been implemented should be left open for the development of high-band stations and that once such stations have gone on the air they should be given “a reasonable opportunity to achieve maximum coverage” permitted under the commission’s rules.

Sliding Scale • But he also said that, in considering CATV entry into existing or future UHF markets, “I anticipate using a sliding set of values which will gradually change over the next three to five years.”

He expects that in that time 85% to 95% of all TV receivers will be UHF-equipped as a result of the All-Channel Receiver Law, adopted in 1962.

The capability of all-channel reception, he noted, will remove one of the objections to construction of new UHF facilities. At that point, he said, assuming a market is relatively free of CATV- relayed distant signals, he could conclude, “after a reasonable period of time, and no application filed for available channels that economic forces exist in that market sufficient to discourage the entry of new UHF stations. CATV may then be the correct solution in such a market.”

In asserting that existing UHF stations may need protection beyond their present service contours, he said that many of them are “of the low-power, low-budget variety that might be described as ‘peanut-whistle’ operations.” Accordingly, protecting them to their existing grade A or grade B contours “really solves nothing,” he said. Additional “stop-gap protection” is needed to permit expansion.

Expects Performance • However, he would not provide such protection from CATV indefinitely. He said he would expect stations to be able to demonstrate “a constant pattern of past improvement of facilities” and to provide future proposals based on a business-like approach of proving profits back into the business as rapidly as possible.

But he also said that profits “are almost nonexistent for such purposes.” He said commission records show that, as of the end of 1967, only one of the independent UHF stations has “turned the financial corner.” The networks’ “limited number” of affiliated UHF’s “are breaking even.”

Commissioner Lee remains optimistic that “we will have local stations in most, if not all, markets which presently have unused allocations” and that “over a reasonable period of time, with or without a fourth network, UHF will prosper and provide a needed local service.”

The commissioner said he wanted “only that degree of regulation” of CATV systems needed to promote the orderly development of TV reception services, “whether off the air or via cable.” But he also indicated he is uncertain as to how much regulation is enough. Accordingly, he asked his CATV audience for help on a number of questions, among them:

Can you accept the premise that all viewers are entitled to a choice of multiple off-the-air television signals? Should the commission find a place for CATV which is consistent with an obligation of insuring free television to those who are unwilling or unable to pay for CATV service and, if so, does this imply some kind of licensing by the commission?

Should the commission consider some form of CATV allocations table? Should it allocate CATV to communities with populations above specified figures? Should CATV allocations be restricted to a point within a specific distance of cities in the top-100 markets?

Also, should a formula be considered as to the number of channels a CATV system may carry, based on the number of homes in a market? And should the commission permit program origination with local advertising on the closed-circuit channel in markets having no local television service?

Urban crisis on NAB agenda

Fall conferences also to include sessions on government affairs

Plans for the National Association of Broadcasters fall conferences are jelling as the deadline approaches for the first October meeting.

Chief topics to be discussed reflect in large part the volatile issues that have faced broadcasters throughout the year—urban problems and broadcasting’s role in reporting them; broadcast-government relations, and a wide spectrum of television problems.

The urban-problems session, scheduled for the second morning of each conference, will place particular emphasis on minority needs and a view of the “riots in retrospect”—how broadcasters covered them, what they learned, and radio’s “special role” in reporting them.

Scheduled to participate in the Oct. 17 New York regional to be held in the Hilton hotel are Herbert Cahan, wjztv Baltimore; Del Shields, executive director, National Association of Television and Radio Announcers, and John Burgreen, wava Arlington, Va. James Hubert, NAB vice president, will moderate the session.

In addition the format will include a program sampler using film and tape excerpts from notable TV-radio shows on local issues, and a panel discussing the hiring and training of minority groups. The panel includes NAB General Counsel Douglas Anello (discussing FCC requirements); Roger Penn, American University, and Harold Niven, NAB vice president for planning and development (employment practices), and John Couric, NAB vice president for public relations (available NAB aids).

During the Oct. 21 Los Angeles regional the urban-problems session will substitute the first panel with a presentation by Thomas Reddin, Los Angeles chief of police. And in Denver on Oct. 24 the first panel will include Dick Cheverton, woorv Grand Rapids, Mich., and former president of the Radio-Television News Directors Association.
Let's talk about sources of

TAPED MUSIC FOR AUTOMATED
RADIO PROGRAMMING

You can tape your own music. One station reported at NAB that they had built
their own library on tape of 1,500 hours in stereo at a cost of $20,000. By comparison,
they could have started with a library of 120 hours of IGM's "Sovereign," "Premier" or
other professionally announced stereo tapes, exchanged 90 hours monthly, and had
1,200 hours of better music at a total annual cost of $3,780.

You can buy limited services. Some are offered at low prices, some even given
away to equipment purchasers. But even for nothing, such tapes are no bargain. They
can degrade your sound in any of these ways: (1) indiscriminate selection, with many
pieces quickly obsoleted; (2) indifferent announcing, with introductions lacking
true personality, and (3) if unannounced, too few categories with only "meat ax" differentiation.

Or you can come to International Good Music for the world's largest selection of
taped music for radio—the only truly comprehensive music service for broadcasting.
You draw on a carefully selected library of over 18,500 hours of master tapes,
an-announced or unannounced, monaural or stereo, all expertly classified. You choose
from a dozen different services, covering the entire range of music from contemporary
to classical, and from fully formatted to partially programmed. If you wish to do
your own musical intros, IGM's "Spectrum" service gives you access to over 4,500
hours of unannounced music, meticulously segregated in eleven categories available
to any station in any desired ratio and number of hours per month.

IGM has spent over 10 years and more than $1 million to develop this resource for
broadcasters. Over 300 stations, AM and FM, currently use it to pin-point, enhance
and automate their all-important air sound. You buy only the types of music you
want, in whatever quantity you need, on your choice of library, bicycle or purchase plans.

IGM music services are fully described in a comprehensive brochure. Send for your
copy or ask for audition tapes—join the stations whose goal is not just "live sound," but
great sound, "better-than-live." Write or call International Good Music, Inc.,
Box 943, Bellingham, Wash. 98225; Tel. (206) 733-4567.
ABC tightens fiscal controls

Siegel memo to departments details changes to be made over the next few months

The first phases of a wide-ranging realignment of ABC accounting and fiscal controls, expected to be put into effect over a period of months, was disclosed last week.

Simon B. Siegel, executive vice president, made the disclosure in a memo to ABC department heads, and said the moves are being made to continue the "rapid and profitable" growth made during the last 15 years. To intensify ABC's already strong position in entertainment and communications in this country and overseas, and to advance ABC's commitment to "even more aggressive expansion."

What ABC is working toward, department heads were told, is "a system of management which more fully implements the concept of profit-center operation in each division of the company," and what will be involved will be restructuring of certain organizational relationships, information systems, accounting procedures and other key planning and control functions."

The first changes he announced — and presumably most if not all of those to come later — were designed by McKinsey & Co., management consultants.

The first step spelled out positions that will report to Elton Rule as president of ABC-TV network. Although the memo didn't say so, these apparently include some new titles as well as some changes in line of command.

Unfilled Slots — Titles said to have been created for the network organization and yet to be filled are vice-president-controller and vice-president-planning. The memo also listed a vice president-business affairs under Mr. Rule. In this instance Edward Maskel, now vice president for business affairs in the ABC legal and labor relations department, reportedly will move into the TV network organization.

Others who will report to Mr. Rule are essentially those already reporting to him — vice presidents for programming, sales, affiliate relations, advertising and promotion, and public relations as well as vice president and general manager Martin Pompadur and, as recently announced, ABC Sports President Roone Arledge (BROADCASTING, Sept. 16).

In addition the department heads were told that the broadcast operations and engineering department, headed by vice president Julius Barnathan, will be reorganized as a service center with appropriate management capabilities, budgetary and control systems "to service all users."

Al Schneider, vice president and assistant to Mr. Siegel, was named "implementation coordinator" to oversee the putting of these changes into effect and as such will report directly to Mr. Siegel.

Robinson offers spectrum views

Minnesota law professor says critics of FCC and OTM do not have solutions

Various proposals that would do away with venerable agencies like the FCC or the Office of Telecommunications Management because they can't adequately manage the radio spectrum, may just be avoiding the gut issue of frequency management — who should use the spectrum?

That's one major tentative conclusion offered by a 32-year-old law professor at the University of Minnesota, Glen O. Robinson, in a yet-to-be-released study commissioned by the National Association of Broadcasters.

Mr. Robinson presented his conclusions to a fall conference of the Minnesota Broadcasters Association last week in what was billed as a preview of his NAB study. In a subsequent interview with BROADCASTING, Mr. Robinson cautioned that his remarks should not be construed as representing the completed study (it is still undergoing revision), but were observations of some conclusions that he had reached during the course of his four-month-long probe into frequency management problems.

Mr. Robinson is no stranger to broadcast affairs. He's the author of a study on the applicability of the constitutional free-press guarantee to FCC broadcast regulatory policies and procedures. Mr. Robinson also appeared in March before the House Investigation Subcommittee during a fairness-doctrine panel discussion. At that time he offered a strong legal brief that the fairness doctrine is probably unconstitutional (BROADCASTING, March 11).

(And in discussing the recent Seventh Circuit appellate court decision declar-
ing the commission's fairness rules unconstitutional, Mr. Robinson told his Minnesota audience that the court's opinion was "right as rain." He claimed it was "refreshing to see the court penetrating through a fog that has obscured" the basic principles of freedom of the press that would have been accorded broadcasters.)

Mr. Robinson received an NAB commission in May to study governmental organization and procedures for allocating and regulating the use of broadcast frequencies, an area of interest currently under consideration by the President's Task Force on Telecommunications (BROADCASTING, May 27). One prime purpose of the study on completion, it's understood, is to provide NAB with backgrounding—an independent view of the basic spectrum allocation framework and the institutions which govern it.

What Mr. Robinson has concluded (at least tentatively) is that although the FCC and OTM continue to limp along under the weight of many unsolved problems relating to spectrum uses, the multitude of radical proposals that frequently in some way seem to urge the demise of these two agencies aren't much better.

According to his view Mr. Robinson is not an iconoclast. Both the FCC and OTM need a larger budget and better leadership, he indicated. But the various proposals that might replace the agencies, he said, are not "responsible to offering solutions" to management problems and appear "somewhat evasive of making hard-policy choices."

Priorities Are Necessary * Mr. Robinson suggests that "somewhere, somehow, somebody is going to have to sit down and decide priorities." And he emphasizes that the "answers for the full issue of spectrum users are not likely to be resolved by sweeping institutional change."

Mr. Robinson sketched for his audience what the various proposals are and offered briefly his views why they wouldn't work.

The "super" federal agency concept, wherein all regulatory authority would be incorporated, Mr. Robinson dismisses as "an ancient" proposal dating back to the mid-1940's and one that has consistently been discarded as "unworkable."

Nor would it be feasible to unify all authority (regulating both private and government spectrum uses) into a single executive agency, such as OTM, or to create a cabinet level department. The difficulty with that proposal, according to Mr. Robinson, is that it would create an "inherent regulatory conflict of interest" since the federal government, particularly the military, is the "largest, single" user of the frequency spectrum.

Nor would it be feasible to vest all authority in the FCC. Mr. Robinson says, because that would be "so politically impractical the military, the federal government, executive agencies, the White House would oppose it. I can't see anyone seriously pushing this proposal—even the FCC, which has been stumbling around as it is."

Nor would Mr. Robinson accept Commissioner Robert T. Bartley's proposal to replace the commission with two independent agencies to regulate common-carrier and broadcasting services, and create a new office of Telecommunications Resources Authority, within the legislative branch, to handle allocations matters (BROADCASTING, May 27). "Greater confusion" is how Mr. Robinson describes it.

Nor would he accept a frequently mentioned proposal that would open up contested frequencies to the highest bidder and do away with the commission's comparative hearing process. Mr. Robinson doubts that a "socially optimum" use of the spectrum would result, saying that proposal is "a kind of a very narrow view of the public interest that the market place would provide adequate broadcast uses."

Bad news greets New Castle residents

The luck of a group of residents in New Castle, Ind., who have been seeking a new radio station for their town for the past four years appears not to have changed. It's still bad. The FCC last week rescinded an order granting their petition for the assignment of FM channel 232 A at New Castle.

The commission said the channel "was erroneously proposed and adopted," since the same channel had been assigned at Rushville, Ind., which is some 20 miles south of New Castle, on Dec. 13, 1967.

The New Castle group, organized into the Newcastle Broadcasting Corp., had first sought an AM station. But their application was dismissed two years ago on the ground it did not com-

A second lesson in lifting licenses

For the second time in a month, viewers and listeners dissatisfied with the service of their local broadcast stations have been encouraged to complain to the FCC—and have been advised on how to go about seeking a denial of a station's license-renewal application.

First it was Commissioner Nicholas Johnson, in an article in the September issue of the AFL-CIO American Federationist, urging readers to get involved in the license-renewal process (BROADCASTING, Sept. 16).

Now it is the Consumers Union's Consumer Reports, in its September issue, out last week. Consumer Reports, moreover, not only finds the new fall schedule of television programming less than promising, it appears to place much of the blame for this situation on the FCC.

The article, which is unsigned, notes: "The FCC is in trouble today because of its long and implacable neglect of duty."

Not all commissioners are tarred with the same brush. The article gives favorable mention to the efforts of Commissioners Johnson and Kenneth A. Cox to oppose the commission's "rubber stamp" license renewals.

And an accompanying article, "How to be a Tuned-On, Tuned-In Citizen," tells how.

It lists the kinds of complaints that provide "legitimate grounds" for opposing a station's license-renewal application—"overcommercialization," "heavily biased program content," among others—advises unhappy viewers to join with others in a "protest group," and points out that much of the information they need for opposing an application for license renewal is available in the local file the station is required to maintain. As a handy reference, it supplies a list of the states where licenses expire the next three years.

CU, in the main article, says that "above all, there is a crying need for a change in public policy" on the part of the commission. And CU renews a 13-point proposal first enunciated in 1959 to "make the commission more responsive to the public interest."

The key point is establishment of a Television and Radio Consumers Council to review all licensing decisions, to request additional data on a licensee's performance, and to publicize its findings.
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Don’t delay—Remember, to take advantage of the $1.50 discount a copy, your check must accompany your order and both must be received prior to October 31, 1968.
ply with all the technical rules.

The group appeared to be approaching their goal of an independent radio station for their town (WCTW-AM-FM New Castle, the only stations there, are commonly owned by the publisher of the only local daily newspaper) when the commission on Aug. 28 granted the petition for the new FM channel. But a few days later a commission staff member informed the Newcastle counsel of the “oversight” involving the previous allocation of that facility (Broadcasting, Sept. 16).

Newcastle promptly petitioned the commission for special relief. But the commission last week rejected the various proposals suggested by Newcastle, including one that the Aug. 28 assignment be regarded as superseding the Rushville assignment.

“For us to proceed on this basis without proper rulemaking would be an unwarranted circumvention of regularized procedures, without opportunity for interested or affected parties to participate,” the commission said.

“We cannot permit circumvention of established processes nor permit advantage to be taken of an inadvertent error as a means to accomplish an objective.”

However, the commission did not close the door entirely to a new service for New Castle. It said it would, “of course, consider further technically acceptable proposals for rulemaking looking to an assignment” for the town.

Bill would give FCC network licensing power

A bill that would empower the FCC to regulate networks directly instead of indirectly through its licensing power over network-owned stations, has been introduced by Representative Henry B. Gonzales (D-Tex.). The measure (H. R. 19969) would provide for licenses for the networks themselves.

The Gonzales bill does not specify any particulars of proposed FCC regulation beyond empowering the commission to license the networks under the “public convenience and necessity” test as applied to station licenses. Mr. Gonzales, in introducing the bill, said: "I seek not to create a censor, and would fight against anyone who did. I seek only to restore some sense of public responsibility into networks, which, like the robber barons of old, have none."

The congressman has been a strong critic of a CBS documentary, Hunger in America. In introducing the bill he also cited widespread complaints about bias in network coverage of the Democratic national convention and a marijuana-party program aired by CBS-owned WBBM-TV Chicago last year. The pot-party program, not carried on the network, has been probed by the House Investigations Subcommittee and is currently under an FCC investigation.

Sevareid to speak at Klauber dedication

Columbia University's Graduate School of Journalism will dedicate its new Edward Klauber Broadcast Laboratory Friday, Oct. 18.

Eric Sevareid, CBS News commentator, is the scheduled dedication speaker. The university is considering presenting his speech over the laboratory's television hookup as a live demonstration of the facilities.

The laboratory, first put in use during the summer session, takes up space vacated by Columbia University Press in the journalism building. It contains a television studio and control room with two live cameras, twin film projectors and three video-tape machines. Also included are a radio studio and control room, three film-editing rooms, two screening rooms and one large newsroom. Equipment also includes three Oricon sound-film cameras for location work.

The laboratory is named for a pioneer in radio news. Mr. Klauber, an executive vice president at CBS, who died in 1954, was cited for establishing "standards of integrity, responsibility and restraint" in broadcast news.

NY workshop examines television technique

Direct selling of merchandise from televised "catalogues"... dialing of video-taped information by employees of large corporations and a nationwide distribution network of taped teaching materials for schools are some near-future developments in the uses of television outlined by industry members last week at a two-day New York seminar on television production.

Only 392 of the 1,300 persons who applied for the free 30-hour instruction session titled "Production '69: A Shirt-sleeve Workshop in Television Techniques," were accepted. The session was held under the over-all supervision of Reeves Sound Studios, with the co-sponsorship of five equipment manufacturers.

All sessions were video-taped and fed to the New York patching center, where it was picked up for closed-circuit house feeds by at least two advertising agencies, J. Walter Thompson and Grey Advertising.

The program also is to be edited into a 15-hour course, which Reeves plans to present in a "road show" format at regional exhibitions across the country.

The bulk of the workshop sessions concentrated on actual production instruction—such as demonstration sessions on workings of color cameras and video-tape recorders, lighting, make up, electronic editing, video and sound mixing, set construction, etc.

A Reeves spokesman called the two-day workshop a "soft-sell commercial venture" by Reeves and its co-sponsors, Ampex Corp., Memorex Corp., 3M Co., Philips Broadcast Equipment Corp. and RCA.

Hard rules urged to govern hiring

The FCC's proposal to prohibit broadcasters from discriminating in employment on grounds of race "can become meaningless unless appropriate machinery is established for its implementation," the National Community Relations Advisory Council said last week.

The council, a coordinating body of nine national Jewish organizations and local community relations groups in 81 cities, said in comments filed with the commission that specific rules should be introduced so that sanctions other than license revocation can be invoked against broadcasters judged to have discriminated against minority groups. The rules proposed by the council would require broadcasters to show by notices in their offices and on employment application forms that they are equal-opportunity employers; to cooperate with local minority groups and actively recruit personnel from those groups, and to demonstrate their compliance with FCC rules and federal laws prohibiting discrimination. In comparative hearings and other proceedings for control of a station, the council said, a strong showing of equal-opportunity programs and achievements should be a crucial determining factor.

As a basis for action, the council said, the commission should rely not merely on recent federal laws, but on the 13th and 14th amendments to the Constitution.

In earlier comments, the legal defense arm of the National Association for the Advancement of Colored People joined with the NAACP itself in criticizing as inadequate the FCC's proposed rule. The parent organization filed its opposition three weeks ago (Broadcasting, Sept. 16).
Corinthian plans to sell 750,000 shares

J. H. WHITNEY, SEVEN OTHERS AMONG PRINCIPAL SELLERS

John H. Whitney and seven other principal stockholders of Corinthian Broadcasting Corp. are planning to sell 750,000 shares that should net them about $28.5 million.

The sale is the subject of a registration statement filed with the Securities and Exchange Commission in Washington. The offering, with the selling price estimated to be about $38 a share, will be handled by Goldman, Sachs & Co., New York.

Corinthian owns five VHF stations, and Renaisse-Ind Inc., a publishing firm that publishes books sponsored by corporations and institutions, and earlier this month acquired Standard Reference Works Publishing Co. for $11,355,000. Standard publishes encyclopedias (including the 25-volume Funk & Wagnalls) and home reference books. Corinthian became a public corporation last year.

Also disclosed in the registration is the fact that Corinthian management plans to ask stockholders at a Nov. 19 stockholders meeting to authorize 500,000 new shares of stock, to be issued in series for acquisitions and other purposes, which were not identified.

Selling Stockholders — Both Mr. Whitney and the Whitney-controlled Whitcomb Investment Co., now owning almost 68% of the company, will continue to own almost 48% of Corinthian after the sale of stock. Mr. Whitney is selling 241,460 shares and Whitcomb Investment, 44,000. At the present time Mr. Whitney in his own name owns 40.72% of the outstanding stock of Corinthian, and Whitcomb Investment, 27.08%. After the sale, Mr. Whitney will own 33.59%, and Whitcomb, 13.93%.

C. Wrede Petersen, president of the company, is one of the eight selling stockholders; he is selling 15,000 shares, leaving him with 100,000 shares equivalent to 2.95% ownership. Mr. Petersen received $75,000 in salary for the fiscal year that ended April 30. Charles H. Tower, executive vice president, received $45,201 for the same period.

For the fiscal year, Corinthian had operating revenues of almost $19.5 million, with net income after taxes including surcharge of $3,896,960 ($1.15 per share). There were an average of 3,384,259 shares outstanding at that time.

Total assets as of the same date were $35,042,652, with $7,021,270 of this as current assets. Total current liabilities amounted to $6,024,369, notes payable to banks $9 million, and retained earnings $15,530,850.

Fuqua set to buy 3 companies

Fuqua Industries Inc., Atlanta-based diversified company with broadcast holdings, has announced it is acquiring for cash Yarbrough Manufacturing Co., Arlington, Tex., a manufacturer of boat trailers. Price was not disclosed.

Fuqua is acquiring Pacemaker Corp., a boat manufacturer, through exchange of stock, due to be completed next month. It is also awaiting FCC approval before closing for the $20 million acquisition of Martin Theatres Inc., Georgia chain that also owns two TV stations (Broadcasting, Aug. 12).

Mr. Whitney

SEC's August report of transactions

The Securities and Exchange Commission has reported the following stock transactions of officers and directors of other stockholders owning more than 10% of broadcasting or allied companies in its Official Summary for August (all common stock unless otherwise indicated):

- ABC—James C. Hagerty sold 900 shares, leaving 2,001. Robert L. Huffines Jr. sold 1,000 shares, leaving 83 shares held personally. 800 shares held in trust.
- Amoco Inc.—Bruce Merrill sold 12,000 shares, leaving 718,340 shares held personally and 40,755 shares as trustee.
- Ampex Corp.—Peter E. Axon exercised options to buy 400 shares, giving him a total of 1,200 shares. Robert J. Welsmann bought 2,000 shares, giving him a total of 2,600 shares.
- Bartell Media—Gerald Bartell sold 24,000 shares, leaving 24,076. Gerald Bartell as partnership bought 28,000 shares and sold 22,965 shares, leaving 3,061.
- Cable Cities Corp.—William J. Casey sold 2,000 shares, leaving 45,216. J. Floyd Fletcher sold 20,000 shares, leaving 38,985.
- Chris Craft Industries—Christopher Gericke acquired in merger 2,001 convertible preferred shares and exercised option to buy 2,900 convertible preferred shares, giving him a total of 6,000 convertible preferred shares. James J. Rocheford sold 2,000 shares, leaving 500 shares as trustee.
- Corinthian Broadcasting—Sidney J. Weisberg as foundation sold 500 shares, leaving 500 shares held as foundation and 1,000 shares held personally.
- Doyle Daniel acquired 20,205 shares. Robert Gage sold 282 class A shares, leaving 31,413 class A shares held personally. 44,205 class A shares held as trustee, 1,200 class A shares held personally. 93 and 300 class A shares held by wife as custodian.
- Dougherty Parrot sold 400 class A shares, leaving 5,172 class A shares. Edward T. Russell sold 850 class A shares, leaving 76,675 class A shares. Frank Yahner sold 500 class A shares, leaving 1,000 class A shares.
- Filmways Inc.—Alan C. Greenberg bought 500 shares, giving him a total of 500 shares.
- Foote, Cone & Belding—Charles H. Newbold sold 1,000 shares, leaving 12,502. Arthur W. Schultz sold 1,500 shares, leaving 25,051 shares held personally, 1,258 shares held by wife and 4,187 shares held in trust for children.
- Four Star International—Robert A. Gageby bought 7,000 shares, giving him a total of 17,000 shares.
- Fuqua Industries—Thomas J. Henney sold 2,500 shares, leaving 2,976. E. D. Kenna bought 100 shares, giving him a total of 100 shares. Nelson Strawbridge bought 16,000 shares and sold 16,000 shares, leaving none. Nelson Strawbridge bought 2,000 shares of $2 cumulative convertible preferred stock, giving him a total of $2 cumulative convertible preferred stock personally and 1 shares of $2 cumulative convertible preferred held by wife and children.
- General Foods—David E. Simpson through trading account bought 1,550 shares and sold 1,344 shares, leaving 505 shares. He still retains 100 shares held personally.

LIN Broadcasting Corp.—Lind Carl Vogel bought 500 shares, giving him a total of 2,500 shares.
- NIC—Mrs. Warren N. Cordell sold 100 Class A common shares, retaining 800; daughter sold 100 Class A common shares. Cordell holds 300, son, 200. John L. Gwynn sold 300 Class A common shares, leaving none, and sold 100 Class B shares, leaving none. H. E. Nickel sold 800 Class A common shares, retaining 4,060; as custodian sold 200 Class A common shares, retaining 1,000. Mrs. Nickel sold 1,500 Class A common shares, children, 28. Harvey Wayne Hamsco sold 300 Class A common shares, leaving 1,080.
- The Outlet Co.—Morton J. Berko exercised option to buy 1,000 shares, giving him a total of 2,000. Ralph Bucci sold 100 shares, leaving 400. David J. Shurtleff exercised option to buy 250 shares, giving him a total of 1,706. Joseph S. Singer sold 499 shares, leaving 774 shares held personally, 1,258 held by wife and 4,118 held by children.
- Papert, Koelnig, Lois Inc.—Norman Grulich sold 1,500 shares, buying 1,503. William A. Murphy sold 4,818 shares, leaving 13,230. Theodore Levinson sold 1,000 shares, leaving 29,764 shares held personally and 500 shares held by wife.
- Pinney Broadcasting—H. F. Allens sold 1,000 shares, giving him a total of 6,126 shares held personally and 160 shares held by son.
- Revere Broadcasting—Henry E. Rollins sold 200 shares, leaving 2,000 shares, leaving 12,350.
- Rollins Inc.—Mr. Rollins sold 200 shares as foundation sold 200 shares, leaving 2,800 as foundation. 65,600 held personally, 32,103 as custodian, 1,007 held by wife and 24,000 held as co-trustee. Henry B. Timmes sold 1,000 shares, giving him a total of 1,080 shares and 200 shares held as foundation, leaving 35,186 held personally, 2,800 as foundation.
Commonwealth registers with SEC

Commonwealth United Corp., a diversified firm in motion-picture and TV-film production as well as oil and gas, real estate and insurance, has filed a registration statement with the Securities and Exchange Commission in Washington for the issuance of 2,285,601 shares of $1.05 convertible preferred stock and warrants for the same amount of stock to be used in Commonwealth's purchase of the Seeburg Corp.

The conversion rate of the preferred is to be supplied to the SEC; the warrants, which expire in 1978, will be exercisable at $17.25 per share. Commonwealth is paying Seeburg stockholders one share of preferred and one warrant for each share of Seeburg. Included in the statement also is the issuance of 375,000 of Commonwealth warrants to Delbert W. Coleman, Seeburg chairman, and Louis J. Nicastro, Seeburg president.

Commonwealth, which bought the Landau-Unger film-distribution company in 1967, and Television Enterprises Corp. earlier this year, had total income of over $8.5 million in 1967, with net income after taxes and extraordinary item of $284,042 (12 cents a share). For the first six months of this year, Commonwealth showed income of $21,013,345 and net income of $1,731,884 (32 cents a share). The sharp jump in income and net resulted from the acquisition of gas and oil properties this year.

The company's total assets were listed as over $94.5 million, but with notes, mortgages and participation debts of over $49.2 million.

Earlier this month, Commonwealth bought two CATV systems from Storer Broadcasting Co., in Artesia and Carlsbad, both New Mexico (BROADCASTING, Sept. 23).

The preferred stock and warrants sales are being handled by Allen & Co., New York, and Kleiner, Bell & Co., Beverly Hills, Calif. The purchase offer to Seeburg is subject to Commonwealth stockholder approval at the company's Nov. 20 stockholder meeting.

Post Corp. offering seeks $1.87 million

Latest communications media group to go public is The Post Corp., Appleton, Wis.-based newspaper and broadcast group. The company filed a registration statement with the Securities and Exchange Commission in Washington proposing to sell 110,000 shares to the public, through Loewi & Co., Milwaukee. Selling price is to be at an estimated $17 per share, to raise $1,870,000.

Post Corp., which publishes the daily Appleton Post-Crescent and a special section as the Neenah-Menasha Twin City News-Record and the weekly West Allis (Mich.) Star and Star Advertiser in the Milwaukee area, also owns four TV and four radio stations. They are WEAU-FM-TV, Eau Claire; WIUK-TV Green Bay, WAXX Chippewa Falls, WXCO Wausau, all Wisconsin; WILC-TV Marquette, Mich., and KTVO (TV) Kirksville, Mo.-Ottumwa, Iowa, and KBIZ Ottumwa.

The company plans to use the proceeds from the public offering to prepay convertible notes ($926,523); to prepay in part notes due stockholders in 1980 ($170,000), and to acquire Communications Engineers Inc., a firm specializing in closed-circuit TV and two-way radio communications ($470,000). Communications Engineers had total revenues in the fiscal year ended March 31 of $413,222 and earnings of $23,751.

V. I. Minahan, president of the Post Corp., owns 16% plus 3% beneficially only. Mr. Minahan and his family own about 90% of the 456,350 shares of Post Corp. stock outstanding.

Broadcast Share = In 1967 broadcasting accounted for 46.5% of Post Corp.'s net revenues and 59.9% of operating profit. In the first seven months of 1968 broadcasting contributed 45.8% to net revenues, and 54.7% to operating profit.

For the calendar 1967 year, Post Corp. had net revenues of $7,864,408, with net earnings after taxes of $422,970 (93 cents a share). For the first seven months of 1968, net revenues were $4,870,509, net earnings after taxes $255,005 (56 cents a share).

Television contributed $3,307,536 to net revenues in 1967, and $2,007,579 for the seven months this year. Radio, on the other hand, accounted for $736,063 in last year's net revenues, and $225,008 for the Jan. 1-July 31 period this year.

As of July 31, Post Corp.'s total assets were $10,606,251, with current assets $1,772,126. Total current liabilities were $1,729,893; long-term debt, $5,020,392, and retained earnings $2,743,331.

Debenture sale set by Reeves Corp.

Reeves Broadcasting Corp., New York, will sell debentures worth $2.5 million, supplementing a $1-million bank loan, to complete the acquisition of three CATV systems from International Telephone & Telegraph Corp. (BROADCASTING, July 8). Purchase price of the systems in Oswego, N. Y., Seattle, and Vineland-Bridgeton-Hammon-ton-Northfield, N. J., was over $4.5 million.

The 6% convertible subordinated debentures mature Sept. 1, 1983, and are convertible into common stock at $22 per share. They were placed with Mutual Life Insurance Co. of New York and other institutional investors.

Reeves is a group broadcaster and offers post-production, sound recording and real estate services in addition to CATV development.

Financial notes . . .

- Independent Television Corp., New York, production and distribution arm of Associated Television (ATV) of England, reported record sales of $5 million for the four-month period from May 1 through Aug. 31, an increase of more than 100% over the same period in 1967. The sales include network series, specials and foreign and domestic syndication.

- Capital Cities Broadcasting Co., New York, has declared a regular 12½ cent quarterly dividend on cumulative convertible preferred stock, payable Sept. 15 to stockholders of record on Sept. 1.

- Two privately held and affiliated Ken-
tucky firms, Mansbach Metal Co., Ashland, and Kentucky Electric Steel Co., Coalton, have been acquired by Republic Corp., Beverly Hills, Calif., for an undisclosed amount of Republic common stock. The transaction is estimated to have a value in excess of $6 million. Combined annual sales of the two acquired companies are about $13 million.

Republic is engaged in film processing, communications and electronics, among diversified other interests.

- Commonwealth United Corp., Beverly Hills, Calif., in television distribution and motion picture production among diversified interests, is acquiring three independent credit service companies for an undisclosed amount of cash and stock. The agencies are Credit Managers Service Inc., Minneapolis; Doctors Service Bureau Inc., Chicago; and Montana Credits Inc., Great Falls, Mont.

- Gross Telecasting Inc., Lansing, Mich. (WJIM-AM-FM-TV Lansing, Mich.) has declared a regular quarterly dividend of 40 cents a share on common stock and 7½ cents a share on class B common stock, both payable Nov. 8 to stockholders of record Oct. 25.

- Doyle Dane Bernbach, New York, has declared a dividend of 22 cents per share on class A and class B stock. The dividend will be payable Oct. 15 to stockholders of record Sept. 30.

- Cox Broadcasting Corp., Atlanta, multiple-station owner, said its directors have declared a quarterly cash dividend of 12½ cents per share on common stock payable Oct. 15 to stockholders of record Sept. 23.

Company reports...

Telcom Inc., McLean, Va., communications technology firm headed by Esterly C. Page reported that both sales and earnings more than doubled for the fiscal year ended June 30:

<table>
<thead>
<tr>
<th>Year</th>
<th>Earned per share</th>
<th>Sales</th>
<th>Earnings</th>
</tr>
</thead>
<tbody>
<tr>
<td>1968</td>
<td>$0.29</td>
<td>$2,315,516</td>
<td>98,761</td>
</tr>
<tr>
<td>1967</td>
<td>$0.13</td>
<td>982,541</td>
<td>38,846</td>
</tr>
</tbody>
</table>

Outlet Co., Providence, R. I., department store chain with broadcast holdings, reported a 29% increase in both consolidated sales and broadcasting revenues and net earnings for the six months ended July 31:

<table>
<thead>
<tr>
<th>Year</th>
<th>Earnings per share</th>
<th>Sales and broadcast revenues</th>
<th>Earnings before federal income taxes</th>
<th>Net earnings</th>
<th>Average number of common shares outstanding</th>
</tr>
</thead>
<tbody>
<tr>
<td>1968</td>
<td>$0.43</td>
<td>$26,109,310</td>
<td>2,038,169</td>
<td>$98,943</td>
<td>357,966</td>
</tr>
<tr>
<td>1967</td>
<td>$0.52</td>
<td>23,963,365</td>
<td>1,036,889</td>
<td>601,553</td>
<td>1,199,600</td>
</tr>
</tbody>
</table>

*Acquisition of Touroine Stores Inc. and subsidiaries on Jan. 26, 1968, has been treated for accounting purposes as a pooling of interest. Accordingly, the financial statements for six months ended July 31, 1967, have been restated to give effect to the pooling.

Republic Corp., Beverly Hills, which operates commercial and industrial enterprises in the communications and electronics, plastics, film processing, graphics, metals, and household equipment fields, reported its sales and earnings increased to record levels for the nine months period, which ended July 31:

<table>
<thead>
<tr>
<th>Year</th>
<th>Earned per share</th>
<th>Sales and other income</th>
<th>Net income</th>
<th>Shares outstanding</th>
</tr>
</thead>
<tbody>
<tr>
<td>1968</td>
<td>$1.60</td>
<td>38,864,000</td>
<td>1,244,000</td>
<td>2,324,000</td>
</tr>
<tr>
<td>1967</td>
<td>$1.00</td>
<td>35,705,000</td>
<td>750,000</td>
<td>2,320,000</td>
</tr>
</tbody>
</table>

Note: 1967 figures include a special item of $6,671,000 (less applicable income taxes).

FANFARE

Lottery ban may spark court test

FCC decision says that its prohibition also covers such activities promoted by states

A declaratory ruling issued by the FCC last week is expected to provide the springboard for a major court test of broadcasters' rights under the First Amendment.

The immediate thrust of the commission's decision was that FCC rules prohibiting the broadcast of lottery news and advertising apply to state-sponsored lotteries. It's acknowledged by all concerned, however, that the ruling is but a first step in the latest assault by broadcasters on what they consider undue government interference with their role as part of the "free press."

The decision followed by two weeks a ruling by the U. S. Court of Appeals for the Seventh Circuit, in Chicago, that the FCC's rules establishing rights of reply to personal attacks and political editorials are unconstitutional. In that case, the court rejected the commission's arguments that broadcasting is entitled to less protection under the First Amendment than the printed press. The case, which grew out of challenges filed by the Radio and Television News Directors Association, CBS, NBC and eight owners of broadcast stations, is virtually certain to be taken to the Supreme Court (Broadcasting, Sept. 16).

Last week's decision was anticipated long ago by the parties who requested the declaratory ruling—the New York State Association of Broadcasters, the city and state of New York, and group broadcaster Metromedia Inc. They filed requests in March for a ruling that would permit broadcasters to promote New York's legalized lottery, which is designed to promote funds for the public school system. At that time, all parties said they expected the commission to deny the requests on the ground that such a grant would violate federal law; however, at least two of the parties (NYSBA and Metromedia) were preparing from that start to go as far as the U. S. Supreme Court to get the federal law declared unconstitutional.

To that end, NYSBA and Metromedia specifically requested guidelines from the commission as to what could and could not be broadcast in connection with a lottery, and New York City asked that the commission's opinion be set in the form of an order "from which the city may seek judicial review without risking the sanction of a denial of any or all of its broadcast licenses" (Broadcasting, March 4 et seq.). The city owns WNYC-AM-FM-TV.

As expected, the commission said that its rules implement a section of the U. S. Criminal Code which specifies fines up to $1,000 and imprisonment up to a year for broadcasting "any advertisement of or any information concerning any lottery, gift enterprise, or similar scheme. . . ." According to the commission, the statute makes no distinction which would warrant exemption of state-sponsored lotteries from its requirements, and "on its face indicates a clear congressional intent to cover all lotteries, whatever their source, because of their harmful effect on the public."

In response to the requests of NYSBA and Metromedia for guidelines, the commission said it would not be "practicable" to rule on all the numerous requests "in the face of particular factual situations." It had been requested that the commission find that TV and radio broadcasters are not prohibited from broadcasting 10 specific types of lottery-related material, including editorials, documentaries, advertisements, interviews with winners, and various related news stories. If their specific requests were denied, NYSBA and Metromedia said, specific interpretations of acceptable and unacceptable practices should be provided.

While the commission declined to accommodate this omnibus request, it provided "generalized guidance" as to the ruling's implications. The statute's
prohibition, according to the commission, "is plainly directed at material which promotes lotteries. This includes any material which, in the generally accepted sense of the terms, is intended to advertise, promote or encourage the successful conduct of a lottery. In particular, of course, no advertisements of lotteries may be broadcast."

Permissible broadcasts, as defined by the commission, are generally those which treat lotteries as an aspect of public policy rather than as an event. The law and rules prohibiting the airing of "any information" about lotteries, the commission said, "should not, in our view, be construed to bar ordinary news reports concerning legislation authorizing the institution of a state lottery, or of public debate on the course state policy should take. . . . In the category of news, any material broadcast in normal good faith coverage, which is reasonably related to the audience's right and desire to be informed of the day-to-day happenings within the community is permissible." Editorials on public policy pertaining to lotteries would also be acceptable, in the commission's view.

The ruling was adopted in a 3-1 vote, with Chairman Rosel H. Hyde and Commissioners Robert E. Lee and Kenneth A. Cox on the majority. The lone dissenter was Commissioner James J. Wadsworth, who reportedly felt that lotteries legalized by a state should be subject to normal advertising and coverage by newspapers and broadcast media.

Robert A. Dreyer of Metromedia said last week that NYSBA and Metromedia will file their appeal within the next two weeks. New York City is also expected to seek review, and New York state is expected to file as a friend of the court in support of NYSBA-Metromedia.

Metromedia will be represented in court by Mr. Dreyer, the firm's vice president, secretary and general counsel. NYSBA has retained Ephraim London, a partner in the New York law firm of Brennan, London and Butenwieser and a leading specialist in free-press and First Amendment cases. Mr. London has won six free-press cases before the Supreme Court, including the landmark case involving the publication of D. H. Lawrence's novel, "Lady Chatterley's Lover."

For the state and city governments, the courts must decide whether Congress, through the FCC, has the right to frustrate a state policy approved by a majority of the state's citizens. For broadcasters, question involves nature and extent of their constitutional rights.

**AWRT names 7 women as 'Golden Mike' winners**

Seven outstanding women of American Women in Radio and Television have been named 1968 AWRT Golden Mike Award winners. Originally sponsored by McCall's magazine, the awards are now presented each year by AWRT to honor one member in each of the organization's seven geographical areas.

Winning from the East Central area is Lee Philip of WBBM-TV Chicago; Mid-east area, Naomi Bauerfeld of WJZ-TV Baltimore; Northeast area, Kitty Bronman of WWLP-TV Springfield, Mass.; southern area, Rozell Fair Fabiani of WRBL-TV Columbus, Ga.; Southwest, Dorothy Richey of KLVI Beaumont, Texas; western area, Sunny Scofield of KERO-TV Bakersfield, Calif.; and West Central, Inez Kaiser of Inez Kaiser and Associates public relations, Kansas City, Mo.

The judges were nationally known executives in the fields of commercial and educational broadcasting, and advertising. Mary Dorf, AWRT national president, and Marion Corwell, president-elect, are presenting the awards at the regional area conferences being held in September and October.

**INTERNATIONAL**

**RCA to set up Vienna center**

The Austrian broadcasting authority, Oesterreichischer Rundfunk GMBH (ORF), has given RCA a contract to design a color television production center in Vienna and install about $2 million of studio equipment.

RCA said a systems design team, working through RCA International Ltd., is already in Vienna. The team will have full supervision on installation of facilities, which will include the TK-44A three-tube color camera and TK-27 color film systems.

**Abroad in brief . . .**

**Canadian cooking - The Galloping Gourmet**, a mixture of comedy and culinary skill featuring Graham Kerr, will be presented daily on the Canadian Broadcasting Corp. English-language network beginning in January. The half-hour series will be produced by Fremantle of Canada Ltd., an affiliate of Fremantle International Inc., New York.

**Expansion - Harold Rand & Co., New York public relations firm, is expanding its overseas operations with the opening of an office in Rome, located temporarily at Clesi Cinematografica, Largo Mecesio, 3.**

**HHH, in Toledo, appears on European TV**

Vice President Hubert H. Humphrey, from the studios of WTVL-TV Toledo, Ohio, discussed the presidential campaign issues with four outstanding Europeans in London via the Canary Bird communications satellite last week. The British Broadcasting Co.'s Panorama offered the long-distance panel discussion to audiences in Britain and continental Europe on Monday (Sept. 23). The transmission was one-way video and two-way audio.

Panorama is the leading weekly current affairs program in Europe. The panel of Europeans, shown above in a BBC studio, were (l-r): Jean-Claude Servan-Schreiber, former Gaullist deputy in France; Christopher Mayhew, member of the British Parliament and formerly minister in the British Labor government; Theo Sommer, deputy editor of the Hamburg newspaper Die Zeit; Kamil Winter, editor of news and current affairs for Czechoslovak Television. and Robin Day, British newsman, who moderated the session.
Class IV's endorse simplified forms

An FCC proposal that would eliminate the present two-step procedure in applications for class IV (local) AM power increases was strongly supported last week by an association of Class IV licensees.

Community Broadcasters Association, a nonprofit association comprising licensees in 38 states, said in comments filed with the commission that existing rules governing applications for power increases are administratively cumbersome and, for licensees, needlessly expensive, because of the legal steps involved. The present rules require that applicants for Class IV stations specify a power of no more than 250 w in their applications. Later, when that power is granted and operative, the licensee may apply for an increase to 500 w or, at a maximum, 1 kw.

The commission's proposed change would eliminate the two steps and permit applicants to specify 500 w or 1 kw. According to CBA, its research shows that virtually all class IV licensees desire power increases. "If higher power for class IV stations is desirable—and the commission has recognized that it is—all stations should be encouraged to obtain it."

The commission's proposed rule also aims to promote for class IV stations stricter compliance with minimum separation rules. Another comment, filed by the Association of Broadcasting Standards, suggested that the commission could, because of the complex questions involved, withhold its class IV proposals and incorporate them into the studies instituted along with the freeze on AM applications two months ago (Broadcasting, July 22).

Resumes hearings

The House Small Business Subcommittee on Activities of Regulatory Agencies, under Representative John Dingell (D-Mich.), will resume hearings this week on problems of land-mobile spectrum congestion during urban disorders. The subcommittee will take testimony in Chicago Friday (Oct. 4). The panel has been investigating whether police, fire and other public-safety agencies have been hampered by "a lack of adequate radio spectrum." Previous testimony has been taken in Detroit, Los Angeles and Washington.

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EQUIPMENT & ENGINEERING

BROADCAST ADVERTISING

Dick Jones, creative director-design and supervisor of art department, Sudler & Hennessey, New York, named senior VP.


Ronald Rosenfeld, VP and creative management supervisor, Doyle Dane Bernbach, New York, joins J. Walter Thompson Co., that city, as creative supervisor.

Courtney Shurman, VP, Lake-Spiro-Shurman Inc., Memphis, also elected treasurer. Avron Spiro Jr., VP, also elected secretary. Leonard Ruben, associate creative director, becomes creative director.

Alex Kroll, creative supervisor, Young & Rubicam, New York, named VP.

William N. Burch, producer and director, MCA TV's closed circuit telecast of Indianapolis 500-mile race, appointed VP, Universal Commercial-Industrial Films, division of Universal City Studios, Hollywood, in addition to his other duties.

Tom Garrabrant, with John F. Murray Advertising Agency Inc., New York, joins Norman, Craig & Kummel, that city, as media group head.

William C. Hamilton, copy group head, The Bresnick Co., Boston, joins Reach, Mcclinton & Co. there, as VP and copy chief.

Charles F. Kleber, VP and account supervisor, Benton & Bowles, New York, joins W. B. Doner & Co., Detroit, as assistant to chairman.

Charles M. Phillips, sales development manager WVTV(TV) Milwaukee, also appointed local sales manager.

Thomas Stanford, with KEZI-TV Eugene, Ore., joins KPIX(TV) San Francisco, as assistant advertising and sales promotion manager.

Richard B. Lowe, account executive, IBM office products, joins WKAR-TV Cleveland as sales service coordinator.

Frank R. Castillo, account executive with Metromedia's Foster and Kleiser outdoor advertising division, joins station as local sales manager.

Donald R. Borle, newscaster for WEOI Elyria, Ohio, joins as sales development manager.

Richard Voehl, creative director, and Laurence Wassong, director of account services, Wyse Advertising Inc.. New York, elected VP's.

Donald L. Saltzman, manager, television programming, Compton Advertising Inc., New York, elected VP, television program development.

Paul Wollman, creative group supervisor, Doyle Dane Bernbach, New York, joins Rockwell, Quinn & Wall, that city, as VP and creative director.

John W. Setaer, VP-corporate development, Griswold-Eashleman Co., Cleveland, named executive VP and manage of agency's Chicago office. He succeeds Kenneth M. Hill, who resigns but continues as consultant to agency.

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FATES & FORTUNES

Mr. Rosenfeld

Mr. Saltzman

BROADCASTING, September 30, 1968
CBS Radio Affiliates Association Slate

The 1968-69 officers of the CBS Radio Affiliates Association, elected during the association's annual convention (see page 54) are: Robert M. Peebles, wrow Albany, N. Y., chairman; Joseph A. Kjar, ksl Salt Lake City, vice chairman, and H. William Koster, wean Providence, R. I., secretary-treasurer. Elected directors-at-large: Gordon Thompson, kfyv Lubbock, Tex.; Mr. Kjar, and Mr. Koster. The full board for the coming year is: Frank B. Estes, wxxl Concord, N. J.; Robert M. Peebles, wrow; Jack B. Prince, wtar Norfolk, Va.; Carl Hallberg, wdbo Orlando, Fla.; William A. Dean, wwl New Orleans; Richard A. Borel, wans Columbus, Ohio; Howard Stalnaker, wow Omaha; Vann M. Kennedy, ksix Corpus Christi, Tex. and Donald E. McClintock, kffb Great Falls, Mont. The executive committee: Messrs. Koster, Peebles, Kjar and Hallberg. The 1969 convention committee: Mr. Kjar, chairman, and Messrs. Estes and Hallberg.

Ormsby Advertising, Los Angeles, joins Boylhart, Lovett & Dean Inc., that city, as creative copy group supervisor.


Robert Lewis, account executive, RKO Television Representative, New York, joins RKO Television Sales, Atlanta, as manager.

Al Zimmerman, copy chief and coordinator, internal operations, Grubb Advertising Inc., Champaign, Ill., named vp.


Albert M. Holtz, account executive, New York staff, CBS Television Stations National Sales, joins wcbs-tv New York, as sales manager.

John Behnke, vp and station manager, komo-tv Seattle, named vp and general sales manager. Jay Ward Giesa, assistant station manager, succeeds Mr. Behnke.

Richard Rakovan, national sales manager, wpat-am-fm Paterson, N. J., appointed general sales manager.

Emanuel N. Paige, traffic manager, wmar-tv Baltimore, appointed local sales manager.

William P. Pipher, sales manager, wttv(tv) Bloomington - Indianapolis.

joins waho Toledo, Ohio, as national sales manager.

Wellington O. Sawyer, program director, wgdn-tv Portland, Me., appointed director of marketing and merchandising.

Gary L. Waldron, assistant product manager, General Foods Corp., White Plains, N. Y., joins American Motors Corp., Detroit, as assistant manager, national advertising.

Laurence B. Tillis, general sales manager, wvtr Mount Kisco, N. Y., joins wgna Hollywood, Fla., in same capacity.

Everett Nelson, formerly vp and media director of Tatham-Laird & Kudner, Chicago, joins Pro/Mark Inc., there, as vp and head of new media counseling division. Pro/Mark provides specialized services to advertising agencies and advertisers.

Joe Fife, general manager. wvjs-am-tv and wsto(fm). Owensboro, Ky., joins wpbc-am-fm Richfield, Minn., as national sales manager.

D. H. Sullivan, general sales manager. kavr Apple Valley, Calif., joins kpro Riverside, and kgud-am-fm Santa Barbara, both California, as national sales manager. Both stations are owned by Dick Clark.

MEDIA

Mike Boudreau, vp and sales manager, wdoc-am-fm Hartford, Conn., named vp and general manager.

Charles L. Murn, sales manager, weee Albany, N. Y., named vp and general manager.

John Tatta, general manager. Manhattan Cable Television, New York, named vp and director of operations. Irwin B. Polinsky, real estate manager, appointed marketing and real estate director.

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BROADCASTING, September 30, 1968
Larry Johnson, VP and director, wwxh Chattanooga, also appointed general manager.

William F. Russell, division manager, The Telesis Corp., Evansville, Ind., joins wavi Dayton, Ohio, as general manager.

William J. Wheatley, VP and general manager, kfwb los angeles, joins wwmn st. paul, as general manager.


PROGRAMING

A. William MacCallum, Midwest program director, ABC Radio network, Chicago, named program director, ABC's American Entertainment Radio Network, New York, succeeding John Thayer, who has resigned.

Claude M. Jarman Jr., western PR director, John Hancock Mutual Life Insurance Co., San Francisco, joins Telwest Productions Inc., that city, as president and chairman of the board.

Raymond A. Gilbard, production manager, wgan-tv Portland, Me., also appointed operations director. Richard J. Fixaris, account executive, appointed program director.

Daniel J. Casey Jr., sports director, wnrk New York, Del., appointed program director.

Richard Roth, assistant producer, Columbia Pictures, Hollywood, joins Paramount Television, that city, as assistant to executive VP in charge of production.

NEWS

Robert E. Halladay, news director, kron-tv San Francisco, joins wLw and wLw(tv) Cincinnati, in same capacity.

Van Gordon Sauter, chief correspondent and managing editor, WBMB Chicago, appointed news and program director.

Paul Ehrlich, news editor, wabc New York, appointed news director.

Christopher Menkin, formerly news editor, kfrC San Francisco and reporter, ktlA(tv) los angeles, joins news department, kgo-tv San Francisco, as managing editor.

Bruce E. Hodman, with AP, New York, appointed night supervisor of AP broadcast wire. Mr. Hodman succeeds Douglas Cooper, who retires.

Arthur G. Keeney Jr., news director, wkrk-FM-tv Mobile, Ala., joins wrei Boston, as executive news director/producer.


George F. Gibbs III, newswoman with wsav Savannah, Ga., appointed news director.

FANFARE

H. Lee Nicol, with General Electric Co., Schenectady, N. Y., joins The Institute of Electrical and Electronics Engineers Inc., New York, as manager, public relations and promotion.


Karen Klein, on staff of California Democratic convention, named assistant to director of publicity and public relations at Khi-tv los angeles.

Marvin M. Freeman, in charge of promotion, wkbs-tv Burlington, N.J., Philadelphia, joins Wben-tv Buffalo, N. Y., as audience promotion director. Sam Elber, director of promotion and press information, CTV Television Network Ltd., Toronto, joins wkbs-tv as promotion manager.

EQUIPMENT & ENGINEERING


Lawrence Weiland, general manager, video products division, Ampex Corp., Redwood City, Calif., elected VP.


Frederick Stevens, VP of Northrop Corp. and general manager of company's Nortronics division, named general chairman of 1969 Winter Convention on Aerospace and Electronics Systems (WINCON), to be held Feb. 11-13, Biltmore hotel, los Angeles.

ALLIED FIELDS

Lee Schulman, program manager, KNBC(tv) los angeles, appointed chairman, National Awards Committee, the National Academy of Television Arts and Sciences. Mr. Schulman served as chairman 1961-64 and is former trustee of academy.

Donald H. McGannon, president and chairman, Westinghouse Broadcasting Co., New York, appointed member, committee on communications, United States Catholic Conference, that city.

Robert Barash, with The Ernest Dichter International Institute for Motivational Research, Croton-on-Hudson,
N. Y., appointed associate director of research.

Kathryn Cole, retired from position of manager, NBC information department, New York, joins Broadcast Pioneers history project, as associate director.

DEATHS

John W. Tregale, 79, former manager, radio division All-Canada Radio and Television Ltd., died Sept. 16 in Toronto. He is survived by wife, two sons and daughter.

Red Foley, 58, country music star, died Sept. 19 in Fort Wayne, Ind. Mr. Foley was named top folk artist. 1950. and was voted into country music Hall of Fame last year. He “came out” at Grand Ole Opry in 1946 and later was featured singer on Ozark Jubilee, television production he founded. He is survived by wife, Sally, and four daughters.

James M. Moroney, Sr., 74, board chairman emeritus of A. H. Belo Corp., died Sept. 23 at Gaston hospital, Dallas. He had been executive for 34 years of the A. H. Belo Corp., parent firm of Dallas Morning News and WFAA-AM-FM-TV.

He joined executive staff of the News in 1934 and was a director and acting secretary-treasurer from 1935 to 1938. He was named secretary-treasurer of company in 1938, VP and secretary in 1940, senior VP in 1954, vice chairman of board in 1960 and chairman of board in 1964. He became chairman of board emeritus in 1968.

He was very active in civic activities in Dallas and was particularly well known for his work for Children’s hospital of Texas and Red Cross.

He is survived by his wife, Madie, two daughters and son, James M. Moroney, Jr., VP and treasurer, WFAA-TV.

Jerome A. Stone, 59, in charge of United States Information Agency activities in New Zealand, died Sept. 22 in Wellington, of heart attack. Mr. Stone was with WJAU Philadelphia from 1932 to 1942. Subsequently he was general manager, WJLAB Daytona Beach, Fla. He is survived by wife, Margery, two daughters and son.

Clarence L. Llewellyn, 80, radio pioneer and inventor, died Sept. 19 in Los Angeles. In 1922 Mr. Llewellyn developed superheterodyne set 13½ inches long. one of first portable radio receivers. He is survived by wife, Mildred.

Joseph Gallucci, 52, principal and founder, Gallucci Brothers and Associates, Louisville, Ky., died Sept. 14 in West Haven, Conn., of heart attack. Firm, which he formed in 1946, handles sales and promotions for radio stations.

FOR THE RECORD

STATION AUTHORIZATIONS, APPLICATIONS

As compiled by Broadcasting, Sept. 18 through Sept. 25 and based on filings, authorizations and other FCC actions.


New TV stations

FINAL ACTION

Reading, Pa.—Reading TV Broadcasters—Broadcast Bureau granted UHF ch. 51 (662-668 m). ERP 267 kw vis. 40 kw aud. Ant. height above average terrain 710 ft.; ant. height above ground 339 ft. P. O. address: Canal St. Action Sept. 17, 119 North Fairfax Street, Alexandria, Va. 22314. Estimated construction cost $427,300; first-year operating cost $250,000; revenue $60,000. Geographic coordinates 40° 13' 59" north lat.; 76° 55' 56" west long. Type trans. Ampex TA-15BFT. Type ant. Jampro 322-3-6. B. Legal counsel Robert N. Thomas; consulting engineer David L. Steel Sr. Principals: Charles Bresler (41%), Stanford A. Marks (27%) et al. Mr. Bresler is partner in real estate development firm, 50% owner of nursing home in Reading, Pa. and 25% owner of nursing home in Greenbelt, Md. Mr. Marks is partner in two stock brokerage firms and 50% owner of real estate firm. Mr. Marks is also 70% owner of WGMZ-FM Flint, Mich., WPAC-AM-FM Patchogue and WHFR-AM-FM Riverhead, both New York. Action Sept. 12.

CALL LETTER ACTIONS

■ Hercules Broadcasting Co., Sacramento, Calif., granted KHER-TV.
■ Bay Broadcasting Co., San Francisco. Granted KUDI(TV).

DESIGNATED FOR HEARING

■ FCC designated for hearing three mutually exclusive applications for TV permit on Cape Cod, Mass. The applicants are Broadcasters Affiliates Corp., Terre Haute Broadcasting Corp. and Alpha Broad-casting Corp. Sept. 17.

Existing TV stations

ACTION ON MOTION

■ Hearing Examiner Herbert Sharffman in Orlando, Fla. (Orange Nine TV, Inc. Mid-Florida Television Corp., Central Nine Corp., Florida Heartland Television Inc., Comint Corp. and TV 9 Inc.), TV ch. 9 proceeding, following prehearing conference scheduled certain procedural dates on Custom Electronics hearing on issue 3 (UHF competition) and scheduled hearing in Washington Dec. 13; also scheduled certain procedural dates for main hearing on other issues and scheduled hearing for March 2, 1969. (Docs. 1081, 1108, 11539, 17342-1-7344). Action Sept. 10.

FINAL ACTIONS

KMET(TV) Monterey, Calif.—Broadcast Bureau granted mod. of CP to change ERP to 251 kw vis. 49.3 kw aud. change type trans., type ant.; change type ant. structure and increase ant. height to 2560 ft.; granted mod. of CP to extend completion date to March 20, 1969. Action Sept. 10.

WTYX(TV) Fort Pierce, Fla.—Broadcast Bureau granted CP to replace expired CP. Action Sept. 11.


Action Sept. 17.

KWLW-TV Waterloo, Iowa — Broadcast Bureau granted mod. of CP to reduce ERP to 27 kw vis.; change type trans. to change ERP to 240 kw vis., 46 kw aud. Action Sept. 22.


WECO-TV Pittsburgh—Broadcast Bureau granted mod. of CP to change ERP to 1,825 kw vis. 274 kw aud.; change type trans.;
condition; granted mod. of CP to extend
completion date to March 26, 1969. Action
Sept. 19.
**WKBW-TV** Caguas, P.R.—Broadcast Bureau granted license covering new station
**WEBB-TV** Allendale, N. C.—Broadcast Bureau granted license covering new station
**KBEV-TV** Rapid City, S.D.—Broadcast Bureau granted license covering new station
**KHEJ-TV** Rapid City, S.D.—Broadcast Bureau granted license covering new station
**KTVF-TV** Fairbanks, Alaska.—Broadcast Bureau granted license covering new station

**NEW AM STATIONS**

**APPLICATION**

Morgantown, N. C.—Brentwood Associates Inc. Seeks 1500 kw. 5 kw. P.O. address: 285 Commerce Ave., Morgantown, N. C. 26508. Peti-

**KFTV** (Tampa, Fla.)—Broadcast Bureau granted CP to extend time for station to go on the air. Action Sept. 26.

**KXTV** (Tacoma, Wash.)—Broadcast Bureau granted license covering permit. Action Sept. 12.

**OTHER ACTION**

—FCC added two further conditions to proceedings for grant of CP to KBOJ-WLHP Homewood, Ala.; for reconsideration of CP for KTVH (LV) Birmingham, Ala. to change broadcast site. Action Sept. 17.

**NEW AM STATIONS**

**APPLICATION**

WKCA Athens, Ala.—Seeks CP to increase nighttime power to 1 kw from 5 kw (1 kw CH) and install new nighttime transmission antenna. Action Sept. 16.

**FINAL ACTIONS**

KZNG Hot Springs, Ark.—Broadcast Bureau granted license covering changes. Action Sept. 16.

KBBQ Burbank, Calif.—Broadcast Bureau granted extension of complete time. Action Sept. 16.

KFTB Turlock, Calif.—Broadcast Bureau granted license covering changes: type trans.; from night to day. Action Sept. 16.

WHY Orlando, Fla.—Broadcast Bureau granted CP to install new nighttime antenna. Action Sept. 16.

AKAK Akureyri, Icel. —Broadcast Bureau granted license covering new station. Action Sept. 27.

WAKX Louisville, Ky.—Broadcast Bureau granted license covering new station. Action Sept. 16.

WABK Gardiner, Me.—Broadcast Bureau granted license covering changes: 1700 to 1320 m.; to MOEY, change type trans.; and mod. of CP to extend completion date to Oct. 15. Action Sept. 12.


WMPC Scranton, Pa.—Broadcast Bureau granted license covering changes. Action Sept. 20.

WMEX Boston—Broadcast Bureau granted mod. of CP to extend completion date to Oct. 15. Action Sept. 20.

WMPC Boston—Broadcast Bureau granted mod. of license to change name of licensee to United Church of Lapeer. Action Sept. 23.


WIL St. Louis—Broadcast Bureau granted license covering change in name of licensee to Capital Broadcasting Inc. Action Sept. 17.

KLIN Lincoln, Neb.—Broadcast Bureau granted license covering change in station location to 490 Khauskamp Avenue; granted license covering change in type trans. to extend main-trans. station location at main-trans. station. Action Sept. 16.

WAFB New Orleans, La.—Broadcast Bureau granted application for renewal of license. Action Sept. 19.

WEBR Buffalo, N. Y.—Broadcast Bureau granted CP to make changes in MEOV. Action Sept. 17.

WGHQ Kingston, N. Y.—Broadcast Bureau granted mod. of license covering change of place of licensee to WDBF Inc. Action Sept. 18.

WPNY Portland, Maine.—Broadcast Bureau granted license covering change of place of licensee to WBBF Inc. Action Sept. 18.

WSMI Graham, N. C.—Broadcast Bureau granted license covering change of place of licensee to WBBF Inc. Action Sept. 16.


WTOLO Toledo, Ohio.—Broadcast Bureau granted license covering change of place of licensee to WBBF Inc. Action Sept. 19.


WPIT Pittsburgh — Broadcast Bureau granted license covering change of licensee name to Rust Craft Broadcasting of Pittsburgh. Action Sept. 16.

WAEL Mayaguez, P.R.—Broadcast Bureau granted license covering use of former CP as a main station. Action Sept. 17.

WURJ Jena, La.—Broadcast Bureau granted license covering change in time period to 10 B.C. to Sept. 14; for rules changes to rule 16, 20, 57; for rules changes to rules 18, 27; and for changes in call sign of station. Action Sept. 20.

WUPR Utuado, P.R.—Broadcast Bureau granted license covering changes: to extend main-trans. station location for auxiliary antennas only. Action Sept. 17.

WEDU Miami, Fla.—Broadcast Bureau granted license to change station location from old to new and concurrent with petition by WADU. Action Sept. 13.

WCFW Gainesville, Tex.—Broadcast Bureau granted license covering temporary changes. Action Sept. 20.

WBCB Randolph, Vt.—Broadcast Bureau granted mod. of CP to extend completion date to March 1, 1969. Action Sept. 20.

WIBA Madison, Wis.—Broadcast Bureau granted application for remote control. Action Sept. 23.

**OTHER ACTION**


**FINES**

—FCC notified WCYN Cynthia, Ky. of apparent liability for forfeit of $1,000. 18; for rule violations, including violation of Sec. 304(j). Action Sept. 17.

—FCC notified WSB Fall River, Mass. of apparent liability for forfeiture of $250 for noncompliance with Sec. 303(g). Action Sept. 17.

**CALL LETTER APPLICATIONS**


—WAVE, Paris Broadcasting Co., Eugene, Ore. Requests KFPSW.

**New FM stations**

**APPLICATIONS**

Birmingham, Ala.—Basic Communications Inc. Seeks CP to increase nighttime height above average terrain 875 ft. P.O. address: 1080 Emil Mogul, 377 Madison Ave., New York, N. Y. 10017. Petition for extension of time for completion of CP to extend operating costs by $54,204; for first-year operating cost $15,600. Petition to revoke forfeiture of $6,000. Action Sept. 17.

KLIN Lincoln, Neb.—Broadcast Bureau granted license covering change in station location to 490 Khauskamp Avenue; granted license covering change in type trans. to extend main-trans. station location at main-trans. station. Action Sept. 16.

WMPC Scranton, Pa.—Broadcast Bureau granted license covering changes. Action Sept. 20.

WMEX Boston—Broadcast Bureau granted mod. of CP to extend completion date to Oct. 15. Action Sept. 20.

WMPC Scranton, Pa.—Broadcast Bureau granted mod. of license to change name of licensee to United Church of Lapeer. Action Sept. 23.


WIL St. Louis—Broadcast Bureau granted license covering change in name of licensee to Capital Broadcasting Inc. Action Sept. 17.

KLIN Lincoln, Neb.—Broadcast Bureau granted license covering change in station location to 490 Khauskamp Avenue; granted license covering change in type trans. to extend main-trans. station location at main-trans. station. Action Sept. 16.

WAFB New Orleans, La.—Broadcast Bureau granted application for renewal of license. Action Sept. 19.

WEBR Buffalo, N. Y.—Broadcast Bureau granted CP to make changes in MEOV. Action Sept. 17.

WGHQ Kingston, N. Y.—Broadcast Bureau granted license covering change of place of licensee to WDBF Inc. Action Sept. 18.

WSMI Graham, N. C.—Broadcast Bureau granted license covering change of place of licensee to WBBF Inc. Action Sept. 16.


WTOLO Toledo, Ohio.—Broadcast Bureau granted license covering change of place of licensee to WBBF Inc. Action Sept. 19.

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BROADCASTING, September 30, 1968

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date to Oct. 15, Action Sept. 12.

- Broadcast Bureau granted mod. of license to change name of license holder. Action Sept. 15.

KUBL-FM Reno—Broadcast Bureau granted mod. of CP and extended completion date to Oct. 15, Action Sept. 11.


KJEM-FM Oklahoma City—Broadcast Bureau granted request for SCA on translator station. Action Sept. 9.


- WDKU-FM Danville, Va.—Broadcast Bureau granted CP to change ownership. Action Sept. 5.


- WTM-FM Gallatin, Tenn.—Broadcast Bureau granted CP to change ownership. Action Sept. 10.


OTHER ACTION

KRBK-FM Brookings, S. D.—Broadcast Bureau granted mod. of CP to change ownership. Action Sept. 11.


CALL LETTER APPLICATIONS

KQCS-FM Clackamas, Ore.—Broadcast Bureau granted CP to change ownership. Action Sept. 12.


RENEWAL OF LICENSES, ALL STATIONS


- Broadcast Bureau granted renewal of licenses of following stations: KDY-FM Amarillo; and KNOK Fort Worth, both Tex. Action Sept. 13.

- Broadcast Bureau granted CP to change ownership. Action Sept. 11.
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KANSAS CITY, MISSOURI 64114

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West Terre Haute, Indiana 47885
(812) 533-1661

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(512) 454-7014

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St. Louis, Mo.
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Broadcast Engineering Consultant
Box 1024-1030
Warren, Wash., D.C. 20036
Phone: (202) 659-1155

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SPECIALISTS FOR AM-FM-TV
465 Concord Ave.
Cambridge, Mass. 02138
Phone 6171 876-2810

Telecommunication Consultants International, Inc. (TCI)
Offers Consulting Services in Telecommunications
Gerald C. Gross, President
1028 Connecticut Avenue, N.W.
Suite 1024-1030
Washington, D.C. 20036
Phone: (202) 659-1155

Service Directory

BROADCASTING, September 30, 1968
CONFIDENTIAL ITEM

Summary of Broadcasting

Compiled by BROADCASTING, Sept 25, 1968

Ownership changes

APPLICATIONS

WAMA Selma, Ala.—Seeks assignment of license from Robert J. Martin to Vogel-Hendrix Broadcasting Co., for $140,000. Mr. Martin, sole owner. Buyers: William R. Vogel, president, (40%) and Mr. Hendrix, vice president (60%). Mr. Hendrix owns 66% of Regional Broadcasting Corp., licensee of WGNS Murfreesboro, Tenn. Mr. Hendrix is announcer-saler for that station. Mr. Swartzbaugh is president of hospitality equipment manufacturing company. Ann. Sept. 24.

KWSL Grand Junction, Colo.—Seeks transfer of control of Metco Broadcasting Co. from Francis C. Gibbs et al. (100%) without. Ann. Sept. 24. Owners—Clark-Knoll and Associates Inc. (none before, 100% after). Buyers—Larry E. Clark, president and J. Elliott Knoll, vice-president-secretary (each 50%). Mr. Clark has 50% interest in investment firm and is sole owner of accounting consulting firm, investment fund and corporation. He also has other business interests. Mr. Knoll has 50% interest in investment firm. Consideration: $500,000 plus or minus the difference between current assets and liabilities. Ann. Sept. 19.

WFSF Valparaiso-Niceville, Fla.—Seeks transfer of control of Embury Broadcasting Co. from Allen H. Embury (50% before, 100% after). Principals: Allen H. and Audrey K. Embury, Mr. Embury owns 27.5% of Allen Broadcasting Co., licensee of WHIT Lucedale, Miss. Ms. Embury owns 15.2% of the same company. Consideration: transfer of all of Mr. Embury's stock in Allen Broadcasting Co. to Mr. Embury, giving him 40.8% ownership of that company. Ann. Sept. 24.

WSMD-FM La Plata, Md.—Seeks assignment of license from Charles County Broadcasting Co. to John L. Mears, J. Stewart Brinsfield Sr. and J. Stewart Brinsfield Jr., db/a B & M Broadcasters for $100,000.

STATION BOXSCORE

Compiled by FCC, Sept. 1, 1968

<table>
<thead>
<tr>
<th>COM/AM</th>
<th>COM/1 FM</th>
<th>COM/TV</th>
<th>EDUC FM</th>
<th>EDUC TV</th>
</tr>
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<tbody>
<tr>
<td>Licensed 1,299</td>
<td>1,809</td>
<td>609</td>
<td>339</td>
<td>127</td>
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<td>CP's on air (new stations)</td>
<td>23</td>
<td>47</td>
<td>48</td>
<td>10</td>
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<tr>
<td>Total on air</td>
<td>2,417</td>
<td>1,876</td>
<td>656</td>
<td>349</td>
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<tr>
<td>CP's not on air (new stations)</td>
<td>76</td>
<td>231</td>
<td>177</td>
<td>31</td>
</tr>
<tr>
<td>Total authorized stations</td>
<td>2,493</td>
<td>2,107</td>
<td>834</td>
<td>361</td>
</tr>
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<td>Licenses deleted</td>
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<td>0</td>
</tr>
<tr>
<td>CP's deleted</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
</tr>
</tbody>
</table>

1 Includes two AM's operating with Special Temporary Authorization.

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


Hearing Examiner Herbert Shaffman in a proceeding before CATV of St. Louis Inc. et al. CATV proceeding, affirmed action taken at Sept. 11 conference canceling conditional Connecting order 1968 and scheduled hearing for Oct. 7 and scheduled further prehearing conference for Dec. 2. (Docs. 1723-41, 181/02). Action Sept. 18.

Owner's changes

Applications

WAMA Selma, Ala.—Seeks assignment of license from Robert J. Martin to Vogel-Hendrix Broadcasting Co., for $140,000. Mr. Martin, sole owner. Buyers: William R. Vogel, president, (40%) and Mr. Hendrix, vice president (60%). Mr. Hendrix owns 66% of Regional Broadcasting Corp., licensee of WGNS Murfreesboro, Tenn. Mr. Hendrix is announcer-saler for that station. Mr. Swartzbaugh is president of hospitality equipment manufacturing company. Ann. Sept. 24.

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WSMD-FM La Plata, Md.—Seeks assignment of license from Charles County Broadcasting Co. to John L. Mears, J. Stewart Brinsfield Sr. and J. Stewart Brinsfield Jr., db/a B & M Broadcasters for $100,000.

To Tim Babcock and William L. Holter db/a the Babcock Broadcasting Co., to change to transfer of control of Capital City Television Inc. from Paul Adam (45%) before, then after, and W. Sibron (15%) before, none after, to Tim Babcock (none before, principal) Mr. Babcock is governor of Montana and controlling corporation. Consideration: $20,421.45. Ann. Sept. 22.

KWHB-Albuquerque, N.M.—Seeks assignment of license from Frank Quinn to Sun Country Radio Inc. for Sun Country Radio Inc. to Frank Quinn, sole owner. Buyers: Fred T. Hervey, chairman of the board (60%). Law rence Daniels, president, Glen Randle, vice-president-secretary and Haly J. Sand- owned radio dealers association. Mr. Rogers also has interest in general manager of KKEK Austin, Tex. Mr. Barnes is legislator and owns 20% of KFCN Grand Prairie, Tex. Ann. Sept. 22.


WJRS-HP-TV Hampton-Norfolk, Va.—Seeks assignment of license from Virginia Educational Television Association to Hampton- Norfolk Educational Television Inc. for $12,000. Seller: Virginia Educational Television Association to Hampton- Norfolk Educational Television Inc. for purpose of incorporation. No consideration involved. Principals: Dr. M. A. Fratoni, chairman, vice-vice-president; Richard Sater, vice-chairman; Richard Sater, vice-president, Hilary Randle, general manager. Mr. Fratoni is a member of board of directors of Messrs. Sater and Mr. Randle of WJRS-HP-TV. Mrs. and Mr. Sater have other business interests. Mr. Fratoni is a member of Hampton (HFM) Co., db/a WJRS-HP-TV. He also has 8% interest in Peninsula Broadcasting Co., licensee of WVYE Smyrna, Va. He also has 8% interest in Peninsula Radio Co., licensee of WVRC-AM-FM, that city. Ann. Sept. 24.


KPAT-AM-FM Berkeley, Calif.—Broadcast Bureau granted assignment of license from Paul Bauman and Dickens J. Wright to Dickens J. Wright, Alice Demovic and J. Libby Bauman with each 8%, consideration: assignment. No consideration involved. Action Sept. 19.

KMBV Monterey, Calif.—Broadcast Bureau granted assignment of license from John C. L. Wathen and Associates Inc. to Redwood Broadcasters Inc. for $385,000. Principals of John C. L. Wathen and Associates Inc.: John C. L. Wathen, president and sole owner. Mr. John C. L. Wathen is owner of KMBV-AM-FM, db/a Southwestern. Principals of Redwood Broadcasters Inc.: John C. L. Wathen, president, (50%) and Hilary J. San- doval (50%). Mr. John C. L. Wathen is owner of KMBV-AM-FM, db/a Southwestern. Principals of Redwood Broadcasters Inc.: John C. L. Wathen, president, (50%) and Hilary J. Sandoval (50%). Mr. John C. L. Wathen is owner of KMBV-AM-FM, db/a Southwestern. Principals of Redwood Broadcasters Inc.: John C. L. Wathen, president, (50%) and Hilary J. Sandoval (50%). Mr. John C. L. Wathen is owner of KMBV-AM-FM, db/a Southwestern. Principals of Redwood Broadcasters Inc.: John C. L. Wathen, president, (50%) and Hilary J. Sandoval (50%). Mr. John C. L. Wathen is owner of KMBV-AM-FM, db/a Southwestern.
RADIO—Help Wanted

Management

Manager—successful major market group operator contemplating purchase of additional station. Has opening for a management position in midwestern area. Top salary, benefits, free use of car, hotel rooms, etc. Send resume, letter and photos to Box J-297, BROADCASTING.

Best medium-market management job of the year now available. Five figure base salary, Liberal fringe benefits. Share in profits. Instant option for ownership share based on performance. Write and return complete resume for interview at earliest convenience. Send complete information, returnable photo to Box J-297, BROADCASTING.

Sales

Sales manager for 1 kw AM with FM affiliate going to 3 kw in 30 days in southern Calif. 50% commission guaranteed first year, then will talk salary based on sales. Send complete information, returnable photo to Box J-297, BROADCASTING.

Ground Floor opportunity for salesman or expeditor. Base salary plus commission. Essential to have FM spot experience. Must have FM sales experience. Send complete resume, letter, please, WEAW, Evanston, Illinois.

WE BUILD A BETTER ONE

. . . not to "mousetrap" but to serve better our customers. Read this section of this continuing upward. Advertisers tell us about increased responses, including sales pitches from other publications. When you have something to buy or sell, fill a vacancy, or want a better job use BROADCASTING's classified section—THE marketplace for everything and everybody in broadcasting.

Manager—Retail radio station in Central area.—Good going—complete freedom. Write Box J-318, BROADCASTING.

Manager—Young married father wants to move to larger market. Will take excellent position in newspaper. Must be a ghost writer. Send resume to Box J-318, BROADCASTING.

Manager—Sales job in Anchorage, western Alaska. Company pays all travel expenses. Must have FM background.-box J-318, BROADCASTING.

Help Wanted

Sales—(cont'd)

Sales manager for 1 kw AM with FM affiliation going to 3 kw in 30 days in southern Calif. 50% commission guaranteed first year, then will talk salary based on sales. Send complete information, returnable photo to Box J-297, BROADCASTING.

Manager—Successful radio station in the northwest is looking for a sales manager. Send resume to Box J-298, BROADCASTING.

Manager—ocale manager for FM station in the north central area. Must have sales or administrative experience. Box J-299, BROADCASTING.

Manager—Man sought to run the classified section of a large newspaper. Box J-300, BROADCASTING.

Manager—Song writer for established major market group operation. Box J-301, BROADCASTING.

Manager—Personality wanted for broadcast station. Box J-302, BROADCASTING.

Manager—Personality wanted in the new market area. Excellent opportunity. Send resume with picture to Box J-303, BROADCASTING.

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Manager—Personality wanted in the new market area. Excellent opportunity. Send resume with picture to Box J-303, BROADCASTING.


Calling all announcers! The best of the best will be given the opportunity to work at a top format station that has expanded its facilities to meet the growing needs of the San Diego market. Modifications have been made in our facilities to allow for expansion of both the news and sales departments. The station is looking for an experienced newscaster to join the broadcast team. The newscaster must be able to deliver authoritative news and possess excellent writing and speaking skills. Experience in news broadcasting is a must. Salary will be commensurate with experience. Please send resume and references to: KMIR, P.O. Box 134, Palm Springs, CA 92262.
Management—(Cont'd)

Newspaper executive. Successful record and experience provides adaptation to almost any situation. Many contacts throughout the country. Seeking position where potential and experience will be fully utilized in publishing communications, public relations or related fields. Reprints, Marketing, Compensation and fringe benefits a plus. Figures Confidential. Box J-77, BROADCASTING.

I'm looking for right management opportunity and growth. If you're looking for aggressive, hard working, honest manager with a proven record in all phases of station operation, let's get together. Age 35; over 20 years married and family, no personal problems. I offer you better, more money, no fancy fringe benefits and share in earnings or ownership. Am currently employed in middle management position. Will relocate. Box J-972, BROADCASTING.

Am seeking to return to radio management 21 years of experience in all phases of broadcasting. Former manager and owner. Am well known in industry with good track record, nationally and locally. Box J-242, BROADCASTING.

General management position desired—experienced, stable, family oriented, faster. Excellent written and oral communications. Film and television experience. Strong personal problem solving ability. Box J-318, BROADCASTING.

Announcer

CASTING.

BROADCASTING, in variety sportcaster.

Graduate-3rd year TV engineer, all-exempt. 27, w/2 yrs experience. New Mexico, San Antonio, No. Dakota. Seeking a stable position. Box J-239, BROADCASTING.

College graduate, 27, third-endorsed, mature voice and attitudes. Seeks permanent position with stable, well established station. Experience as announcer but desire to sell or work a combination. Position must offer advancement into programming or management. Box J-284, BROADCASTING.


Announcer with two years experience seeks position, third. Box J-282, BROADCASTING.

Soul jock, college graduate, third endorsed sales, creative. Box J-260, BROADCASTING.

Excellent dj, news, tight board, third endorsed. Versatile, relocate. Box J-508, BROADCASTING.

Yeung energetic announcer/newsman seeking advancement. Have experience, prefer midwest. Box J-364, BROADCASTING.


Experienced personality disc-jockey from large metropolitan market. 21 yrs experience, endorsed, mature, college, witty. For more information, apply to Don Brady, Bill L. Rex, Dayton, Ohio 45409. -1-315-859-5878.

Excellent play by play, graduated from top college, third class license. Salary open. Call 201-267-7264 after 4 p.m.

New York city area announcer with a good voice interested in a major market. Can write news, produce 250 Thomas St., Woodbridge, N.J. 634-5024.

Third class jockey, experience, listens, looking for small station, Wash./Or. Info and tape upon request. Mike Anderson, 3930 S.E. 132nd Ave., Portland, Ore. 97236.


Technical

First phone—seeks long term, growth potential opportunity. Box J-223, BROADCASTING.

Engineer position desired—16 years communications experience. Includes most broadcast disciplines—full concept of studio/scene— forecasting. Box J-289, BROADCASTING.

Network summer relief engineer desires permanent position. Experienced engineer, announces at small station stable in east. Twelve years experience, all phases. Correspondence Box 406, 5734 North Winthrop Ave., Chicago, Ill. 60614.

Announcer—(Cont'd)

Majors only: Professional Top 40 more music professionally presently medium market. Box 21-123, 25 yrs program concepts but desires move up. College grad, draft deferred. Box J-79, BROADCASTING.


Pro from top NY & east station available. Relocate. Box J-277, BROADCASTING.

Calif. metk mkt, jock tired of Calif. rat race. Familiar with top 40 (Drake & other) Married, second personality, veteran. Good production, excellent reference, outstanding news and sports. Pulse rated No. 1 announcer interested in TV, looking for permanency $100.00 minimum to start, want career opportunity. Interests in Midwest, Pacific Northwest, Calif. Box J-275, BROADCASTING.

College graduate, 27, third-endorsed, mature voice and attitudes. Seeks permanent position with stable, well established station. Experience as announcer but desire to sell or work a combination. Position must offer advancement into programming or management. Box J-284, BROADCASTING.

Immediate opening for television announcer/personality is available at KCND-TV, Forest City, Iowa. Seeking a color personality. If you have any experience in radio and have a pleasant voice, you may be willing to work, contact B. Vincent, Manager, Box J-282, BROADCASTING.
**Technical—(Cont'd)**

TV engineer for control room operation and monitoring news stations and full color. FCC first class license required. Experience in design and layout of TV equipment. Contact: Lionel Wittenberg, WRER-TV, 1183 Commonwealth Ave., Boston.

Television technician. Excellent opportunity for professional technician with experience in educational or commercial studio production. Skilled in TV and radio production, editing, voiceover work, and camera operation. Good salary and fringe benefits. Contact: Julian Edelman, WMBO-AM, 2575 Main St., New York, N.Y.

**TV—Situation Wanted—Management**

Public affairs director, nationally recognized and recently moved from Assistant Director position. Excellent management and community service record. Strong management and leadership ability. Contact: Box J-177, BROADCASTING.

Leading UHF gm with outstanding industry reputation and proven record and ability available immediately in any situation from CP to daily operation. Box J-266, BROADCASTING.

**Sales**

Experienced all phases television—sales and production, with 8 years experience in three market station. Local, regional, national sales. Excellent understanding of television development. Served in state studies and station ratings. Desire sales management responsibility. Contact: Box J-715, BROADCASTING.

Sales position wanted in good area to raise family. Well experienced, community minded, and have first phone. Box J-282, BROADCASTING.

**Announcers**

Anouncer, interviewer, commercialist. Previous TV experience. Presently employed with WNYC radio. Box J-281, BROADCASTING.

**Program—Production, Others**

**Television engineer—require experienced engineer who is anxious to improve his position. Would handle two new television stations, low and high frequency. Good pay and fringe benefits in excellent location. Contact Paul Jensen, KOLN-TV/KGIN-TV, 2220 W, Lincoln, Nebraska.**

**TV—Situation Wanted—Management**

Director, five years experience in medium and major market. Currently working in Cleveland area. Excellent affiliation and sales experience. Productive, creative abilities. Excellent connected and TV station management background.愿SSB plan graduate work in television. Available immediately after notice to present employer. Contact: Box J-305, BROADCASTING.

Film maker thoroughly experienced 18-35 makes his own artistry and 20mm Optical equipment—experienced in sound recording-color-blk/wh processing. Contact: Box J-330, BROADCASTING.

Successful producer/director/ writer for French Television: I have had 8 years experience in film and television news and documentaries. I am 35, a French citizen with American writer. I speak and write ab- solutely fluent English and French. In France, I am seeking a creative Audio- visual job in USA or Canada. Please write to: Stanislas Faure, 86 rue de Grenelle, Paris 7, France.

**WANTED TO Buy—Equipment**

We need used, 250, 500, 1 KT & 10 KW AM and FM transmitters. No Junk! Guarantees wanted. Contact: Box J-290, BROADCASTING.

5 kw low band VHF transmitter, Prefer General Electric type, 500-300-600. Box J-291, BROADCASTING.

Law power FM transmitter. No exter- nes needed, repairable CV-200, monitor, antenna. Box J-290, BROADCASTING.

**FOR SALE—Equipment**

Coaxial-cable—helix, styroflex, spiraline, etc., and fittings. Unused matl—large stock available. Write prices. Contact: Box J-292, BROADCASTING.

General Electric type T-25A 12 kw UHF transmitter—excellent condition, available immediately. Box D-295, BROADCASTING.

For Sale: One Ampex VR1000A heterodyne color timebase corrector, video tape machine, $500. Take offer. Two vid- icon cameras—Cohu remote control ( pan, tilt, 10 to 1 zoom, focus, variable speed)—includes 200 ft. of cable. Each just taken out of service—9 months old. Box J-343, BROADCASTING.

General Electric type 1701A 25 kw VHF transmitter—excellent condition, available immediately. Box D-295, BROADCASTING.

For Sale: Three RCA TK-31 field camera chassis, $1,500 each. Box J-47, BROADCASTING.

Increase FM power—Westinghouse FM-10 complete 10 KW amplifier and power supply. Companion unit for FM-3. Make offer. Box J-202, BROADCASTING.

3-5/8 Andrews solid line hangers, 17 assorted RF amplifiers, 4-6217 photomulti- pliers. Sell or swap. Box J-301, BROADCASTING.


For Sale:—2—General Electric Type BC1A Program Consoles. Units capable of handling complete program simultaneously. All built-in four by four matrix dispatching. Contact: General Electric, Broadcast SHOP, Indianapolis, Ind.

General Electric 4F1A1 Monitoring Amplifiers. 3—General Electric 4F1A1 Monitoring Amplifiers. Contact Herb House, WMBO, Auburn, N.Y.

Gates 568 sub-carrier inserter—$59999 general purpose equipment. Box J-295, BROADCASTING.

**MISCELLANEOUS**

Deejays! 6000 classified gag lines, $5.00. Write Fred Grin, Boyer Rd., Mariposa, Calif. 93238.

Mike plates, studio banners, magnetic car signs auto tags, decals, celluloid buttons, camera Business cards, Box 164, Oelicks, Alabama 36081.
INSURANCE (Cont'd)

First phone in six to twelve weeks through tape recorded lessons at home plus one week radio broadcast. Washington, Minneapolis or Los Angeles. Our seventh
year of teaching FCC license courses.

New York City's 1st phone school for people

WANTED—(Con't)

Want to buy—complete classical music rec

Top the competition! Use Newsbeat ideas for

Satisfied clients! Exclusive.

Top training. Accredited in Minneapolis, Minnesota

Atlanta, Georgia.

New Orleans now has Elkins' famous 12-

Robert T. Fluent

Chief Engineer

Here's your spot in the Sun!

Aggressive AM & FM operation seeks experienced, competent Chief

in San Juan, P.R. Must take full charge of operation and mainte

ance. 18 Month contract, excellent

working conditions.

Send resume to

Gen. Mgr. Box 9996
Santurce, P. R. 00908

Help Wanted

WORK IN VERMONT

Immediate openings for announcers in many VT. with

VT, Placement. C/O D. Parme-

Gonzalez, WKVT, Box 810, Brattleboro,

Vt.

BROADCAST EQUIPMENT SALES ENGINEER

Rapid growth and expanding product lines require aggressive territory coverage by sales

minded individual with strong technical knowledge of broadcast equipment. Exclusive
territory open in midwest.

R&D and on line equipment primarily to AM, FM, and TV stations. Leading

broadcast equipment company with top reputation in the field.

Salary plus commission--full fringe benefits and training paid.

If interested in investigating this excellent opportunity further, call collect or send

resume to:

Robert T. Fluent

217/222-8202

Gates Radio Company

Quincy, Illinois 62301

An equal opportunity employer (M & F)

Help Wanted—Announcer

Morning Man Rhythm & Blues

Major market. Rhythm and Blues station needs experienced morning DJ. Looking for a man with

heavy production experience. Here’s an opportu

ny for the right man to really "rock it up!" in the best R&B market in the country. Phone evenings, collect.

301-365-1934 E. C. Myers

Sales

Technical

RADIO BROADCAST TECHNICIANS

The Voice of America, U.S. Information

Agency, has positions available for RADIO

Broadcast Technicians in Washington, D.C.

These positions require a MINIMUM of

FIVE years progressive, full-time experience in

both Studio and Recording activities.

Starting salary rates are $3,994.40, and

$4,470.72 4 $5,000.00, depending upon experience and

training. Under Civil Service.

Applications for these positions, Form 171, available at local Post Office or other Federal offices) should be sent to:

Chief Personnel Office, U.S. In

formation Agency, NEW-South Build

330 North Street, Washington, D.

20547

AN EQUAL OPPORTUNITY EMPLOYER

NEED HELP?

Read and reply to BROADCASTING Classified's where many of

the finest opportunities are displayed weekly.
NEWS

RADIO NEWS

Top 50 market, Midwest station has a rare opening in its 8 men news department for an experienced radio newcomer. Must have extensive background in broadcast news. Immediate opening. Send complete resume, salary requirements and audition tape on first reply to:

Terry Wood, PD, WAKR Radio
Box 1590, Akron, Ohio 44309

WANTED

Top notch on-air newsmen for major South Florida Radio Station. Rush tape and resume to:

Box J-313, Broadcasting.

TELEVISION—Help Wanted

SALES

TV EQUIPMENT SALES REPRESENTATIVE

Central Dynamics has openings for experienced women. Liberal salary, expenses and incentive plans. Relocation if necessary. Please send resume and salary requirements, or call:

James P. Landry, V.P., Central Dynamics
Corp., Cherry Hill Industrial Center, Cherry Hill, N.J. (882) 424-3900.

Technical

EXPRESSED

TECHNICIANS

Because of our rapidly increasing volume, we need men with experience to fill jobs in the following areas: MAINTENANCE TECHNICIANS, COLOR VIDEO TECHNICIANS, VTR Ops/EDITORS.

Basic Monday through Friday week with overtime available. If you want to work for the largest and fastest growing independent producer of color video tape commercials, contact:


An Equal Opportunity Employer

Technical—(Cont’d)

TV Engineer

Experienced studio, remote and ATR operations. Strong in maintenance.

J. MacPherson, Channel 6
43 W. 61st Street
New York City 10023

BROADCAST FIELD ENGINEERS

RCA

If you have experience in the maintenance of UHF transmitters, television tape or color studio equipment we can offer you a career opportunity as a field engineer. Relocation unnecessary if you are now conveniently located near good air transportation service.

RCA offers outstanding benefits, including liberal vacation, nine paid holidays, life insurance, retirement plan. Plus free medical insurance for you and your family.

Write:

Mr. T. J. Kirsh, RCA Service Company,
300 Front St., Camden, N.J. 8011.
We are an equal opportunity employer.

RCA

TV NEWS EDITOR

Great opportunity for all-around TV newsmen who knows how to shoot film, report, write and record to authoritative on-air newscast. This man should be able to run TV news department. Great future for right man. TV-Radio group headquarters station in midwest. Immediate opening. Send complete resume, salary requirements and audition tape on first reply to:

WAKR-TV, Box 1590
Akron, Ohio 44309

BUSINESS OPPORTUNITY

CHICAGO SEMI-WEEKLY

Neighborhood newspaper. Owner retiring. Gross for '68 will hit $500,000 plus. Excellent profit. $160,000 and terms. Write fully to:

J. N. WELLS & COMPANY
543 West Roosevelt Rd., Wheaton, Ill.

TRAFFIC WATCH

FOR SALE—Equipment

Cessna 172 Skyhawk specially equipped for airborne traffic reporting. Complete communications equipment and special navigational aids for maximum safety. Less than 500 hours. Will paint to suit. Ready to go.

Box H-171, Broadcasting.

Price: $19,500

MISCELLANEOUS

***********************

BRING BACK THE BIG BANDS

Yes, bring the Big Bands back to your listeners with "The Swing Years"; a new, prepackaged series featuring all the greats from the memorable years of 1935 to 1945. Original recordings from our special library including Miller, Goodman, and scores more. For all info and rights in your market, contact:

GAP, Box 2094, Hollywood, South Gate, Calif. 90282.

"Representatives wanted to sell complete line of A.M. and/or F.M. Fixed Tune radios only to stations. Immediate delivery from New York stock".

Box 1-815, Broadcasting.

INSTRUCTIONS

Obtain

YOUR FCC 1ST CLASS LICENSE IN 6 WEEKS

at the

DON MARTIN SCHOOL OF RADIO & TV

(America's Foremost School of Broadcasting) est. 1937

* Individualized Instruction
* Most Comprehensive Methods
* Utilization of Visual Aids
* Highly qualified instructors
* One Low Cost until completion
* Inexpensive accommodations nearby

Next Class Scheduled to Start October 14th

Register Now—Classes Limited
For additional information call or write:

DON MARTIN SCHOOL OF RADIO & TELEVISION

ARTS & SCIENCES

1653 N. Cherokee
Hollywood, Calif. 90028

BROADCASTING, September 30, 1968
BROADCAST PERSONNEL AGENCY
Sherrie Barish, Director.

WANTED TO BUY

Financially Strong Investor
seeks radio station in the south. Principals please furnish details to be held in confidence.
WEM, Box 28143, Atlanta, Ga. 30328

RADIO STATIONS WANTED
New investment group seeks acquisition of radio properties. Will negotiate with principal director or brokers. All informative replies will be quoted acknowledged and held confidential.
Box 4-215, Broadcasting

(Continued from page 76)
casters Inc.; James L. Saphier, president-treasurer (50%) and others. Mr. Saphier is 85% owner of television-studio packaging firm. 75% stockholder of application for new AM at Pasadena, Calif. 10% owner of Hope- tures Inc., television program and motion picture production firm, and 10% owner of WRAL San Juan, P. R. He is also 10% own- er of Hope Inc. and Morphics Inc., television program production firm. Applicant also licensee of KYEC San Luis Obispo, Calif. Action Sept. 16.

KYMS(FM) Santa Ana, Calif.—Broadcast Bureau granted assignment of license from George W. Smith, of Southwestern Broad- casters Inc. for $18,000. Seller: George W. Smith, sole owner. Buyer: James Gorden, III, president, (15%), Harry T. Starksland, vice president (25%), Mr. & Mrs. Arthur J. Shadick, $5,000 and Mr. & Mrs. Kenneth S. Shadick. (5%) to buy KGFI Rosewell, N. M., KPHR(FM) San Diego, Calif. and has applications pending to purchase KRDS Tolleson Ariz. and KKAM Pueblo, Colo. Action Sept. 16.


WLOQ Orlando, Fla.—Broadcast Bureau granted transfer of control from William S. Clarke, deceased, to Mrs. Marjorie Y. Clarke (as executrix under the will of estate of Mr. Clarke. No consideration involved. Action Sept. 17.

WLOQ Winter Park, Fla.—Broadcast Bureau granted assignment of license from William M. Clarke and John E. Rutledge dbas Clarke & Rutledge to Mrs. Marjorie Y. Clarke, executor under the will of William S. Clarke, deceased; and John T. Rutledge dbas Clarke & Rutledge. Principal: Mrs. Marjorie Y. Clarke (as executrix under the will of estate of her husband, William S. Clarke)

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Major market, daytimer on new equipment, real estate, alone valued at $40,000, $250,000,00 cash.
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GOOD
Solid Pac N W S KVJ Daytimer, Coh. oper. Valuable real estate, Net $10,000 per yr. mast 10 yrs. Price $100,000.
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FLORIDA
Last available FM and daytime AM on Florida. Will consider growing areas in Florida's $150,000—terms available. Consider selling separately.
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Wash. metro daytime 70M 28% M.W.
East major daytime 650M 28% Coastal
East major daytime 110M Cash

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BROADCASTING, September 30, 1968
have interest in a land development firm and in Clinton Ocean Shores Estates Inc.: R. Rustin Fisher (31.8%), B. M. A. Kimball (20%), et al. Mr. Fisher is engineer and has interest in a land development firm. Mr. Corning is an officer of both land development firms. Consideration: $4,300, plus assumption of liabilities. Action Sept. 19.

New Weston, Va.—Broadcast Bureau granted transfer of control of Central West Virginia Service Corp. from Ruth McKinnon Anderson, executor of estate of Mary A. McKinnon, deceased, to Ruth McKinnon Anderson. Action Sept. 19.

COMMUNITY ANTENNA ACTIVITIES

The following are activities in community antenna television reported to Broadcasting through Sept. 25. Reports include applications for permission to install and operate CATV's, grants of CATV franchises and sales of existing installations.

- Indicates franchise has been granted.

Montgomery, Ala.—Merco Cablevision Corp. has applied for a franchise.

Los Gatos, Calif.—Teleprompter Corp., Los Gatos, Calif., has been granted a 10-year franchise for a 24-channel system. There were eight other applicants.

Montclair, Calif.—Montclair CATV, Oak-land, has applied for a nonexclusive franchise.

Oceanside, Calif.—TV Power of North County, Oceanside, Calif., has been granted a 24-channel system. Monthly fee will be $4.75. System offers 24-hour news, weather and stock market reports.

Rialto, Calif.—International CATV Corp., Rialto, Calif., has been granted a 20-year franchise. Monthly fees will be $18.50. There are 4,000 subscribers. The city will receive 3% of annual gross receipts.

Saratoga, Calif.—Teleprompter Corp., New York (multiple CATV owner), Communication Systems Corp., Cable Television Systems Corp., and California CATV have each applied for a franchise.

Lake Placid, Fla.—Highlands CATV Corp., Avon Park, has applied for a franchise for a 12-channel system. There is a rural franchise in Sebring and Avon Park, both Florida.

Cordele, Ga.—Tommy Smith has been granted a franchise for a 2-channel system. Payment of $1,403 has already been given to the city.

Pulaski county, Ky.—Burnside CATV Inc., Burnside, and TV Reception Corp., Manchester, Ky., have each been granted a 30-year franchise. City will receive 5% annual gross revenues from Burnside, and 3% annual gross revenues of $1,000 whichever is greater, from TV Reception.

Fulton, Mo.—Kingdom Television Inc., Fulton, has been granted a 20-year franchise. Installation varies from $5 to $15. Monthly fee will be $4.95. City will receive 20% of gross for first 15 years, 15% for the next 15 years, or $5,500 for the first 20 years, $6,500 for the next 25, whichever is greater.

Versailles Mo.—Missouri CATV Systems Inc. has been granted a franchise for a 12-channel system. Installation and monthly fees would be $12.95 and $3.95, respectively.

Bellevue, N.J.—Washington Cable Co., Washington, has been granted a 20-year franchise.

Elizabethtown, N.J.—CATV of Elizabeth Inc. has been granted a franchise for a 20-channel system. Monthly fees will be $15 and $4.95, respectively. Other applications: National Cablevision Inc. (multiple CATV owner), and Community Antenna Television Co.

Lafayette, Ind.—Monmouth CATV, Elizabethtown, has been granted a franchise to construct a 13-channel system. Installation and monthly fees would be $12.95 and $3.95, respectively. City will receive 5% of annual gross revenues.


Mansfield, Ohio.—Cablevision of Ohio Inc., Woodbury, Woodbury Heights, Mentor and Want Township of New Jersey, New Jersey CATV franchise, has been granted a nonexclusive franchise.

Wilton, Conn.—Thomas Broadcasting Corp. and Community CATV Group owner (multiple CATV owner), has been granted a franchise. City will receive 9% annual gross receipts.

Hendersonville, N.C.—Cablevision of Hendersonville Inc. has applied for a 20-year franchise.

Wilmington, N.C.—Enter Inc. Silver Spring, Md. (multiple CATV owner), has announced the proposed rehabilitation and expansion of a two-channel system. A half million dollar project will replace 135 miles old cable and add 56 miles new in the existing system. The expanded system will provide nine channels to over 20,000 subscribers. Construction will be expanded from five to 12-channel capacity in 1970. The franchise will be with WOR-TV, both New York. Target date of completion of system is July 1, 1971. There are seven systems at Sharon, Dubois, and Bradford, Pa., McKeesport, Pa., Pennsylvania, and New Iberia, both Louisiana; and Jacksonville and Wilmington, both North Carolina.

Newcmeister, Ohio.—Tower Antennas Inc., Coshocton (multiple CATV owner), has been granted a franchise.

Pittsburgh, Pa.—Peter Video Corp., State College (multiple CATV owner), has been granted a franchise for a nonexclusive franchise. The system will provide cable service from Laredo, Tex. to Castle Shannon area, borough will receive special permit, gross revenue would be $31,500.

South Strabane, Pa.—Ernest Stern has applied for a franchise.

Ventrouton, Pa.—Service Electric CATV Service of Bethlehem, Mahanoy City (multiple CATV owner), has applied for a franchise in this area. Special permit application would be filed with the city and the franchise would be free and the monthly fee was $50.

Abbevile, S.D.—Aberdeen CATV Service Inc. has been granted a franchise. Owner: Larry Jones, Aberdeen, S.D.

Waterdown, S.D.—Midcontinent Broadcasting Co., Sioux Falls (multiple CATV owner), has been granted a franchise subject to approval by special city election. Owner: J. R. Wilson, Marshall, Minn., was defeated in earlier election.

Laredo, Tex.—Cable Vision Inc. Eagle Pass and Dallas, has applied for a franchise. Owner: J. R. Wilson, has applied.

Port Arthur, Tex.—Jefferson Cable and Television Co. has filed a franchise application in this area.

King County, Wash.—Crystal Cable Holding Corp. has been granted a franchise. Owners: Tom and Elsa Mims, who own the franchise of Cablevision of Virginia Inc., has been granted a franchise by the Horsehead Corp. Philadelphia (multiple CATV owner).

Auburn, Wash.—Elkay Inc., Seattle, has been granted a franchise. Owner: W. E. Jones, Auburn on the Green housing development.

Des Moines, Wash.—Northwest Cablevision Inc. (multiple CATV owner), has been granted a franchise.

Purcell, Wash.—KNTV Tacoma, has been granted a franchise.

BROADCASTING, September 30, 1968
“T HIS is, I suggest to you, a special year for television journalism and journalists,” Reuven Frank was heard saying just before the Republican national convention. Although the year was more than halfway over, and television news had responded already to the Tet offensive, the King assassination, the primaries and the Kennedy assassination, the president of NBC News was looking ahead to the busy election fall.

“I time our great pressures actually from the Pueblo. Since then, which was about the middle of January, there has been no time for anybody in television news to take a deep breath,” says Mr. Frank.

Reuven Frank can trace a few of his own pressures back to early June when he was appointed to head the NBC News division and to September of this year when he was elected to the NBC board or directors.

Newspaper Background Unlike many a TV newsman, Mr. Frank’s training ground was the newspaper business. Before joining NBC in 1950, he spent three years as a reporter, rewrite man and night city editor on the Newark (N.J.) Evening News.

But Mr. Frank reserves a few harsh words for his old colleagues at the newspapers: “Many newspapermen have one very serious criticism of television—they’re not in it.” The pressure, he says, is mounting against “simple reporting.” “It’s kind of academic to argue about the fairness doctrine,” says Mr. Frank. “People are trying to keep us out of events. I am fascinated by the number of newspaper people enjoying this, because they are next.”

Mr. Frank was instrumental in the development of NBC’s Huntley-Brinkley Report. It was during his stint as executive producer that the Huntley-Brinkley Report was extended from 15 minutes to a half-hour.

Reuven Frank also played an important part in establishing the manner in which political conventions are covered by NBC. He teamed Chet Huntley and David Brinkley for the first time at the 1956 national conventions—a good match, as it turned out. Other innovations included the use of floor reporters, elevated cameras, and an internal wire service which informed and coordinated the NBC staff. “It sounds simple now, but nobody had thought of it,” says Mr. Frank.

Convention coverage hasn’t changed much over the 12 years since his first, says Mr. Frank, but conventions have changed, and television is to some degree responsible. “It’s much more difficult for arrangements to be made in secret. Television is almost everywhere,” he explains. “Conventions are therefore much harder to manage.”

Reuven Frank: innovator at NBC News

But television has made privacy as much a luxury to the newsman as to the politician. The anonymous newspaperman may envy the public’s attention, television personality says Mr. Frank, but it is hard to both cover a story and sign autographs. “There are serious limitations when you go out on a story, and people find you a subject of interest.”

Television journalism is an influence on the news it covers to the extent that TV is a force in society, says the NBC executive. “People in public life must now assume that it is present. Many of their acts are instantaneously communicated to the voters,” says Mr. Frank. “Their life is changed. We live in a world where there is television. The only way to get out of that is to un-invent television. Even if they were to put on it the kind of restrictions some of them would like to, the basic problem would not go away. It would be an act of revenge.”

As well as being a pioneer spirit in regular news coverage, Mr. Frank has been recognized for his news specials and documentaries. During a sabbatical from the Huntley-Brinkley Report a few years ago, he produced five documentaries, including The Tunnel, for which he was awarded a 1962 Emmy as “Program of the Year.”

The story that stands out in Mr. Frank’s mind is “one that nobody ever saw,” called Requiem for Mary Jo. While he calls it a “great story,” Mr. Frank admits “It didn’t work very well.”

His script for the special The Road to Spandau won him the Sigma Delta Chi award for “distinguished service in the field of television writing” in 1954.

Latest Experiment Once again in the role of the innovator, Mr. Frank looks forward to NBC’s newest project, First Tuesday with both apprehension and enthusiasm. The ambitious First Tuesday, which begins in January of next year, will be a monthly, two-hour program reserved for documentaries. “I think it took a lot of guts on the part of NBC management to turn over to the news department 12 of its best movie periods.”

Mr. Frank sums up his feelings as “very excited about it. Scared to death.”

The NBC News president was born in Montreal, attended the University of Toronto and City College of New York. He is a graduate of the Columbia University school of journalism. During World War II, Mr. Frank served with the U.S. Army for four years, two of them in Europe.

His older son, Peter, 18, now attends Columbia, and Mr. Frank adds, “He may get to class yet.”

Mr. Frank is married to the former Bernice Kaplow and has a younger son, James, who is 14. Of his family, he says: “I’m kind of weird. I communicate reasonably well with my kids.”

The Franks make their home in Tenafly, N.J. The commute, he says, leaves him with little spare time to worry about: “I don’t have any hobbies. I don’t play golf. Several times what kept me from quitting was I wouldn’t have anything to do.”

He doesn’t watch much television and explains it this way: “I don’t have any real preferences. I just sit and see what the kids have on.”

WEEK’S PROFILE

Reuven Frank—president, NBC News; b. Dec. 7, 1920, Montreal; attended University of Toronto and City College of New York, graduate of school of journalism, Columbia University; during World War II served in U.S. Army for four years, two of them in Europe; joined Newark (N.J.) Evening News in 1947 where he was reporter, rewrite man and night city editor; joined NBC News as a writer in 1950; in 1954 began a period of experimentation with the weekly half-hour news forum, including “Background,” “Outlook” and “Chet Huntley Reporting”; produced coverage of 1955 national conventions; produced “Huntley-Brinkley Report” from its start Oct. 26, 1956, to August 1962 and was executive producer from May 1963 through June 1965; appointed vice president, NBC News, Jan. 18, 1966; executive vice president, March 13, 1968; president, June 13, 1968, elected to NBC board of directors, Sept. 10, 1968, m. Bernice Kaplow, June 9, 1946; children—Peter, 18, and James, 14.
EDITORIALS

Politicians' plaything

SECTION 315, the political-broadcasting law, was originally explained and has since been defended as a device to protect the public against one-sided coverage of election campaigns. That unctuous misrepresentation of the law's true purpose has at last been fully exposed in the partisan maneuvering that has gone on in the House Commerce Committee over proposals to suspend Section 315's application to presidential and vice-presidential candidates this year.

Of all the interests represented in this legislative exercise so far, the public's has received the least attention. The conflict has been between rival politicians' interests. Between those who want to use Section 315 to keep candidates off the air and those who want to use a suspension to put candidates on. The essential nature of Section 315 as a political weapon has been nakedly demonstrated. Surely no politician will have the gall from now on to claim that Section 315 was created or has been preserved with anybody's interest but the politicians' in mind.

It now appears that if any modification of Section 315 is made in this session of the Congress, it is likely to be as restrictive as the resolution reported out of the Commerce Committee last week. It will not free broadcasters to do special documentaries on major candidates and the policies they advocate, without according equal time to all the futureless fringe candidates. It will give the candidates, not the broadcasters, most of the power to shape the limited type of program that would be exempted from the law.

In short, the politicians have shown once again that they would rather think of broadcasting as a platform to be used for their own purposes than as a journalism medium with the freedom to report political affairs. Warts and all. Somehow broadcasters must free themselves to perform their journalistic mission.

Right now they must do what they can to get the Section 315 suspension, however limited, adopted by the House and Senate. But their long-range goal must be the repeal of Section 315 through legislative or judicial action. Anything less exposes them to the sort of political infighting that has been going on in the House.

The real test

THE decision of the National Association of Broadcasters TV board to grant an experimental waiver of the television code's ban on the advertising of feminine deodorants (Broadcasting, Sept. 23) is a sensible one. Belated and temporary, but sensible as far as it goes.

Better than most, this case dramatizes the distinction that should be drawn between the product and the advertising in passing upon the acceptability of any commercial. Alberto-Culver's commercials for FDS (feminine deodorant spray) have been rated by many leading broadcasters, including NAB TV code review board members, as being in impeccable taste. Undoubtedly the pressures of these broadcasters contributed importantly to the TV board's reversal of its decision, back in June, to keep the lid on all intimate personal-product advertising for a while longer.

There are at least two things wrong with ruling entire product categories out of bounds. One is that, as FDS has demonstrated, it is always conceivable that perfectly acceptable commercials may be produced in supposedly questionable areas—just as questionable commercials may be produced for perfectly acceptable products. Another is that viewers' tastes and tolerances change, and products deemed inappropriate for TV a few years ago—take bathroom tissue, for example—create not a stir today, as long as they've presented well. That should be the test: the taste and acceptability of the commercial.

The route to liberation

THERE may be the makings of another good legal case to prove that broadcasting is entitled to the freedom of the press that the First Amendment guarantees. This one could come from the FCC's ruling last week that federal law prohibits broadcasters from carrying information about the perfectly legal New York state lottery.

At first reading, the FCC ruling appears to be exactly what was expected when the New York State Broadcasters Association, Metromedia, and the city of New York asked for it. The petitioners needed the ruling as a means of taking an appeal to test the constitutionality of the U.S. Criminal Code prohibition against the broadcasting of lottery intelligence. No such federal prohibition has been attempted against the press.

This is a development that could be meaningful to broadcasters everywhere, not for its attack on the lottery law but for its establishment of constitutional principles. If broadcasters can get appellate-court affirmation of their First Amendment protection in any case, the principle can be invoked in other cases.

More and more it becomes apparent that the best hope of reversing the trend toward harsher federal regulation is to amass a body of court opinions holding that the phrase, "freedom of press," includes radio and television.

Career planning

THE FCC's old proposal to strip the television networks of much of their equity in programs should have been given a decent burial two years ago when it became apparent that the commission had no case. Lo and behold, here it is again, and this time propped up by a legal argument that the FCC has the power to regulate networks directly.

It can only be surmised that the FCC's network-study staff, which has clung to life since 1955, has euched the commission into reviving an issue that will extend its tenure. Job security may be desirable, but this is getting ridiculous.
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The Huntley-Brinkley Report follows immediately with national and international events leading into the KSTP NEWS 6 O'CLOCK REPORT of latest developments in News, Weather and Sports with the experienced crew of Ryan, Johnny Morris and Al Tighe.

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