4A's Bond raises warning flag on middlemen. p23
Tough guys will be scarce in next TV season. p42
MBS asks FCC to outlaw ABC 4-network system. p49
Newsmen hit NBC order on outside interests data. p60

price\(^{(prīs)}\) \(\text{n.}\)

- \(n.\) 1. sum or amount of money or its equivalent for which anything is bought, sold or offered for sale. 2. value: worth

No, Mr. Webster. Price is what you pay. Value is what you get. We sell value... to people who know the difference.

See Your Edward Petry & Co. Man

KPRC-TV
HOUSTON TELEVISION CHANNEL 2

Courtesy of The St. Paul Insurance Company
EVERYTHING'S THE SAME

Same executives
M. J. “Bud” Rifkin
President
Harvey Bernhard
Executive V. P. & Treas.
Walter Kingsley
Executive V. P.
Jerome M. Zeitman
Executive V. P.
Wynn Nathan
V. P., Syndication

Same creative film makers
Alan Landsburg
Executive V. P.
Jack Haley, Jr.
Executive V. P.
Warren Bush
Wally Green
Jack Kaufman
Jeff Myrow
Larry Neiman
Larry Savadove
David Seltzer
Bud Wiser

Same award winning past
Movin’ with Nancy/Emmy
China: Roots of Madness/Emmy
National Geographic Series/
George Foster Peabody
Hidden World/Ohio State
Alaska/Cine Golden Eagle Award
The Making of the President '64/
Thomas Alva Edison,
Saturday Review
Let My People Go/Oscar Nomina-
tion, Monte Carlo TV Festival
A Thousand Days/San Francisco
International Film Festival
Hollywood and the Stars/
Venice Film Festival
Biography Series/
George Foster Peabody
And more than 60 other awards.
BUT THE NAME.

**Same network plans**

- Whales (Jacques Cousteau)/ Nov. 15, 1968/ABC/ Sponsor: B.F. Goodrich
- Reptiles (National Geographic)/ Dec. 3, 1968/CBS Sponsor: Encyclopaedia Britannica & Hamilton Watch
- "Le Superman" (Jean-Claude Killy)/ Jan. 13, 1969/ABC Sponsor: Chevrolet
- Ice Capades '69/Feb. 16, 1969/ NBC/Sponsor: American Gas Association
- Australia (National Geographic)/ Feb. 18, 1969/CBS/ Sponsor: Encyclopaedia Britannica & Hamilton Watch

**Same network successes**

- Jacques Cousteau Series/ABC
- National Geographic Series/CBS
- Ice Capades/NBC
- Rise and Fall of the Third Reich/ABC
- Herb Alpert: Tijuana Brass/CBS
- Certain Honorable Men (Drama)/NBC
- Big Cats, Little Cats/NBC
- World of Dogs/NBC
- World of Horses/NBC

**Same addresses & phones**

New York:
485 Lexington Ave.
(212) 682-9100

Los Angeles:
8544 Sunset Blvd.
(213) 652-7075

MPC Metromedia Producers Corporation
(Formerly: Wolper Productions, Inc.)
A southern plantation in Louisiana — the flight deck of an aircraft carrier — a major sports event — or whether it be in the ultra-modern studio facilities of KRLD-TV, the accent is on production capabilities.

The most sophisticated television equipment available is incorporated in Channel 4's studio facilities and 40-foot color tele-production cruiser. Included are 8 PE 250/retrofitted to PE 350 color cameras, 6 Ampex color video-tape recorders, Editec and electronic editors, and Riker switchers and special effects amplifiers.

Channel 4 combines the ultimate in studios and equipment with the technical know-how to meet your highest color standards.

Contact KRLD-TV for your next video-tape production.
Bits of bird
Broadcasters appear to stand good chance of being cut in for large piece of action when pilot domestic communication-satellite system becomes reality. FCC is said to be leaning toward system in which broadcasters would be given opportunity to own ground stations: some sources indicate they will be allowed share of bird, too. Inconsistency in reports probably reflects fact that, although critical decision is near, commission has not foreclosed any possible ownership plan. Reports indicate that system would not be dedicated exclusively to broadcasting. But feeling at commission is that broadcasters would be major users of satellite system and, therefore, should be allowed to have major ownership share.

Selling off
Sale of ch. 13 WREX-TV Rockford, Ill., may be imminent in light of media concentration issue raised by Antitrust Division of Department of Justice. Officials of Gannett Newspapers Inc. last week would not deny report that property might be sold for about $7.5 million. Gannett owns Rockford Newspapers Inc., which publishes both morning and evening newspapers in market. Gannett bought ABC-TV outlet in 1963 for $3.420,000. has fully colorized station along with other modernization.

New Lee
Broadcasters who heard FCC Commissioner Robert E. Lee's speech at NAB's Denver regional conference (Broadcasting, Oct. 28) saw reflected in it "new image" of commissioner who is likely to become FCC chairman if Nixon-Agnew ticket wins. Mr. Lee, widely known for his no-holds-barred stories, was of serious mien and went out of his way (and out of character) to improve broadcasters for off-color programming (Broadcasting, Oct. 28).

Mustering defense
Vincent T. Wasilewski, president of National Association of Broadcasters, is spending practically all of his spare moments on FCC "one-to-a-customer" proceeding, seeking to align strongest possible opposition case. In addition to discussions already held with interested parties, he has developed rapport with Stanford Smith, general manager of American Newspaper Publishers Association.

He will confer soon with Robert L. Coe, Ohio University, Athens, former ABC-TV station-relations vice president. School of Communications at Ohio has data processing facility which breaks down station ownerships and shows extent of diversification. ANPA interest in proceeding obviously stems from vulnerability of newspaper ownership under Justice Department proposal which would separate media ownership in each market.

Picking up the beat
American Advertising Federation is showing signs of exercising stronger voice, somewhat muted in recent years, in regulatory matters affecting general advertising community. One example is its call for en banc hearing before Federal Trade Commission on cooperative advertising guidelines (see page 32), proceeding it had not previously entered. Another is AAF's retention of Washington law firm, Pierson, Ball & Dowd, to assist in that proceeding. Indications are firm may be permanently retained, particularly in view of generally hostile atmosphere toward advertising in Washington.

Later this month Howard H. Bell, AAF president, is scheduled to present still another advertising case before FTC, this one involving consumer-protection. Mr. Bell is expected to propose AAF-sponsored "model law," which offers guidelines for FTC-like bodies on state level, and seeks to remove criminal penalties sometimes levied against false and misleading advertising.

Speakers spat
ABC found itself going into presidential election with its two special political commentators in situation similar to Nixon-Humphrey debate deadlock. After it was announced liberal and conservative guest commentators Gore Vidal and William F. Buckley Jr. would do reprise of their face-to-face convention discussions for election-night coverage. Mr. Buckley reportedly balked at appearing on-camera with Mr. Vidal. Mr. Buckley is said to be still piqued over name-calling session which broke out between two at Democratic convention. As of Friday (Nov. 1), ABC officials remained uncertain whether rift could be healed or if two special correspondents would appear to viewers separate but equal.

Tenants
Although National Association of Broadcasters won't be occupying its new $2.3-million headquarters building at Connecticut Avenue and N Street, Washington, until February, seven-story structure is virtually 100% committed on rentals. NAB itself will occupy three full floors, plus "public" ground floor, which includes Broadcast Pioneers history museum and library.

Canadian Embassy has reserved full floor and A. D. Ring & Associates, pioneer consulting engineers, has pencilled in for half-floor. Warren Zwicky, Washington attorney (Storer Broadcasting Co.-Northeast Airlines), also is marked in for half-floor. Remaining floor is tentatively leased to management consultant firm not identified with broadcasting.

Overseas dispatch
By way of Osaka, Japan, comes intelligence that WGN radio Chicago, which grossed $1.4 million in 1956 and rose to $7,250,000 in 1967, projects this year's revenue at $8.5 million. And WGN-TV, which grossed $3.9 million in 1956, vaulted to $23 million 1967, expects to leap to $25 million this year. Authority for figures, published in Mainichi Daily News 10 days ago, was Ward L. Quaal, president of WGN Continental Broadcasting Co., who is in Japan on goodwill mission for United States Information Agency to implement U.S.-Japanese cultural-exchange program.

Beneficiaries
Black Journal, National Educational Television's monthly Negro-oriented news-feature hour which black staffers walked out on last summer (Broadcasting, Aug. 26), is rumored to be in line for grant from Corp. for Public Broadcasting. Program was scheduled to end in September, but has been running since on NET funds.

CPB, which tentatively planned to announce distribution of $5-million federal allocation last week, confirms that NET is slated to receive some funds, but won't specify program categories. CPB's report of funds distribution, now tentatively scheduled for release next week, is expected to reveal developments in interconnection negotiations with AT&T as well as program plans. CPB spokesman reports it still hasn't found "exactly right person" to serve as organization's president.
When the Packers score...
so do we—with exclusive coverage in Milwaukee!

WTMJ
RADIO 62
5000 WATTS/NBC

Represented by: HENRY I. CHRISTAL CO., INC., New York • Chicago •
Boston • Detroit • San Francisco • Atlanta • Los Angeles • St. Louis
Controversial "middleman" in broadcast advertising—bar-
ter merchants and independent media buyers—are objects
of public attack and careful scrutiny before Association
of National Advertisers annual meeting. See . . .

**Agencies turn cool to middlemen . . . 23**

Edward Bond, Four A's chairman, says middleman may
occasionally make tonnage buy at lower cost per thousand
than agency, but in long run agency must achieve ef-
ficiency tuned to marketing objectives. See . . .

**Fee system growing . . . 26**

Potential storm brews at Federal Trade Commission over
FTC-proposed set of guidelines affecting commercial ad-
vertising allowances that, if promulgated, could cause
crimp in broadcast cooperative advertising. See . . .

**Proposed FTC guides cause furor . . . 32**

Broadcaster Advertisers Reports estimates TV ad expend-
titures for first nine months of 1968 at $1.05 billion, 2.46%
increase over same 1967 period. NBC-TV only network to
increase its sales, though CBS-TV still is tops. See . . .

**TV ad expenditures up 2.46% . . . 36**

TV networks have plethora of pilots in works for 1969-70
season that accent nonviolence, demonstrate absence of
plot lines that inherently demand use of physical force
or instruments of death to resolve conflicts. See . . .

**Wits in, guns out next season . . . 42**

Mutual Broadcasting System tells FCC and Justice De-
partment that ABC's four specialized "American Radio
Networks" are "calculated attempt to drive MBS out of
the radio network business." See . . .

**MBS says ABC Radio is illegal . . . 49**

ABC spells out its recommendations for FCC action in
three areas of CATV regulations: program origination, car-
riage of distant signals, program exclusivity; urges Con-
gress to hold up action on copyright legislation. See . . .

**ABC proposes CATV regulations . . . 54**

Major network news correspondents appear split over
NBC's new policy requiring news personnel to report fi-
nancial investments. Some express resentment of what
they consider slur on integrity of their profession. See . . .

**Mixed reaction to disclosure . . . 60**

Flood of equal-time, fairness doctrine matters sweep in
on FCC and its staff as political candidates and citizens
fight for free broadcast time in final days of 1968 political
campaign. See . . .

**Election spurs fairness issues . . . 66**

Old question of when network should predict election
winner, whether prediction will have effect on late-closing
polling places continues to plague network news officials.
NBC, CBS say they will project winners. See . . .

**To predict or not to predict . . . 68**

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**WeekInBrief**

**Broadcasting**

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N.W., Washington, D.C., 20036. On
changes, please include both old and
new addresses plus address label from
front cover of the magazine.
With all the people we reach
you’d think we were AM

For the past year WPRO-FM has been competing for adult listenership with the top 5 stations in Southern New England. What's more, we've been competing with the AM stations on their own terms and have been winning consistently.

We've done it by offering adult listeners what they want to hear...13 minute segments of uninterrupted familiar, good music. plus classic little features like the Roxy Rothafel Ski reports. That's how WPRO-FM keeps its listeners happy 24 hours a day.

And we keep our advertisers happy, too. By bringing them the kind of results they expect from one of the top radio stations in the market. The kind of results that makes them forget we're FM. The only thing that reminds them is our cost efficiency.

Call Blair for details.

cordially

WPRO FM 92.3 mc
92.3 mc

WPRO FM 92.3 mc 24 Mason Street, Providence, R. I. 02902 (401) 831-6363 A division of Capital Cities Broadcasting Corp. Inc.
Late news breaks on this page and overleaf. Complete coverage of the week begins on page 23.

‘House’ rep firms are attacked by SRA
Three groups are named in complaint to FCC

Station Representatives Association Inc. has launched attack against station group owners that represent stations other than their own.

Initial targets are Metromedia Inc., owner of Metro TV Sales, and Golden West Broadcasters and Storer Broadcasting, in connection with Major Market Radio Inc., which, together, they control.

In separate petitions filed with commission Friday (Nov. 1), SRA asked that pending applications for renewal of licenses of California stations owned by those licensees be denied.

SRA, in statement issued in New York, said it has long been concerned about “concentration or control presented by the growing number of group-owned representative organizations and the increasing number of large market stations they represent.”

Its petitions allege that interrelationships of multiple owners through station representation organizations constitutes violation of commission’s multiple ownership rules.

Petition against Metromedia (which owns six stations in California) was triggered by Metro TV Sales’ action in dropping representation of Metromedia’s KNEW-TV San Francisco and contracting to represent KVTU(TV) Oakland-San Francisco, owned by group owner Cox Broadcasting Co. (Broadcasting, Sept. 16).

Second petition focuses on fact that Major Market Radio represents Golden West’s KMPC Los Angeles, market in which Storer owns KERS.

SRA said that Metro TV Sales’ representation of KVTU violates commission’s duopoly rules, since it gives Metromedia “indirect control” over two television stations in same market.

SRA makes same charges in connection with Major Market Radio representation of KMPC, and adds another—violation of ceiling on ownership, since Storer and Golden West collectively hold 13 AM broadcast licenses, six more than maximum permitted.

SRA said commission should hold hearing to consider public interest matters raised by Metro TV Sales’ representation of station owned by another multiple owner in same market “and the broader questions of station representation by group owners also engaged in the production and marketing of programing,” as Metromedia is.

Hearings on renewal applications of Storer and Golden West, SRA said, should go into “broader questions of station representation by combinations of group owners.”

Plans radio acquisitions

Matthew J. Culligan, former president of MBS and Curtis Publishing Co., announced Friday (Nov. 1) formation of Culligan Communications Corp.

Mr. Culligan said new company is forming book publishing firm and will begin “multi-phase program” of development with acquisition of radio stations. He did not specify immediate plans for station purchases. Mr. Culligan said that later, Pilgrim Productions, film company he started earlier this year, may be merged into operation. James E. Fuchs, former president of Mutual Sports Network, will be executive vice president.

Superior Tube buys WDCA-TV

Sale of channel 20 WDCA-TV Washington by Milton Grant and associates to Superior Tube Co., Wynnewood, Pa., was announced Friday (Nov. 1), subject to FCC approval.

Consideration was undisclosed, but is understood to be in neighborhood of $1.5 million for stock, plus convenient not to compete and assumption of obligations.

Superior Tube manufactures specialty metal tubing. C. A. Warden Jr. is chairman and chief executive officer: Paul E. Kelly is president.

Independent WDCA-TV was built in 1966 by Mr. Grant, Washington broadcast personality, who will remain as general manager, and associates.

Negotiations for sale of station have been underway with various entities last few weeks (“Closed Circuit,” Oct. 28) before contract with Superior Tube was signed in early hours Friday.

Broker: Wm. T. Stubblefield Co.

Color set sales in front

Color TV set sales to dealers for first time have moved ahead of black and white sales on year-to-date basis, consumer products division of Electronics Industries Association reported.

Crossover took place during week ended Oct. 18 when cumulative set sales showed 4,351,681 color TV sales compared to 4,343,243 monochrome sales.

For first 42 weeks of year, color sales were up 10% over same period last year; black and white increased 1.9%. Total TV sales were up 5.8% over the same period year ago.

Sees tougher spot buying

Likelihood that advertising agencies will become tougher negotiators in buying spot TV and radio was seen by leading agency executives Friday (Nov. 1) as controversy over independent media buying services, barter and brokerage came up anew at annual meeting of Association of National Advertisers (see page 26).

Herbert Strauss, Grey Advertising, who said his agency has had “a little experience with a buying service,” raised that prospect in response to questions at session on client-agency relationships.

He said agencies may have been at fault in setting independent buying and brokerage develop, because agencies may have been “naive” in accepting word of stations and station reps that rate cards won’t be broken.

Edward L. Bond Jr., chairman of Young & Rubicam and also of American Association of Advertising Agencies, said in response to Mr. Kress’s questions that he knew “a lot of agencies” were experimenting with buying services but that he didn’t know how many and doubted that significant percentage of their billing was involved.

He said AAAA has “no position” at this time on question of buying services, barter or brokerage.

Richard L. Gilbert of Gilbert Advertising, New York, said he thought there’s place for organizations that supplement departments of small agencies “if they do it professionally.” But, he said, he didn’t like stations cutting rates or organizations claiming they can buy time for less money than agencies can.

William H. Ewen of Borden, newly elected ANA chairman, observed that advertisers using independent media buyers “know less” about what they are getting than when buying is done

More “At Deadline” on page 10.
George F. Hartford, VP and general manager, WTOP-TV Washington, will assume new position of area VP for station. Succeeding Mr. Hartford will be John R. Corporan, VP and director of news and public affairs for Metromedia Television, New York. Mr. Hartford was appointed director of sales, WTOP in 1948. In 1951 he was named VP in charge of sales for WTON-AM-FM-TV, and in 1955 became VP and general manager of WTOP-TV. Mr. Corporan was previously news director for WDSU-AM-FM-TV New Orleans and Metromedia's WNEW-TV New York.

At Metromedia Ed Turner, news director for group's WTTG-TV Washington for two years, was named to succeed Mr. Corporan.

For other personnel changes of the week see "Fates & Fortunes"

by conventional means.

Question of independent buyers, or middlemen, also dominated much of closed session on television Friday afternoon, with one participant reportedly wondering whether middlemen would make station reps unnecessary. Answer, according to inside source, was that middlemen tend to duplicate service of agencies more than of reps.

John Otter, sales vice president of NBC-TV, was quoted as reporting that NBC had cautioned film producers that "adult" movies such as those currently playing in theaters were not acceptable and that this type of motion picture should not be budgeted with any expectation of future revenues from TV.

Sure radio services okay

Mutual Broadcasting System's blast at ABC's four "American Radio Networks" (see page 49) brought following response from ABC spokesman on Friday (Nov. 1):

"...In our judgment it is without merit. Our detailed response will be made to the FCC in due course, and will demonstrate that ABC has and will continue to operate its radio network services in conformity with FCC's rules and regulations."

CBS tops MNA

CBS-TV gained narrow lead in Nielsen MNA ratings out Friday (Nov. 1) for week of Oct. 21-27, week full of pre-emptions for political programs and Olympic Games. CBS's 18.9 was followed closely by NBC-TV's 18.2, with ABC-TV third at 15.4.

Top 20:

1. Charlie Brown Special (CBS) 31.5
2. Kovan & Martin (NBC) 30.4
3. Mayberry RFD (CBS) 26.8
4. Julia (NBC) 25.3
5. Big Crosby Special (NBC) 24.6
6. Gomez Pyle (CBS) 24.1
7. Family Affair (CBS) 23.7
8. Mission: Impossible (CBS) 23.4
9. Dean Martin (NBC) 22.9
10. Friar's Roast of Johnny Carson Special (NBC) 22.8
11. Bonanza (NBC) 22.6
12. Ed Sullivan (CBS) 22.1
13. Girl Friends and Nabor Special (CBS) 21.9
14. Tuesday Movie: "Jstanbul Express" (NBC) 21.5
15. Mod Squad (ABC) 21.4
16. Bewitched (ABC) 21.4
17. Monday Movie: "Satan Bug" (NBC) 21.3
18. Carol Burnett (CBS) 20.8
19. Smothers Brothers (CBS) 20.7
20. Petticoat Junction (CBS) 20.4

Battle in Battle Creek

Transfer of construction permit for channel 41 in Battle Creek, Mich., from group headed by former secretary of FCC, Mary Jane Morris, to WZMM-TV Grand Rapids, Mich. (see page 51) met opposition Friday (Nov. 1).

New applicant, Channel 41 Inc., argued that Miss Morris's group has no permit to transfer. Reasons cited: federal court returned case to commission on ground that hearing at original proceeding should have been held—so permit is void; channel 41 permittee, BCTV, was dissolved Sept. 30: extension of BCU-TV's CP expired Oct. 28.

'Retreat' on CATV set

FCC commissioners will huddle in seclusion this Thursday and Friday in their effort to arrive at solutions to knotty CATV problems. Site for unusual "retreat" is Belmont estate, owned by Smithsonian Institution, in Maryland, between Washington and Baltimore.

Commission spokesman said staff members will not accompany commissioners in think-tank exercise, plans for which were initially revealed three weeks ago ("Closed Circuit." Oct. 21).

However, "independent experts" will participate in two-day meeting. Experts were not identified, except in negative way—they have no connection with broadcasting industry or CATV.

Thirty years later

Broadcast by WBKB Buffalo, N. Y., of updated version of Orson Welles's "War of the Worlds" radio broadcast that caused consternation in mid-Atlantic states in 1938 had similar but not so extensive effect late Halloween night (Oct. 31).

Station received over 200 calls, while telephone and police officials, and newspaper offices reported "numerous" inquiries.

Program had been advertised for three weeks in advance over air and in newspapers. Station also inserted notices every 12 minutes in program that it was fictionalized version of H. G. Wells novel.

Debbie Reynolds series

Debbie Reynolds, frequent TV guest but never in series of her own, will star in half-hour situation comedy for NBC-TV next season. She will play wife of newspaper sportswriter. Series, bought by NBC-TV without pilot, will be joint production venture of Filmways Inc. and Harmon Productions. Miss Reynolds' company. Show adds to growing list of half-hour comedies being prepared for 1969-70 season (see page 42).
Concern for human needs on the part of Storer stations with special attention to young people, did not await a governmental "war on poverty." Today's increased needs have merely served as an incentive to increase the emphasis. In Detroit, WJBK-TV's "Sores of Discontent" provides a continuing forum for religious and social workers, students and ordinary citizens who have no other way to speak out. In New York, Milwaukee, Miami, Atlanta and Boston, Storer stations are constantly adding editorial and documentary ammunition for the continuing campaign to upgrade substandard living conditions. Cleveland's WJW-TV climaxed a comprehensive anti-poverty program with a child-oriented documentary which won "best of year" honors from Ohio's Associated Press. In Toledo, WSPD-TV added a practical bonus to its extensive editorial coverage by donating sports equipment for underprivileged youth. Such all-out involvement in community problems takes a lot of doing. But in the guidelines provided for Storer stations, things that might be considered very "special" elsewhere are accepted routine. That's why Storer stations stand out ... and another reason why it's good business to do business with Storer.
IN AMERICA'S 8TH LARGEST NEGRO MARKET KATZ IS FIRST IN RATINGS, SERVICE AND RESULTS

IN St. Louis YOU NEED double exposure — the general advertising of your choice and ALWAYS KATZ only full-time Negro Radio in the Central Middle West

KATZ blankets the market within the market — over ½ million consumers

SPECIAL RADIO FOR ST. LOUIS 24 HOURS A DAY

Represented Nationally by BERNARD HOWARD & CO., INC.

**Datebook**

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

‡Indicates first or revised listing.

**November**

Nov. 5-6 — Annual fall meeting, Alabama Cable Television Association, Guest House motor Inn, Birmingham.


Nov. 7 — New deadline for comments on FCC's proposal to permit the use of field measurements for determining coverage of FM and TV stations, and to establish a standard method of making such measurements. Previous deadline was Oct. 7.

Nov. 7-8 — Fall conference, Oregon Association of Broadcasters. Speakers include Richard Solot, president, CBS News; George Copher, KVDB Great Bend, Kan., chairman of National Association of Broadcasters; and Paul Martin, national director of advertising and promotion, Triangle Stations, Philadelphia. Sheraton motor Inn, Portland.

Nov. 7-9 — Meeting, board of directors, American Women in Radio and Television, Shamrock Hilton, Houston.

Nov. 8-9 — Fall meeting, Wisconsin AP Radio-TV Association, Ramada Inn, Madison.

Nov. 8-9 — Northeast electronics research and engineering meeting, sponsored by Institute of Electrical and Electronics Engineers Inc., Sheraton-Boston hotel and War Memorial Auditorium, Boston.

Nov. 8-9 — 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 — 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.

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. 10-12 — Society of Motion Picture and Television Engineers' 104th technical conference, L'Eau-Plata Communications Centre, Washington.

Nov. 11-12 — Fall regional conference. National Association of Broadcasters. Sheraton Gibson, Cincinnati.

Nov. 11-15 — Fourteenth annual Holm seminar on electric current phenomena, sponsored by Illinois Institute of Technology and IIT Research Institute, Sherman House, Chicago.


Nov. 13 — Annual meeting, Allied Artists Pictures Corp., Demolino's hotel, New York.


Nov. 16 — Deadline for filing comments on FCC's proposed rulemaking to prohibit networks from owning or controlling more than 50% of the stations of the time-programming and to limit their participation in syndication activities.


Nov. 18 — Oral argument before FCC on its proposed rulemaking to permit public inspection of network contracts.

Nov. 18-19 — Fall regional conference, National Association of Broadcasters. Atlanta Marriott, Atlanta.

Nov. 19 — Special stockholders meeting, Corinthian Broadcasting Corp. Bankers Trust Co., New York.

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.


Nov. 20-23 — Fifty-ninth anniversary meeting, Sigma Delta Chi. Speakers include Dr. Frank Stanton, president. CBS Inc.; Roger Tatarian, UPI editor; Louis Harris, pollster, and Donald Shanor, Chicago Daily News European correspondent. Atlanta Marriott, Atlanta.

Nov. 21 — New deadline for reply comments on FCC's proposal to permit the use of field strength measurements for determining coverage of FM and TV stations, and to establish a standard method of making such measurements. Previous deadline was Oct. 21.


Nov. 22 — Autumn managers seminar, Kansas Association of Radio Broadcasters, Ramada Inn, Manhattan.


**December**

Dec. 6-8 — Third annual radio programming conference, Radio Program Conference Advisory Committee, Riviera hotel, Las Vegas.

Dec. 9 — New deadline for filing comments
Like this kind of living?

Foods from America's fields move to your table fast... and at lower cost... by the modern computerized rail way.

Space Age thinking results in futuristic new freight cars. Jet streams of air help unload flour... soft and fluffy... for your baking. Giant tanks... thermos bottles on wheels... keep orange juice cool and fresh—without refrigeration. New rail ways of moving things for the kind of living you like make average rail freight charges lower today than ten years ago. And we’re constantly improving. In just one more generation there’ll be 50% more people requiring more production of everything... and more good transportation. Dependence on railroads will grow and grow. And railroads will be ready.
Everyone in South Florida is talking about the weather...

on MIAMI'S WLBW-TV

Now—RADAR Weather reported by South Florida's only meteorologist Walter Cronise

**ONLY** Miami station with its own meteorologist

**ONLY** Miami station with its own complete radar installation

**ONLY** Miami station with direct communication to National Meteorological Center

**ONLY** Miami station with its own corps of “Weather Watchers”

---

on FCC's proposed rulemaking concerning television programs produced by nonnetwork suppliers and not made available to certain television stations. Previous deadline was Oct. 8.


Dec. 15—Oral argument before FCC on its proposed rulemaking to prohibit networks from owning or controlling more than 50% of their nonnews prime-time programming, and to limit their participation in syndication activities.

January 1969

Jan. 9—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 Nov. 8.


Jan. 10-12 — Midwinter conference, Florida Association of Broadcasters, Orlando.

Jan. 16-18 — Florida CATV Association meeting, Marco Island.

Jan. 17 — Cable Television Association of New England meeting, New Hampshire Highway motel, Concord, N. H.

Jan. 13-17 — Annual winter meeting National Association of Broadcasters board of directors. Americas hotel, San Juan, P. R.

Jan. 24-26 — First annual convention, Georgia Cable Television Association, Macon.

Jan. 27 — Annual midwinter meeting, Idaho State Broadcasters Association, Downtowner motel, Boise.

Feb. 9 — New deadline for filing reply comments on FCC's proposed rulemaking to limit station acquisitions to one full-time outlet per market. Previous deadline was Sept. 20.

February 1969


Feb. 6-9 — Meeting, board of directors, American Women in Radio and Television, Las Vegas.

Feb. 7-8 — Annual winter convention of New Mexico Broadcasters Association, Hilton hotel, Albuquerque.

Feb. 12-14 — Annual convention, National Association of Television Program Executives, Los Angeles.


March 1969


March 22-25 — Southern CATV Association meeting, Monteleone hotel, New Orleans.

Below-the-line production from Reeves Video; it's the way to shoot the best pictures you ever had in your show.

Below-the-line from Reeves isn't new. Our credits include shooting for such pros as Compass, Wolper, Yorkshire, Singer, Banner, Jaffee, TNT, and such important shows as Hallmark Hall of Fame, Kraft Music Hall, Ice Capades of 1969, Singer Presents Hawaii Ho.

Our people know their jobs, completely. They're professionals right down to their fingertips.

Our equipment is uniquely designed to let us tailor it for the job at hand. You don't pay for idle gear to sit around unused.

Our post-production backup is without peer. It lets you walk out with a show ready to air.

The Reeves below-the-line capability is some package. You might call it a below-the-line broadside.
"Men are never so likely to settle
a question rightly as when they discuss
it freely."
It's an old concept.
It was old long before Macaulay.
But in our lifetime, the meaning of free discussion
has changed.
Suddenly, with the advent of broadcasting, it involved
the participation of millions. Simultaneously.
Broadcasting has succeeded in bringing free, responsible
discussion to more people than ever before.
If it is the achievement of which we are proudest, it is also
the one for which we feel the keenest sense of responsibility.
Nowhere has that responsibility been made more vivid
than in those countries where it has been abused.
The power born of free discussion on electronic media
is virtually limitless.
We are dedicated to keeping it as a power of the people.
Not the broadcaster.

GROUP
WESTINGHOUSE BROADCASTING COMPANY
freely discuss them when night is a question to settle so never are men
OpenMike

Asks rebuttal aids
Editor: Your editorial "Abuse for what?" [Broadcasting, Oct. 28] contained an excellent suggestion. We at WBSM New Bedford, Mass., would be proud to document on a weekly basis the accomplishments of the electronic media. Would it be possible for Broadcasting to contain a weekly scorecard of the previous week's outstanding programs in both radio and television, to which we could add our own local accomplishments?

This would solve the problem of each station gathering the necessary material for a continuing campaign.

Your editorials should and could serve as a beacon light for an aggressive and militant organization dedicated to protecting broadcasting from mauling, publicity-minded politicians.—George Gray, president and general manager, WBSM New Bedford, Mass.
(The job of providing promotional material is one for the broadcasters' own trade associations.)

Promote the medium
Editor: In Broadcasting, Oct. 21 there was a story headlined: "Gleam in Sears eye is for radio." We would like to have permission to reprint it. I am sure this will create much interest in radio in our general area and especially from sponsors.—Gary W. Hagerich, president and general manager, WHHO, Hornell, N. Y.
(Permission granted)

Hudson River issue
Editor: I find it interesting that although Senator Muskie (D-Me.) was accompanied by 63 members of the national press during his "inspection" of the Hudson River—only the New York Times and Broadcasting [Oct. 21] suggested the basic issue which concerned WVOX [New Rochelle, N.Y.], i.e. 95% of the Hudson River is in New York State.

Governor Nelson Rockefeller and the state of New York have been battling the problem of pollution of our rivers and streams for many years.

I would also think it helpful if the record could show that WVOX did not "harass" Senator Muskie and Westchester county, N.Y. Representative Richard Ottinger: In fact, the two Democratic office-seekers chartered a 65-foot ocean-going yacht to dramatize their viewpoint. WVOX, as a responsible member of the community, also sought to dramatize our viewpoint. It was never our intention to "harass" Senator Muskie. And you may be interested to know that WVOX has just this week endorsed Representative Ottinger in his bid for re-election. We did it "grudgingly . . . but definitely."—William F. O'Shaughnessy, president, WVOX New Rochelle, N.Y.

A review of color-film costs
Editor: An article on the rising costs of producing television commercials in the August Television Magazine was based on the American Association of Advertising Agencies' study of these increasing costs comparing 1963 figures to 1968's. In this study, one statistic stands out; that is, the reported 366% increase in the cost of color film stock. As reported in the AAAA study, the 366% increment appears to be a direct result of substantial increases in the cost of a given foot of raw film stock. However, such an increase is not supported by our actual pricing policies.

Increases in price of color raw-film stock amount to approximately a 12% increment.

Today's practices differ sharply from 1963's. Demand for greater flexibility and creativity in editing rooms has led to increased shooting ratios as compared to those of 1963. As a result, more color motion-picture film is used for a given commercial than was used five years ago.

Although Television and Broadcasting have been combined into a single publication, I am sure you will retain your Television readers. Therefore it would be helpful if we could correct misleading implications that the AAAA's figure of a 366% increment on the cost of color raw-film stock was solely a result of increases in the cost of a foot of raw-film stock.—D. E. Hyndman, assistant vice president and general manager, Motion Picture and Education Markets Division, Eastman Kodak Co., Rochester, N.Y.

The record UHF price
Editor: You stated ("Closed Circuit," Oct. 21) that the $4.5 million for the purchase of WTV-B Philadelphia by Taft Broadcasting is the record for a UHF anywhere.

WLX-TV (ch. 32) Louisville, Ky., was acquired by Sonderling Broadcasting Corp. for $4,791,622 and assumption of approximately $1.1 million in liabilities.—Lorraine Lancaster, executive secretary, Bahakel Broadcasting, Charlotte, N.C.

(Mrs. Lancaster is correct. Some BROADCASTING researches have discovered by checking BROADCASTING's issue of Dec. 10, 1967.)
Forget it.

Sure we love our home city. But the thing to remember when you're reaching for the total Charlotte Market is that 91% of the homes in our survey area are outside Metro Charlotte. In other words, only 9% of our more than one-million homes are in the Metro.

And one sure way to cover that total market is with a spot schedule on WBTV. On the average, 100 WBTV metro rating points deliver more total homes than 150 rating points on Charlotte's #2 station. In fact, our share of total homes is actually highest in all the top 50 TV markets.*

Remember to buy the total Charlotte Market — and buy WBTV.

Then you can afford to be a little forgetful about Metro Charlotte.

Bell focuses on the problems of the cities

For more than 28 years, the American Telephone and Telegraph Co. has found that one very effective way to deliver its broadcast advertising messages is with a vehicle that has intrinsic value. As the world knows, the prime vehicle for the past three decades has been the Bell Telephone Hour. I'll discuss the past shortly but the "right now" of the AT&T story is literally, "right now."

The Bell System feels there is a national problem of such import that it deserves close examination: the problem of American cities. The cities harbor the bulk of the American Negro population and the social problems that face them and other minority groups. The cities are the seats of decay, violence and instability. Without dwelling on the obvious, it is safe to say that the violence witnessed over the past several years is due in part to the fact that so many people are living in places not fit to be lived in. Why? This is a problem that deserves such intense and minute study that the Bell System is devoting the greatest part of its advertising budget to a series of "White Papers" on NBC-TV about our urban problems.

The first of these programs, entitled Cities Have No Limits, was aired Sept. 13 and dealt in depth with how the cities have gotten into trouble. The hope is that the background this program gives will help all Americans understand better the evolution of the cities' problems.

The second show, to be broadcast from 9-11 p.m., NYT, Dec. 30, will examine in detail many problems that the cities face today. From the definition of the current problems that will be arrived at in this second program will grow the third and last in this year's series: a 90-minute program scheduled for April. This will examine the crisis of the city as a community. It will deal with the dual-level structure of the community. People who live in the cities have to learn to get along on the political and social levels. In other words, people have to learn to live within the physical structure of the city and also have to learn to get along with the others who also live within the city.

By defining and trying to find solutions to the problems that face American cities, the Bell System will not only use NBC News's Frank McGee as commentator-reporter but will also rely heavily on recognized urban experts such as John W. Gardner, Daniel P. Moynihan and Charles Hamilton. This will not only add depth to the discussion but will help the viewers see that increasingly concerned and influential people do, as Mayor John V. Lindsay of New York has said, "give a damn."

AT&T's interest in the cities is based on the nature and concentration of its business. Seventy per cent of the company's business, equipment and facilities are located in cities. Seventy per cent of AT&T employees work in the cities and a large number of them live in them too. For this reason, AT&T is concerned and has been for many years. The welfare of the company and its people hinge on the fate of American cities. If the cities fail, the results for the company, for our economy and for the country would be far reaching and possibly disastrous.

Prior to this year, the Bell Telephone Hour was the primary vehicle for AT&T's advertising messages. It was an enjoyable and unique chapter in broadcast history. From 1940, when the Bell Telephone Hour was launched on NBC radio as a series of weekly half-hour musical shows featuring tenor James Melton and soprano Francis White, until last April when the show concluded on NBC-TV with a feature hour on "Jazz: the Intimate Art," the Telephone Hour was the broadcast source of the best music available. Many artists who otherwise refused to appear on radio (and subsequently television) were heard and seen on Bell Telephone Hours. For many years, many musical luminaries found this the only program worthy of their talents. From Jascha Heifetz to Benny Goodman, the whole musical spectrum was covered.

This year it was decided the Telephone Hour had to be abandoned to make way for the upcoming series of "White Papers." AT&T will also sponsor three entertainment specials.

For many people the fact the Telephone Hour has been abandoned is a great source of frustration. It really needn't be since the Bell Telephone Hour is not completely gone. Each Sunday evening from 6:30-7 p.m. NYT on NBC Radio AT&T presents Encores from the Bell Telephone Hour. This half-hour series is narrated by the man who, more than anyone else, is associated with the Telephone Hour: Donald Voorhees. Mr. Voorhees was the director of the Bell Telephone Orchestra throughout the entire 28-year life of the Bell Telephone Hour. He narrates the show and he also reminisces with the people involved about their experiences on the Telephone Hour and about their musical careers as well. Original performances from Bell Telephone Hour are heard.

All in all, AT&T has presented and will continue to present its messages in vehicles that suit the needs and tastes of the times. The forthcoming "White Papers" and the past association with the Bell Telephone Hour truly make AT&T one of the most responsible and responsive advertisers in broadcasting history.

Thomas J. McDermott is senior vice president and director of broadcast activities at N. W. Ayer & Son, New York. He's been with the agency in that city since 1933, the year he joined Ayer in its radio-TV department as a broadcast timebuyer. Mr. McDermott moved into broadcast planning where his responsibilities have continued with the addition of conducting broadcast programming negotiations with networks on behalf of Ayer's clients. He was elected a senior vice president in April 1967.
Averaging 4,100 busy signals per hour 7:30 to 8:30 p.m.

Warner Wolf’s Sports Call isn’t even heard at prime radio time. Yet its Monday thru Friday hour averages 4,100 telephone busy signals ... a measure of the ability of Washington’s only 50,000 watt news, information and sports radio station to turn on people, turn on sales. Want more proof? Call collect: (code 202) 244-5678 ... let our Mr. Dobra turn you on.

Wtop turns on people

A POST-NEWSWEEK RADIO STATION IN WASHINGTON, D.C. / Represented by CBS Spot Sales
Bings on her fingers and bells on her toes, she shall have music wherever she goes.

Yolanda Parapar. WIOD's music director surrounds herself with the sounds of music. She listens, selects and presents to Program Manager Biggie Nevins for programming music the adult majority of Southern Florida wants to hear most. Contemporary classics. New arrangements. New solid sounds. Ever-popular standards. She listens to every new recording. She records every listener request. She blends the finest on-air musical balance in Miami. She balances the up-tempo and the lush instrumental. Weaves instrumental and vocal. She keeps the bells ringing and good music everywhere in the air of Miami. We've got rhythm, we've got music, we've got Yolanda Parapar. Who can ask for anything more?

WIOD
610 AM 97.3 FM MIAMI THE SOUND OF THE ADULT MAJORITY

Represented nationally by Edward Petry & Co., Inc.

COX BROADCASTING CORPORATION - WBNA AM-FM-TV, ATLANTA; WHOI AM-FM-TV, DAYTON; WSOC AM-FM-TV, CHARLOTTE; WICO AM-FM, MIAMI; WICU-TV, PITTSBURGH; KTVU, SAN FRANCISCO-OAKLAND

BROADCASTING, Nov. 4, 1968
Agencies turn cool to middlemen

Barter and brokering come under scrutiny as head of AAAA defends agency buying skills

The controversial "middlemen" in broadcast advertising—the barter merchant and the independent media buyer—were objects last week of a public attack by the head of the American Association of Advertising Agencies.

The same middlemen were placed under careful scrutiny in an official AAAA report scheduled to be made public today (Nov. 4). Though the report makes no recommendations, it lists the advantages and disadvantages that may confront agencies in buying television or radio time through barter houses or buying services. Read in context with the opinions advanced last week by Edward L. Bond Jr., chairman of Young & Rubicam and of the AAAA, the report makes a strong case for agency caution in dealing through intermediaries.

Mr. Bond chose to make his views known before as meaningful an audience as he could have selected—the Association of National Advertisers, some of whose members have said that middlemen can sometimes deliver better buys than their agencies of record can.

To the ANA, assembled at its annual meeting, Mr. Bond made the point that middlemen may on occasion bring in a tonnage buy at lower cost per thousand delivered by an agency but that in the long run it is the agency that must produce media efficiency tuned to marketing objectives (see page 26).

Mr. Bond took his strong stand in a speech prepared for delivery last Friday, just three days before the scheduled release of the official AAAA report—which comes to grips with a problem that has plagued advertising agencies, station representatives and stations themselves on an unprecedented scale over the past few months: How to cope with outside groups that profess to be able to deliver media schedules, particularly in spot broadcasting, at prices substantially below those that advertising agencies are able to obtain.

The association's study apparently evolved from the emergence in the past 18 months of the independent media-buying service, which, at the direction of advertising agencies, promises and often seems to deliver campaigns at reduced costs.

The impact of these outside buyers—negotiators has been felt only over the past few months and has touched off confusion and controversy in the advertising and media communities (BROADCASTING, July 15 et seq.).

Though the independent buying services constitute the immediate concern, the AAAA's study also encompassed the barter house since both types of organizations, it was pointed out, affect "the availability and price of station time" and, on occasions, there seems to be a working relationship between the two categories.

Against this background, the report, titled "Barter and Brokerage of Media

Borden executive new ANA board chairman

William H. Ewen, director of advertising services for Borden Inc., was named chairman of the board of the Association of National Advertisers last Thursday (Oct. 31) as the ANA opened its 59th annual meeting at The Homestead, Hot Springs, Va. (see page 26).

John P. Kelley, director of advertising for the Goodyear Tire & Rubber Co., was elected vice chairman.

Peter Allport was re-elected ANA president.

The following were elected directors: William A. Bartel, Celanese Corp.; A. Dexter Johnson, Eastman Kodak; Marvin H. Koslow, Bristol-Myers; Richard Q. Kress, North American Philips; William P. MacFarland, Campbell Soup, and John J. Morrissey, Ford Division of Ford Motor Co.

In addition, two current members of the ANA board were re-elected: H. Walton Cloke, North American Rockwell, and Howard M. List, Kellogg Co.
Time and Space," was prepared for the AAAA board of directors under the supervision of James J. McCaffrey, president of LaRoche, McCaffrey and McCall, New York. Mr. McCaffrey worked with a study group headed by Michael Donovan, who was, until several weeks ago, vice president and director of media for Papert, Koenig, Lois and is now with CBS-TV in Chicago as director of market and sales development, central sales. The material was gathered by Mr. Donovan, then reviewed with the study group and sent to the AAAA board of directors for comment.

In a preface to the study, the AAAA noted that national-spot TV and radio today account for about $1.3 billion in annual advertising volume, almost one-fifth of all agency-placed advertising in the U.S. It called the barter house, "developing importantly since 1956," and the barter (or independent timebuying service), emerging in 1967, as "two new factors in the availability and price of station time."

The AAAA said it is "impossible to guess how much time is sold through barter and brokerage but it is surely at the rate of millions of dollars per year." The AAAA pointed out that the report was "an effort to collect relevant information, gathered from a number of sources," and added: "It is presented without recommendation, since each agency must decide individually whether and when to use these outside services."

The report stressed that both barter and brokerage flourish mainly in the spot-broadcasting field but the main difference between them is that barter is limited to the exchange of merchandise for time while the brokerage involves payment in cash for the media time or space. Some of the independent media-buying services evolved out of barter houses, it was noted, although most brokers maintain today that they do not engage in barter.

The report hinted broadly that despite protestations there is still a relationship between the barter operations and the brokers. The latter may tap the inventories of barter houses in certain markets to obtain needed coverage there. But, at the same time, they may buy for cash in other markets, thereby reducing the overall cost of a campaign.

Barter began to develop a special affinity for radio and television starting in 1956, the AAAA document stated, because, unlike the printed media which can control the size of their publications, stations sometimes have time periods that are unfilled. The report indicated that most stations barter to some extent for merchandise to be used as prizes or to equip their offices. (There are only limited opportunities for barter or brokerage in the printed media, according to the report.)

A station, for example, may allocate $50,000 worth of time to a barter operator in return for $25,000 worth of merchandise, it was explained. The barter operator, in turn, finds interested advertisers to buy the time at attractive rates, perhaps $33,000 to $35,000, and still turn a profit.

Based on agency experience with barter houses, the AAAA report listed the following possible advantages of using a barter schedule for a client: It may occasionally provide staff relief for the purchase of time; it may provide rates that are generally discounted at least as low as an agency can buy; it frequently is combined with "sweeteners," such as car cards and merchandising; it may include rates not available to an agency. The possible disadvantages cited: Its schedules are mostly non purchasable; barter is not available to all clients; it is impossible to account fully for unit price of items on schedule; time positions available are usually fringe in value, restricting the "cume" potential; it is generally difficult to meet the specification of plans via barter, and agency staff must be employed to direct and screen schedules.

The brokerage firms (independent media buyers) claim they will deliver a planned broadcast schedule at a lower cost-per-thousand impressions than that specified in the agency's media plan. The AAAA speculated on several expedients they may use to accomplish the objective.

"The service may tap the inventories of barter houses. It may take the risk of putting a higher proportion of the time into pre-emptible spots, a higher proportion than the agency would ordinarily see fit to hazard. It may actually take a loss on some of the media facilities and buy at card rates, if certain media refuse to 'deal' but are

Agency rules on middlemen

Doyle Dane Bernbach sets up guidelines for working with outside organizations

Doyle Dane Bernbach, New York, has formulated "guidelines for spot broadcast purchases made through broker companies of timebuying service organizations," setting up conditions under which DDB will work with outside organizations. The guidelines, attached as an exhibit to the American Association of Advertising Agencies, are as follows:

"(1) All schedules to be purchased must be approved by our timebuyer before a dollar commitment is made.

"(2) Target group specification and program environment will be made available to the barter or timebuying organization along with schedule dates, rating goals, type of announcements, day-part specifications and the desired proportionate distribution among these separate factors expressed in either dollars or rating points.

"(3) When the barter or timebuying organization is unable to meet schedule requirements in terms of either circulation or program environment, we will negotiate with another competitive organization or with the stations and/or their representatives directly. Unless our buyer agrees otherwise, schedules must be in his hands at least 11 working days in advance of the proposed start date for a campaign.

"Failure to deliver within the deadline will automatically mean that we will arrange for an alternate source. Failure to deliver includes: nonreceipt of schedules and nonfulfillment of specifications established by our timebuyer.

"(4) We may use more than one organization for any given advertising campaign on a single account, but intend not to use two competitive organizations the same market during a negotiating period.

"(5) We intend not to negotiate with the stations and/or their representatives while a barter or buying service organization is in the process of negotiating prior to the deadlines specified in paragraph three above.

"(6) Upon approval of the authorized schedule, written confirmations will be delivered to our timebuyer within 24 hours. Failure to forward written confirmations will automatically be construed as 'failure to deliver', and the agency will then proceed at its sole discretion to arrange for alternate sources.

"(7) No spot schedules will be purchased subject to pre-emption without notice except for those pre-empted due to emergency broadcasting in the public interest. It will be permitted to purchase schedules subject to pre-emption upon advance notification provided that alternate scheduling or pre-empted spots is approved by our timebuyer. No announcements will run as make-goods..
needed for the specifications of the media plan.

"Heavy reliance is put on the ability to wring concessions from stations. This does not always work out; many major stations in major markets state that they offer the same deal to agencies as to the timebuying services. The greatest leverage for the outside services undoubtedly is in middle to small-size markets and among independent stations in any markets which are subject to heavy competitive pressure."

The AAAA report commented that the buying services "seem able to make a substantial profit," which is estimated to run between 10% and 15%. Their profit, after the agency commission, is the difference between their bid price and the actual cost of buying the schedule. "As in the case of barter operations," the AAAA noted, "the bill [to the agency] will not fully disclose the unit costs of the spots in the schedule."

Among the possible advantages to an agency of using independent time-buying services (brokers), the AAAA mentioned these: They can provide staff relief for the purchaser of time; they claim to be more expert than the average agency buyer in negotiating rates; they claim to have an inventory available to them not available to agencies, and they will frequently "sweeten" schedules with other sources, including other media, advertising services and/or merchandising.

Among the possible disadvantages pointed out by the AAAA: Terms of unit buys made by brokers are not disclosed, making it impossible to account fully for the unit price or source of items on schedule; brokering is not available to all accounts; agency surrender control to a third party without full knowledge of the department of that party, and an agency staff must be employed to direct and screen schedules.

The AAAA report pointed out that agencies regard it as their obligation to obtain the lowest possible rates for clients. Most agencies are likely to consider the use of outside services if they can indeed deliver at the lower rates with requisite effectiveness, it added. The AAAA study included in its appendix guidelines established by Doyle Dane Bernbach for spot broadcast purchases made through barter or time-buying organizations (separate story, page 24).

AAAA raised the question: Will barter and brokerage continue to grow in spot broadcasting? The answer, it said, hinges on six considerations:

1. The economic condition of the spot broadcast market. In a tighter market in which station time is in demand, barter and timebuying services will find it difficult to obtain attractive offerings.
2. The policies of individual stations. Leading stations assert that they make the same offering to all buyers, but few stations have as yet "proclaimed such policies," the AAAA noted.
3. The influence of station representatives. Some representatives have proposed "basic ground rules" when dealing with outside services, under which stations would send copies of all contracts to advertising agencies as well as to the outside companies.
4. The influence of advertising agencies. Some agencies have notified stations that they must know specifically what stations are doing in terms of the organizations through which stations are selling time.
5. The competence of advertising-agency timebuyers. To whatever extent the outside services can really surpass agency timebuyers in buying proficiency and as long as advertisers will accept nondisclosure of unit prices, outside services are sure to be a force in broadcasting.
6. The attitude of advertisers. If clients believe that outside services can consistently deliver better values, they will insist that the services be used.

The AAAA report, in one section, considered the legality of barter and brokerage and concluded that lawyers seem to agree that both barter and brokerage of time and space are legal. But the report touched on speculation that some advertising agencies themselves might elect to venture into brokerage and commented that, in this eventuality, "harder legal questions might arise." AAAA made this observation: "What if an advertising agency today should combine its purchases of time to purchase blocks of time and space and re-sell to all clients? What if an agency, more simply, combined purchases for all clients into one buying pool? What if "several" agencies joined forces to for pre-emptions without such approval.

"(8) A dollar value will be assigned to each announcement purchased and failure to broadcast for any reason whatsoever other than our negligence will be credited to the amount of the value assigned unless a make-good has been authorized by our buyer.

"(9) Make-goods for pre-empted announcements will be authorized by the timebuyer provided the make-good announcement equals the pre-empted announcement in terms of specified values.

"(10) The rating source upon which circulation values will be determined will be specified in advance by the timebuyer to the barter or time-buying service organization; wherever estimates of seasonal rating adjustments are to be made, the timebuyer will furnish the adjustment factors to be used in each market assigned.

"(11) The barter or time-buying service organization will specify in advance of the submission of schedules for approval of the exact cancellation privileges of each transaction under question.

"(12) Proof of performance will be furnished to us in the form of notarized station affidavits of performance.

"(13) As new market rating reports are received from the specified rating sources during the life of a campaign, substantially disadvantageous changes to the purchased schedule will constitute grounds for renegotiation to time periods meeting the original specifications. A loss of audience of 5% or more will be considered a substantially disadvantageous change.

"(14) The barter service and/or time-buying service organization must agree to maintain strict confidentiality on all information given to it by us.

"(15) The barter and/or time-buying service organization will assign only people fully employed by it to handle any aspect of our assignment. Part-time employees will be acceptable to us provided that they are not simultaneously on the payroll of any other advertising agency, any advertiser, any broadcaster or any other organization engaged in any aspect of advertising, public relations, promotion or press.

"(16) The barter and/or time-buying service organization will specify at the time schedules are submitted for approval whether the schedules are commissionable to us or not.

"(17) All invoices from the barter or time-buying service organization for a specified campaign assigned to it by us will be submitted only to us, with as many copies as we may specify, it being understood that we will not request more than its normal practices require.

"(18) We ask that the barter or time-buying organization produce either: (1) a statement by a broadcast station's financial officer on station letterhead that payment in full has been received by the station before DDB pays invoices, or (2) a statement by a broadcast station's financial officer on station letterhead that neither DDB nor its clients' other advertising agencies will be held responsible for payments for schedules placed by the barter or timebuying organization. This confirmation from stations will be required before DDB pays any invoices."
enhance their buying power?

"These are possibilities for an advertising agency to consider, based on the business judgment of its management and the advice of its legal counsel.

"It might well be held that such pools would enhance the buying power of larger agencies at the expense of smaller agencies. It might also be complained that they would enhance the buying power of larger advertisers, at the expense of smaller advertisers. The purported ability of large advertisers to secure substantial discounts for television advertising was one of the principal factors relied upon by the Federal Trade Commission in disapproving the acquisition of Clorox by Procter & Gamble, a decision affirmed by the Supreme Court."

The report stressed that it was making no recommendations and did not disclose the identity of companies active in barter and brokerage. One advertising agency official who had read the report and was highly conversant with the subject had this comment:

"The report is intended solely to provide a broad outline of what is going on in bartering and brokerage today. An association has to be careful, not only because of the possible legal implications of recommendations it might make, but also because the Four A's consists of both large and smaller agencies and the latter may well find barter and brokerage suitable avenues for their businesses. Presumably, barter and brokerage companies were not identified because they are known to advertising agencies."

Though both barter and brokerage organizations ordinarily shun publicity, the identities of a number are known. Among the barter companies are Atwood Richards, New York; Pepper Sound Studios, Memphis, Tenn.; Universal Communications, New York; Promotional Services Inc., New York; RDR Associates, New York; Linwood Associates, New York, and Regal Advertising Associates, New York. Brokerage firms, whose growth is a recent development, embrace four known companies: U. S. Media-International, New York; Adonis Radio Corp., New York; Timebuying Services Inc., New York, and Broadcast Media Corp., Chicago. (Atwood Richards, said to be the largest barter organization, was acquired earlier this year by the Chemway Corp. U. S. Media, the acknowledged leader in brokerage, has reported that it plans to "go public" in the near future. Adonis Radio, another broker, was acquired recently by LIN Broadcasting Corp., a conglomerate that also owns broadcasting stations.)

The Four A's report shied away from estimating the advertising volumes placed by these outside organizations. But based purely on what officials in these fields claim for billing when they consent to talk for publication, barter in 1968 could run to approximately $30 million and brokering to about $40 million. Some officials think these figures are inflated, but who can tell?

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**Fee system growing, Bond tells ANA**

**Speaking of middlemen, Y&R chairman warns that advertiser will pay for apparent savings**

The newly emerging media-buying services and the older institutions of barter and brokerage were brought under fire last week at the 59th annual meeting of the Association of National Advertisers.

Edward Bond Jr., chairman of Young & Rubicam and of the American Association of Advertising Agencies, made the attack in a speech prepared for delivery Friday (Nov. 1) at a session on "The Future of the Advertising Agency Business."

Mr. Bond's speech preceded by three days the issuance of a major report on barter and brokerage by the agency association he heads (see page 23).

Mr. Bond devoted to the subject about one-fifth of a wide-ranging speech that foresaw a marked reduction in agency activities in providing marketing and merchandising services for clients, increased use of the fee system to supplement the basic media-commission system of agency compensation and increased government involvement in advertising and marketing.

The session was a highlight of two and a half days of meetings that ranged across a broad spectrum of advertising issues from the social responsibilities of advertisers to the use of computers, research and the almost-always-present question of "creativity," what it is and how it works (see stories this issue).

One of four closed workshops sched-
on the assumption that the buyer is getting the same items for which he formerly paid full price—when he isn't.

If, in such purchases, the advertiser loses control over when his advertising will run, if the degree of precision has been reduced, if the purchase means that the brand franchise is in any way sacrificed then I question whether the bargain is really a bargain."

If it is time for a change, Mr. Bond suggested, "logic and common purpose should dictate that mutually advantageous pricing reforms could be better implemented if the four principals—advertiser, agency, station and station rep—worked together to create the most efficient packages—efficient in terms of cost, objective and implementation."

"I think that the arrival on the scene of the barter-brokerage house has been good for the advertising business because it has shaken up so many people. It's good for every business once in a while to re-examine all its functions and find out whether it's still organized to serve the current needs of its clients in the best possible way. Our business has and always will stand the threat of being replaced by a direct relationship between the media and the advertiser."

Mr. Bond spoke out against house agencies as unable to match the service of independent agencies except, perhaps at far greater expense, and said that economic reasons, if nothing else, will curtail the marketing merchandising and research services that agencies currently provide for clients. He maintained that the expanding threat of this is in any way replaced by a direct relationship between the media and the advertiser."

Mr. Bond, speaking on "Time for a Change," said one of the prime reasons for change is economic: "Of member agencies who reported their profits to AAAA, the agencies billing over $40 million showed that on the average, their profit margins in 1967 were the lowest of any of the preceding five years. The reasons for lower profits are many, but not the least of them is the increase in our costs. The cost of good talent has skyrocketed, a matter of supply and demand."

He doubted that agencies would "grow much beyond the current share-of-market levels," because of problems of competition, client conflicts and normal attrition. "Somewhere between 5% and 7% of national advertising would seem to me to be about all any one agency is likely to get, no matter how good its product."

Mr. Bond said he thought the 15% commission system "will continue to be the nucleus of agency compensation," but foresaw a continuing trend toward special fee arrangements as a supplement. He thought more and more advertisers would agree to define and product conflict" as that between products that are directly competitive, and would allow their agencies to represent a non-competing product even when produced by a corporate competitor.

"It's time for a change," he said, "it's the advent of consumerism," Mr. Bond said, "will inevitably peck away at our freedom of operation" and "we will be more and more restricted in what we can say and, to a lesser degree, where we can say it, and this of course, puts an even greater premium on sound creativity."

In another speech prepared for the same session, Marvin Bower, of McKinsey & Co., management consultants, bluntly attacked the media-commission system of agency compensation as "a cancerous growth that destroys the very foundations of a true professional relationship between agency and client." When an agency's compensation is tied directly to client spending, he said, any agency recommendation for an increase in spending may be suspect.

"The ultimate answer," he said, "is not difficult to state: just use the free basis employed by legal, accounting and management consulting firms." He did not appear optimistic about early success in wholesale substitution of this system, but said failure should not stem from lack of effort.

Equally bluntly, Mr. Bower came out for total elimination of policies against letting agencies handle products that compete with one another: "Law, accounting and management consulting firms serve directly competing companies with their full knowledge and with no harmful effects to any of the parties."

As to computer-based media services and who should provide them, advertisers and agencies themselves or specialized independent companies, Mr. Bower said the answer "is not to be found in efficiency and cost alone; consideration should also be given to the intangible of relating message to media, apart from demographics. The independent judgment of the agency on media decisions should not be given up lightly."

Some other aspects of agency-advertiser relations were explored by client and agency representatives in a follow-up session.

Television was one of the major factors cited by Richard L. Gilbert, of Gilbert Advertising, as contributing to the emergency of today's bold new ways of communication.

All of the economic and social changes already in progress, he said, "were complicated by the fact that TV was creating a huge new gap between the generations—between those who learned to read and write before the advent of television and those who came to TV first. This cynical, terribly aware generation grew up with TV. The visual tranquilizer awaited their return from the hospital and by high school graduation, they had clocked more than 10,000 hours of TV viewing time. They are the only citizens who are natives of this new electronic environment. It is their terrain—and unless you give them depth and involvement you will be ignored."

Earle Ludgin of Earle Ludgin & Co., like Mr. Bond of Y&R, disagreed that "creative" agencies are something new, but, he cautioned, "the brilliant creative work that is being produced today is not being emulated so much as it is being initiated. Its brilliance is being confused with cleverness. Alas, there is a world of difference."

Creativity was also to get a full session of its own on Saturday (Nov. 2) with speeches by three of the more

Arthur Bagge explains BMC's buying practices

Arthur W. Bagge, president of Broadcast Media Corp., Chicago-based national timebuying service company, wrote agency clients and prospects last week to clarify his firm's position in the public debate over what such firms do or do not do. Bartering or brokering of time headed the list of things BMC does not do, Mr. Bagge said.

"Neither does BMC "cut out the rep," he said, since the firm works with station representatives. Mr. Bagge added: "We are not cutting or lowering station profit, not middlemen and

not wheelers or dealers."

BMC, Mr. Bagge explained, is composed of "hard-nosed deliberate buyers of time. Our major objective is to execute a media plan in order to achieve the very best efficiencies with optimum values for our clients."

As long as there is more than one station or availability in a market, Mr. Bagge said, "maximum evaluation and judgments are necessary to scrutinize the several potentially best media mixes for the greatest efficiencies."

Mr. Bagge emphasized: "We are totally committed to spot... the more efficient the investment in spot, the greater investment, This is growth for the spot industry."
The Night That Counts.

Continuous Color Coverage Tuesday
The Men You Can Count On.

Chet Huntley
David Brinkley
Frank McGee
John Chancellor
Edwin Newman
Sander Vanocur

Night, November 5, NBC NEWS
widely recognized "creative types" in the business today: Jack Roberts of Carson/Roberts, Carl Ally of Carl Ally Inc., and Charles H. Brower of BBDO.

Herbert D. Strauss of Grey Advertising, a publicly held agency, told the session that "advertising is generally the most powerful medium to help solve social problems through advertising"—one reason why he would be "the next time you are in an office, look around and see what is most powerful in your life—business." He added, "If you don't, you are going to be out of business."

He speculated that the reason some publicly owned agencies stocks have not performed up to expectations is that there was "too great an initial emphasis on the so-called "glamour" of the business, attended by subsequent disappointment. At the same time, he said, "there has doubtless been too little emphasis on, and understanding of, the long-term growth and solidity of the agency business."

In a session on computers, Dr. Charles Raymond of Marketing Control Inc., related computer developments in medicine and education to those that may come in marketing. "In advertising today," he said, "as in medicine and education yesterday, the chief obstacle to the profitable use of the computer is the absence of sufficient information reliable enough to warrant fast processing."

He showed how the computer may be used to collect as well as analyze data. and Dudley Fich of the Pillsbury Company, and Dr. Benjamin Lipestein of Sullivan, Stauffer, Colwell & Bayles showed how their companies had gotten decision-makers themselves to use computers "because they wanted to" and "because they were rewarded by doing so."

**Advertising can help solve problems**

**Business urged to use powerful medium to aid nation in time of crisis**

What business is doing—and how it could and should do more—to use advertising to attack social and racial problems was emphasized by Norman E. Cash, president of the Television Bureau of Advertising, at the opening session of the 59th annual meeting of the Association of National Advertisers last Thursday (Oct. 31) at the Homestead, Hot Springs, Va.

Mr. Cash showed examples of broadcast and print advertising being used by individual advertisers as well as by the Advertising Council to help solve problems ranging from unemployment to urban decay, poverty, better schools, juvenile delinquency and crime control.

All these problems are business problems as well as social problems, he emphasized, and there are business as well as humane reasons for advertisers to help solve them.

He cited commercials by General Electric that worked recruitment into an argument that better-lighted streets would reduce crime, by Gulf Oil stressing employee training in the ghettos, by the Institute of Life Insurance urging viewers' help in solving urban problems. Xerox, Hines, Polaroid, and Royal Globe Insurance Co.'s were among other advertisers whose efforts to attack basic social problems through advertising were shown. The CBS News program on hunger was cited as another effort that produced affirmative results.

Mr. Cash said: "It speaks well for us in the advertising business that our largest advertiser is also our most important customer—not Procter & Gamble or General Motors but the Advertising Council. Last year it received $320 million in media time and space or 90% of the combined P&G and GM advertising expenditures.

But individual advertisers, he said, can pick up the theme of the Ad Council—or of many other public service or trade association organizations—in advertising of their own that can advance the cause of social, public and individual advertiser interests."

Mr. Cash also released results of a survey, conducted for TVB by R. H. Ruskin Associates for presentation at the ANA meeting, which showed that most people in the U.S. think government, not business, should be primarily involved in helping resolve today's social problems. In many cases schools and religious groups were rated ahead of business as factors that ought to be involved in solving these problems.

But that was not true, Mr. Cash said, of respondents who were younger, better educated, or in higher income brackets. These, he noted are "the people most important to business as consumers and as manpower"—and the ones whose views should not be ignored.

In the same session C. W. Cook, chairman of General Foods, stressed that it is "merely enlightened self-interest for us to help to create the climate in which business can continue to prosper." "Much as advertisers can and should do, however, he stressed, they cannot do all—government must help.

"Only with the full cooperation of government—government at all levels—can business make maximum contributions in this vital work," and he added this "must have a profit and, if the government expects business to help solve social problems it must make it possible for business to do so at a profit."

Mr. Cook noted that business leaders are often called into government service and praised for their contributions, "only to be criticized severely by some government people for their stewardships of their business activities."

The result, he said, is "bound to be an undermining of public confidence in business."

Mr. Cook said that "the administration voted into office next Tuesday—whatever its party designation—must make it clear all down the line, to everyone serving in it, that government does indeed welcome business as its partner in trying to progress meaningfully in our national goals of creating a better life for all America.

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**ANA gold medal for Clarence Eldridge**

Clarence Eldridge, marketing consultant and former key advertising executive of General Foods, Campbell Soup and Young & Rubicam, was awarded the Association of National Advertisers' Gold Medal for leadership last Thursday (Oct. 31) as the ANA opened its 59th annual meeting (see above, page 26).

"He has given us more through our association than has anyone in or out of our membership," Joseph V. Getlin of Ralston Purina, ANA chairman for 1968, said in making the award. "He has spoken to us—wisely and well—almost innumerable times, but generally away from the limelight under the auspices of our off-the-record seminars."

Mr. Eldridge's career has included service at Y&R as vice president and supervisor of the General Foods account and chairman of the plans board; at General Foods as vice president in charge of marketing, and at Campbell Soup as executive vice president, marketing. He is the author of a series of essays, "The Management of the Marketing Function," published by ANA.
WCCO Radio.
Bigger than TV.
(In Minneapolis-St. Paul.)

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

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

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

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

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

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

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

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

Threat to co-op advertising fought

Tide of opposition rises against FTC’s restrictions on promotional allowances

A potential storm is brewing at the Federal Trade Commission over an FTC-proposed set of guidelines affecting commercial advertising allowances that, if promulgated, could cause a definite crimp in, and possible demise of, broadcast cooperative advertising.

That spectre has been conjured up by one Washington law firm—Howrey, Simon, Baker & Murchison—that is vigorously opposed to the guidelines. Once they are effected, the firm claims, sellers concerned with avoiding violations of the law “will be encouraged to avoid cooperative advertising and concentrate their budgets on their own advertising where they can control all aspects of the program . . . .”

The law firm is but one of 65-plus associations and individual proprietors representing a broad spectrum of American business that have filed nearly unanimous opposition to those FTC guidelines proposed in July. Among those groups filing are heavy spot-TV users—Procter & Gamble, Bristol-Myers, Miles Laboratories—Chas. Pfizer & Co.; the Electronic Industries Association; Grey Advertising, and various trade associations and marketing organizations representing such diverse business interests as drugs, soap, tobacco, toilet goods, beer, toys, popcorn and avocados.

The issue was recently joined by the American Advertising Federation, which, although it had not filed comments, sent a letter to each of the five FTC commissioners last week requesting an en banc hearing on the proposed guidelines. AAF stresses that it is “vitally important for the members of the commission to appreciate the practical and sometimes insurmountable difficulties that will be confronted in the industry’s attempts to conform to the guidelines.” They will have a “substantial impact on all sellers who have advertising allowance programs.” It is alleged, and “advertising itself will be seriously affected.”

In anticipation of the proposed hearing AAF has retained the Washington law firm of Pierson, Ball & Dowd to assist it in the proceeding.

What the commission has proposed are guidelines designed to provide a “useful and comprehensive tool for assessing the impact” of certain legal requirements contained in the Robinson-Patman Act, an amendment to the 1914 Clayton Antitrust Act.

Robinson-Patman purportedly prevents competitive inequalities that come from certain types of discrimination (in promotional payments and services, for one) by sellers in interstate commerce. It requires sellers to treat competing customers for their services on proportionally equal terms, a stipulation that the commission implies is honored more in the breach than in the observance. Those covered by the act include “any kind of advertising, including cooperative advertising.”

The FTC was prompted to write the new guidelines by a recent U. S. Supreme Court decision that in substance expanded the term “customer.” The court said that advertising allowances offered by sellers to direct buying retailers (customers) must be equally available to competitive “indirect” buying retailers.

The commission’s proposed guidelines include the expanded definition. In addition the commission goes beyond Robinson-Patman to apply legal penalties to sellers who pay customers for services that are not rendered, or who overpay for services which have been rendered, and to customers who knowingly (or the commission says, “should know”) receive discriminatory or other “improper” payments. The onus for determining whether the advertising has been placed as contracted or what’s improper falls on the seller and customer, respectively.

According to the guidelines the seller has “a duty to inform” all customers, direct and indirect, of its promotion plan with a notice that “must prove to be effective in practice.” The chain of information may wind from wholesaler to distributor to letters to telegrams to trade publication announcements, but if it’s apparent to the seller that his notice is not effective, then the FTC says “a more effective means must be adopted promptly.”

The commission will further require that if a promotional plan doesn’t suit all customers, the seller must provide alternatives to the plan that will permit participation “by all competing customers on proportionally equal terms.” As an example the commission cites a case where the seller might offer a cooperative radio-TV advertising plan which some of his customers may be too small to use. The seller then must offer them some “usable” alternative “on proportionally equal terms.”

How TV-network billings stand in BAR’s ranking

Broadcast Advertisers Reports’ network-TV dollar revenue estimate—week ended Oct. 20, 1968
(net time and talent charges in thousands of dollars)

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<td>Monday-Friday</td>
<td>$4,097.0</td>
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<td>$3,290.1</td>
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<td>$2,439.3</td>
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<td>$1,487.8</td>
<td>$1,487.8</td>
<td>$2,008.8</td>
<td>$1,487.8</td>
<td>$964.0</td>
<td>$7,131.4</td>
<td>$37,058.0</td>
<td>256,651.3</td>
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<td>Monday-Friday</td>
<td>$1,762.9</td>
<td>$1,487.8</td>
<td>$1,487.8</td>
<td>$2,008.8</td>
<td>$1,487.8</td>
<td>$964.0</td>
<td>$7,131.4</td>
<td>$37,058.0</td>
<td>256,651.3</td>
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<td>$1,487.8</td>
<td>$1,487.8</td>
<td>$2,008.8</td>
<td>$1,487.8</td>
<td>$964.0</td>
<td>$7,131.4</td>
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<td>256,651.3</td>
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<td>Saturday-Sunday</td>
<td>$2,198.3</td>
<td>$1,770.8</td>
<td>$1,770.8</td>
<td>$2,019.1</td>
<td>$1,770.8</td>
<td>$333.0</td>
<td>$5,101.5</td>
<td>$10,396.0</td>
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<td>$1,001.4</td>
<td>$39,705.0</td>
<td>$1,001.4</td>
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<td>$3,775.0</td>
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<td>$1,001.4</td>
<td>$39,705.0</td>
<td>$1,001.4</td>
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<td>$411.6</td>
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<td>$411.6</td>
<td>$225.7</td>
<td>$7,321.4</td>
<td>$964.0</td>
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<td>Sunday</td>
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<td>$411.6</td>
<td>$8,022.1</td>
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<td>$225.7</td>
<td>$7,321.4</td>
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<td>$518.9</td>
<td>$463.1</td>
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<td>$503.3</td>
<td>$518.9</td>
<td>$518.9</td>
<td>$4,741.2</td>
<td>$518.9</td>
<td>$463.1</td>
<td>$18,829.9</td>
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<td>1,131.7</td>
<td>$3,254.0</td>
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<td>11 p.m.-Sign-off</td>
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<td>$76,798.0</td>
<td>$1,168,063.5</td>
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Donald's got 'em!

The biggest and best 29 markets in America: 49% of America's TV homes.

Source: SRDS 1968

WNEW New York
KTTV Los Angeles
WKBS Philadelphia
WKBG Boston
WWJ Detroit
KNEW San Francisco
WKBF Cleveland
WTTG Washington, D.C.
WJIC Pittsburgh
KPLR St. Louis
KDTV Dallas
WTTV Indianapolis
WBAL Baltimore
KOMO Seattle
KHTV Houston
WJMJ Atlanta
WTIC Hartford
WCKT Miami
KTXL Sacramento
KMBC Kansas City
KGW Portland, Ore.
WFLA Tampa
KBTV Denver
WOWE Albany
WATU San Diego
WSWO Augusta, Ga.
WBNA Binghamton
KPHO Phoenix

(And that's for openers!)

52 weeks with 46 weeks of 1st run—only 6 weeks of repeat.
90 minutes or 60 minutes! Never loses momentum!
More entertainment and more involvement!

the Donald O'Connor Show

MPC METROMEDIA PRODUCERS CORPORATION
(Formerly Wolper TV Sales)
485 Lexington Avenue, New York, N.Y. 10017, 682-9100
such as advertising in neighborhood or weekly newspapers, envelope stuffers, and handbills.

One alleged detrimental effect regarding TV advertising budgets for former users under these guidelines is noted by Calgon Corp. Calgon claims that large advertisers are given a lower “perminute” rate for TV time because of their annual purchases of advertising. “Stripped of the use of promotional allowances, the smaller seller would in point of fact be at a competitive disadvantage were he to allocate those dollars to... TV at higher rates,” a factor which Calgon says would discourage manufacturers from using this form of competitive marketing.

The commission further won’t accept so-called “tripartite” plans where promotional assistance is administered by third parties who are neither suppliers nor customers. It cites one example where a seller may not buy advertising time in radio and have the station furnish free radio time only to certain favored customers of the seller.

Industry practices which contravene these guidelines will not be excused on the basis of competition is “very keen,” or special allowances must be given to some customers in order to be competitive, the commission says. Nor will such practices be condoned if they are justified through savings in the cost of manufacture, sale or delivery.

If the filings are any indication, the business community is buying little or none of this apparent legal labyrinth. One major drug firm says it would have to mail 20 million letters alone to inform its customers of a cooperative plan—that is, if it knew who all of its customers were. A major contention of many firms is that outside the whole-sale distribution process, the identity and location of its customers is an unknown quantity. The burdensome cost notifying hundreds of thousands of customers is also cited.

“One stroke of [your] pen [will] put the independent wholesale and retail grocery business back 40 years,” claims one trade association. Another group charges the guidelines will initiate a “complete re-orientation of selling practices to the detriment of manu-facturers and jobbers alike.” A Florida marketing consultant sarcastically notes: “What the Supreme Court and the good-givers in FTC have done is to damn 98% of the people involved to get at 2%.”

Whether or not the FTC has damaged a majority of the business community may yet be determined in a hearing. But one attitude is evident: If the guidelines are promulgated, cooperative advertising may be avoided like the plague.

Bell voices concern with advertising’s image

Advertising’s battered image was the focal point of a speech delivered to West Coast media representatives by Howard H. Bell, president of the American Advertising Federation, Washington. The thrust of his presentation was that advertising is now being blamed for everything that happens in our society from violence to rising prices of goods.

Explained Mr. Bell: “The role of advertising and its contributions to our economic well-being are not universally understood or appreciated or even accepted in some government and public circles, including academia.” Mr. Bell also told the AAF’s western regional conference in Palm Springs, Calif.: “Our shortcomings are magnified and ex-plotted by our detractors while few sup-porters of the free enterprise system rally to the defense of the industry which has done so much to build that system.”

The four-day convention (Oct. 24-27), also heard major addresses by Ted H. Factor, senior vice president in charge of West Coast operations for Doyle Dane Bernbach, Los Angeles, and John P. Cunningham, one of the founders and now honorary board chairman of Cunningham & Walsh, New York.

Both stressed the importance of strong ideas in successful advertising. “It’s ideas that motivate neo-lites,” Mr. Factor said. “The clever arrangement of pictures and words amuses people, but only an idea will move them.”

Mr. Cunningham, who expressed belief that the industry was generating more creative ideas than ever before, pointed out too that advertising ideas have to be sought deliberately, “just as we would set out on a planned excursion, or a safari, or an exploration.”

Theme for the regional convention was “advertising climate—the weather you can do something about.”

FTC to view Geritol spots regarding false claims

The Federal Trade Commission is scheduled to screen Geritol TV commercials Thursday (Nov. 7) during a public hearing the agency is holding to determine whether the commercials violate a 1967 order on misleading claims for the product.

The FTC originally ordered the mathematical, J. B. Williams Co., and its agency, Parkson Advertising, both New York, to stop making “false and misleading claims” to the effect that Geritol is a remedy for tiredness and that tiredness is a symptom of iron deficiency in 1965. Last December the order became final.

The FTC said a review of a report purporting to show the company’s compliance with the final order indicated Geritol advertising, mostly in TV commercials, may not comply with the order.

‘SNAP’ computer gives ad media quick answers

Dancer-Fitzgerald-Sample has announced creation of a computerized mathematical model for evaluating national and local advertising media in every market.

DFS said SNAP (Spot/Network Allocation Program) “is the first system designed to allocate media weight (audience) rather than dollars on a market-by-market basis, depending upon the advertiser’s requirements.”

Although first used for broadcast media, it also can be adapted to national and local print media. SNAP uses both IBM 360/30 and IBM 360/65 computers, utilizing two banks, one to store marketing information for all geographical areas and the other audience data, including demographics.

Agency appointments:

* Shulton Inc., New York, has moved two accounts totaling estimated $2.5 million billing. half in broadcast, to Compton Advertising, New York. Products are Manpower men’s toiletries, about $1.2 million, and Technique hair preparations, about $1.3 million.
* Brown Bottle Inc., Chicago, new self-service restaurant franchise system, has named North Advertising there. TV-radio are included in advertising plans that will be national by end of 1969.

34 (BROADCAST ADVERTISING)
WDXL’s top talent is getting bunions.

Ben Enochs says we’re to blame.

Says Ben, “Automation worked so well for our FM operation, we decided to automate our AM. Some people say it doesn’t pay to automate an AM station with small-town programming. But the Gates people built an Automatic Tape Control System to fit our format, worked with us until we had exactly what we wanted. Now even our log is automated. We’ve got the boys out on the street selling spots while they’re on the air.”

WDXL is another station that has found a new source of profit in Gates Automatic Tape Control.

What about you? We have a wide and flexible choice of automatic systems. We might be able to get you automated for as little as $65 a week. And how much would that save you? We’re all experienced broadcasters here and we’ll be glad to help you figure. Just dial (309) 829-7006.

Ben Enochs, Chief Engineer,
WDXL, Lexington, Tennessee
Network billings up 2.46%

BAR reports NBC-TV only network with increase for first 9 months; Procter & Gamble top spender

Broadcast Advertisers Reports estimates network television advertising expenditures for the first nine months of 1968 at $1,050,493,600, an increase of 2.46% over the $1,025,272,400 reported by BAR for the first nine months of 1967.

The only network to increase its sales was NBC-TV, which took in $376.5 million as compared with $343 million in 1967. CBS-TV was still the leader with $390.6 million, a drop from $395.2 million last year, and ABC-TV took in $283.4 million as compared to $287 million in 1967.

The expenditures were divided among 417 companies advertising 2,120 separate products. Procter & Gamble led the list of spenders, but with $7 million less than last year. Bristol-Myers, second in line, also reduced its spending by about $4 million. The third ranked company, Colgate-Palmolive, increased its network television spending by over $7 million.

The heavily advertised products fell primarily into the drugs-toiletries and cigarettes categories.

The top 50 advertisers and brands:

<table>
<thead>
<tr>
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<tbody>
<tr>
<td></td>
<td>(000)</td>
<td>(000)</td>
</tr>
<tr>
<td>1. Anacin</td>
<td>$ 9,903.9</td>
<td>$10,286.2</td>
</tr>
<tr>
<td>2. Alke Selzer</td>
<td>8,941.4</td>
<td>8,848.2</td>
</tr>
<tr>
<td>3. Salem cigarettes</td>
<td>8,494.9</td>
<td>7,442.9</td>
</tr>
<tr>
<td>4. Bayer aspirin</td>
<td>7,450.8</td>
<td>7,548.7</td>
</tr>
<tr>
<td>5. Winston cigarettes</td>
<td>7,392.5</td>
<td>7,091.6</td>
</tr>
<tr>
<td>6. Bufferin</td>
<td>6,755.3</td>
<td>6,048.6</td>
</tr>
<tr>
<td>7. AT&amp;T (general)</td>
<td>6,109.6</td>
<td>3,926.4</td>
</tr>
<tr>
<td>8. Listerine antiseptic</td>
<td>5,634.4</td>
<td>6,192.9</td>
</tr>
<tr>
<td>9. Kodak camera &amp; Instamatic</td>
<td>5,489.5</td>
<td>4,730.0</td>
</tr>
<tr>
<td>10. Colgate Dental Cream</td>
<td>5,481.0</td>
<td>6,079.1</td>
</tr>
<tr>
<td>11. Taretyn cigarettes</td>
<td>5,306.3</td>
<td>3,930.5</td>
</tr>
<tr>
<td>12. Kool cigarettes</td>
<td>5,166.6</td>
<td>6,291.0</td>
</tr>
<tr>
<td>13. Viceroy cigarettes</td>
<td>5,141.7</td>
<td>4,810.5</td>
</tr>
<tr>
<td>14. Benson &amp; Hedges cigarettes</td>
<td>4,932.8</td>
<td>7,628.9</td>
</tr>
<tr>
<td>15. Chevrolet cars</td>
<td>4,862.3</td>
<td>2,980.1</td>
</tr>
<tr>
<td>16. Playtex girdles</td>
<td>4,688.3</td>
<td>3,623.5</td>
</tr>
<tr>
<td>17. Palm Mail Gold cigarettes</td>
<td>4,435.7</td>
<td>3,879.3</td>
</tr>
<tr>
<td>18. Excedrin</td>
<td>4,383.6</td>
<td>4,320.0</td>
</tr>
<tr>
<td>19. Arrid Extra Dry</td>
<td>4,363.3</td>
<td>None</td>
</tr>
<tr>
<td>20. Gillette stainless knives</td>
<td>4,258.8</td>
<td>3,249.9</td>
</tr>
<tr>
<td>21. Cheerios</td>
<td>4,163.6</td>
<td>4,323.0</td>
</tr>
<tr>
<td>22. Tide</td>
<td>4,040.6</td>
<td>4,746.6</td>
</tr>
<tr>
<td>23. Winston Super King cigarettes</td>
<td>3,998.2</td>
<td>3,378.9</td>
</tr>
<tr>
<td>24. Crest regular toothpaste</td>
<td>3,809.4</td>
<td>5,014.6</td>
</tr>
<tr>
<td>25. Crest mint toothpaste</td>
<td>3,809.3</td>
<td>572.1</td>
</tr>
<tr>
<td>26. Miracle White cleaner</td>
<td>3,710.8</td>
<td>3,519.4</td>
</tr>
<tr>
<td>27. Vanquish</td>
<td>3,705.4</td>
<td>3,732.2</td>
</tr>
<tr>
<td>28. Contact</td>
<td>3,640.0</td>
<td>3,546.4</td>
</tr>
<tr>
<td>29. Geritol tablets</td>
<td>3,574.7</td>
<td>2,615.0</td>
</tr>
<tr>
<td>30. Parliament cigarettes</td>
<td>3,542.6</td>
<td>567.3</td>
</tr>
<tr>
<td>31. United Air Lines</td>
<td>3,512.2</td>
<td>3,741.3</td>
</tr>
<tr>
<td>32. Polaroid cameras (Color Pak)</td>
<td>3,379.7</td>
<td>6,633.1</td>
</tr>
<tr>
<td>33. Marlboro Extra Long 100 cigarettes</td>
<td>3,365.8</td>
<td>3,144.3</td>
</tr>
<tr>
<td>34. Ralades</td>
<td>3,342.6</td>
<td>2,582.3</td>
</tr>
<tr>
<td>35. Bold</td>
<td>3,321.8</td>
<td>4,785.6</td>
</tr>
<tr>
<td>36. Kent cigarettes</td>
<td>3,291.3</td>
<td>6,619.9</td>
</tr>
<tr>
<td>37. Marlboro cigarettes</td>
<td>3,257.7</td>
<td>4,298.3</td>
</tr>
<tr>
<td>38. Ultra Brite</td>
<td>3,237.2</td>
<td>1,520.5</td>
</tr>
<tr>
<td>39. Ajax laundry detergent</td>
<td>3,161.9</td>
<td>1,684.0</td>
</tr>
<tr>
<td>40. Dris-teen</td>
<td>3,161.2</td>
<td>2,715.3</td>
</tr>
<tr>
<td>41. Miller High Life beer</td>
<td>3,144.4</td>
<td>2,566.1</td>
</tr>
<tr>
<td>42. Wise-Thins 100's cigarettes</td>
<td>3,069.5</td>
<td>None</td>
</tr>
<tr>
<td>43. Waterman Bic pens</td>
<td>3,054.3</td>
<td>1,620.0</td>
</tr>
<tr>
<td>44. Gulf Dealers' service</td>
<td>3,042.7</td>
<td>277.4</td>
</tr>
<tr>
<td>45. Goodspeed Polygons tires</td>
<td>3,033.7</td>
<td>None</td>
</tr>
<tr>
<td>46. Certs mints</td>
<td>3,026.7</td>
<td>2,172.3</td>
</tr>
<tr>
<td>47. Secret Spray deodorant</td>
<td>3,023.9</td>
<td>2,503.3</td>
</tr>
<tr>
<td>48. Unicef Caribe—(general)</td>
<td>3,021.9</td>
<td>2,945.5</td>
</tr>
<tr>
<td>49. Gillette Techmatic razor</td>
<td>2,939.6</td>
<td>2,152.7</td>
</tr>
<tr>
<td>50. Playtex bra</td>
<td>2,928.5</td>
<td>2,987.3</td>
</tr>
</tbody>
</table>

Business briefly:

Colgate-Palmolive, through Norman, Craig & Kummel, both New York, has bought time on CBS Radio’s News on the Hour and Dimension.

General Motors Parts Division, through Campbell-Ewald, both Detroit, has bought time on CBS Radio’s Morning Report, 5 p.m. to 7 p.m. news programs. The buy begins today (Nov. 4) and will run 13 weeks.

Loma Linda Foods, Riverside, Calif., through MacManus, John & Adams, Los Angeles, has started a spot radio campaign in six western states and selected eastern markets for its Gravy Quik brand. The spots are running on 93 stations through November in California, Oregon, Washington, Arizona, Utah and Colorado.

Noxell Corp., Baltimore, through Sullivan, Stauffer, Colwell & Bayles, New York, will run a campaign to introduce Cover Girl Plus 3, skin medication, using network and spot television and spot radio.

Eastman Kodak Co., Rochester, N. Y., through J. Walter Thompson Co., New York, and U.S. Time Corp., through Warwick & Legler, both New York, will sponsor upcoming specials on NBC-TV. The U. S. Time half-hour musical special Nov. 23 (8:30-9 p.m. EST) will feature the Cowill family, with guest star Bud Ivy. Kodak’s ice show—variety program, Here’s Peggy Fleming, will present the Olympic skating star with Welsh actor Richard Harris, Gene Kelly, and others from the world of entertainment.

Xerox Corp., Rochester, N. Y., through Needham, Harper & Steers, New York, will sponsor a repeat of Hal Holbrook’s Mark Twain Tonight’ on CBS-TV Jan. 2, 1969, 7:30-9 p.m. EST. The special was originally on CBS-TV March 6, 1967.
He is learning to read from a computer. Someday a single computer will give individual instruction to scores of students—in a dozen subjects at the same time.

The computer will very probably revolutionize teaching—and learning—within a decade. It is already happening in its early stages.

Computerized instruction can practically (and pleasurably) allow each student to learn more, faster, but always at his own pace. Individualized instruction, the ultimate dream of effective education, is well within the range of possibility. And, by spurring students to think experimentally, computers may eventually spark imaginative, independent thinking.

Computerized education will require huge tonnages of steel. In addition to computers themselves, this method of education will necessitate construction of new buildings, special communication systems, new steel furniture, movable interior steel walls and partitions. Required will be improved sheet and bar steels, and untold miles of highly dependable steel pipe and tubing.

Republic Steel has anticipated the steel needs of the future. New mills, new processes, and intensified research and development will assure that the new, weight-saving, more durable steels will be ready when needed.

At this moment, the long reach of steel from Republic is probing into every area where man's imagination needs it—from schoolroom to satellite, from the heartbeat of man to the drumbeat of defense. Republic Steel Corporation, Cleveland, Ohio 44101.

You Can Take the Pulse of Progress at

REPUBLIC STEEL
CLEVELAND, OHIO 44101
Republican spot draws fire

Democrats label it a "smear"; Nixon group takes it off air

Viewers of the controversial Rowan & Martin Laugh-In on NBC-TV last week were witness to an even more controversial paid political spot. The NBC switchboard in New York Monday night (Oct. 28) received over 200 calls complaining about a Nixon-Agnew campaign announcement that alternated stills of a grinning Hubert Humphrey with shots of poverty, war and riots. The spot was withdrawn at midweek from the television campaign by the Nixon-Agnew Victory Committee.

The Democratic National Committee responded to the broadcast with identical telegrams to NBC and the Fair Campaign Practices Committee. The telegrams called the Republican spot "a smear in keeping with Nixon's below-the-belt reputation in politics and unworthy of a man running for the nation's highest office."

NBC spokesmen said that Section 315 of the Communications Act prohibited broadcasters from censorship of campaign broadcasts. NBC had further protected itself, according to a spokesman at the Nixon agency, Fuller & Smith & Ross, New York, by notifying the agency Friday (Oct. 25) that the network had reservations about running the spot. An NBC official had requested the agency to review the spot and clear it again for broadcast. The agency gave the network the go-ahead.

Samuel Archibald, executive director of the Fair Campaign Practices Committee, which also received a protest telegram, said his committee does not ordinarily examine political advertising.

John Mitchell, Nixon-Agnew campaign manager, defended the spot in a statement issued Tuesday: "It ill behooves the Democratic National Committee to complain about this spot when compared with its media attempts to relate Richard Nixon to the atomic bomb and the vilification the Humphrey campaign has heaped upon Governor Agnew. The Democratic National Committee has suggested a network review of TV commercials. We would welcome this. There has been a growing number of distasteful, distorted spots produced by the Humphrey campaign."

Mr. Mitchell referred specifically to a Humphrey-Muskie spot aired after the movie "Dr. Strangelove" on ABC Oct. 9 showing an atomic explosion. He also singled out as objectionable a Humphrey-Muskie spot that asks "Agnew for Vice President?" and follows with a laugh track.

None of the networks—including ABC which ran the controversial nuclear explosion spot—could report in.

Photos from Radio Reports

Daytime means big money in radio

Weekday billings lead way for the networks; Colgate-Palmolive is top spender in 3d quarter

The billings strength of weekday daytime hours on network radio and the emergence of Colgate-Palmolive as a top spender are underscored in a third-quarter network radio report being issued today (Nov. 4) by Broadcast Advertisers Reports.

BAR puts total revenues for three radio networks—ABC, CBS and NBC (Mutual is not included)—at $15,039,400 for the quarter, bringing the three networks' nine-month total to $39,814,600.

Weekday daytime was responsible for $7,497,500 in third-quarter revenues, night time for $3,836,400 and weekend daytime for $3,705,500.

General Motors continued in the time buying lead for the nine months with $3,110,000 but in the third quarter, C-P far outstripped GM's spending by placing an estimated $1,556,700 in network radio. BAR's report notes that Colgate's Ultra Brite toothpaste alone had $484,200 in network radio billing in the third quarter, putting it in the top brand spending position for that period and for the nine months.

The BAR breakdowns by day part, by months, parent company and products, follow:

<table>
<thead>
<tr>
<th>Parent companies</th>
<th>Third quarter Jan.-Sept. 1968</th>
<th>Product name</th>
<th>Third quarter Jan.-Sept. 1968</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. General Motors</td>
<td>$441,700</td>
<td>1. Ultra Brite</td>
<td>$484,200</td>
</tr>
<tr>
<td>2. Colgate-Palmolive</td>
<td>1,556,700</td>
<td>2. Diger</td>
<td>233,600</td>
</tr>
<tr>
<td>3. Sterling Drug</td>
<td>743,400</td>
<td>3. State Farm auto insurance</td>
<td>276,300</td>
</tr>
<tr>
<td>5. P. Lorillard</td>
<td>662,100</td>
<td>5. Cold Power detergent</td>
<td>335,500</td>
</tr>
<tr>
<td>6. Ford Motor</td>
<td>140,300</td>
<td>6. Bayer aspirin</td>
<td>292,000</td>
</tr>
<tr>
<td>7. State Farm Insurance</td>
<td>486,200</td>
<td>7. American Express Travelers Cheques</td>
<td>261,000</td>
</tr>
<tr>
<td>8. Plough</td>
<td>345,600</td>
<td>8. Sinclair dealers and games</td>
<td>281,800</td>
</tr>
<tr>
<td>10. Bristol Myers</td>
<td>347,700</td>
<td>10. Quinuene spray</td>
<td>355,300</td>
</tr>
</tbody>
</table>

38 (BROADCAST ADVERTISING) BROADCASTING, Nov. 4, 1968
stances of adverse audience response to paid political announcements placed by the Democrats. An NBC spokesman said the network had received "no complaints from viewers regarding the taste of political announcements other than the one on Rowan & Martin the other night." He added that some viewers expressed disappointment at the preemption of favorite shows, however.

The Nixon-Agnew spot was produced under the creative supervision of Harry Treleaven. Mr. Treleaven is on loan from J. Walter Thompson Co. to Fuller & Smith & Ross for the duration of the campaign.

John Poister, a senior vice president at the Nixon agency and supervisor of the Nixon effort at F&S&R, said there would be no other direct attacks against Vice President Humphrey in Nixon-Agnew campaign advertising.

As a showcase for the Republican spot, the Rowan & Martin Laugh-In provided the largest possible prime-time audience. The Laugh-In Nielsen rating for Oct. 14, one week prior to the controversial spot, was 28.3 with a 43 share of audience.

LNA produces diverse report

The availability of a new multimedia brand expenditure report by market report for 1969 was announced last week by Leading National Advertisers Inc.

The report will show brand expenditures across four media—consumer magazines, newspaper supplements, network television, and spot television. Sources for the report will be the PIB Magazine Analysis Service covering consumer magazines and newspaper supplements; the LNA Network Television Service and the LNA/Rorabaugh Spot Television Service.

Rep appointments:
- KYXT Oregon City-Portland, Ore.; Katz Radio, New York.

Also in advertising:
HR&P's new office: Harrington, Righter & Parsons, New York, station representative, has moved to the new Bankers Trust building (280 Park Avenue). Phone: 212-687-8777.

'Egg' hatches: A creative service group calling itself "The Egg," has been formed in Los Angeles. The group, made up of college students, is offering advertising services that include research, creative conception and production and plans and recommendations. It intends not to compete with West Coast agencies but instead to solicit assignments from them on various accounts.

Get the Full Story from HARRINGTON, RIGHTER & PARSONS
Telephoto camera destroyed by lava.
Before there can be an estimate of casualties among the some 20,000 residents of Pompeii, it will be days before there can be an estimate of casualties among the some 20,000 residents of Pompeii.

The Roman fleet off Naples reports that the city of villas and fountains has been buried beneath 12 feet of volcanic stone and ash. It will be days before there can be an estimate of casualties among the some 20,000 residents of Pompeii.

Now rescue teams will dig through the 12 feet of stone and ash to uncover the horror of Pompeii...to try to piece together the story of the last days of this once beautiful city.

V/A-Pompeii (Daniel Gilmore w/Survivors) injured cry for water
V/Pompeii (Gilmore) Survivors say day turned into night as ash and stone rained.
V/A-Stabiae (Chris Lodge w/Pliny the Younger) describes first eruption.
Wits in, guns out next season

Accent is on nonviolence in new programs being readied for TV networks in 1969-70

Now, some 11 months before the fact, it's possible—thanks to the accelerated pace of new-project development—to piece together a picture of network-television prime-time programming for next season. What stands out in sharpest focus is a texture of nonviolence. For the 1969-70 season there is so far an almost total absence of plot lines that inherently demand the use of physical force or the instruments of death to resolve conflicts.

Unquestionably, the brakes that were applied to excessive violence on television this season, in the aftermath of the assassination of Senator Robert F. Kennedy (Broadcasting, Aug. 19), have locked into even tighter controls. Virtually all of the film producers in Hollywood, in the initial planning of their new series, have steered purposefully clear of the obvious violent-type shows.

"I don't have a western in a carload," reports Herbert F. Solow, television production vice president at MGM TV. Also notably missing from the emerging 1969-70 picture are war shows, police shows and spy shows. It's quite apparent that film producers are bending over backwards to avoid making series in which the protagonist has to be a man of violence in order to accomplish his job.

A Broadcasting study of some 65 shows with either pilot or other commitments for next season or in development (see chart page 43), reveals only two westerns in the works—CBS-TV's Cutter's Trail and NBC-TV's Joaquin Murrieta (although the latter is more Robin Hood than cowboy)—and a mere half-dozen action-adventure programs. Instead, indications are that a number of television heroes next season will wield a scalpel or a gavel in place of gun or knife.

In the classic cyclical pattern of network television programing, medical and lawyer-judge shows are coming back into vogue. Among the doctor shows interning for next season are UMC (University Medical Center) out of MGM TV for CBS-TV and The New Medicine out of Universal TV for NBC-TV. Legal shows that are on the docket for 1969-70 include The Judge in development at Paramount TV for CBS-TV and Universal's The Whole World Is Watching, drama about three lawyers for NBC-TV.

It's evident that film producers, in

(Continued on page 46)

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Programs and pilots committed

**By networks**

### ABC-TV

<table>
<thead>
<tr>
<th>Title</th>
<th>Length</th>
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</thead>
<tbody>
<tr>
<td>Supergirls</td>
<td>half-hour</td>
</tr>
<tr>
<td>The Courtship of Eddie's Father</td>
<td>half-hour</td>
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<tr>
<td>Holly Golightly</td>
<td>half-hour</td>
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<tr>
<td>The Brady Bunch</td>
<td>half-hour</td>
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<tr>
<td>Mr. Deeds Goes To Town</td>
<td>half-hour</td>
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<tr>
<td>Under the Yum Yum Tree</td>
<td>half-hour</td>
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<tr>
<td>A Guide for the Married Man Room</td>
<td>half-hour</td>
</tr>
<tr>
<td>Nanny Will Do</td>
<td>half-hour</td>
</tr>
<tr>
<td>Movie of the Week (committed series currently in production)</td>
<td>90 minutes</td>
</tr>
<tr>
<td>The Survivors (committed series currently in production)</td>
<td>hour</td>
</tr>
<tr>
<td>The Tom Jones Show*</td>
<td>hour</td>
</tr>
<tr>
<td>What's It All About World#*</td>
<td>hour</td>
</tr>
<tr>
<td>Lennon Sisters*</td>
<td>hour</td>
</tr>
<tr>
<td>Justice for All</td>
<td>half-hour</td>
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<tr>
<td>In the Dead of Night</td>
<td>hour</td>
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</table>

### CBS-TV

<table>
<thead>
<tr>
<th>Title</th>
<th>Length</th>
</tr>
</thead>
<tbody>
<tr>
<td>MacCauley's Ark</td>
<td>half-hour</td>
</tr>
<tr>
<td>The Queen and I</td>
<td>half-hour</td>
</tr>
<tr>
<td>When in Rome</td>
<td>half-hour</td>
</tr>
<tr>
<td>UMC*</td>
<td>half-hour</td>
</tr>
<tr>
<td>Houseboat</td>
<td>half-hour</td>
</tr>
<tr>
<td>Barfoot in the Park</td>
<td>half-hour</td>
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<tr>
<td>The Governor's Daughter</td>
<td>half-hour</td>
</tr>
<tr>
<td>The Minnie Pearl Show</td>
<td>half-hour</td>
</tr>
<tr>
<td>The Protectors*</td>
<td>90 minutes</td>
</tr>
<tr>
<td>Me and Benjie</td>
<td>half-hour</td>
</tr>
<tr>
<td>The Challengers*</td>
<td>hour</td>
</tr>
<tr>
<td>Lost Flight*</td>
<td>half-hour</td>
</tr>
<tr>
<td>Cutter's Trail*</td>
<td>hour</td>
</tr>
<tr>
<td>Vernon's Volunteers</td>
<td>half-hour</td>
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<tr>
<td>Godfrey Cambridge</td>
<td>hour</td>
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<tr>
<td>Comedy Show</td>
<td>hour</td>
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<tr>
<td>Friends and Naboros</td>
<td>hour</td>
</tr>
<tr>
<td>The Punxsutawney Pioneer</td>
<td>half-hour</td>
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<tr>
<td>The Glen Campbell Hour</td>
<td>hour</td>
</tr>
</tbody>
</table>

* Feature film to serve as pilot.

### NBC-TV

<table>
<thead>
<tr>
<th>Title</th>
<th>Length</th>
</tr>
</thead>
<tbody>
<tr>
<td>Strange Report (committed series currently in production)</td>
<td>hour</td>
</tr>
<tr>
<td>The Bill Cosby Show (committed for next season)</td>
<td>half-hour</td>
</tr>
<tr>
<td>Pioneer Spirit (committed series currently in production)</td>
<td>half-hour</td>
</tr>
<tr>
<td>My Friend Tony (committed series currently in production)</td>
<td>hour</td>
</tr>
<tr>
<td>And Then Came Bronson*</td>
<td>hour</td>
</tr>
<tr>
<td>Just Good Friends</td>
<td>half-hour</td>
</tr>
<tr>
<td>Shameful Secret of Hastings Corner</td>
<td>half-hour</td>
</tr>
<tr>
<td>Soul*</td>
<td>hour</td>
</tr>
<tr>
<td>The Swingle</td>
<td>hour</td>
</tr>
<tr>
<td>Tiger, Tiger</td>
<td>hour</td>
</tr>
<tr>
<td>Bracken's World</td>
<td>hour</td>
</tr>
<tr>
<td>The Film Flam Man</td>
<td>half-hour</td>
</tr>
<tr>
<td>Joaquin Murrieta*</td>
<td>hour</td>
</tr>
<tr>
<td>Anderson and Co.</td>
<td>half-hour</td>
</tr>
<tr>
<td>The New Medicine**</td>
<td>half-hour</td>
</tr>
<tr>
<td>The Whole World Is Watching*</td>
<td>hour</td>
</tr>
<tr>
<td>The Scavengers*</td>
<td>hour</td>
</tr>
<tr>
<td>Dead of Night#</td>
<td>hour</td>
</tr>
<tr>
<td>Summer Kill*</td>
<td>hour</td>
</tr>
<tr>
<td>Flip Out with Flip Wilson**</td>
<td>hour</td>
</tr>
<tr>
<td>A Country Happening**</td>
<td>half-hour</td>
</tr>
<tr>
<td>A Family Thing**</td>
<td>half-hour</td>
</tr>
<tr>
<td>The Vaudeville Thing</td>
<td>hour</td>
</tr>
</tbody>
</table>

* Feature Film to serve as pilot.
** Taped special to serve as pilot.
*** Presentation film to serve instead of pilot.

---

* Taped special to serve as pilot.

---

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Broadcasting, Nov. 4, 1968
### Network program development for 1969-70

**By production company**

<table>
<thead>
<tr>
<th>Title</th>
<th>Type</th>
<th>Length</th>
<th>Network</th>
<th>Stars</th>
<th>Current Status</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>ABC-TV PRODUCTIONS</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>The Tom Jones Show</td>
<td>musical-variety</td>
<td>hour</td>
<td>ABC-TV</td>
<td>Tom Jones</td>
<td>taped in London as special which will be shown in January and serve as basis for series</td>
</tr>
<tr>
<td>What's It All About World?</td>
<td>contemporary variety</td>
<td>hour</td>
<td>ABC-TV (in association with Saul Jison and Ernest Chambers)</td>
<td>Dean Jones</td>
<td>to be taped in Hollywood for possible replacement use in January or February</td>
</tr>
<tr>
<td>Lennon Sisters</td>
<td>musical</td>
<td>hour</td>
<td>ABC-TV</td>
<td>Lennon Sisters</td>
<td>taped as special in Hollywood, which will serve as basis for projected series</td>
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<tr>
<td>Justice for All (formerly 'Till Death Do Us Part)</td>
<td>social situation comedy</td>
<td>half-hour</td>
<td>ABC-TV</td>
<td>Carrol O'Connor</td>
<td>English version serves as basis for projected series to be taped in New York</td>
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<tr>
<td>In the Dead of Night</td>
<td>supernatural mystery</td>
<td>hour</td>
<td>ABC-TV (in association with Don Curtis)</td>
<td></td>
<td>to be taped in New York</td>
</tr>
<tr>
<td><strong>ARENA PRODUCTIONS</strong> (Norman Felton)</td>
<td></td>
<td></td>
<td></td>
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<tr>
<td>Strange Report</td>
<td>suspense</td>
<td>hour</td>
<td>NBC-TV</td>
<td>Anthony Quayle</td>
<td>in production in Britain (sold without pilot)</td>
</tr>
<tr>
<td>Now</td>
<td>drama/college setting</td>
<td>hour</td>
<td>NBC-TV</td>
<td>—</td>
<td>in development</td>
</tr>
<tr>
<td>Love in the Round</td>
<td>romantic anthology</td>
<td>hour</td>
<td>NBC-TV</td>
<td>—</td>
<td>in development</td>
</tr>
<tr>
<td>Zoom!</td>
<td>drama/young people</td>
<td>hour</td>
<td>NBC-TV</td>
<td>—</td>
<td>in development</td>
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<tr>
<td><strong>ARWIN PRODUCTIONS</strong> (Doris Day—Terence Melcher)</td>
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<tr>
<td>MacCauley's Ark</td>
<td>situation comedy</td>
<td>half-hour</td>
<td>CBS-TV</td>
<td>—</td>
<td>in development</td>
</tr>
<tr>
<td><strong>CHUCK BARRIS PRODUCTIONS</strong> (Chuck Barris)</td>
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<tr>
<td>Supergirls</td>
<td>comedy</td>
<td>half-hour</td>
<td>ABC-TV</td>
<td>—</td>
<td>pilot to be made</td>
</tr>
<tr>
<td><strong>THE CAMPBELL-SILVER-COSBY CORP.</strong> (Bruce Campbell, Roy Silver, Bill Cosby)</td>
<td></td>
<td></td>
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<tr>
<td>The Bill Cosby Show (tentative title)</td>
<td>comedy about detective</td>
<td>half-hour</td>
<td>NBC-TV</td>
<td>Bill Cosby</td>
<td>already committed for next season</td>
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<tr>
<td><strong>CBS-TV PRODUCTIONS</strong></td>
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</tr>
<tr>
<td>Cutter's Trail</td>
<td>western</td>
<td>90-minutes</td>
<td>CBS-TV (in association with John Mantley)</td>
<td>John Gavin</td>
<td>feature film, basis for projected series, currently in production</td>
</tr>
<tr>
<td>Godfrey Cambridge Comedy Show</td>
<td>comedy-variety</td>
<td>hour</td>
<td>CBS-TV</td>
<td>Godfrey Cambridge</td>
<td>to be taped in New York</td>
</tr>
<tr>
<td>Friends and Naborly Jim Naborly Variety Hour</td>
<td>comedy-variety</td>
<td>hour</td>
<td>CBS-TV (in association with Naborly Productions)</td>
<td>Jim Naborly</td>
<td>to be taped in Hollywood</td>
</tr>
<tr>
<td>The Punxatilly Pioneer</td>
<td>situation comedy about editor of rural weekly newspaper</td>
<td>half-hour</td>
<td>CBS-TV (in association with Sy Gomberg)</td>
<td>—</td>
<td>pilot script being written</td>
</tr>
<tr>
<td>Glen Campbell Hour</td>
<td>variety</td>
<td>hour</td>
<td>CBS-TV</td>
<td>Glen Campbell</td>
<td>in development</td>
</tr>
<tr>
<td><strong>BING CROSBY PRODUCTIONS</strong> (Cox Broadcasting)</td>
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<tr>
<td>The Queen and I</td>
<td>comedy on luxury liner</td>
<td>half-hour</td>
<td>CBS-TV</td>
<td>Larry Storch</td>
<td>in production</td>
</tr>
<tr>
<td><strong>DON FEDDERSON PRODUCTIONS</strong> (Don Fedderson)</td>
<td></td>
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<tr>
<td>When in Rome</td>
<td>comedy about widower with three teenagers</td>
<td>half-hour</td>
<td>CBS-TV</td>
<td>John Forsythe</td>
<td>pilot to be filmed in Rome in early November</td>
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<tr>
<td><strong>FILMWAYS TV</strong> (Al Simon)</td>
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<tr>
<td>Pioneer Spirit</td>
<td>comedy about Alaska</td>
<td>half-hour</td>
<td>NBC-TV</td>
<td>Rich Little Francine York</td>
<td>In production</td>
</tr>
<tr>
<td>Title</td>
<td>Type</td>
<td>Length</td>
<td>Network</td>
<td>Stars</td>
<td>Current Status</td>
</tr>
<tr>
<td>-------</td>
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</tr>
<tr>
<td>My Friend Tony</td>
<td>mystery-comedy</td>
<td>hour</td>
<td>NBC-TV</td>
<td>James Whitmore Enzo Cerusico</td>
<td>in production (sold as spinoff from &quot;The Danny Thomas Hour&quot;)</td>
</tr>
<tr>
<td>My World and Welcome to It</td>
<td>comedy based on works of James Thurber</td>
<td>half-hour</td>
<td>NBC-TV</td>
<td>William Windom</td>
<td>in production</td>
</tr>
<tr>
<td>The Courtship of Eddie's Father</td>
<td>comedy from movie of same title</td>
<td>half-hour</td>
<td>ABC-TV</td>
<td>Bill Bixby Miyoshi Umeki</td>
<td>pilot completed</td>
</tr>
<tr>
<td>And Then Came Bronson</td>
<td>contemporary Adventure</td>
<td>hour</td>
<td>NBC-TV</td>
<td>Michael Parks</td>
<td>feature film, basis for projected series, will be filmed in November</td>
</tr>
<tr>
<td>UMC (University Medical Center)</td>
<td>medical drama</td>
<td>hour</td>
<td>CBS-TV</td>
<td>Richard Bradford</td>
<td>feature film, basis for projected series, to be filmed in November</td>
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<tr>
<td>Flip Out with Flip Wilson</td>
<td>comedy</td>
<td>hour</td>
<td>NBC-TV</td>
<td>Flip Wilson</td>
<td>Taped special to be shown as basis for projected series</td>
</tr>
<tr>
<td>A Country Happening</td>
<td>country and western musical</td>
<td>half-hour</td>
<td>NBC-TV</td>
<td>Roy Rogers, Dale Evans</td>
<td>special already taped and will serve as basis for projected series</td>
</tr>
<tr>
<td>A Family Thing</td>
<td>variety</td>
<td>half-hour</td>
<td>NBC-TV</td>
<td>The Cowsills (in association with Greg Garrison)</td>
<td>special already taped and will serve as basis for projected series</td>
</tr>
<tr>
<td>Chinook</td>
<td>action-adventure</td>
<td>hour</td>
<td>NBC-TV</td>
<td>—</td>
<td>In development</td>
</tr>
<tr>
<td>Park West</td>
<td>musical</td>
<td>hour</td>
<td>NBC-TV</td>
<td>—</td>
<td>In development</td>
</tr>
<tr>
<td>The Vaudeville Thing</td>
<td>comedy</td>
<td>hour</td>
<td>NBC-TV</td>
<td>—</td>
<td>pilot taping</td>
</tr>
<tr>
<td>Houseboat</td>
<td>comedy based on movie of same title</td>
<td>half-hour</td>
<td>CBS-TV</td>
<td>Arthur Hill, Danielle DeMetz</td>
<td>in production</td>
</tr>
<tr>
<td>Holly Golightly</td>
<td>comedy based on lead character in &quot;Breakfast at Tiffany's&quot;</td>
<td>half-hour</td>
<td>ABC-TV</td>
<td>Stephanie Powers</td>
<td>pilot starts filming in November</td>
</tr>
<tr>
<td>The Brady Bunch</td>
<td>comedy about big family</td>
<td>half-hour</td>
<td>ABC-TV</td>
<td>Robert Reed (in association Florence Henderson with Sherwood Schwartz)</td>
<td>pilot completed</td>
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<tr>
<td>Barefoot in the Park</td>
<td>comedy from play of same title</td>
<td>half-hour</td>
<td>CBS-TV</td>
<td>Skye Aubrey, Phil Clarke</td>
<td>pilot will be filmed in early November</td>
</tr>
<tr>
<td>The Judge</td>
<td>legal drama</td>
<td>hour</td>
<td>CBS-TV</td>
<td>—</td>
<td>feature film, basis for projected series</td>
</tr>
<tr>
<td>Mr. Deeds Goes to Town</td>
<td>comedy based on Gary Cooper movie of same title</td>
<td>half-hour</td>
<td>ABC-TV</td>
<td>Monte Markham</td>
<td>pilot scheduled for November</td>
</tr>
<tr>
<td>Just Good Friends</td>
<td>comedy</td>
<td>half-hour</td>
<td>NBC-TV</td>
<td>Larry Hagman</td>
<td>pilot scheduled to be filmed in November</td>
</tr>
<tr>
<td>Under the Yum Yum Tree</td>
<td>comedy based on movie and play of same title</td>
<td>half-hour</td>
<td>ABC-TV</td>
<td>—</td>
<td>pilot scheduled to be filmed in November</td>
</tr>
<tr>
<td>Shameful Secret of Hastings Corner</td>
<td>comedy</td>
<td>half-hour</td>
<td>NBC-TV</td>
<td>—</td>
<td>pilot scheduled to be filmed in November</td>
</tr>
<tr>
<td>Title</td>
<td>Type</td>
<td>Length</td>
<td>Network</td>
<td>Stars</td>
<td>Current Status</td>
</tr>
<tr>
<td>--------------------------------------------</td>
<td>-----------------------</td>
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<td>-----------</td>
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<tr>
<td>SCHLATTER-FRIENDLY PRODUCTIONS</td>
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<td></td>
<td></td>
</tr>
<tr>
<td>(George Schlatter-Edward Friendly Jr.)</td>
<td></td>
<td></td>
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</tr>
<tr>
<td>Soul</td>
<td>comedy - variety</td>
<td>hour</td>
<td>NBC-TV</td>
<td>various</td>
<td>All-Negro show based on special of same title shown in October</td>
</tr>
<tr>
<td>Kockamamie</td>
<td>comedy</td>
<td>half-hour</td>
<td>for Bristol-Myers Co.</td>
<td>—</td>
<td>commitment from advertiser for 16 taped half hours</td>
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<tr>
<td>The Swingles</td>
<td>comedy</td>
<td>half-hour</td>
<td>NBC-TV</td>
<td>—</td>
<td>pilot to be taped</td>
</tr>
<tr>
<td>TALENT ASSOCIATES (Leonard Stern)</td>
<td></td>
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<tr>
<td>The Governor's Daughter</td>
<td>comedy</td>
<td>half-hour</td>
<td>CBS-TV</td>
<td>—</td>
<td>pilot to be filmed</td>
</tr>
<tr>
<td>Vernon's Volunteers</td>
<td>situation comedy</td>
<td>half-hour</td>
<td>CBS-TV</td>
<td>Joe Flynn (In association with Si Rose, Walter Kempley and Mickey Shaughnessy)</td>
<td>pilot to be filmed in November</td>
</tr>
<tr>
<td>IVAN TORS PRODUCTIONS (Ivan Tors)</td>
<td></td>
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<td></td>
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<tr>
<td>Tiger, Tiger</td>
<td>action drama</td>
<td>hour</td>
<td>ABC-TV</td>
<td>Peter Jason</td>
<td>hour pilot now being filmed</td>
</tr>
<tr>
<td>20th CENTURY-FOX TV (William Seft)</td>
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<tr>
<td>The Minnie Pearl Show</td>
<td>comedy</td>
<td>half-hour</td>
<td>CBS-TV</td>
<td>Minnie Pearl</td>
<td>in production</td>
</tr>
<tr>
<td>A Guide for the Married Man</td>
<td>comedy - based on movie of same title</td>
<td>half-hour</td>
<td>ABC-TV</td>
<td>Anthony Roberts, Hal Buckley, Sally Ann Richards, Ray Delaney</td>
<td>pilot completed</td>
</tr>
<tr>
<td>Room 222</td>
<td>comedy - drama</td>
<td>half-hour</td>
<td>ABC-TV</td>
<td>Lloyd Haynes, Denise Nicholas</td>
<td>pilot completed</td>
</tr>
<tr>
<td>Bracken's World</td>
<td>contemporary drama</td>
<td>hour</td>
<td>NBC-TV</td>
<td>—</td>
<td>hour pilot to be filmed</td>
</tr>
<tr>
<td>The Fim Flam Man</td>
<td>comedy - based on movie of same title</td>
<td>half-hour</td>
<td>NBC-TV</td>
<td>—</td>
<td>pilot to be filmed in early December</td>
</tr>
<tr>
<td>Joaquin Murietta</td>
<td>action-adventure</td>
<td>hour</td>
<td>NBC-TV</td>
<td>Ricardo Montalban</td>
<td>feature film, basis for projected series in production</td>
</tr>
<tr>
<td>Nanny Will Do</td>
<td>situation comedy</td>
<td>half-hour</td>
<td>ABC-TV</td>
<td>—</td>
<td>pilot to be filmed in November</td>
</tr>
<tr>
<td>Anderson and Co. (tentative title)</td>
<td>comedy</td>
<td>half-hour</td>
<td>NBC-TV</td>
<td>—</td>
<td>pilot to be filmed in November</td>
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<tr>
<td>Movie of the Week</td>
<td>feature films</td>
<td>90-minutes</td>
<td>ABC-TV</td>
<td>various</td>
<td>Fox is producing 13 of regular weekly series of features with such other companies as Thomas/Spelling and Paramount TV producing others</td>
</tr>
<tr>
<td>It's Great to Be Alive</td>
<td>comedy</td>
<td>half-hour</td>
<td>NBC-TV</td>
<td>—</td>
<td>In development</td>
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<tr>
<td>Panic in the Streets</td>
<td>suspense - drama</td>
<td>hour</td>
<td>CBS-TV</td>
<td>—</td>
<td>In development as feature film, basis for projected series</td>
</tr>
<tr>
<td>UNIVERSAL TV (Jennings Lang, Sid Sheinberg, Grant Tinker, Norman Glenn)</td>
<td></td>
<td></td>
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<tr>
<td>The New Medicine</td>
<td>medical drama</td>
<td>hour</td>
<td>NBC-TV</td>
<td>Joseph Cotten, Troy Donahue</td>
<td>presentation film to be shot in November</td>
</tr>
<tr>
<td>The Protectors</td>
<td>drama with rotating</td>
<td>90-minutes</td>
<td>CBS-TV</td>
<td>Van Johnson</td>
<td>feature film, basis for projected series, to be filmed in November</td>
</tr>
<tr>
<td>Me and Benjie</td>
<td>comedy about Negro boy and white boy</td>
<td>half-hour</td>
<td>CBS-TV</td>
<td>—</td>
<td>New pilot—one was shot last season—to be filmed in November</td>
</tr>
<tr>
<td>The Whole World is Watching</td>
<td>drama about lawyers</td>
<td>hour</td>
<td>NBC-TV</td>
<td>James Farentino (In association with Burt Ives)</td>
<td>feature film, basis for projected series, to be filmed in November</td>
</tr>
<tr>
<td>The Challengers</td>
<td>action-adventure</td>
<td>hour</td>
<td>CBS-TV</td>
<td>Nico Minardos (In association with Sean Garrison)</td>
<td>feature film, basis for projected series, completed</td>
</tr>
<tr>
<td></td>
<td>about Grand Prix</td>
<td></td>
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</tr>
</tbody>
</table>

(continued on page 46)
Network program development for 1969-70 (continued)

By production company

<table>
<thead>
<tr>
<th>Title</th>
<th>Type</th>
<th>Length</th>
<th>Network</th>
<th>Stars</th>
<th>Current Status</th>
</tr>
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<tbody>
<tr>
<td>UNIVERSAL TV (continued)</td>
<td></td>
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<td></td>
<td></td>
</tr>
<tr>
<td>Lost Flight</td>
<td>drama about surviving airline passengers</td>
<td>hour</td>
<td>CBS-TV</td>
<td>Lloyd Bridges</td>
<td>feature film, basis for projected series, to be filmed in November</td>
</tr>
<tr>
<td>The Survivors</td>
<td>drama based on serialized TV novel created by Harold Robbins</td>
<td>hour</td>
<td>ABC-TV</td>
<td>Lana Turner, George Hamilton</td>
<td>committed for next season and now filming in Europe</td>
</tr>
<tr>
<td>The Scavengers</td>
<td>action-adventure</td>
<td>hour</td>
<td>NBC-TV</td>
<td>Peter Deuel, Clinton Greyn</td>
<td>feature film, basis for projected series, is in production</td>
</tr>
<tr>
<td>Bedeviled</td>
<td>supernatural mystery</td>
<td>hour</td>
<td>NBC-TV</td>
<td>Louis Jourdan</td>
<td>feature film, basis for projected series, in development</td>
</tr>
<tr>
<td>Summer Kill (tentative title)</td>
<td>drama</td>
<td>hour</td>
<td>NBC-TV</td>
<td></td>
<td>feature film, basis for projected series, in development</td>
</tr>
<tr>
<td>Men in the Middle would be title of series</td>
<td></td>
<td></td>
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</tbody>
</table>

(Continued from page 42)

sistently urged by the networks, have been forced to find ways other than physical force to resolve conflicts. What they've come up with—what's generally happening in the dramatic form—is an emphasis on conflicts of ideas and human relationships. These conflicts, for the most part, will take place in a contemporary setting. It will be a new season on television in 1969-70. There will be little remembrance of things past.

Adding to the climate of de-emphasized violence, and in itself the most sweeping trend of the future season, is the overwhelming return of half-hour family and comedy programs to the prime-time schedule. Of the new season projects that show up on the survey, 35 fall into the comedy-family category. And of the more than 50 programs and pilots Broadcasting estimates are already committed for 1969-70 (see chart page 43), 29 shows, again more than 50% of the aggregate, are half hours.

It amounts to what some Hollywood observers feel is a plethora of half-hour situation comedies not only in development but actively being moved forward on the networks. Besides their traditional status as staple fare, the half-hours are being developed specifically; it would seem, to fill a need for short-subject filler from 8:30 to 9 p.m., before the movies begin.

Perhaps influenced by the success of such family-type movies as "With Six You Get Egg Roll," network TV programmers seem eager to encourage comedies where the humor is based on large family situations. Thus, The Brady Bunch (ABC-TV), When in Rome (CBS-TV) and Anderson and Co. (NBC-TV) are not only family comedies, they're comedies in which the families are big—numbering from four to as many as eight children. From the looks of things now, there will be plenty of teeny-boppers and their big brothers and sisters cavorting in prime time next season.

Beyond the film comedies, live-on-tape comedy and variety shows also are coming on strong. New network television programming is frequently pegged to past successes. So it is that the big splurge of comedy-variety taped programs now in development owe their impetus to the ringing hits that are Dean Martin, the Smothers Brothers, and Rowan and Martin.

At NBC-TV, basking in the Rowan and Martin glow, such taped programs as Flip Out with Flip Wilson, A Country Happening with Roy Rogers and Dale Evans and A Family Thing with The Cowsills are in the works and highly possible offerings for the new season. CBS-TV is working on comedy-variety series that would star such performers as Godfrey Cambridge, Glen Campbell and Pat Paulsen, and Jim Nabors, while ABC-TV's taped comedy-variety-musical larder includes such headliners as British singer Tom Jones, American performer Dean Jones and the Lennon sisters.

The climate of nonviolence, which so obviously will prevail, encourages breeding of the taped, light entertainment shows. They're approved fare even by Parents-Teachers Association standards. Comedy-variety-musical programs also have proved effective counter-programming for feature films on television in the past. They provide a genuine alternative for viewers.

What's more—and probably most important—the video-taped programs don't necessitate the sizeable cumulative investment of filmed series. Individual shows can be expensive. But over the long run they cost less and can be cancelled easier and with smaller loss of investment than the half-hour or hour filmed series.

One of the side effects of added taped shows to the overall network schedule may be an increase in television production on the East Coast. ABC-TV's Justice for All, a half-hour social comedy, and In the Dead of Night, an hour mystery, for example, would be taped in New York if they wind up on next season's schedule.

Taped shows also are likely to be among the first choices for mid-season replacements when any of the current season series are dropped out. ABC-TV already has announced that The Tom Jones Show will make its debut as a special on Jan. 9, 1969, and then be moved into the 10-11 p.m. EST slot on a weekly basis starting Feb. 7. Similarly, CBS-TV reportedly has Godfrey Cambridge warning on the sidelines for possible quick substitution, while NBC-TV may be considering Flip Wilson as lead man in its bullpen.

The actuality of the current development season is that not in recent years have the networks been prepared so far in advance and so abundantly with new programming projects. Whether they are pilot commitments or merely development deals there seems to be an unusually large number of projects in the works. Reportedly 20th Century-Fox TV has as many as 30 projects in various stages of development. And Universal TV, always toe-to-toe with Fox, also appears to have about that many kicking around.

Among the networks, NBC-TV has made a particular point of being prepared far in advance of the 1969-70 season. Months ago commitments were given to producer Sheldon Leonard for the hour mystery-comedy, My Friend Tony, and to producer Norman Felton for the hour investigative suspense program, Strange Report. Both shows are
deep into production with several episodestrue already in the can.

More recently, the same network announced that Tim Conway has been signed to star in a weekly half-hour show next season. Added to the other commitments, this gives NBC-TV two-and-a-half hours of confirmed new programming for 1969-70.

In a like manner, ABC-TV as far back as last spring committed for a total of two-and-a-half hours of new programming for next season. The programs involved are a series of 90-minute TV-tailored motion pictures scheduled under the title of Movie of the Week, and a one-hour dramatic series, The Survivors, currently in production in Europe.

CBS-TV, for its part, has committed a comedy-variety hour for the 1969-70 season. Entitled, Friends and Nibors, it will star Jim Nabors, who gives up his long-running and still popular Gomer Pyle series for the new show.

The resurgence of program development in the industry is most evident in the number of pilots that have been or will be filmed. Last development season there were only 15 pilots that NBC-TV. This year the network will be able to look at about 20 pilots. ABC-TV had 12 pilots produced last year and may almost double that number this year. In all, there’ll probably be close to 60 pilots turned out for the three networks.

Why all the activity? The explanation of Leonard Goldberg, ABC-TV's vice president in charge of network programming, pretty much speaks for the entire industry.

"For so many years the number of pilots had increased to the point where much money and talent were being wasted in development. So last year the cutback came," he explains. "It came much too sharply, and we found ourselves with not enough alternatives.

"This year," Mr. Goldberg continues, "when Elton Rule came in [ABC-TV president] we discussed the situation and he said, 'You make sure we have enough programming alternatives.' And that's why we've increased the number of pilots."

Mr. Goldberg concludes that because of the lack of programming alternatives all three networks wound up putting some programs on the air this season or renewing some shows that they really didn't want. The problem was that they didn't have any other choice.

Many of the pilots coming out of the current development season are being made as 100-minute feature films tailored to play television in a regular movie slot and in that way serve as the prototype for a projected weekly series that would be longer than a half-hour. CBS-TV has at least five and NBC-TV at least six projects slated to go this feature-plus-pilot route. It is, of course, the only way for building the pilot investment risk. A feature-pilot offers a chance for a network and film studio to recoup an investment even if the hoped-for series doesn’t sell.

Screening a potential series as a special program first is another way of minimizing the development risk. This technique, as was the feature-pilot approach, has been pioneered by NBC-TV. When Laugh-In last season gained acceptance as a weekly series off its special turn, it paved the way for things to come. For example, the entertainmente's in 1969-70. Currently there are some half-dozen or more programs among the three networks that have been and will be tested as specials before their series fate is decided.

The 10- to 20-minute presentation film that was supposed to solve the high-risk problem of pilots has all but been abandoned. It was used in several instances last development season as an economy measure. What happened, though, was that most everyone involved in the sale end of television production—networks, advertising agencies, advertisers—decided that they really require a fuller sample of the goods being offered. As a result, only one presentation film, The New Medicine, out of Universal TV for NBC-TV, shows up on the Broadcasting survey.

The hour pilot, too, seems to have been generally dropped in favor of the 100-minute feature-pilots. Only NBC-TV, the survey indicates, has hour pilots in development. The network has committed for two, Tiger, Tiger in production with Ivan Tors, and Bracken's World, to be filmed at 20th-Century-Fox TV.

The reason for the diminishing hour pilots again is strictly one of economics. An hour pilot, based on recent history, can cost between $400,000 and $700,000 to produce. The networks and film studios won’t and can’t invest so steeply without an opportunity to recover the costs. An hour pilot that doesn’t sell is as dead and useless as yesterday's news.

Still, Herbert S. Schlosser, NBC-TV's vice president, programs, West Coast, points out that not every longer-form project can be developed as a feature film-pilot. It depends on the property, he explains, because some stories can be told best only in an hour and padding them to feature-film length would be a mistake.

Such expressions of flexibility of thinking is indicative of the general network programming bent these days. More and more the networks have come to realize that total programming is all important, just about the key to the kingdom. There's no slavish devotion to any one form of programming or any type. Even the half hours are not all that far advanced in recapturing the initiative from longer-form programming.

"Up until the first of October, the strong, overriding trend was for the half-hour situation comedy," observes Douglass S. Cramer, executive vice president in charge of production for Paramount TV. "But when the ratings on the new season came in and one saw the established, continuing success of some other forms, I think the networks began to look around and evaluate whether or not they were moving too heavily in the direction of situation comedies. As a result there's a renewed interest in the hour form in dramatic action."

According to Mr. Cramer, all of the "early, easy commitments" came for the half-hour form. "Now the ones that are up in the air and in which there is a great interest are in the longer form and more dramatic in nature."

What Daug Cramer does question, as do some others, is the continuing success of feature films on television. He feels the industry may have finally reached that long-forbidding time when the market is glutted with movies. Mr. Cramer believes there's some evidence that only the top features really get top ratings and this is a situation the networks, paying record prices for all the features in a package, can't abide.

"I would not at all be surprised," he says, "one year from now to see only five movie nights a week and even less the following season."

Similar thinking may be found in the programming sections of the three networks. Two weeks ago the network program chiefs, speaking to the International Radio and Television Society in New York felt that movie packages have leveled off somewhat, that better regular series programming was being placed opposite the movies and that movie watching on TV had become more a selective process (Broadcasting, Oct. 28).

Mr. Cramer, installed only this year as production head at Paramount, is making an aggressive effort to long turning his film package up to top status in the television production competition. Paramount already has commitments for four half-hour pilots and that's more than the studio has ever turned out in a development season.

MGM TV, completely shut out of the current network schedule, also is making a plucky try at joining the production pack, which as always will be led by 20th Century-Fox TV, Universal TV, and Screen Gems. With Herb Solow, a young and capable executive leading the way, MGM TV has racked up two feature-pilot deals, one
What if you had to buy your TV camera like you buy your car?

In both cases you’ve got quite a choice of makes, models and options. But a manufacturer of broadcast TV cameras gives you one more choice: the freedom to specify certain critical major components, the most critical of which is the lens system. You can specify and get immediate delivery of Rank Taylor Hobson Varotal V and XX series zoom lenses for use on Vidicon, Plumbicon and Image Orthicon format cameras. If you already own an RTH Varotal lens and want a newer model camera, good news. Keep your old friend, the Varotal. Rank Taylor Hobson now has a Lens-Pak which permits you to adapt your present RTH lens to fit almost any new camera. (It will work better too — the Lens-Pak has a “ride the rails” device that allows close-up focusing to less than one inch). We’ve also got the famous RTH zoom pre-set servo unit — the “shot box” with its 7-position, 11-speed fingertip control range. Tell us what camera you have in mind and the situations in which you’ll use it. We’ll send you detailed recommendations to help you select the right lens system. All it will cost you is a stamp — a small price for a choice that even Detroit won’t give you. Write Albion Optical Co., Inc., 260 N. Rt. 303, West Nyack, N.Y. 10994.
last is subject to stockholders’ approval of a company-wide qualified stock
option plan.

Mr. Richdale, who was vice president and general manager of Corinthian’s
KHOU-TV Houston, also was loaned, in-
terest free, $14,500 to help him move
from Texas to New York. He repaid
this loan two months after it was made.

This information is contained in a
proxy statement mailed last week to
stockholders calling a special meeting
for Nov. 19 in New York.

In connection with the sale of the
3,000 shares of stock sold to Mr.
Richdale on Aug. 23, referred to as
an incentive for him to remain with
the company, the proxy statement says
the stock was acquired by the company
on the open market for approximately
$111,600.

Also shown in the proxy notice are
the salaries of C. Wrede Petersmeyer
($75,000) and Charles H. Tower ($45,-
201), president and executive vice presi-
dent of the company. These were paid
for the fiscal year ended April 30.

The statement also discloses that
under a stock-option plan for execu-
tives, terminated last year when Corin-
thin went public, Mr. Petersmeyer in
1966 was given an option to purchase
165,000 shares at $4.30 a share, and
Mr. Tower in 1964, an option to buy
23,100 shares at $9.09 a share. Both
options were exercised in 1967, when
the stock was selling at $22.75 a share.
Corinthian closed at $37.375 last Thurs-
day (Oct. 31).

During the past five years, under
informal bonus arrangements, Mr.
Richdale has received a total of $37,-
876, and Mr. Tower, $6,625, accord-
ing to the company.

At the meeting, stockholders will be
asked to authorize the issuance of a
new class of 500,000 shares of pre-
ferred stock (per value $100) for use
in negotiating acquisitions.

Corinthian, the proxy statement says,
plans to begin an acquisition program
in both the broadcast and non-broad-
cast field. Stockholders will also be
asked to approve various retirement,
stock ownership, executive incentive and
stock option plans.

At the present time Corinthian is in
registration with the Securities and Ex-
change Commission for the sale by
John Hay Whitney and other stock-
holders of 750,000 shares (Broadcast-
ing, Sept. 30). After the sale of these
securities, Mr. Whitney will own di-
rectly 33.59% and Whitcom Investment
Co., which Mr. Whitney controls,
will own 13.93%. At the present time
Mr. Whitney has his own name owns
40.72%, and Whitcom Investment, 27.0-
8%. Mr. Petersmeyer, who is one of
the eight selling stockholders, will sell
15,000 shares, leaving him with 100,-
000 shares, the equivalent of 2.95%.

Storer stations,
airlines gaining

Increase in net earnings is 67% for first nine
months, report shows

Storer Broadcasting Co., Miami, re-
ported a 67% increase in net earnings
for the first nine months of 1968.

The increase was attributed to major
improvements in broadcast operating
profits and a substantial gain in net re-
results of Northeast Airlines, an 85.66-
owned subsidiary.

Total gross revenues of Storer-owned
stations increased 14% to $46,128,000
and pre-tax earnings rose 26% to $14,-
044,665 over the first three quarters of
1967.

Unusual revenues were received from
the Detroit newspaper strike during the
first eight months of this year. For the
nine months ended Sept. 30:

<table>
<thead>
<tr>
<th></th>
<th>1968</th>
<th>1967</th>
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</thead>
<tbody>
<tr>
<td>Earned per share</td>
<td>$2.16</td>
<td>$1.30</td>
</tr>
<tr>
<td>Income before taxes</td>
<td>22,981,765</td>
<td>11,496,985</td>
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<tr>
<td>Net income</td>
<td>7,075,420</td>
<td>4,340,560</td>
</tr>
<tr>
<td>Average shares outstanding</td>
<td>4,198,201</td>
<td>4,776,973</td>
</tr>
</tbody>
</table>

Filmways shows increase in
profits for fiscal year

Filmways Inc., New York, television
commercial and program producer and
distributor, last week reported record
earnings for the fiscal year ended Aug.
31. Filmways recently has acquired Pic
Mount Corp., Wally Heider Studios,
Yorkshire Productions, Lee Rothberg
Productions, and other entertainment-
oriented companies, and has agreed to
acquire KIMA-TV Yakima, KEPR-TV Ken-
newich-Pasco-Richland, both Wash-
ington, and KLEW-TV Lewiston, Idaho.
(Broadcasting, Sept. 30).

For the fiscal year ended Aug. 31:

<table>
<thead>
<tr>
<th></th>
<th>1968</th>
<th>1967*</th>
</tr>
</thead>
<tbody>
<tr>
<td>Earned per share</td>
<td>$1.53</td>
<td>$1.47</td>
</tr>
<tr>
<td>Revenues</td>
<td>46,367,200</td>
<td>36,077,923</td>
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<tr>
<td>Net income</td>
<td>1,584,210</td>
<td>1,504,704</td>
</tr>
</tbody>
</table>

*Restated to reflect pooling of acquired
companies.

Financial Notes:

- Ogilvy & Mather International has
declared a regular quarterly dividend of
12 1/4 cents per share, payable Nov. 29
to stockholders of record Nov. 11, 1968.
- Foote, Cone & Belding, New York,
has announced a regular quarterly divi-
dend of 20 cents per share payable Dec.
10 to shareholders of record Nov. 19.
- Wometco Enterprises Inc., Miami,
will increase the regular quarterly divi-
dend from 12 to 13 cents on class A
stock and from 4 1/2 cents to 4 1/2 cents
on class B stock. Dividends are payable
Dec. 16 to stockholders of record Dec.
2.
## The Broadcasting stock index

A weekly summary of markets movement in the shares of 69 companies associated with broadcasting, compiled by Roth Gerard & Co.

### Stock

|---------------|----------|----------------|----------------|----------------|-----------|---------|-------------------------|---------------------------|

### Broadcasting with other major interests

|------------------|--------------|----------|----------------|----------------|----------------|-----------|---------|-------------------------|---------------------------|

### CATV

|------------------|--------------|----------|----------------|----------------|----------------|-----------|---------|-------------------------|---------------------------|

### Programing

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### Service

|------------------|--------------|----------|----------------|----------------|----------------|-----------|---------|-------------------------|---------------------------|

### Manufacturing

|------------------|--------------|----------|----------------|----------------|----------------|-----------|---------|-------------------------|---------------------------|

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Grand total: $252,567,000

Standard & Poor Industrial Average: 112.86

N-New York Stock Exchange

A-America Stock Exchange

O-Over the counter

BROADCASTING, Nov. 4, 1968

(FOCUS ON FINANCE) 75
TV stations get tax break on films

U.S. Tax Court overrules IRS system; sliding-scale method granted on rentals

Television stations that have been wrestling with the complexities of feature-film amortization and the inscrutability of the Internal Revenue Service to permit proportional depreciation can take heart.

A U.S. Tax Court judge last week said the system of proportional write-offs of feature films is a standard practice by television stations and is just as good as the IRS-supported straight-line basis.

The ruling came in a 10-year-old case involving KIRO-TV Seattle which had $245,507 disallowed by IRS in that station's 1958 income tax returns.

KIRO had claimed $424,159 as a deduction under a sliding-scale method of amortization for film rentals and purchases. IRS maintained that the total costs of TV films are deductible only under a straight-line method of amortization.

U.S. Tax Court Judge John G. Bruce held that the IRS erred in disallowing $213,759 of the disputed amount. The other $31,747, he said, was not proved in error by the TV station. He sided with the station in accepting the contention that the first showing of a film was more valuable to the station than subsequent showings.

Involved were 41 contracts, 700 features from Paramount Pictures; 1,407 features from 35 other leasors and a number of shorts and cartoons from five leasors. The Paramount contract, which amounted to the bulk of the disputed tax figure, was for 10 years and provided no more than seven telecasts per film. Refunds for films were offered on a sliding scale beginning with a 40% rebate of the valuation of the single film after one showing, with 5% for five subsequent showings and zero for the seventh showing.

For amortization purposes, KIRO used a 60% valuation on the first showing of a film, 15% for the second showing and 5% for subsequent runs.

In his opinion, Judge Bruce said the straight-line method, urged by IRS, does not produce the "reasonable allowance" called for in Section 167(a) of the tax code. He also noted that both KIRO and IRS agreed that there is no exclusive or single "correct" method of depreciation or amortization of film packages. He then concluded that the method used by KIRO was the correct one since "it coincides with the evidence and with the facts of life of the TV industry." First runs are the most important for TV stations, he said; "successive runs diminish rapidly in value."

Judge Bruce also noted that an IRS study of 12 of the Paramount films during the first four runs showed that as far as gross revenues produced were concerned the second run brought in only 52.8%, the third run only 44.2% and the fourth run only 29.5% of the revenues produced by the first run.

The suit was initiated when KIRO-TV was owned by Queen City Broadcasting Co., with Saul Haas as president and one of the principal owners. The TV station, with its AM and FM adjuncts, was bought by Bonneville International Corp. in 1963 for $5 million.

There was no indication from IRS whether the government will appeal.

TV-radio holdings add to Wometco revenues

Broadcast stations account for 56% of net income in diversified operation

More than half the income of Wometco Enterprises Inc. for the first nine months of this year came from its TV-radio holdings, it was disclosed last week.

Of Wometco's net income for the period ended Sept. 7 of $3,191,343, its broadcast stations contributed 56%. And 23% of its total revenues of $45,567,335 for the same nine months came from that same source.

These facts were revealed by Mitchell Wolfson, president, and other executives of the Miami-based, diversified company that is engaged also in motion-pictures, theater operation, soft-drink bottling, food services, and other activities in the United States and the Caribbean area. The Wometco officers discussed their company's activities with members of the New York Society of Security Analysts.

Other divisions contributing to profits. After TV and radio, were entertainment, 22%; bottling, 19%, and miscellaneous, 3%. Food services yielded no income, it was indicated.

Food services accounted for 31% of the firm's revenues, bottling, 21%; entertainment 18%, and miscellaneous, 7%.

Richard F. Wolfson, senior vice president of the company, in discussing the acquisition policy of Wometco (it has acquired seven companies so far this year), commented about TV station purchases:

"... If the price and market area were right, we could buy another television station, but I can assure you that we have no intention of paying 30 to 40 times earnings to get one."

He added that Wometco was looking for an individually owned station where the owner would be willing to accept stock in Wometco "on a reasonable times-earning basis" or, Mr. Wolfson added, "on a basis which would give him security and marketability and our stockholders the benefit of future profits."

"We may be a long time in finding such an individual," he observed, "but we feel that give the present multiples at which television stations are selling today, we simply can see no other alternative at the present time."

For the first 36 weeks of the year ended Sept. 7, Wometco had net income of $3,191,343 (86 cents a share) on revenues of $45,567,335 (Broadcasting, Oct. 14). Wometco TV stations are WTVJ-TV Miami; WLOS-TV Asheville, N. C.; KVOS-TV Bellingham, Wash., and 45.5% of WFGA-TV Jacksonville, Fla. It also owns WLOS-AM-FM in Asheville.

Corinthian reveals executive incentive

Stockholders meet Nov. 19 to consider stock issue to support acquisitions

The emoluments of high office in a major station group were made public last week in a proxy statement. James C. Richdale Jr., who became president of the Television Stations Division of Corinthian Broadcasting Corp. last June, is receiving $65,000 annual salary; he was permitted to buy 3,000 shares for $1.50 per share when Corinthian stock was selling at $34.625, and he's been given an option to buy 7,000 shares at $35.875, exercisable in installments over the next five years. This
Opportunity available for land-mobile users

A government scientist who acted as a consultant to the President's Task Force on Telecommunications Policy has told land-mobile users that there's "more opportunity than crisis" in those frequencies.

George Haydon, a member of the staff of Commerce's Institute for Technical Sciences at Boulder, Colo., said that land-mobile frequency users had better begin thinking seriously of channel-sharing plans or common-carrier service in those cities where there are problems due to overcrowding in the radio spectrum.

He said, in a talk to the Washington Group on Vehicular Technology of the Institute of Electrical and Electronic Engineers, that the future of land-mobile users seems to call for an integrated service using the radio spectrum more efficiently, as well as cables, waveguides and other advances in technology.

Mr. Haydon emphasized that his talk expressed his personal views and was not to be taken as an official indication of the Task Force staff report. In addition to his work with the Task Force, Mr. Haydon also was a member of the land-mobile panel that was part of the report on spectrum engineering by the Joint Technical Advisory Committee last summer (Broadcasting, July 22).

Nowhere in his remarks did Mr. Haydon make any reference to the need for additional frequency space for the land mobile services. This is now under study by the FCC, which is awaiting comments on its proposed rulemaking proceeding that looks to having the land-mobile services share a number of lower UHF bands, and to turn over to them a number of the higher UHF frequencies in television.

Technical briefs:

Electronic editing - International Video Corp., Mountain View, Calif., has added electronic editing in color to its IVC-800 series of video-tape recorders. The new feature is available in the IVC-860 portable unit. The IVC-860, which sells for $7,600, is similar to the IVC-810 color video-tape recorder introduced last year, with the exception of the editing feature.

Mono conversion - Shure Brothers Inc., Evanston, Ill., has published a booklet to aid broadcasters in utilizing existing equipment in the conversion from mono facilities to handle stereo recordings.

New for transmitters - General Electric, Syracuse, N.Y., has developed a differential phase and gain linearity compensation unit for VHF and UHF transmitters broadcasting in color. The solid-state device will be available in January 1969 for $7,955.

Low-light tubes - Visual Electronics Corp., New York, has introduced the P880 (three-inch) and P884 (four-and-a-half-inch) new isocon camera tubes for use in low light levels. Visual says the low light capability of the tubes makes it possible to use them to produce color TV pictures under adverse lighting conditions. The tubes were developed by the English Electric Valve Co., Chelmsford, Essex, England.

"Pepe" unit - Ubique Marketing Co., a British firm, has come out with the "Pepe" Rush Portable Discotheque, a compact unit for disk jockeys. The Discotheque is composed of a 30-w solid-state amplifier, a control unit, twin turntables, headphones, microphone foot switch for music-sound reduction, microphone, a public address facility and a matching speaker system.

Company is at 337 Finchley Road, London N.W. 3, England. C. F. J. Beacham is managing director.

Split-cable technique given another patent

Edward Wallerstein, inventor of the split-cable television testing research technique, has announced that the Canadian Patent Office had granted a patent for the split cable apparatus and methodology. Earlier this year a similar patent was granted by the U.S. Patent Office.

The technique, according to Mr. Wallerstein, splits a community-antenna cable in two in order to conduct tests on commercials and programing for advertising agencies and advertisers. He said split cable has been licensed by his firm, Communications & Media Research Services, New York, to operate in two cities in the U.S. and he said negotiations are being conducted to extend the licensing to other cities in the U.S. and Canada. He said he could not disclose the cities for competitive reasons.
Color spots, jazz, aim at pollution control

The Federal Water Pollution Control Administration last week announced a new television and radio campaign for "Clean Water." Two one-minute color spots, produced in association with Quest Productions, New York, have been distributed to 811 television stations. "Fishing," with lyrics written and sung by Tom Paxton, features a little boy on his way to fish in a lake, but finds it polluted. The second spot, "Doomsday," features a little girl playing on a sandy beach, which has also become polluted.

The Chicago Footwarmers, a jazz group, is featured in a record album which contains several radio spots and three public affairs programs, "Down by the Riverside" and "Green River" and "Chesapeake Bay." It has been distributed to 5,300 radio stations.

Drumbeats:

"Stock merger" - I. Scott Romer of Schenley Imports Co., New York, appealed to radio audiences in New York and Boston to name a new cocktail consisting half-and-half of Stock dry vermouth and Stock sweet vermouth. More than 2,200 listeners participated in the contest by sending in their suggestions to WABC New York and WEEI Boston. "Stock Merger," the winning name, was submitted by four entrants, and each received a prize.

Dollars drive - WLWT(TV) Cincinnati has produced a 15-minute color film titled "You Know I Can't Hear You when the Cash Register Is Ringing," which will be shown to major advertisers and agencies in nine large cities over the next few weeks. The "movie" film is designed to impress advertisers with the advantages of investing more substantially in the Cincinnati market. The presentation will be seen in New York, Chicago, Los Angeles, Philadelphia, San Francisco, Baltimore, Atlanta, Dallas and Cleveland.

Student competition - Broadcast Music Inc., New York, is sponsoring the 17th annual Student Composers Awards competition. A total of $15,000 will be given as prizes. The competition closes Feb. 15, 1969. Information may be obtained from Oliver Daniel, director, SCA project, Broadcast Music Inc., 589 Fifth Avenue, New York 10017.

New home - Arne Mann Associates, New York publicity, promotion and advertising firm, has moved to 535 Fifth Avenue, New York. Telephone: (212) 867-3964.

Omaha museum - WOW-AM-FM-TV Omaha plans to open Omaha's first broadcast museum in its building. The museum will be built around donated items, and donors' names will be placed on a commemorative plaque.

Playable gift - WION Miami has donated 4,200-78 rpm records to the University of Miami School of Music. The gift includes recordings of the past 40 years.

Vote trim - WVIE-TV Hampton-Norfolk, Va., has instituted a "Barber Poll" to test the presidential preferences of barber shop customers. So far 46% of the votes cast in the more than 100 barber shops choose George Wallace for president, with 43% going to Richard Nixon and 11% to Hubert Humphrey.

Political prognostication - It's Nixon over Humphrey three to one, if returns last week in the WLS Chicago promotional mailing to national advertisers and agencies is considered a "straw vote" of the advertising industry. The mailing, titled "Games Advertising People Play," contained a series of WLS trade advertisements and an entry form on which the recipient could guess vote totals of the presidential candidates. WLS is giving radios as prizes for the closest predictions.

Intern information - Intern training programs in TV-radio are studied in a new booklet published by the Broadcasters Promotion Association and now being mailed to BPA member. Copies are available from BPA, 1812 Hempstead Road, Lancaster, Pa. 17601.

Farseeing - Radio and television representatives were recipients of the American Optometric Association's Public Service Awards in Journalism. Winners were Lee Allen of WEZE Boston for his program, Before I Got My Eyes Put Out, and Fred Rogers of WQED(TV) noncommercial Pittsburgh, for his Miserogery Neighborhood programs. The $500 prizes were presented at the AOA National Communications Forum, Oct. 22, in New York.

SDX deadline - Sigma Delta Chi has set a deadline of Feb. 1, 1969 for entry in its 37th annual Distinguished Service Awards contest. The awards are given for editorial writing, Washington correspondence, magazine reporting and TV reporting and editorializing, and public service by all media. Winners will be announced at the annual awards banquet in Rochester, N.Y., on May 10, 1969. Entry information is available from Sigma Delta Chi, 35 East Wacker Drive, Chicago 60601.

Opens own office - Muriel Durand, former account executive and radio-TV director for Eleanor Lambert, fashion publicist, has opened her own office at 14 East 52d Street, New York 10022. Miss Durand will continue to work in the area of women's interests, including radio, television and films.

Christmas - United Communications Mission Inc., Route 3, Box 399, Orlando, Fla., is offering free to radio stations a series of five 60-second spots on theme, What Child Is This.

Westinghouse honored - Westinghouse Broadcasting Co. has received the William Freeman Show medallion of the American Social Association for its 1967-68 radio and television campaign on the dangers of venereal disease.

Promotion book out - Advertising & Sales Promotion, Chicago, has released its annual Sales Promotion Almanac. The 1969 edition has 428 events and is divided into three categories: special days, weeks and months; conventions; and competitions for advertising and promotions.

Timely data for retailers

Increased use of radio and television advertising by retailers has led to the creation of a monthly newsletter devoted specifically to developments in that field. Retail Broadcasters, according to editor and publisher Edward F. Engle, will contain news, concepts, reports, surveys and by-lined comments by store executives on aspects of broadcast advertising. Mr. Engle, who for the past 13 years was vice president-sales promotion of the National Retail Merchants Association, also publishes Retail Overview, a quarterly magazine for retail presidents and corporate executives. Address: 103 Park Avenue, New York 10017.
elstein added to previous reports of the agreement that it gave ASCAP the right, for the first time, to have access to the financial reports that stations file with FCC for purposes of cross-checking with financial data that they file with ASCAP.

Mr. Finkelstein said community-antenna interests were willing to pay copyright owners of music they use, provided acceptable rates could be worked out, and that negotiations were continuing.

The meeting, which differed little from the meeting of West Coast members a few weeks ago, also heard a report that ASCAP revenues for the first eight months of the year totaled $35,406,490, as compared to $33,924,275 for the same period a year ago (Broadcasting, Sept. 30).

AFM won't picket during vote returns

Musicians' union strikes for higher pay, against staff cutbacks at networks

The American Federation of Musicians called a strike of its staff musicians against ABC, CBS and NBC last Wednesday (Oct. 30) but network operations continued unhampere. And there were indications that the labor problem would not affect election coverage or the candidates' final broadcast appeals.

Network spokesmen said that most programming with music will not be affected for at least one week, and perhaps several weeks, because many segments have been taped in advance. On live programs with music, the networks planned to use repeats of earlier shows or carry the programs without live music.

The main issues appeared to be salary and staff size. Musicians currently earn $257.50 per week and are demanding a $46 weekly increase for the first year of a three-year contract, an additional 10% rise in the second year and a 5% hike in the third year. The networks' "final" offer was a $20 weekly increase immediately and another $20 in 18 months.

The networks also are insisting on the dismissal of 60 staff members in New York (20 each from ABC, CBS and NBC), claiming their services are not needed. The union is resisting this network proposal.

The AFM said that about 800 musicians throughout the country are affected by the strike. The current pact expired last June 31 and new contract proposals have been rejected on two occasions by the union's membership.

Appeals for support were made by the musician's union to the International Alliance of Theatrical Stage Employees, the National Association of Broadcast Employees and Technicians, and the American Federation of Television and Radio Artists, but there was no immediate response from these other entertainment unions.

Picket lines were established by the AFM in New York, Hollywood and in Miami where The Jackie Gleason Show is produced. Herman D. Kenin, AFM president, said that pickets will be removed temporarily during periods when political candidates are broadcasting and when the networks are carrying election returns Tuesday night (Nov. 5).

ABC-TV reported that both the daytime Dick Cavett Show and the latenight Joey Bishop Show began using records instead of orchestra music. Its two music-variety series, The Lawrence Welk Show and the Hollywood Palace, have several programs already taped.

At CBS-TV, plans were made to substitute a May 12 program of The Ed Sullivan Show if the walkout did not end by Sunday (Nov. 3). Its other variety series, including Red Skelton Show, Carol Burnett Show, Jackie Gleason Show, Jonathan Winters Show and Smothers Brothers, are taped from one week to three weeks in advance, a spokesman said. He added that recorded organ music has been substituted to accompany its daytime series, which heretofore had used a professional organist.

An NBC-TV official said that at least one week of tapes are available for

Program notes:

Navy documentary • Pelican Films, New York, has produced a 22-minute film, "Sauce for the Gander," for the U. S. Navy. The film is available free to TV stations.

Mickey's birthday • The world's most famous mouse, Mickey, is making a comeback on television. He will be the star of "The Mickey Mouse 40th Anniversary Show," a Christmas special on NBC-TV's Walt Disney's Wonderful World of Color series. The occasion also will mark the 15th anniversary season of the Walt Disney series.

Distribution partnership • Hanna-Barbera Productions, Hollywood, and CBS Enterprises Inc., New York, have entered into a distribution deal that calls for the network company to handle international syndication of five H-B animated and live-action TV series. Included is The Banana Splits Adventure Hour, which is on NBC-TV Saturday mornings. Other shows that CBS Enterprises will distribute are Wacky Races, Space Kiddettes, Space Ghost and Young Guileurs.

East Coast branch • Murakami Wolf Films Inc., Hollywood-based TV and theatrical animation studio, will open an eastern branch in New York this month. Fred Wolf, partner in the production firm, will head the New York office. Other partner is Jimmy Murakami, who remains on West Coast.

Four Star move • Four Star International Inc. is moving most of its operation from CBS Studio Center in North Hollywood to MGM studios in Culver City, Calif. Four Star will have its own building housing executive and administrative offices, and its own switchboard on the MGM lot. The company also will have full use of MGM's studio facilities for the production of television and theatrical films and videotaped programs. Some of Four Star's production operation, including filming of its ABC-TV series The Big Valley, will remain at Studio Center.

Dean Martin Show, Kraft Music Hall, Phyllis Diller Show, Jerry Lewis Show and Laugh-In. On the evening of the first day of the strike last Wednesday, the Johnny Carson Show, without its live orchestra, tried for a comic touch. In the usual places filled by the instrumentalists were cardboard replicas of the musical performers. Guests on the program played kazoo.

NBC issued two statements during the strike, both contending the main issue in the dispute was the "AFM's desire to retain an artificial quota for musicians." AFM President Kenin issued a denial, claiming the strike was called in support of improved wages, hours and working conditions.

ABC-TV makes a deal for 'Let's Make A Deal'

Let's Make a Deal, a daytime game show on NBC-TV (1:30-2 p.m. EST) will move to ABC-TV effective Dec. 30.

The program will run at the same afternoon time on its new network and will also go night-time, at a time slot to be announced, during the first quarter of 1969. ABC's Funny You Should Ask, a new game show now in the 1:30-2 p.m. period, will move to a new time to be announced later.

Monty Hall, host and producer of Let's Make A Deal, reportedly signed a two-year contract with ABC on the condition that the show would be broadcast at night.

The program began its NBC run Dec. 30, 1963, and was used at various times as a summer and mid-season replacement in prime time periods.

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executive producers of CBS's Smothers Brothers weekly Sunday series.

The Campbell show is the second replacement to be announced this season. ABC-TV is placing a one-hour contemporary-variety series starring British pop singer Tom Jones in its Friday, 10-11 p.m. time period (Broadcasting, Oct. 21).

The Dakar series this season has been hurting in the ratings. Its levels have not climbed above a 12.5 rating and its share has been in the low 20's, placing the show well down in the rankings (Nielsen's weekly list of programs rated range from 87 to 97, averaging 92, and Dakar this season has placed in a range of number 77 to 80).

Chicago police official revives coverage feud

An official of the Chicago police department renewed last week the charges that the television networks' coverage of the Democratic convention was biased.

Francis J. Sullivan, Chicago police public information director, told a New York meeting of the National Association of Independent Insurers on Tuesday that it is time the network news divisions realize they have lost touch with the mainstream of American thought. "The American people have made it clear they think television news coverage can be improved," he said.

The police official noted, "I fully realize that it was not the role of television to side with the city of Chicago or the Chicago police department over the way they handled the thousands of demonstrators. But neither was it the role of television to be the ideological allies of the mob. It was not television's role to slant the news day after day in favor of the revolutionaries and against the elected representatives of the people and the police."

Mr. Sullivan said policemen are an essential part of our lives and "the television men should be." But, he said, "the TV reporters are 'drawing away.' He urged the TV broadcasters "to return and accept the fact that revolutionaries are not the wave of the future." He said "the nonrevolutionaries who like this country and what it stands for will prevail."

Chicago was unprepared for "the tidal waves of inaccuracies which swept over the city during the closing days of August," Mr. Sullivan said. Chief among them, he alleged, was a CBS commentator who said the convention was "about to begin in a police state." He also claimed NBC was inaccurate in estimating how many police were detailed to convention duty.

WNDT's sneak preview of LBJ's bombing halt

President Johnson's announcement of the halt of the bombing in Vietnam was carried to the nation Oct. 31 on radio and in prime time on television with a film produced five hours earlier in Washington and fed to the networks about a half-hour before air-time (8 p.m. EST).

WNDT(TV) Newark, N.J.-New York, a noncommercial station which, along with other network and independent stations, received the pool feed from NBC-TV, carried the film at approximately 7:40 p.m., breaking the embargo. Lee Hays, news director of WNDT, explained later that the feed received at its master control came through with the picture of the President as he was speaking without the advance notice that the film was to be released at 8 p.m. The station's engineer put the program on immediately, he stated.

All three TV networks followed the President's address with panel discussions featuring their top commentators and commentators. No special documentaries were scheduled for Thursday night, with the networks returning to their normal programming.

Following the early broadcast of the President's speech by WNDT, CBS Radio began its feed to affiliated stations at 7:55 p.m. ABC Radio quoted the WNDT broadcast on its 7:55 p.m. news feed to its Contemporary network. NBC Radio aired the news at 8 p.m.

An NBC spokesman said its pool feed was preceded by a two-minute- and-12-second display of a card advising of the embargo. ABC was originally scheduled to provide the pool feed but technical difficulties caused the switchover to NBC.

ASCAP intends to diversify

Strives to increase C&W membership, plans other expansions into new fields

The American Society of Composers, Authors and Publishers, which in the past has represented the "traditional" kind of popular music, re-emphasized last week that it intends to become a power in other kinds as well.

ASCAP is out to enlist composers and publishers of so-called country-and western music in particular, in "a wedding of tradition with tomorrow," President Stanley Adams told ASCAP members at a semi-annual meeting of eastern members in New York on Monday (Oct. 28).

Mr. Adams's speech, read by Arthur Schwartz because Mr. Adams was suffering from laryngitis, reviewed ASCAP's intensification of effort in Nashville, heart of the C&W movement, and stressed the advantages that all ASCAP members would gain from ASCAP's expansion into new fields.

Herman Finkelstein, general counsel, reported on the agreement between ASCAP and the All-Industry TV Station Music License Committee. This is a 10-year deal covering TV stations' use of ASCAP music, running to the end of 1977 but with either side having the right to terminate the agreement after six years (Broadcasting, Aug. 26).

The main new feature that Mr. Fink-
Pre-election splurges cut into regular shows

With campaigning for the White House in its last days, additional TV network shows were pre-empted to accommodate major political programs.

CBS-TV announced the pre-emption of My Three Sons on Saturday (Nov. 2) to make room for a half-hour Nixon-Agnew broadcast at 8:30 p.m. EST. The cost of the time is estimated at $75,000.

Nixon-Agnew also purchased the 10-10:30 p.m. period Sunday (Oct. 27) on NBC-TV. The time for the political broadcast, which pre-empted The Beautiful Phyllis Diller Show, cost the candidates a reported $75,000.

Also on NBC-TV, a broadcast for Humphrey-Muskie pre-empted The Mothers-in-Law Sunday, (Nov. 3) 8:30-9 p.m. EST. The time is costing the Humphrey-Muskie organization approximately $80,000.

Totals for program buys on behalf of the major presidential candidates over the period, Oct. 27 through election eve on the TV networks:

Humphrey-Muskie — $435,000; Nixon-Agnew — $645,000, and Wallace-LeMay — $145,000. Included in these estimates are some production costs. The total comes to $1,230,000, a jump of $230,000 over previous buy orders in prime time over the final days before election (Broadcasting, Oct. 28). Not included in the compilation are smaller political buys on the networks for the presidential candidates.

Documentary probes dissent in the news

WTOP-TV looks at strains Imposed on journalists covering social clashes

How the news media, particularly television, unwittingly became swept up in the U. S. protest movement during the Democratic national convention in Chicago and became themselves a subject of controversy is examined in a new one-hour documentary produced by WTOP-TV Washington.

The documentary, Dissent in America: The Rising Chorus, focuses on the need to permit and encourage dissent, which it's said can hasten the improvement of American institutions. A pervasive motive in dissent, WTOP-TV claims, is "rampant idealism" much of which "calls on the nation to make its deeds match the language of its promises. When we curtail the struggle for that kind of goal," WTOP-TV says, "we will snuff out much of the highest meaning of human existence."

While covering the Democratic convention, the press found itself at times at the very center of the turmoil and the target of as much criticism as the demonstrators who were being clubbed by Chicago police (Broadcasting, Sept. 27). The question of whether the press accurately portrayed those events is explored in the documentary through interviews with police and network officials, and congressmen.

According to FBI Director J. Edgar Hoover, the press in Chicago was "guilty of distortion," and Representative Roman C. Pucinski (D-Ill.) is quoted: "Never have so many been so badly informed by so few." Representa-

Porters must put this aside"—while Mr. Moyers is more blunt: "Objectivity is a myth.

Because of the controversial convention coverage Mr. Dingell suggests that what the media need are "more controls, a more forceful recasting of the fair and balanced doctrine, equal time provisions, and the personal attack rules."

Neither Mr. Salant nor Mr. Cronkite is sanguine about the prospects of governmental controls (that's termed a "horifying notion") or future criticism about the media's performance. "Dissent cannot be ignored," Mr. Cronkite says. "We would be irresponsible in not reporting dissent. Let's face it. People are going to use us. After all, the purpose of a demonstration is creating attention." Mr. Salant suggests that the problem resides in the "cascade of communications. The quiet voice isn't heard any more. Quiet voices are becoming strident. We don't create the protests; they're there and we can't shut them off."

'Daktari' is without cure for low Nielsen ratings

The time for CBS-TV's Daktari, the Ivan Tors Films-MGM production now in its fourth season, has run out. The adventure drama set in the wilds of Africa will be replaced on Jan. 29, 1969, in the Wednesday, 7:30-8:30 p.m. EST period, with a comedy-variety series starring Glen Campbell. Mr. Campbell was host on The Summer Brother Smothers Show, a replacement series on CBS last summer, and is a popular recording artist.

The new series with Mr. Campbell will have Ken Dragen and Ken Fritz as executive producers. John Hartford, songwriter, will be a writer and a performer on the shows. The production company is Smo-Bros Productions, a division of Dragen, Smothers, Fritz Inc. Mr. Dragen and Mr. Fritz are also
To predict or not to predict
That is the question facing networks in states where polls are still open

Potentially bitter revival of a long-standing issue in political coverage loomed large for the three networks on the eve of their presidential election broadcasts.

Once again under contention is the old question of when a network should predict an election winner and what effect it may have on voters in states where the polls are still open.

In a closed-circuit election preview feed to affiliates Monday (Oct. 28), ABC News President Elmer W. Lower said: "We will take no projection regarding the outcome of any election in any state until all the polls in that state have closed."

But both NBC and CBS say they will go ahead with plans to project winners in races whenever their samplings of key precincts convince them they have reliable data for forecasting the outcome—whether the polls are still open or not.

Reflecting the networks' extreme caution in calling this year's tenuous presidential race (BROADCASTING, Oct. 14), Mr. Lower explained his network's stand by saying: "We here at ABC News are in no race with our competitors ... when faced with the decision of being first or being right, we—as professional journalists—will always choose to be right."

To the importance are the calls on the expectedly-close presidential race.

Amid rumors that House Commerce Committee Chairman Harley O. Staggers (D-W. Va.) might call for some form of restrictive legislation should any network predict the presidential winner while West Coast polls are still open, election-unit representatives simply were keeping their fingers crossed that the issue will not come up.

Mr. Staggers indicated he would have his eye on the election coverage but wouldn't confirm or deny plans for legislation. "Only circumstances will tell what we will do," he said.

All three networks were in agreement that in the presidential race, hopefully, either there will be a wide enough victory margin that the 270 electoral votes necessary for election already will have been rolled up in states where the polls have closed, or that the race will be so close that it will be after the 11 p.m. (EST) California poll closing time before it becomes clear who has captured the crucial final states.

California, of course, could well be the pivotal state since it has the nation's second largest block of presidential electors, 40, and the widespread use of computerized voting in the state markedly slows down any fast counts of early returns.

Frank Jordan, director of NBC News election operations, said: "We're just going to play it by ear on election night and consider the political realities. This situation may take care of itself either way.

"If the projections in the early voting states show a candidate clearly winning, then the state's electoral votes are assigned to him. Once the electoral votes add up to 270, you have the next President, and obviously, it doesn't even take into account the states where the polls haven't closed."

"In 1964, it was absolutely apparent to everybody by 7 p.m. (EST) that Johnson was going to be the winner, the only question was would he set a new record in his victory margin."

"For us to know the winner and not report it would not only be foolish, we would not be doing our job. On the other hand, if it is going to be a very close election, we wouldn't be able to call it until late anyway."

CBS News Vice President Bill Leonard also attacked any attempt to hold up reporting of returns until after a state's polls are closed.

Tips for channel hoppers
An experiment in using radio to supplement TV viewing will be conducted on election night by noncommercial WAMU-FM Washington, owned by American University. The station plans to assemble a panel of viewers in the studio who will watch the election coverage on all three networks and advise home viewers on which channel might most bear watching at any given time.

The station says as far as it knows no radio station has provided such a service for television viewers. Mike Harris, WAMU-FM program director, is credited with developing the idea. The station plans to warn listeners that comment will be aired only when developments warrant and that stretches of dead air are designed to minimize confusion for home viewers.

Taft Broadcasting urges political TV ad codes
In the wake of the controversy over an anti-Humphrey television spot using "energy film" techniques juxtaposing images of the Democratic contender with scenes of war, violence and poverty (page 38), a broadcaster has suggested that the same criteria be applied to political advertisements as are applied, through radio and TV codes, to product advertising.

Lawrence Rogers, president of Taft Broadcasting Co., Cincinnati, charged in an editorial aired over Taft outlets
separate complaints with the commission charging KLAC with "gross prejudice, bias, and slanted news broadcasting in favor of Proposition 9 [the referendum]."

However, the commission, in a wire to the group, said that the licensee, Metromedia Inc., has furnished evidence that it has presented the viewpoints of those opposing Proposition 9. The commission said the licensee provided recordings of portions of news programs broadcast between Oct. 10 and Oct. 18 airing both pro and con viewpoints.

Although the fairness doctrine requires that a licensee which has presented one side of a controversial issue of public importance "play a positive role in bringing about a balanced presentation of the opposing viewpoints," those opposing viewpoints need not be presented in a single broadcast or program series, the commission said.

What is required is that the licensee, in its over-all programming, attempt to present opposing views, the commission said, adding that KLAC appears to have met that test in connection with the referendum issue.

When informed that the commission had rejected his group's complaints, Harry Lerner, Southern California manager of the campaign against the referendum, and representing Whitaker & Baxter Campaigns Inc., San Francisco, said: "We certainly will not let it [the case] drop," he said. "Furthermore, we will demand to know why the FCC did not demand and get from Metromedia responses to the specific allegations of bias and prejudice that we made and that are in the hands of every commissioner on the FCC. We're not just going to let them dismiss this complaint with a wave of the hand."

The commission last week also responded to a complaint filed by M. S. Novik, broadcast consultant to the AFL-CIO, with a statement calling licensees' "attention to the desirability of making their facilities effectively available" to political candidates, even if it requires modification of station format.

Mr. Novik wired the commission three weeks ago stating that station policies limiting or prohibiting acceptance of paid political advertising are causing a "major problem" (BROADCASTING, Oct. 21).

The commission statement did not refer specifically to the Novik complaint. It said only that the commission has received information indicating that some licensees have policies prohibiting or limiting political broadcasts. However, commission officials said the Novik wire was what the commission had in mind.

BMI, radio committee resume negotiations

A new round of talks was held in New York last week on new rates for radio stations' use of music in the Broadcast Music Inc. catalogue. The meetings will continue some time next week.

The meetings, on two days (Oct. 28 and 29), marked a resumption of negotiations which broke off abruptly after the initial meeting on BMI's request for a rate increase more than a month ago (BROADCASTING, Oct. 21, Sept. 23). Current BMI licenses, which expired Sept. 30, were extended by BMI to Dec. 1.

Sessions were not set for this week because of the national elections, it was pointed out by BMI officials and by the All-Industry Radio Music License Committee. Both groups declined comment on deliberations, other than to acknowledge that BMI's request for higher radio fees was reviewed.

Attending for the all-industry group at one or both of the meetings were Elliott M. Sanger, chairman; George W. Armstrong of Storz Stations; A. A. Church, assistant secretary of Storer Broadcasting Co.; David H. Morris, president of KNUZ Houston, and Michael P. Malardi, vice president and general manager of the Straus broadcast group. Mr. Sanger, retired executive of WQXR New York, has continued as a member of the station's board of directors and executive committee. Of the other committee members in attendance, all with the exception of Mr. Armstrong, were named recently in an expansion of the committee (BROADCASTING, Oct. 21). Also present were Emanuel Dannett, William W. Golub and Benard Buchholz, attorneys representing the all-industry group.

BMI officials in attendance were Edward M. Cramer, president; Justin Bradshaw, vice president, broadcaster relations, and Edward J. Molinelli, vice president in charge of finance, and board members Dwight W. Martin of WDSU-TV New Orleans and Merrill Lindsay of WSOY Decatur, III. Mr. Martin is also a member of BMI's executive committee.

SG sells CBS-TV package deal

The motto at CBS-TV in the feature films area is apparently "plan ahead." A package of 19 feature films acquired by CBS-TV from Screen Gems for $17 million, carries telecasting dates varying between September 1969 and September 1974. Screen Gems said the transaction represents the highest average price per picture it has ever obtained. A spokesman for the TV distribution company said titles of the features could not be revealed at this time.

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4. Gets you more complete coverage with less overlap.

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Election spurs fairness issues

FCC's pre-election problems involve
WOR-TV, WGR-TV, and KLAC among others

A flood of equal-time and fairness-doctrine matters swept in on the FCC and its staff last week as political candidates and citizens fought for free broadcast time in the final days of the 1968 political campaign.

Many of the complaints and queries were relatively routine and could be disposed of at staff level in a telephone call or wire. But some required commission attention, and were handled in special meetings, on Monday and Thursday.

One unusual case began as a straightforward equal-time matter, when a candidate for a House seat in New Jersey demanded equal time from WOR-TV New York, then resolved itself into a fairness-doctrine issue before the commission ruled in favor of the station. The decision turned principally on the fact that the congressional district involved is outside the station's coverage area.

In one equal-time case, the commission ruled against the station involved—WGR-TV Buffalo, N. Y.—on Monday and saw its decision upheld by the U.S. Circuit Court of Appeals on Thursday.

And in a case that apparently is not closed so far as the complainants are concerned, the commission said it "cannot conclude" that KLAC Los Angeles violated the fairness doctrine in connection with broadcasts dealing with a hotly controversial property tax referendum in California.

WOR-TV's problem grew out of the station's desire to present on its New Jersey Report, a Sunday-interview program, an argument of a New Jersey bond issue. A supporter of the issue had appeared on a previous program in the series.

WOR-TV presented Representative Charles W. Sandman Jr., (R) of the second congressional district, on Oct. 27—then received a demand for equal time from his Democratic opponent, David Disker. The station turned him down on two grounds—that the program is a bona fide news interview program, and, therefore, exempt from the requirements of the equal-time law, and that the congressional district involved is outside the station's coverage area.

The commission agreed that the program was in an exempt category. However, this left a question as to the applicability of the fairness-doctrine aspect of the law. It says that, regardless of whether programs are exempt, broadcasters must "operate in the public interest and . . . afford reasonable opportunity for the discussion of conflicting views on issues of public importance."

The commission said that "on the showing before it, particularly the station coverage aspects of the matter, it cannot conclude that the judgment of the licensee was "inconsistent" with the requirements of the fairness doctrine.

The WOR-TV case stemmed from a half-hour interview with the Democratic Presidential candidate, Hubert H. Humphrey, that the station broadcast on Sept. 17, during the Vice President's visit to Buffalo. The station had arranged the interview, which was held at its studios, and chose the three interviewers.

WOR-TV later denied an equal-time request by the Socialist Labor Party presidential candidate, Henning A. Blomen, arguing that the program constituted both an on-the-spot coverage of a bona fide news event and a bona fide news interview. Both categories of program are exempt from the requirements of the equal-time law.

However, the commission said the station was wrong on both counts. It recalled that in an "analogous" situation in 1962, it ruled that a debate between Edmund G. (Pat) Brown and Richard Nixon, during their contest for governor of California was not a bona fide news event. The televised debate was held at a convention of UPI editors in Los Angeles.

And the commission said that a news interview is not exempt unless it is regularly scheduled. The commission rejected the station's argument that the exemption is not limited to regularly scheduled news interview programs but includes those that are not under the control of the candidate.

WOR-TV asked the appeals court to stay the commission's order pending a hearing on the merits of the case. But the court not only denied the stay fol-low ing an argument on Thursday, referring to the imminence of the election, it upheld the commission's ruling.

The complaint against KLAC was pressed by the Californians Against the Tax Trap Initiative, a statewide organization opposing a tax referendum that would limit the property tax to 1% of the market value of the real estate and, over a five-year period, the cost of schools and welfare from the property tax rolls. Opponents say that fiscal chaos will result if it is approved by the voters and that big landowners would realize a tremendous windfall.

The anti-referendum group filed five
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27.5 million families benefit from child care, family service, youth guidance, health programs, disaster relief and services for the Armed Forces through 31,300 United Way agencies.

BROADCASTING, Nov. 4, 1968
Wide discrepancy in Hooper-Nielsen ratings

C. E. Hooper Inc. Thursday (Oct. 31) released the first general findings of its new national television index, and it varied wildly from comparable A. C. Nielsen data.

For the period of Sept. 15-29, Hooper's sample for the average prime-time network program showed 19% more viewers in the 18-34 age bracket than "brand X" (presumably Nielsen), and 14% fewer over-50 viewers.

Hooper said that while the "brand X" survey indicates that only movie, science fiction and suspense-drama programs have more 18-34 viewers than those over 50, the Hooper index shows those program types plus situation comedy, sports, mystery drama, quiz game and general drama programs have more younger than older viewers.

In the Hooper service "a large random sample of telephone listings are called in a national sample, and respondents are asked about TV viewing at the precise instant in their homes."

Hooper Vice President William Harvey said that nine months of research showed the method more accurately reflects television audience makeup than "the brand X diary data [which] reflects smaller samples, much higher non-cooperation rates, dependence upon memory and attention to detail in diary-keeping, and the unknown conditioning effect of being in a permanent diary panel."

Mr. Harvey said that after further study of the data, Hooper plans to expand the service next season. Among clients are NBC, J. Walter Thompson Co., Leo Burnett and Norman Craig & Kummel.

The prospect of pressure on news

Repression threat cited by NBC's Hugh Downs and by Blair Clark

Members of the New York chapter of the National Academy of Television Arts and Sciences last week got a gloomy warning of cautious days ahead for broadcast journalists from both a popular television personality and a broadcast newcomer-turned-political strategist.

Hugh Downs, host of the NBC "Today" show, told the season's first academy forum (Oct. 30) that in these emotion-charged times, broadcast newsmen are subject to "dozens of pressures — the more we can stave off by an utter effort for objectivity, the better we will be."

He said it is important to suppress as much as possible emotional comment on issues which can bring on repression.

Blair Clark, former CBS News correspondent and executive who most recently was campaign manager for Senator Eugene McCarthy's presidential bid, said he believes "the broadcast industry is about to see itself threatened as it never has been."

At the forum, titled "Impact: Television on Politics, Politics on Television," Mr. Clark said he has "a sharp and agonizing notion that we are in for a very bad period in this country — one that can only be called repression."

He said that for broadcasting, it would come in repression of newsmen "try to report any sort of dissent to the government."

After predicting the election of Richard Nixon as President, Mr. Clark said: "When I talked about repression, what I meant was the fact that the last period of repression which affected the country, including the media, was after the [Senator Joseph] McCarthy era, when we lost China, or at least our illusion that it was ours, and we lost it not by war."

"Here, when the Vietnam war ends, we will have lost our first war in history and out of the psychological reaction to that and other events of the times, the repression will come."

As an example of caution which broadcast personnel must exercise, Mr. Downs cited a recent interview he conducted with Attorney General Ramsey Clark.

"I betrayed that I'm an admirer of his," Mr. Downs said. "I feel he's a tough-minded but fair lawyer, but my feeling is not in tune with the times when people want a tougher, more policeman-like figure."

"I got a memo from the network in effect reprimanding me for injecting personal feeling into the interview. I felt that this was not a campaign issue, but the network said it was because Mr. Clark had been singled out by Mr. Nixon as a target."

"In retrospect, I've come to feel that the network is right, we must stave off unnecessary pressure by this utter effort for objectivity."

Both Mr. Clark and one other panelist said television made possible Eugene McCarthy's unconventional presidential bid.

Paul O'Dwyer, one of the original backers of Senator McCarthy's campaign and himself the Democratic candidate for U.S. senator from New York, called Senator McCarthy "the product of TV." He said that while newspapers said Senator McCarthy's candidacy "couldn't get off the ground, it was when we got TV coverage and what Senator McCarthy said began to come through" that his campaign was launched.

KNX computer figures L.A. freeway traffic

KNX Los Angeles, which already programs 171/2 hours of solid news Monday through Friday and continuous news on weekends, has added 16 daily drive-time traffic reports to its coverage. The traffic reporting is computerized. It's said to be the first broadcast use of an information service to drivers based on computer information.

Traffic analysis and projections are being made through use of a SDS 940 computer, built by Scientific Data Systems. Reportedly, the computer contains a memory bank with more than 10,000 pieces of information about traffic conditions affecting the maze of freeways in Los Angeles. Control units of the computer, located in the KNX news room, feed special information to the main computer at the Scientific Data laboratory in El Segundo, Calif. The station, which is owned by CBS, estimates that some 580 hours of planning have gone into assembly of the computerized system.

KNX is broadcasting eight morning and eight evening drive time reports according to the station.
fall is limited, according to TVQ. Three out of five program types show severe declines in appeal. The average TVQ for new shows is 26, with interest waning in every age group except the under 18's. The 35 to 49 age group held at a steady 17 TVQ from last year to the present.

Adventures, drama and western programs showed losses. There are two new adventure programs this season, as there were in 1967, but their average TVQ has dropped from 29 to 24. The adventure programs lost appeal consistently in all age groups but the 6-11.

With only one new drama show this year, compared to three last year, that program type dropped 11 points to an average TVQ of 19 this fall. The two new western offerings failed to win over the under-18 crowd and had to settle for a 24 TVQ, four points under last year's average.

The two program types showing some promise among the new shows are suspense and mystery, and comedy. The five new suspense and mystery shows—two more than last season—registered a 31 average, scoring heavily with the under-18 group. Comedy, with eight new offerings compared to last year's six, scored an average TVQ of 30, winning new approval from the over-50 set.

Two new shows made TVQ's top-10 list of evening programs, Julia (NBC) and Mod Squad (ABC). Only one feature film made the list this year: the Saturday night movie (NBC) tied with Ironside (NBC) for seventh place. Three feature-film nights made last year's top-10 and four films in 1966.

ABC, Truman Capote fall out over special

Differences have erupted between ABC and Truman Capote, the novelist, over a Xerox special, Death Row, U.S.A., written and directed by Mr. Capote. The one-hour documentary gives an account of the lives of criminals awaiting execution in American prisons.

Mr. Capote, who is the author of In Cold Blood, an examination of the criminal mind, demanded that the news special be shown before the pending U.S. Supreme Court consideration of whether lengthy delay of execution constitutes cruel or unusual punishment. Mr. Capote claimed that ABC had taken Death Row off the schedule, and the author questioned the right of commercial television to determine the fate of an artistic product.

An ABC spokesman said, that while the program had been tentatively scheduled for October, it had become necessary to postpone Death Row. "Mr. Capote requested that this show be scheduled earlier than we could schedule it," said the spokesman.

Leland Hayward, producer of Death Row, said that there was no question of scheduling nor had Mr. Capote requested a release, but that "ABC decided not to do the show at all." The network had advised him last week, said Mr. Hayward, that they did not want the program—"they thought it was too grim."

Walter Olesen, manager of advertising and sales promotion for Xerox, would not comment on the advertiser's role in the dispute except to say "it is an issue which is between Mr. Capote and ABC." Mr. Olesen added: "We have had good relations with both of them."

Agenda, speakers set for RTNDA convention

Radio-TV news directors attending the 23rd annual Radio Television News Directors Association convention Nov. 19 to 24 in Los Angeles will hear a wide variety of topical issues affecting broadcast news.

And on the opening day of the convention RTNDA members will be guests aboard the aircraft carrier USS Kitty Hawk for a full one-day at-sea cruise. Scheduled are a sea and air firepower demonstration, and tours of the carrier.

Scheduled panels will include a discussion of the controversial "Reardon" report affecting trial coverage. Judge Edward Deavitt, chairman of the American Bar Association Legal Advisory Committee on Fair-Trial-Free Press, and RTNDA counsel Ted Pierson of Pierson, Ball & Dowd will appear, with Bill Roberts, Time-Life Broadcast, as moderator.

A discussion of the Democratic national convention coverage in Chicago will feature ABC News President Elmer Lower, NBC News President Reuben Frank, and CBS News Vice President Bill Leonard.

Guest speakers include California Governor Ronald Reagan; Los Angeles Mayor Sam Yorty; Whitney Young, director of the Urban League; Representative Lionel Van Deerlin (D-Calif.), member of the House Committee on Interstate and Foreign Commerce; and Tom Cahill, president of the International Association of Chiefs of Police.

NBC-TV rated No. 1 again by Nielsen

NBC-TV maintained its lead in the Nielsen Television Index ratings for a second consecutive week (Oct. 14-20) with an average rating of 20. CBS-TV ran a close second with 18.9 and ABC-TV was third with 15.3.

Specials and movies moved up throughout the top 20, and CBS's first CBS Playhouse drama of the season, "The People Next Door" (Oct. 15), took 20th place with a 20.8 rating and 36 share. The network estimates the
New shows sag in popularity

Movies still have the most appeal; drama is least liked

Although the number of network shows and their average appeal have leveled off this year, the season's new shows have shown a drastic decline in overall appeal, according to a TVQ study. Network feature films emerge again this year as having the highest average appeal of all program types, although the movies slipped slightly under last year's average.

These conclusions were drawn from the annual survey conducted for Broadcasting by the TVQ service of the Home Testing Institute, a marketing research firm in Manhasett, N.Y. The TVQ score is based on a nationwide survey and represents the proportion of respondents who would term a program "one of my favorites."

TVQ interviewing during the 10 days beginning Sept. 30 produced a 28 average score for night-time programs, the same score as resulted from last year's sample. The number of network programs has been tapering off in recent years as feature films and other long program forms moved to dominate the schedule. This year, however, there are 83 programs, the same total as at this time last year.

Feature films scored a 34 this year, down from last year's 36, but still the program type with highest appeal, an honor the movies have carried off for three years straight. Lowest appeal was registered by drama shows with a score of 21, down four points from last fall. Last year, adventure programs were lowest in appeal with a 24 score, but they gained another point in 1968.

Of the program types that declined in number this year, which include adventure, drama, musical, news and documentary, and western, all but adventure finished lower in appeal as well. Of those with increased representation on the schedule this season—comedy, movies, suspense and mystery, and variety—suspense and mystery and variety shows had higher appeal, comedy registered the same 28 score it claimed last year and movies came in two points lower.

Other than feature films, the programs with averages that exceeded the average for all shows were suspense and mystery (30) and westerns (29). Westerns, however, have continued to show the steady decline that began when they lost the number-one spot to the movies in 1966.

The appeal of the new programs this

<table>
<thead>
<tr>
<th>Five-year trend of second October TVQ scores for new evening network programs by selected types, totals and by age group</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Total new programs</strong></td>
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<tr>
<td>Number of new programs</td>
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<tr>
<td>Average TVQ</td>
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<tr>
<td>Age 6-11</td>
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<td>12-17</td>
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<td>18-34</td>
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<tr>
<td>35-49</td>
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<tr>
<td>50+</td>
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</tbody>
</table>

| **Adventure** |
| Number of new programs | 2 | 2 | 6 | 3 | 6 |
| Average TVQ | 24 | 29 | 33 | 30 | 31 |
| Age 6-11 | 57 | 49 | 56 | 59 | 64 |
| 12-17 | 32 | 37 | 48 | 48 | 42 |
| 18-34 | 14 | 27 | 23 | 29 | 23 |
| 35-49 | 11 | 23 | 23 | 17 | 22 |
| 50+ | 10 | 20 | 17 | 15 | 18 |

| **Comedy** |
| Number of new programs | 8 | 6 | 14 | 16 | 21 |
| Average TVQ | 30 | 28 | 25 | 30 | 30 |
| Age 6-11 | 58 | 54 | 56 | 52 | 60 |
| 12-17 | 41 | 40 | 40 | 49 | 46 |
| 18-34 | 20 | 21 | 18 | 22 | 22 |
| 35-49 | 19 | 34 | 14 | 16 | 19 |
| 50+ | 10 | 23 | 15 | 13 | 17 |

| **Drama** |
| Number of new programs | 1 | 3 | — | 4 | 4 |
| Average TVQ | 19 | 30 | — | 23 | 22 |
| Age 6-11 | 24 | 58 | — | 19 | 27 |
| 12-17 | 38 | 30 | — | 24 | 33 |
| 18-34 | 24 | 20 | — | 29 | 23 |
| 35-49 | 10 | 15 | — | 20 | 18 |
| 50+ | 19 | 24 | — | 18 | 17 |

| **Suspense & mystery** |
| Number of new programs | 5 | 3 | 6 | 4 | 1 |
| Average TVQ | 31 | 26 | 29 | 27 | 29 |
| Age 6-11 | 44 | 31 | 48 | 42 | 54 |
| 12-17 | 47 | 24 | 41 | 40 | 59 |
| 18-34 | 31 | 27 | 27 | 18 | 32 |
| 35-49 | 20 | 20 | 21 | 19 | 18 |
| 50+ | 19 | 24 | 17 | 18 | 11 |

| **Western** |
| Number of new programs | 6 | 6 | — | 5 | — |
| Average TVQ | 24 | 28 | 32 | 29 | — |
| Age 6-11 | 31 | 45 | 36 | 29 | — |
| 12-17 | 27 | 35 | 41 | 40 | — |
| 18-34 | 25 | 25 | 31 | 30 | — |
| 35-49 | 17 | 18 | 25 | 22 | — |
| 50+ | 23 | 23 | 29 | 21 | — |

Top 10 evening network programs from second October 1968 TVQ report by age

<table>
<thead>
<tr>
<th>Rank</th>
<th>Program</th>
<th>Total audience</th>
</tr>
</thead>
<tbody>
<tr>
<td>1.</td>
<td>Rowan &amp; Martin's Laugh-In</td>
<td>75 45</td>
</tr>
<tr>
<td>2.</td>
<td>Walt Disney</td>
<td>89 44</td>
</tr>
<tr>
<td>3.</td>
<td>Julia</td>
<td>53 43</td>
</tr>
<tr>
<td>5.</td>
<td>Family Affair</td>
<td>76 41</td>
</tr>
<tr>
<td>6.</td>
<td>Mod Squad</td>
<td>41 39</td>
</tr>
<tr>
<td>7.</td>
<td>Ironside</td>
<td>70 38</td>
</tr>
<tr>
<td>8.</td>
<td>Saturday Night Movie</td>
<td>78 38</td>
</tr>
<tr>
<td>9.</td>
<td>Bonanza</td>
<td>50 37</td>
</tr>
<tr>
<td>10.</td>
<td>High Chaparral</td>
<td>64 36</td>
</tr>
</tbody>
</table>

Note: Data covers opinions held by respondents during 10-day period beginning Oct. 12

Copyright: Home Testing Institute/TVQ Inc., 1968

Top five and bottom five new shows from second October 1968 TVQ

<table>
<thead>
<tr>
<th>Rank</th>
<th>Program</th>
<th>TVQ</th>
<th>-inverse-</th>
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<tbody>
<tr>
<td>1.</td>
<td>Julie</td>
<td>43</td>
<td>1</td>
</tr>
<tr>
<td>2.</td>
<td>Mod Squad</td>
<td>39</td>
<td>2</td>
</tr>
<tr>
<td>3.</td>
<td>Ghost &amp; Mrs. Muir</td>
<td>35</td>
<td>3</td>
</tr>
<tr>
<td>4.</td>
<td>Adam 12</td>
<td>34</td>
<td>4</td>
</tr>
<tr>
<td>5.</td>
<td>Here Come the Brides</td>
<td>32</td>
<td>5</td>
</tr>
</tbody>
</table>

Note: TVQ = average score of respondents from 10-day period

<table>
<thead>
<tr>
<th>Rank</th>
<th>Program</th>
<th>TVQ</th>
</tr>
</thead>
<tbody>
<tr>
<td>1.</td>
<td>That's Life</td>
<td>12</td>
</tr>
<tr>
<td>2.</td>
<td>Don Rickles</td>
<td>14</td>
</tr>
<tr>
<td>3.</td>
<td>Phyllis Diller</td>
<td>14</td>
</tr>
<tr>
<td>4.</td>
<td>Huckleberry Finn</td>
<td>18</td>
</tr>
<tr>
<td>5.</td>
<td>Good Guys</td>
<td>20</td>
</tr>
</tbody>
</table>
tended to Congress. But it certainly hasn't occurred to me to be indignant about this. There are too many other things to worry about right now."

NBC's new policy requiring financial disclosures by its news personnel was described in a letter to the FCC that the network made public last week. The commission months ago had rebuked NBC for failing to exercise sufficient diligence to prevent a conflict from developing between Mr. Huntley's interest in the cattle industry and his radio broadcasts on the importation of Australian beef and federal meat-inspection act (BROADCASTING, Sept. 10). It asked the network to report on any procedures to prevent a similar occurrence.

The policy requires news personnel "in responsible positions" to complete a questionnaire that calls for disclosure of whether the journalist or any member of his immediate family has a financial interest in any enterprise other than NBC, its parent, RCA, or their subsidiaries. He need not include any investment of less than 1% of the market value of the outstanding shares of a corporation listed on a national exchange or one regularly traded by national dealers.

The newsman is also requested to report whether he or any member of his immediate family holds an office, directorship, partnership or employment in any business other than NBC, RCA or their subsidiaries.

NBC's letter said that conferences, in which NBC News officers would participate, will be held with employees whose statements reveal "a significant private interest." The purpose of the conference will be to determine how that private interest might affect the "employee's news judgment or reasonably be considered as capable of affecting that judgment."

NBC also said the employee will be instructed to inform his superiors whenever he is assigned to a story which might provide grounds for a conflict-of-interest problem. Top NBC News officials would determine what steps should be taken—whether, for instance, to assign another reporter to the story or to make a disclosure of the interest involved.

The NBC letter, which was signed by Howard Madoner, NBC's assistant general attorney in Washington, also served to refute suggestions that Mr. Huntley had deliberately distorted the news in one of his broadcasts critical of the meat-inspection law.

This was a reference to a statement by Mr. Huntley that truck drivers in New York were quitting their jobs to become federal meat inspectors and were talking openly of fringe benefits in the form of money under the table in return for an inspection stamp. The letter said Mr. Huntley has stated he had sources for that information. And "Mr. Huntley is a reporter in whom we have complete confidence and we are satisfied that those sources do exist," it added.

The letter also took issue with a passage in the commission's letter concerning Mr. Huntley's statement asserting that "NBC was under an affirmative obligation to encourage the presentation of contrasting viewpoints. . . ."

NBC said it did not understand the fairness doctrine to require that licensees solicit and broadcast a response to each separate statement or charge contained in a broadcast expressing a point of view on some issue.

NBC noted it had broadcast a response by Representative Neal Smith (D-Iowa), who was the sponsor of the act attacked by Mr. Huntley and whose complaint led to the FCC rebuke of NBC. Mr. Smith did not discuss the controversial statement in his broadcast.

NBC said it does not think the fairness doctrine requires—or should require—"a licensee, once it has provided an opportunity for the expression of a contrasting viewpoint on the basic issue involved, to go further and solicit material taking issue with each specific factual statement which the responder may have chosen to ignore."

An object lesson in closing the switch

The four little words otherwise known as "SOB" that slipped out on the air at WBBM Chicago in reference to presidential candidate Richard Nixon have lost newsmen Dan Price his $40,000-a-year job and the case is "settled," WBBM affirmed last week in the wake of local reports that the veteran newscaster might be taken back because the Illinois Nixon committee felt the punishment too harsh.

WBBM said that a settlement was made with Mr. Price on his contract which still had two years to run. The engineer who worked Mr. Price's show is still on the payroll, WBBM said.

The CBS-owned all-news station explained that between 5:30 a.m. and 6 a.m. on Oct. 11 when Mr. Price was on the air a seven-minute Nixon news special was aired followed by a telephone weather report and a commercial. WBBM said Mr. Price forgot to hang up the phone, leaving an open line.

During the commercial Mr. Price was checking the program sheet for the segment starting at 6 a.m. and noting another Nixon story coming up he commented about it to the engineer and used the unfortunate expression, WBBM said. Later that day, the station related, Mr. Price offered his resignation and it was accepted.

NEED A CBS VOLUMAX?

CONTACT CCA (STANDARD)+

is for business people
...too busy to plow through a stack of business papers each week.

Central Seven! Elegant design and $20,000 bricks are "out front!" Inviting passerby into the brand new WTRF-TV and WTRF-FM communication center. This ultra-modern glass and brick structure now houses 24,000 square feet of studios, production facilities and the newest color TV and FM stereo equipment atop the underground parking garage. Sixty-one full time and talented employees are "about your business" at new Central Seven (and enthusiastically welcome the opportunity to handle more). Drop in to see Central Seven and help WTRF-TV celebrate its fifteenth anniversary of serving the Wheeling-Steubenville Market from the heart of downtown Wheeling, hub of the rich and busy industrial upper Ohio River Valley.

BLAIR TELEVISION
Representative for

WTRF-TV
Color Channel 7-NBC
Wheeling, West Virginia
the increase for a comparable period in 1967- figures, the article notes, which are "remarkable when compared with the increase nationally of about 8%." 

(In June Broadcasting found among Detroit radio-TV stations polled that they were cautious about claiming too much credit for retail gains. They cited the broad trend upward of business nationally [Broadcasting, June 17].)

The article adds that Detroiters "seemed in no way" less informed about world events than they were before the strike: "The broad array of broadcast and print [suburban newspapers and national magazines] media gave them all [the news] they could use."

**Broadcasting majors now at 147 colleges**

There are 147 American colleges and universities offering a major in broadcasting leading to one or more degrees, according to a survey by Dr. Haold Niven, vice president for planning and development of the National Association of Broadcasters.

The 1968 study, the 11th report of "Broadcast Education," says that 146 schools offer the bachelor's degree, 14 more than in 1967; 75 offer the master's degree, an increase of 11 from the previous year, and 18 have a doctoral program in broadcasting.

Carol Music Inc. gets $18,000 settlement

A $530,000 lawsuit against a Washington law firm by Carol Music Inc., one-time licensee of wclm(FM) Chicago, has been settled for $18,000, according to William G. Drenthe, a principal of Carol Music.

The suit was filed last spring against the now defunct law firm of Roberts and McInnis. The law firm represented Carol Music after its license for wclm had been revoked in 1964 by the FCC. The commission said the station had failed to operate within the terms of its license, had misrepresented and concealed facts and had violated various technical rules. The station originally was cited for allegedly airing information used by bookies.

**Media reports**

Moving day - WHB Kansas City, Mo., is moving to new studios and offices in the Power and Light building, 14th and Baltimore Streets, Dec. 15. Since 1954 the WHB studios have been located in the Pickwick hotel. WHB founded in 1922, is owned by the Storz Broadcasting Co. of Omaha.

RKO move - WNAC-TV, WREO and WOR(FM) have moved to the RKO General building. Government Center, Boston 02114. Phone: (617) 742-9000.

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**Programming**

**Mixed reaction to NBC’s disclosure policy**

Order to newsmen to bare investments meets both acceptance and resentment

Major network news correspondents appeared split last week over NBC's announcement of a new policy requiring all news personnel to furnish reports of private financial investments and outside employment.

Although no newsmen registered personal objection to filing a report of his own finances, several expressed resentment of what they considered a slur on the integrity of the profession.

"It's a bit of an insult, it seems to me," said CBS's Eric Sevareid. "If I were asked, I would do it, but I would resent it. This is a function of the private purse, and I don't think it fair to ask a journalist in television to do something a congressman wouldn't."

But at the same time, Mr. Sevareid's fellow CBS newsmen, Mike Wallace, said: "My first instinct is that it's a good idea. Congress should be like Caesar's wife, and by the same token so should anyone who reports and analyzes the news."

CBS has not joined in the new disclosure practice outlined by NBC in a letter to the FCC, which was made public last Monday. However, CBS News officials said that in addition to standard conflict-of-interest questionnaires required of employees at all three networks, they were asking their legal department to determine whether further measures are feasible.

Chet Huntley, the newsmen whose outside cattle-industry holdings spurred the NBC action, sees the move as one piece of a larger attack on broadcast journalism.

"I have two feelings about this thing," he said. "Personally, as far as I'm concerned if I were singled out, I wouldn't mind divulgling my personal interest to anyone. But taken as a group—all of us in broadcasting—I do resent an air of suspicion cast on the whole profession."

"It seems to me part of the malaise of the year," Mr. Huntley added, "from Mayor Daley in Chicago to some congressmen and FCC commissioners and the rest. Many very plainly want to throttle the press. They can't [throttle] the print media, but they apparently are trying to go after TV."

"There's something more at work there than some congressman raising a damn-fool question about my beef interests. It goes deeper."

Mr. Huntley's partner, David Brinkley, said only that he doesn't "mind in the slightest" disclosing his outside holdings.

ABC's Howard K. Smith said: "I don't know that I can have any simple view. While I don't have any personal objection to it, I do find it ironic and a little silly that members of Congress don't have to go through such a procedure, but this is being done to appease Congress."

ABC officials said that at this time they plan no further disclosure regulations than the traditional conflict-of-interest questionnaires for all personnel, which date from the wake of the payola investigations of 1960.

While dismissing the NBC move as being blown out of proportion because "we've always had a disclosure form and so have they," one ABC News source, when asked if he keeps the form updated, said, "you're supposed to, but—you know. . . ."

The situation at CBS appeared similar. Mr. Sevareid said: "I have a faint memory" of filing a conflict-of-interest form, and Mr. Wallace said that although "I think it is in the contract, I don't remember signing anything. They don't know what securities or real estate I own."

Some newsmen remain relatively unconcerned. Said NBC's Edwin Newman, "I really haven't thought about it, although I have no personal objections. If there is any justification for it, I would tend to think it should be ex-
A second series of ARB Station Seminars & Research Clinics will begin soon, and the emphasis is on selling better with ARB.

We've streamlined the agenda to include more “how to use” information you've asked us to provide. In addition, you'll get the story behind ARB data and learn of more improvements in methodology that have been added.

The Clinic portion of the meetings will offer time for discussion of your special research problems. You'll also have an opportunity to tell ARB about additional information you would like added to future reports.

The ARB executives who will be conducting the seminars are men who understand station sales and research problems. The ideas they will offer are sure to be of special value to managers, sales managers, research and promotion managers of every television station.

Here's this season's schedule — expanded to ten centrally located cities and slated in two cycles. The first series follows October report delivery and offers the added advantage of those in markets scheduled for November surveys to attend prior to their first report of the season. The second series follows delivery of November sweep reports.

Ask your ARB representative for registration material now (open to the staff of all commercial television stations at no charge). You're sure to profit by our efforts to put real meaning into “selling better with ARB.”
Lively discussions held on CATV industry

Public is receptive to cable originations, Commissioner Cox tells UHF broadcasters

The joint FCC-industry Committee for the Full Development of All-Channel Broadcasting met at FCC headquarters in Washington last week with CATV on the agenda and two commissioners on the scene. The ensuing dialogue alternately cheered and chilled UHF broadcasters seeking harder regulation of the mushrooming cable industry.

Commissioner Robert E. Lee, CAB chairman and a consistent supporter of UHF, sounded a positive note for the broadcasters: A proposed rule-making to prohibit CATV systems that relay TV signals from originating commercials—previously contemplated and then withdrawn for want of a commission majority (Broadcasting, Oct. 21)—will be reintroduced and, Mr. Lee believes, issued for comment within 60 days.

More typical of the day's discussion, however, was a cordial but spirited series of exchanges in which Commissioner Kenneth A. Cox, an unaccustomed presence at CAB meetings, played a firm public-interest counterpoint to the broadcasters' pleas for stiffer CATV regulation.

After silently taking notes for over an hour while the committee pondered the questions of CATV origination and possible FCC licensing of cable systems, Mr. Cox got up to suggest that the broadcasters too often merely made assertions and demands, instead of spelling out in precise terms the grounds for their concern. The FCC, he reminded them, must answer to the criterion of public interest; as an advisory appendage to the commission, CAB should also bear that in mind, Mr. Cox said.

What followed was a classic encounter between regulator and broadcaster. Among the commissioner's comments:

On program origination: "To the public, this is going to look like a good idea—unless you can persuade the public that one or two additional channels of programming are going to threaten your ability to provide standard broadcast service. . . . If you oppose CATV operators carrying anything other than broadcast signals, you're going to run into public resistance and resentment."

On a CAB proposed resolution urging that the FCC ask New York City to withhold authorization of CATV program origination pending completion of commission studies: "What are your grounds? The commission can't ask a local governing body not to act when it has power to do so." All the commission can do, Mr. Cox went on, is to remind the city that whatever emerges from FCC deliberations on cable policy will be binding on franchise holders. As Messrs. Cox and Lee both noted, this was the thrust of a letter already sent to the New York City board of estimates by acting Chairman Robert T. Bartley (Broadcasting, Oct. 21).

On licensing of CATV systems: CATV is more analogous to the telephone companies than to broadcasting, Mr. Cox said, since excessive duplication of facilities is inefficient. Any system of licensing would have to be accompanied by some sort of allocation system, he added.

On the government as a factor in communications: "If [the commission] felt that some new form of communication would better inform and entertain the public—and if this meant that every broadcast station in the country would go bankrupt—we would be obliged to take steps which would permit that to happen."

Another of the commissioner's comments, however, put his view of commercial broadcasting in a different perspective: "If the public realized their stake in free broadcasting, they wouldn't respond so joyously to something [CATV origination] they're getting somewhere else for nothing."

CAB's proposed resolution on curtailing program origination in New York prompted the broadcasters to comment that franchise holders in that city are trying to effectuate what would actually be a pay-TV system; that they're operating only with revenues in mind, and that their systems damage UHF, which can't afford fragmentation of its audience. During subsequent discussion, however, the two commissioners emphasized that the FCC had done all it had power to do, and that the spirit of the committee's request resembled to a large extent Mr. Bartley's previous letter. The resolution was withdrawn.

CAB also received the report of its research subcommittee on ratings, presented by the FCC's assistant chief of research, Alexander Korn. The report dealt with three possible inequities in the rating methods, with emphasis on their effect on all-channel development: The possible understatement of ratings for ethnic UHFs; the possible understatement of UHF ratings as compared to VHF, and the effect of these possible inaccuracies on UHF development.

Ethnic audiences are a special rating problem because of illiteracy, lower cooperation rate, lower telephone penetration rate, and language difficulties, according to the report. It was suggested that ethnic stations make use of special surveys provided both by rating services and nonsyndicated research services.

In general, UHF audiences are apparently not understated by the rating services, the report said, although it was noted that electronic rating systems, which provide their own record of set tuning, show UHF's to better advantage than the "diary" systems, which rely upon recall.

Newspaper value is questioned

Despite 267-day strike in Detroit, radio-TV helped to boost retail business

Detroiters learned to live without their newspapers for 267 days during that historic 1967-68 strike against the city's major dailies. When both readers and advertisers turned to droves to other media, principally radio and television, a question is raised whether metropolitan newspapers are any longer indispensable to a major city.

According to an article in the November issue of Fortune magazine, "local dailies, no matter how integral to the life of the city, no matter how effectively they do their jobs, are now simply competitors for a share of mind."

One major pre-strike function of the Detroit dailies, the article contends, apparently was "to get [their readers] to the television set on time. " During the strike TV Guide registered the "biggest single increase of any publication in newsstand sales," from 50,000 weekly to more than 500,000.

Local retail and classified advertisers apparently found many alternatives to their metropolitan press: "Radio and television stations had hardly an unsold moment," the article claims. "Though it may have been more costly to use broadcasting than papers, time availabilities were as tight as they have ever been in Detroit."

J. L. Hudson Co., Detroit's largest department store: Allied Supermarkets, Detroit-based Midwestern food chain, and numerous city automobile dealers placed part of their advertising budgets in radio and/or television, with the result that retail business during the first half of 1968, rose 13.6% "well above" 58 (The Media) Broadcasting, Nov. 4, 1968
tion merger because MCA is operating under a 1962 consent judgment which resulted in that company divesting itself of its talent representation business. The consent order also forbids MCA for seven years from merging with or acquiring any other major television, motion picture or phonograph production or distribution company without the consent of the government, or unless it can persuade a federal judge that the move won't unduly restrain or substantially lessen competition in those fields. The 1962 order also forbids MCA from engaging in tie-in practices in conjunction with the sale or lease of any of its programs or products.

The MCA-Westinghouse deal, announced last August, calls for Westinghouse to pay MCA stockholders 0.677 of a share of Westinghouse convertible preference $3 cumulative dividend stock for each share of MCA common. This is calculated to amount to 5,348,600 Westinghouse preference shares for MCA's 7.6 million shares. In the first five years, the Westinghouse preference stock would be convertible on a share-for-share basis; after that it would be redeemable at $85 a share.

Westinghouse, which is one of the electrical power giants of American industry, owns Westinghouse Broadcasting Co. WBC is a multiple station group, owns CATV systems, is in the station representation business, produces and distributes programs for its own stations and for syndication to other stations, and is, in a limited way, engaged in feature-film making.

MCA is one of the biggest producers and distributors of movies and television programs, owns Universal City, one of the major Hollywood studios, a record company and is in real estate and banking.

**ARB sets 2d flight of station seminars**

The American Research Bureau has scheduled another series of 10 seminars and research clinics to help TV station management understand and use ARB reports.

The first three seminars, in Philadelphia, St. Louis and San Francisco in late November and early December, will follow closely the mailing of October ARB reports in 42 major markets. The seven remaining seminars are all scheduled for January 1969, following the mailing of the November survey reports. Personnel at stations whose markets are not surveyed until November may attend one of the seminars in the early round to prepare for their fall report.

About 350 TV station managers, sales and promotion people attended the first series of seminars last February and March.


**WBBH-TV NBC affiliate**

WBBH-TV Fort Myers, Fla., a new UHF on channel 20, will begin operations around Nov. 20 as an NBC-TV affiliate. The station will have 524 kw visual with an antenna height of 970 feet. WBBH-TV is owned by Broadcasting-Telecasting Services Inc. Joseph Buerry Jr. is president and general manager.

**KBET joins CBS Radio**

KBET Reno, owned and operated by Sierra Broadcasting Co., will join CBS Radio Dec. 30. The station has been affiliated with ABC Radio's American Information and American Entertainment networks. R. L. Stoddard is president and general manager of KBET, which operates on 1340 kc with 1 kw days and 250 w nights.

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**The WJEF Countrypolitan**

**Just average listeners — but what an average!**

What's the average WJEF Countrypolitan like?

He or she is about 29, married, and has three children. Typically, the family has two cars and is buying their home.

They have quite a lot already — but they need a lot, and are buying more every day.

What kind of income are they buying with? Well, Countrypolitans span the spectrum of professions, services, trades, and farming. But often as not he works in one of the 50 Kent and Ottawa County plants employing over 400 people at real good salaries and wages.

They're *inquisitive*; they listen to WJEF to know what's going on, as well as to be entertained.

And they're *acquisitive*; they're prompted to get the things she hears about while making her shopping list, or he hears about driving home.

Ask Avery-Knodel about WJEF — the country music station listened to by people with lots of needs and the means to meet them.
tions in neighboring major markets whose grade B or A signals overlap. At present, these situations are dealt with on a case-by-case basis. But ABC would treat them as any other distant-signal situation; ABC would prohibit CATV systems from carrying grade A or B signals that overlap the grade A contour of one or more stations in a separate market.

ABC also suggested measures for streamlining commission procedures under which stations that want program exclusivity protection must proceed. They now are required to provide CATV systems with written notice as much as eight days in advance of the programs they want to protect.

Since the one-day protection now available under the rules is meaningful only in terms of network programming, ABC said, it would drop the requirement for notice and simply prohibit CATV systems from duplicating, within a 24-hour period, network programming. The only notice that would be required would be for a station to inform a system of network programs the station intended to preempt.

One of the benefits ABC sees resulting from the proposed change is the elimination of the automatic stay that is granted when a CATV system requests a waiver of the exclusivity requirement.

H. Rex Lee sworn in as FCC commissioner

The FCC had its full complement of seven members last week following the swearing-in on Monday (Oct. 28) of H. Rex Lee for a term ending June 30, 1975. The commission had been lacking a member since June 30, when Lee Loevinger retired.

The swearing-in, administered by Chief Hearing Examiner James D. Cunningham, was attended by a standing-room-only audience in the commission's hearing room.

On hand with fellow commissioners, commission staff members, communications industry representatives and members of the public were Secretary of the Interior Stewart Udall and John W. Macy Jr., chairman of the Civil Service Commission.

Mr. Lee had been an Interior Department official when Secretary Udall recommended him in 1961 for the post of governor of Samoa, a post he held until August 1967, when he was named assistant administrator for the Agency for International Development.

Present also were friends he had made when he was governor of American Samoa—Senator Laeno Reed, and his wife and Muagututla's Tuia, speaker of the House of Representatives. The legislators, who were in Washington on}

H. Rex Lee, beheaded in a shell lei presented by friends from his days as governor of American Samoa, is shown with his wife, Lillian, following his swearing-in as a member of the FCC on Monday.

territory matters, and Mrs. Reed presented Mr. Lee with a shell lei, in a traditional form of greeting or congratulations.

The new commissioner, in brief remarks, indicated his interest in the problems and opportunities he sees being created for both government and the communications industry by the rapid advances in communications technology. "People in industry and government have had a difficult job keeping up" with the technology which, he said, can lead to improvements in every area of life.

As governor of Samoa he established a system of educational television that is believed to outrank any other in the world. He had fastened on ETV as the most practical way of overhauling what was generally regarded as a sadly inadequate island educational system.

Mr. Lee attended his first meeting as a commissioner Wednesday but did not participate in any actions. However, he has made the first appointment to his office staff—Edwin Spievak, 36, assistant general counsel of U. S. Information Agency since 1966, who will be his legal assistant.

Networks requested to answer Hoving query

Broadcasters were reacting warily last week to the latest ploy by Thomas P. F. Hoving, head of the National Citizens Committee for Broadcasting—a questionnaire ostensibly sent to "all TV stations, network affiliates and independents" asking commercial outlets to itemize cash and equipment donations to noncommercial stations.

ABC, CBS and NBC in New York all said they had received the Hoving request but none had responded to it as of Thursday (Oct. 31). Beyond acknowledging receipt, it was a "no comment" situation. A spot check showed that some nonnetwork New York stations had also received the request, but some had not. Washington stations had no knowledge of the letter. In New York, only WNEW-TV, a Metromedia station, said it was in the process of assembling the requested information.

The citizens committee says it has received "quite a few" responses—some with incomplete information—but says it won't summarize early returns. A report has been promised after a better return of questionnaires has been received.

The questionnaire asks for contributions by year, to which ETV organizations, and the "type, year, model, original cost, estimated cost at time of donation, etc.," of equipment provided. The detail sought on equipment gifts prompted some broadcasters to privately suspect that the committee was seeking to gather information that could be compared with tax credits claimed by stations when equipment was donated.

Although the networks are reluctant to discuss Mr. Hoving's request for a listing of contributions to noncommercial television, one network-owned station willingly lists its own "educational" programming.

WCBS-TV New York, which will begin a three-hour-per-week Black Heritage series early next year, pointed out last week that it already programs eight hours of "educational" material each week.

Justice Dept. slows MCA-WEC merger

Backlog of pending business prevents completion of detailed study

Delay in the closing of the MCA-Westinghouse Electric Corp. merger, approved by the boards of both companies and by the stockholders of MCA last month, is attributed to "continuing discussions with the Department of Justice."

This announcement was made last week by Lew R. Wasserman, president of MCA. MCA and Westinghouse officials declined to amplify that statement. It was learned, however, that the Department of Justice has told officials of the two companies that it is so overwhelmed with investigations of pending business mergers that it has not had time to complete its study of the MCA-Westinghouse amalgamation.

A Department of Justice waiver is necessary for the estimated $360-mil-
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ABC presents proposals on CATV rules

Urges Congress to hold up action on copyright legislation until FCC revises its CATV policy

With the FCC concerned about and working on plans for restructuring its CATV regulations and with Congress still undecided as to how it should bring CATV into the scheme of copyright liability, ABC last week published its views on both matters.

In a 47-page memorandum to the commission, ABC spelled out its recommendations for commission action in three areas of CATV regulation.

- Program origination by CATV systems—impose a freeze on mass-entertainment origination pending the conclusion of a rulemaking proceeding on the subject.

- Carriage of distant signals—adopt general regulations of a “go-no-go” type that would, ABC says, eliminate the need for most hearings on this subject; they would also restrict CATV activity in the major markets.

- Program exclusivity—simply existing rules for the broadcasters.

And, in a letter to Senator John L. McClellan (D-Ark.), chairman of the Senate Judiciary Committee’s subcommittee on copyright, ABC said Congress should defer action on copyright legislation governing CATV until the commission completes revision of its CATV policy. A bill overhauling the nation’s basic copyright law never emerged from the subcommittee in the last session of Congress, principally because of controversy over a section dealing with CATV. The House had passed the bill—but only after deleting the CATV section.

Subcommittee staffers, last week however, saw no conflict likely to develop between congressional and commission action on CATV. They said that any copyright measure emerging from the next session of Congress would contain “nonregulatory” CATV copyright provisions only. Regulatory provisions—like those originally in the House-passed bill, which attempted to attribute degrees of copyright liability to systems on the basis of how far they departed from CATV’s historic role as a fill-in service—are seen as having no chance of enactment. The question before the Senate subcommittee is seen to be simply whether CATV, as an industry, is liable for payment of copyright fees and, if so, how large those fees should be and how they should be collected.

ABC’s letter to Senator McClellan was in answer to an invitation to interested parties, originally issued on July 31, for comment on the CATV provisions on the copyright legislation. The memorandum to the commission was in response to a request from Chairman Rosel H. Hyde, expressed in a speech at the National Cable Television Association convention in Boston on July 1, for suggestions as to how the commission might modify its CATV regulations.

The memorandum comes at a time when the commission is caught between conflicting pressures. On the one hand there are separate Supreme Court decisions affirming commission authority to regulate CATV systems and finding no copyright liability for conventional CATV systems that relay broadcast signals; the latter decision was a blow to the commission, since it believed a holding that the systems were liable would have brought the forces of the market place into play and thereby relieved it of much of its regulatory burden.

And, on the other hand, there is the knowledge that existing procedures for regulating CATV are burdensome and awkward and in danger of breaking down. ABC noted that the hundreds of requests for hearings that have been made under the present rules—particularly in connection with the relay of distant signals—“have imposed a staggering administrative burden on the commission.”

But the matter to which the commission must give top priority, in ABC’s view, involves program origination by CATV systems. ABC’s proposal on this is the same as that it suggested in a proposed rulemaking proceeding involving the CATV systems’ use of Community Antenna Relay Service frequencies (Broadcasting, Sept. 23).

ABC, expressing concern about both the possible impact of CATV systems’ origins of mass-appeal programs of UHF and the capability of those systems providing the basis for a nationwide system of pay television, said the commission should institute a notice of rulemaking and inquiry dealing with those and related matters.

But in the meantime, ABC added, the commission should prohibit by rule CATV program origination except for weather, time, news reports free from editorial comments; agricultural or stock market reports, and other locally produced programs of special appeal.

ABC said the freeze is required since the CATV systems are “rushing to commence program origination.” And once systems have instituted such services, ABC added, “it defies experience to think that they can easily be withdrawn.” ABC likened the present situation in CATV program origination to that existing in 1965, when CATV systems hurried to begin providing distant signals ahead of commission action restrictive such service. The commission’s CATV rules were adopted in 1966.

ABC sees as the chief bottleneck in the courts, where CATV procedures the rules requiring hearings in cases where CATV systems propose to relay distant signals into any one of the top 100 markets. ABC also noted that the commission is burdened with requests for hearings in cases involving markets below the top 100.

ABC said the aim of the present regulations—to promote diversity and to bring that diversity about through maximum utilization of UHF facilities which can provide service to all persons within the area of their operations and can provide additional facilities for local self-expression—could be achieved by rules which would automatically bar or permit the importation of distant signals depending on conditions.

ABC would bar the importation of distant signals into any of the top 50 markets, since “the economic strength of these markets provides the best possible opportunity for the activation and development of competitive UHF television facilities,” ABC said.

(Certain to make this proposal even less pleasing to CATV interests is that ABC would define distant as applying to the area with a station’s grade A contour rather than its grade B, as is now provided in the rules.)

In markets 51-100, ABC would permit the importation of distant signals where there are less than four grade A off-the-air services providing the programming of the three networks and an independent station of general rather than ethnic appeal. The systems would also be permitted limited program origination but would not be allowed to carry more than the four broadcast services indicated—local or distant.

In the markets below the top 100, ABC would continue the present case-by-case approach to CATV proposals, in which the commission acts on the basis of petitions for hearings. This approach preserves a “maximum flexibility for considering special problems,” ABC said.

ABC would also toughen up the distant signal rule as it applies to sta-
NAB presents views on copyright liability

A persistent advocate of copyright liability for CATV systems presented its case before a new forum last year.

The National Association of Broadcasters stated its views on the knotty copyright problem in a letter to Senator John McClellan, chairman of the Senate Subcommittee on Patents, Trademarks and Copyrights. The subcommittee which reports to the Senate Committee on the Judiciary, requested the comments as part of its ongoing attempt to formulate the first major overhaul of U. S. copyright law since 1909.

"There is ample theoretical and practical justification why CATV systems should be subject to copyright laws on essentially the same basis as any other enterprise that is based on the exploitation of copyrighted works," NAB said. Central to that belief is NAB’s conception of CATV as “an auxiliary to free over-the-air television broadcasting.” And the legislative expression of its basic views, NAB said, was contained in the section of a 1967 copyright bill that would have made CATV liable for copyright payments, with certain exemptions—such as systems carrying only local signals and not originating programing (Section 111, H. R. 2512). The section was ultimately stricken by the House of Representatives when it approved the bill.

If reintroduced, NAB said, the House bill would be more effective “with certain clarifying amendments.” Among its suggestions: Recognition of the right of a TV station to bargain for exclusivity in its market, specifically referring to CATV as well as broadcast transmissions; copyright protection for live broadcasts, with provision “for remedial action in the event of infringement before the material can be copyrighted,” and imposition of full copyright liability on programs coming from beyond a station’s generally recognized coverage area into adequately served areas, with “adequately served area” being defined as one receiving off-the-air service from all three national networks.

Sources at the Senate Copyright Subcommittee said last Thursday (Oct. 31) that most filings had not been received in advance of the subcommittee’s Nov. 1 deadline. The panel is expected to release the filings en bloc later this week.

Comments from other viewpoints are expected to include those of the National Cable Television Association and the Motion Picture Association of America.

It’s noted that the comments are the first to be assembled since the twin U. S. Supreme Court decisions of last summer that affirmed the FCC’s sweeping jurisdiction over cable matters and unexpectedly ruled that CATV’s (of the sort in issue in the case before the court—no origination or importation of distant signals) were not subject to copyright fees under existing statutes (Broadcasting, June 17, 24).

Land report substantiates importance of news

An “impact studies” service to radio and television stations was announced last week by Herman W. Land Associates Inc., New York.

Mr. Land, the consultant firm’s president, said the impetus to provide such services grew out of the two-month crash study of program diversity commissioned by the National Association of Broadcasters.

He noted that the Land report (Broadcasting, July 22 et seq.) among other things stressed how local stations function in their role as a “central communications institution” and that “more and more” it’s becoming evident that the emphasis on news and public affairs “is the core” of how stations stand competitively in the community from a viewpoint of identity and image.

The new service is being called “station impact studies.” Mr. Land said they’ll include viewer attitude studies; reports on what impact a station has on community leaders and organizations, and evaluations of actual station operations in these areas. The company will recommend strategy in addition to reporting findings and providing evaluations and will assist in the implementation if stations so desire, he said.

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programs of interest to Battle Creek viewers. Programs designed primarily for Battle Creek will originate in that city for broadcast over both stations, Mr. Dempsey said.

$2.5 million paid for Dynamic radio group

Cypress Communications Corp., a publicly owned community antenna firm that came into existence under its current corporate name last March, is paying approximately $2.5 million in cash, notes and convertible debentures for Dynamic Broadcasting Co., a multiple broadcast radio group with stations in Pittsburgh, Boston, Miami and Buffalo, N. Y.

The figure for the acquisition, announced last month (Broadcasting, Oct. 21), was made public in Cypress's first annual report issued last week. Cypress owns eight CATV systems serving about 41,000 subscribers; it also owns KTXL-TV (ch. 40) Sacramento, Calif., which it bought last December.

For the fiscal year ended June 30, Cypress reported net earnings of $114,238 (18 cents a share) on revenues of $2,325,999 (Broadcasting, Oct. 21). In two separate transactions, also revealed in the annual report, Cypress is acquiring CATV systems in Kenton and

in Fort Shawnee, both Ohio, for about $810,000. They will be operated by Shardeo Cablevision Inc., a Cypress subsidiary that already serves three other communities in the area. The two new systems, both constructed within the last two years, serve 2,500 subscribers out of a total of some 6,200 homes passed by existing cables.

In another agreement reached in principle and disclosed in the annual report, Cypress will purchase all the outstanding shares of Lophone, Inc., Chattanooga, a dealer and installer of leased intrusion detection systems covering a four-state area. Terms of the acquisition call for the exchange of a maximum of 5,000 shares of Cypress common stock and a commitment for expansion capital.

Changing Hands

Announced:
The following station sales were reported last week, subject to FCC approval:

- WORC Worcester, Mass.: Sold by Robert F. Bryan, A. Abbott Coblentz and others to Slate Broadcasting Co. for $600,000 (see page 50).
- WMVB-AM-FM Millville, N. J.: Sold by Fred M. Wood to William F. Schaudt for approximately $300,000. WMVB is a daytimer on 1440 kc with 1 kw. WMVB-FM is on 97.3 mc with 5.2 kw. Broker: Edwin Tornberg & Co.
- WWUB-TV Battle Creek, Mich: Construction permit sold by Mary Jane Morris and others to West Michigan Telecasters Inc. for amount said to be "in excess of $50,000" (see page 51).

Approved:
The following transfer of station ownership was approved by the FCC last week: (For other FCC activities see "For the Record," page 83.)

- WGOE Richmond, Va.: Sold by J. Sargent Reynolds and others to Stanley H. and Irvin L. Fox and Seymour L. Dworsky for $182,500. Messrs. Fox and Dworsky have interest in WIZZ Henderson, WMR Rocky Mount and WVEY Sanford, all North Carolina. WGOE is a daytimer on 1590 kc with 5 kw.

U translator authorized over KEPR-TV objections

The FCC has granted an application by Peoples TV Association Inc. for a new 100-w UHF translator station to serve Moses Lake, Warden, Royal City and Othello, all Washington, by rebroadcasting on ch. 79 programs of ch. 4, KXLY-TV Spokane, Wash. Peoples TV, a community-owned, nonprofit organization, is to provide usable signals to approximately 23,000 persons now unable to receive them.

The commission denied an opposing petition by KEPR-TV Pasco, Wash., in which the station alleged that it would suffer economic injury and lose viewers and advertising revenue if KXLY-TV's signals were rebroadcast within KEPR-TV's predicted grade-B contours.

In refusing KEPR-TV's request for nonduplication protection, the commission said that its rules require the imposition of a nonduplication condition only upon a licensee-owned VHF translator which is located within the grade-A contour of a station whose programing would be duplicated, and is outside the predicted principal city contour of the primary station.

FCC denies review of WEBR application

The FCC last week denied an application by WEBR Inc., Buffalo, N. Y., for review of an FCC review board decision granting channel 29 in that city to Ultravision Broadcasting Co.

The board had ruled in January that both Ultravision and WEBR were qualified to be licensees, but that Ultravision was "unquestionably the superior ap-
early this year to become a consultant. Before World War II, he was with CBS, as a writer of documentaries and serving as publicity-merchandising director; with the National Association of Manufacturers as a writer producer of that organization's radio series; and with Phillips H. Lord Inc., handling promotion and merchandising for that firm's programs.

WORC, which is principally owned by Robert F. Bryar and A. Abbott Coblenz, is a full time station on 1310 kc with 5 kw days, and 1 kw nights. It is affiliated with MBS. Hamilton-Landis and Associates was the broker.

WZZM-TV Grand Rapids buys Battle Creek U

West Michigan Telecasters (wzzm-tv Grand Rapids, Mich.) has completed negotiations to acquire the construction permit of wwww-tv (ch. 41) Battle Creek, Mich., for $50,300, subject to FCC approval.

Seller of the permit, BCU-TV, numbers among its principals Miss Mary Jane Morris, former secretary of the FCC. The agreement of transfer leaves in its wake a dispute between the two stations over the effect that a wzzm-tv translator station in Battle Creek would have on the proposed operation of wwww-tv. The UHF had argued that its ability to compete successfully in its market would be frustrated by the translator, particularly since wzzm-tv is an ABC affiliate and the Battle Creek station was a would-be affiliate of the same network.

Further complicating wwww-tv's history was a court remand of the commission's grant of a CP to the station. The federal court said the commission wasn't specific enough in its denial of wzzm-tv's request for a hearing on the case. WZZM-TV challenged BCU-TV's financial qualifications and its stated intention to affiliate with ABC, among other issues (BROADCASTING, June 10).

The commission denied wzzm-tv permission to operate its translator during a hearing on that facility, then stayed its order to permit the District of Columbia appellate court to rule on the station's request for a stay of that decision (BROADCASTING, Feb. 12). No further action had been taken prior to the transfer agreement on the court's suggestion that a hearing should have been held.

According to West Michigan president John Dempsey, the new station will be operated as a satellite of wzzm-tv. This means, Mr. Dempsey said, that the station will receive ABC programs, wzzm-tv originations, and local

Who Cares When Disaster Strikes?
The WHO Stations, that's who!

When a May, 1968 tornado took 17 lives and wreaked unbelievable destruction in northeastern Iowa, the WHO Stations appealed for aid.

Within two weeks, the WHO Stations received $68,600 from more than 6,000 sympathetic members of the WHO radio and television family.

Yes, Iowans care. And, the WHO Stations care about Iowans. It's a pleasant way of life.

BROADCASTING, Nov. 4, 1968
and then pick up its affiliates and its billings. . . . Unless the commission acts with dispatch, MBS may not be able to continue in business."

MBS said that in 10 months in which the four-network plan has been in operation, it has lost 25 of its affiliates to ABC—almost as many as the number it had lost to that network over the preceding five years (27). In the same period, NBC has not lost any affiliates to ABC and CBS only two—a sign that ABC is concentrating on MBS affiliates, MBS said.

ABC's total number of affiliates, MBS went on, has shot up from 222 in December to an ABC-claimed figure of "almost 950" or almost half the number of stations affiliated with any network, MBS, which said it fears additional defections, has 488 affiliates, according to a Sept. 10 issue of "SRDS Network Rate and Data Service." (The ABC total includes FM affiliates; the other network totals do not, since CBS, NBC and MBS do not offer separate FM programming.)

MBS also pointed out that ABC has acquired outlets for each of its four networks in 19 markets, including such major ones as New York, Chicago and Washington. Wherever ABC has signed up three or four affiliates in a market, MBS added, "it's extremely difficult if not impossible" for other networks to find outlets for their programs.

MBS said it had reports from previous MBS affiliates that said they had switched to ABC after receiving promises of guaranteed income—of up to $40,000 a year in the case of Rust Craft's WRCF Philadelphia. KDY Los Angeles, a non-MBS affiliate, was reported to have signed with ABC after receiving a guarantee of $50,000 a year for two years. Before the four-network plan was initiated, MBS said, ABC paid stations on the basis of a percentage (usually 30%) of the station's network rate, after a certain number of free hours.

MBS noted that the erosion of its affiliates to ABC had occurred at a time when ABC was seeking commission protection against raids by NBC on ABC-TV VHF affiliates in two-VHF markets. ABC had said the loss of such affiliates would deal it a serious blow in its efforts to compete with NBC and CBS (BROADCASTING, April 22). The commission in September rejected the request for help, which included a suggestion that the license-renewal applications of two stations that had switched from ABC to NBC be called up prematurely and designated for hearing.

MBS, which accompanied its petition with a request for expedited action, said it was refraining from requesting hearings on the renewal applications pending for six ABC stations (KABC-AM-FM-TV Los Angeles and KGO-AM-FM-TV San Francisco), at least partly on the ground that it lacks the time that would be consumed in a hearing.

Rather, it asked that the commission rescind its waiver of the chain-broadcasting rule, find that ABC's operation of the four-network plan violates that rule, and direct that network "to cease operation of more than one radio network forthwith."

MBS asked that, as an interim measure, the commission order ABC to stop selling its networks in combination and affording internetwork discounts and other special rates to advertisers. It also asked that the renewal applications of the ABC California stations be deferred pending the outcome of the proceeding.

In its pleading, MBS cast itself in the role of a disgruntled competitor that ABC has occupied in petitions it has filed with the commission for help in competing in television with CBS and NBC, "Compared to MBS," it said, "American Broadcasting Co.'s is a tower of financial strength."

MBS noted that while it owned only the radio network, ABC owns radio and television stations (both domestic and foreign) and the radio and television networks, an extensive theater chain, record and music publishing business, and newspaper publishing businesses, among other interests.

**WORC first purchase made by Slate group**

A new broadcast group, formed last month to acquire its full portfolio of radio stations, has made its first purchase.

Slate Broadcasting Co., headed by veteran broadcaster Sam J. Slate, former vice president and general manager of CBS-owned WORC New York, has bought WORC Worcester, Mass. Price is reported at $600,000. The acquisition is subject to FCC approval.

Associated with Mr. Slate in the recently incorporated firm are Roger B. Knowles, president of Polyplpy Inc., a plastics firm in Amsterdam, N.Y., and Grand Haven, Mich.; his wife, Maryan F. Knowles; Jack W. Ferguson, a vice president of the New York investment firm of Clark, Dodge & Co., Inc., and New York lawyer Robert C. Hubbard, a partner in Satterlee, Warfield and Stephens.

Mr. Slate was program manager of the New York office of the British Broadcasting Corp. after World War II, joining WORC in 1951 as program director. He was put in charge of the network's New York radio outlet in 1957. Beginning in 1964, he was assistant to the president of RKO General, leaving...
each with CBS-TV and NBC-TV, and has completed a half-hour pilot. The
projected half-hour series, *The Courtship of Eddie's Father,* has been all but
called to ABC-TV and may be a mid-
season replacement for that network.

Sclatter-Friendly Productions, just
about the hottest thing in television production based on the soaring ratings
for *Laugh-In,* is the surprise new con-
tender among the production companies
hoping to crack next season's schedule.
With an hour comedy-variety and two
half-hour comedies as possibilities, Sclatter-Friendly really has a chance to
sock it to viewers in force next season.

One of the Sclatter-Friendly poten-
tials is *Soul,* the all-Negro version of
*Laugh-In,* presented as a special-pilot
by NBC-TV last month. As a weekly
series, *Soul* would be only one of sev-
eral new programs that would cast
Negroes in prominent roles. The already
committed Bill Cosby half hour and the
projected Godfrey Cambridge and Flip
Wilson hours would have black
men as stars of their own shows. In
addition, *Room 222,* a half hour for
ABC-TV out of 20th Century-Fox TV, and
*Me and Benjie,* a half hour for
CBS-TV out of Kayro Productions and
Universal TV, would be about black-
and-white relationships. It seems certain
that entertainment programing will be
even more of a black-and-white medium
in 1969-70 than it became in 1968-69.

A final apparent trend that is worth
noting is the widespread use of old,
familiar theatrical-motion-pictures, or
stage properties as springboards for
new television projects. Owing their
titles or basis (in most cases both) to
predolied tried-and-true movie and stage
works are such projected TV series as
*The Courtship of Eddie's Father,*
*Houseboat,* *Holly Golightly, Barefoot
in the Park,* *The Flim Flam Man,* Mr.
*Deeds Goes to Town,* *Under the Yum
Yum Tree,* *A Guide for the Married
Man,* Panic in the Streets and Dead of
Night.

It's easy to see that movies, one way
or another, are likely to retain their
massive influence on television program-
ing. Maybe only in action movies shown
on television next season will the casual
TV viewer be able to glimpse scenes of
outright physical violence. Otherwise
it figures to be a busy time for laugh
tracks and video-tape makers and a
satisfying time for those who believe
words should speak louder than action.

**The Media**

**Mutual says ABC Radio is illegal**

It claims threat to its own existence,
asks FCC to pull four-network plug

ABC, which in the past has asked the
FCC for protection in the jungle of
network competition, last week found
itself accused of being a predator that
should be leashed.

The accuser was Mutual Broad-
casting System, whose concern was directed
at ABC's four specialized "American
Radio Networks," which the com-
mission authorized ABC to initiate on a
one-year trial basis in January. MBS
says the networks threaten its existence.

MBS, in a petition filed with the
commission, said that ABC has violated
the conditions under which the com-
mission waived its rules to permit the
operation of the four-network plan,
and asked the commission to put an
immediate halt to that plan's continued
operation.

MBS, which also claims operation
of the plan violates the antitrust laws,
sent a copy of its petition to Edwin M.
Zimmerman, assistant attorney general
in charge of the Justice Department's
antitrust division. In an accompa-
ing letter, MBS requested the Justice
Department's support for the petition.

MBS claims special authority for its
description of ABC's operations. Rob-
et R. Pauley, MBS president, was pres-
ident of ABC Radio from September
1961 to September 1967, leaving just
before ABC announced its four-network
plan. The statements concerning ABC's
operations, therefore, "are based upon
Mr. Pauley's personal knowledge," the
petition said in a footnote.

ABC declined to comment on the
MBS protest. A spokesman said the
petition had not been studied, but noted
that "prior to the establishment of its
four radio networks," ABC had informed
the FCC of its plans "and received
FCC approval of the four-network con-
cept."

The four-network plan provides for
ABC feeding four different kinds of
programing, each tailored to a need of
a specific type of station—FM, middle-
of-the-road, entertainment-feature ori-
ented, and rock-and-roll.

The commission cleared the way for
the plan by granting ABC a one-year
waiver of the chain-broadcasting rule,
which prohibits networks from serv-
ing more than one affiliate in the same
market at the same time. Over the ob-
jection of the Station Representatives
Association Inc. SRA had argued the
plan would increase the advantage it
said networks enjoy as against national
spot in the sale of time to national
and regional advertisers.

MBS charged that ABC is violating
the conditions under which it was per-
mitted to initiate its plan—as well as
the antitrust laws—by selling all of its
networks in combination, with inter-

network discounts and with joint rates
being employed.

MBS buttressed its petition with state-
ments and affidavits from its own em-
ployees and present and former ABC
officials that show, MBS said, that ABC
intended to sell its networks in com-
bination from the start. One state-
ment, from John Paley, who had been
western sales manager of ABC Radio
until last July, said that when the plan
went into operation the network's sales
department was "under direct instruc-
tion from management to combine the
pieces of each network into a single
network buy. We were to do this at

almost any rate it took to do the busi-
ness and not lose an order."

MBS also said ABC went back on its
representations to the commission by
engaging in far more simultaneous net-
working (which is barred by the chain
broadcasting rule) than the "minimal"
amount ABC had said would occur.
MBS added that the network-station
relationships that have evolved under
the four-network plan violate the letter
and spirit of the commission rules bar-
ing common ownership of the same
class of station in a market.

But MBS bore down on its concern
about its own fate. "ABC appears to
be using the commission's waiver in a
calculated attempt to drive MBS out
of the radio network business," it said.
"ABC apparently hopes to destroy MBS

*Broadcasting,* Nov. 4, 1968

49
CBS Radio gets back in shortwave
Most of network’s programs to be retransmitted by N.Y. international outlet
CBS Radio programming will be broadcast to Europe, Central and South America and Africa via shortwave starting today (Nov. 4) through a newly consummated affiliate agreement with Radio New York Worldwide and its international station, WNYW New York. The station will send only the programming overseas via its five transmitters in Scituate, Mass. Network commercials will be excluded, according to John P. Bartlett, president of Radio New York Worldwide, because of product difference in foreign markets. The station will then sell commercial time on its own, with John Butler as its representative.

Under the agreement, the network pays no compensation to the station, but WNYW will reimburse CBS for the programming. The station plans to transmit initially about 85% of the CBS broadcasts.

The agreement puts CBS Radio back into shortwave broadcasting after a 20-year hiatus. From May 1942 to October 1948 CBS operated its own shortwave service to Latin America that encompassed 126 stations at its maximum. These facilities were taken over by the U.S. government during World War II, and consolidated into the Voice of America.

Subscription-TV test called off in England
The British are dropping an experiment in pay television, according to the House of Commons.

Three TV companies were granted pay-TV licenses by the government in 1964. Two of the firms withdrew service after a short time. The third company, Pay-TV Ltd., started service in London in January 1966 and in Sheffield in November 1966. Pay TV has 8,000 customers in London and 18,000 in Sheffield. Postmaster General John Stonehouse indicated the company had suggested a greatly increased service in London.

One reason for the government’s lack of enthusiasm for pay-TV was said to be the fear that some of the best sporting events might be obtained by pay TV instead of by the British Broadcasting Corp. or the Independent Television Authority.

Intertel proposes talk with new President
The International Television Federation has made a proposal to Hubert Humphrey and Richard M. Nixon that a television interview be conducted with the newly inaugurated President.

Questioners would be journalists, historians or political scientists from the four member nations: Canada, Australia, Great Britain and the U.S. The interview might utilize satellite broadcasting.

The Intertel council meeting last week also proposed that cooperative efforts on law and order, debates and international conversations be included among individual documentaries planned for the 1969 season. The U.S. representative at the Intertel meeting was John White, president of National Educational Television.

MWW goes to Australia for its 12th agency
Masius, Wynne-Williams, Britain’s second largest advertising agency, has expanded its international agency group by acquisition of the total share holding of Goldberg Advertising Ltd., Sydney, Australia. Masius’ overseas affiliates now number 12.

Goldberg Advertising bills an estimated $3 million, and handles such clients as Johnnie Walker, Nestle Co., Irish Linen Guild, Breck Shampoo, Playtex, Sony Corp. and various government departments. The combined agency will be called Masius, Wynne-Williams & Goldberg Pty. Ltd.

Masius’ International clients include Colgate-Palmolive, General Motors, Mobil Oil, Kimberly-Clark, Libby, Nestle, Wilkinson Sword and Simoniz. World billings are estimated at $90 million.

M&H Researches Your Personality
Every television and radio station has a personality which, like that of a person, its audience can define and articulate with amazing and sometimes startling candor. This personality (or image) is the result of the effect of everything that happens on the station. Each individual on the air is part of the call letters or channel personality.

We have completed over 130 market studies, encompassing more than 60,000 depth interviews, studying the images of TV and radio stations from coast to coast in the United States as well as in Canada. Our company uses the unique skills of the social scientist to examine in detail, program-by-program and personality-by-personality, the strengths and weaknesses of your station and the competing stations in your market.

Our clients know where they stand, and more importantly, they know reasons why their ratings tabulate the way they do, particularly for the programs under their control—news, weather, sports, documentaries, women’s programs, movies, children’s programs, etc.

One of the principal reasons for our contract renewals year after year is that we do more than just supervise a research project. We stay with the station for a whole year to make sure you understand the study and that it works for you.

Our contribution has helped the aggressive management form of some of our clients to move from third to first place in several of the country’s most competitive markets. As a matter of fact, over one-half of our current clients are number one in their markets. Why do they use us? They want to know why they are in first place and be sure they stay there.

If you are concerned about ratings and would like a sound objective look at your station and its relationship to the market, give us a call for a presentation with absolutely no obligation on your part.

M&H
McHUGH AND HOFFMAN, INC.
Television & Advertising Consultants
430 N. Woodward Avenue
Birmingham, Mich. 48011

Area Code 313
844-9800

NEED AN AMPEX, MAGNECORD OR SCULLY? CONTACT CCA (WE STOCK THEM)

BROADCASTING, Nov. 4, 1968
million.

Masius became a major shareholder in the New York agency Street & Finney Inc. earlier this year (Broadcasting, May 27).

**Abroad in brief:**

**British accent** = RCA Magnetic Productions Ltd. has been formed to manufacture tape and other forms of magnetic products in Great Britain for the British and export markets. The new company is 75% owned by RCA Great Britain Ltd., the wholly owned British subsidiary of RCA, and 25% by International Computers Ltd., a computer manufacturing firm.

**British thrust** = Compton U. K. Partners Ltd., has been formed in London with Garland-Compton Ltd., as the major operating company. It includes Downton-Dixon Ltd.; Poway Furniture & Compton Ltd., and Le Bon Studio Ltd. Compton U. K. Partners is a member of the Compton international network of 26 agencies with a total billing of more than $200 million.

New accounts = Benton & Bowles Ltd., London, has been named to handle advertising for the Mace Organization, independent grocery retailers; the fertilizer division of Fisons Ltd.; and the Robbilaec division of the Berger & N. Paints group. McKin/Benton & Bowles, Vancouver, B.C. has been named by Koret of California Ltd. for its line of women's sportswear.

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**Telestatus**

**TELEVISION**

**Survey of multiset homes**

Thirty percent of U. S. television homes have more than one set, according to Papert, Koenig, Lois multiset TV ownership estimates for November 1968, prepared for Broadcasting. Today as many homes own color sets as own second sets, reflecting the slowdown in multiset growth in recent years.

Although there is substantial overlap between the color and multiset owning groups, the patterns are surprisingly different. By Nielsen territory multiset ownership is highest in the Northeast (36%) where color ownership is below average (28%). The Pacific Coast, highest in color penetration (33%) has only average multiset levels (31%). (For color penetration, market-by-market, see Broadcasting, Oct. 7.)

Ownership patterns again differ by size of market. Multi-set ownerships correlate directly with market size. Color ownership remains fairly uniform until market 151-and-smaller where it drops substantially.

The following local-market multi-TV set ownership data are Papert, Koenig, Lois estimates as of November 1968. They are projections from Nielsen February/March 1968 data adjusted to regional growth patterns developed by Nielsen from census and Nielsen survey data. The markets listed are NISI-defined "designated market areas."

Nielsen cautions that because NSI survey data are sample-base estimates, they are subject to both survey and sampling error, and thus should not be regarded as exact to precise mathematical values. The PKL projections have the additional error-possibility associated with forecasting. ("Telestatus" appears in the first Broadcasting issue of each month. A "Telestatus" report on UHF penetration will appear Dec. 2.)

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<table>
<thead>
<tr>
<th>Nielsen Station Index</th>
<th>PKL Projections</th>
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</thead>
<tbody>
<tr>
<td>9/1/68 DMA area TV Households</td>
<td>11/1/68 Multi-TV Sets: % Households</td>
</tr>
<tr>
<td>------------------------</td>
<td>-----------------</td>
</tr>
<tr>
<td>14. Seattle-Tacoma-Bellingham</td>
<td>650,860 26 171,700</td>
</tr>
<tr>
<td>15. Indianapolis-Lafayette-Muncie-Marion</td>
<td>632,540 35 222,500</td>
</tr>
<tr>
<td>16. Houston</td>
<td>631,950 26 167,400</td>
</tr>
<tr>
<td>17. Baltimore</td>
<td>627,470 40 252,100</td>
</tr>
<tr>
<td>18. Atlanta</td>
<td>591,500 26 151,900</td>
</tr>
<tr>
<td>19. Kansas City-St. Joseph, Mo.</td>
<td>572,860 25 146,000</td>
</tr>
<tr>
<td>20. Cincinnati</td>
<td>560,950 35 195,100</td>
</tr>
<tr>
<td><strong>Average for markets 1-20</strong></td>
<td><strong>26</strong></td>
</tr>
<tr>
<td><strong>Average for markets 1-20</strong></td>
<td><strong>24</strong></td>
</tr>
<tr>
<td>21. Miami-Fl. Lauderdale</td>
<td>552,700 28 153,000</td>
</tr>
<tr>
<td>22. Hartford-New Haven, Conn.</td>
<td>549,960 30 154,600</td>
</tr>
<tr>
<td>23. Buffalo, N.Y. (U.S. only)</td>
<td>543,810 37 149,200</td>
</tr>
<tr>
<td>24. Milwaukee</td>
<td>532,820 34 179,500</td>
</tr>
<tr>
<td>25. Minneapolis-Jackson, Tenn.-Jonesboro, Ark.</td>
<td>496,120 30 98,200</td>
</tr>
<tr>
<td>26. Providence, R.I.</td>
<td>487,910 31 151,200</td>
</tr>
<tr>
<td>27. Portland, Ore.</td>
<td>479,120 27 130,700</td>
</tr>
<tr>
<td>28. Tampa-St. Petersburg, Fla.</td>
<td>472,100 20 104,300</td>
</tr>
<tr>
<td>29. Sacramento-Stockton, Calif.</td>
<td>466,950 30 133,000</td>
</tr>
<tr>
<td>30. New Orleans-Biloxi, Miss.</td>
<td>461,590 27 125,500</td>
</tr>
<tr>
<td><strong>Average for markets 21-30</strong></td>
<td><strong>27</strong></td>
</tr>
<tr>
<td><strong>Average for markets 1-30</strong></td>
<td><strong>29</strong></td>
</tr>
<tr>
<td>31. Columbus, Ohio</td>
<td>434,000 38 166,100</td>
</tr>
<tr>
<td>32. Nashville-Bowling Green, Ky.</td>
<td>428,730 39 84,000</td>
</tr>
<tr>
<td>33. Denver</td>
<td>421,030 30 126,700</td>
</tr>
<tr>
<td>34. Birmingham, Ala.</td>
<td>408,130 21 84,400</td>
</tr>
<tr>
<td>35. Charleston-Huntington-Parkersburg, W.Va.</td>
<td>405,540 33 94,800</td>
</tr>
<tr>
<td>37. Albany-Schenectady-Troy, N.Y.</td>
<td>382,620 27 102,100</td>
</tr>
<tr>
<td>38. Dayton, Ohio</td>
<td>374,010 38 142,400</td>
</tr>
<tr>
<td>39. San Diego</td>
<td>369,810 33 121,500</td>
</tr>
<tr>
<td>40. Charlotte, N.C.</td>
<td>366,880 18 65,600</td>
</tr>
<tr>
<td><strong>Average for markets 31-40</strong></td>
<td><strong>29</strong></td>
</tr>
<tr>
<td><strong>Average for markets 1-40</strong></td>
<td><strong>34</strong></td>
</tr>
<tr>
<td>41. Louisville, Ky.</td>
<td>365,370 23 83,900</td>
</tr>
<tr>
<td>42. Oklahoma City</td>
<td>348,770 23 80,200</td>
</tr>
<tr>
<td>44. Lancaster-Harrisburg-Lebanon-York, Pa.</td>
<td>337,600 27 92,400</td>
</tr>
<tr>
<td>45. Wichita-Hutchinson, Ensig-Garden City, Hays-Goodland, Kan.-McCook, Neb.</td>
<td>329,180 27 73,000</td>
</tr>
<tr>
<td>46. Norfolk-Portsmouth-Newport News, Va.</td>
<td>322,730 26 82,600</td>
</tr>
<tr>
<td>47. San Antonio, Texas</td>
<td>322,580 23 72,900</td>
</tr>
<tr>
<td>48. Phoenix</td>
<td>317,530 29 93,300</td>
</tr>
<tr>
<td>49. Flint-Saginaw-Bay City, Mich.</td>
<td>315,010 33 102,600</td>
</tr>
<tr>
<td>50. Syracuse, N.Y.</td>
<td>313,420 29 89,600</td>
</tr>
<tr>
<td><strong>Average for markets 41-50</strong></td>
<td><strong>26</strong></td>
</tr>
<tr>
<td><strong>Average for markets 1-50</strong></td>
<td><strong>26</strong></td>
</tr>
<tr>
<td>51. Orlando-Daytona Beach, Fla.</td>
<td>304,260 24 72,400</td>
</tr>
<tr>
<td>52. Salt Lake City</td>
<td>296,040 28 83,400</td>
</tr>
<tr>
<td>53. Tulsa, Okla.</td>
<td>286,690 19 94,700</td>
</tr>
<tr>
<td>54. Greensboro-High Point-Winston-Salem, N.C.</td>
<td>284,810 20 55,800</td>
</tr>
<tr>
<td>55. Toledo, Ohio</td>
<td>277,710 32 89,100</td>
</tr>
<tr>
<td>56. Richmond-Petersburg, Va.</td>
<td>275,870 25 69,200</td>
</tr>
<tr>
<td>57. Shreveport, La.</td>
<td>273,280 23 63,900</td>
</tr>
<tr>
<td>58. Wilkes-Barre-Scranton, Pa.</td>
<td>272,010 27 73,100</td>
</tr>
<tr>
<td>59. Little Rock-Pine Bluff, Ark.</td>
<td>263,420 17 46,800</td>
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</tbody>
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78 BROADCASTING, Nov. 4, 1968
<table>
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<td></td>
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<td>Households</td>
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<tr>
<td>60. Rochester, N.Y.</td>
<td>256,360</td>
<td>38,100</td>
</tr>
<tr>
<td>Average for markets 51-60</td>
<td>32</td>
<td>81,300</td>
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<tr>
<td>61. Davenport, IOWA-Rock Island-Moline, Ill.</td>
<td>231,670</td>
<td>36,000</td>
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<tr>
<td>Average for markets 1-90</td>
<td>31</td>
<td>84,300</td>
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<tr>
<td>71. Johnstown-Altoona, Pa.</td>
<td>192,400</td>
<td>29,100</td>
</tr>
<tr>
<td>Average for markets 71-80</td>
<td>31</td>
<td>78,300</td>
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</tr>
<tr>
<td>126. Western North Dakota</td>
<td>305,100</td>
<td>46,000</td>
</tr>
<tr>
<td>Average for markets 126-130</td>
<td>30</td>
<td>118,300</td>
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<td>Households</td>
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</tr>
<tr>
<td>151. Alexandria, Minn.</td>
<td>310,700</td>
<td>47,200</td>
</tr>
<tr>
<td>Average for markets 151-175</td>
<td>30</td>
<td>112,300</td>
</tr>
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</table>

- **Broadcasting, Nov. 4, 1968**
- **Nielsen Station Index**
- **PKL Projections**
**Broadcast advertising**

Samuel John Biondolillo, account supervisor, Benton & Bowles, New York, named VP.

Donald J. Quinn, VP and director of sales, RKO General National Sales, New York, joins Percon Systems Inc. there as VP.


John E. Fisher, VP and creative director, Bozell & Jacobs, Chicago, moves to New York headquarters as associate national creative director.

Roger C. Harvey, senior radio-TV producer, Warwick & Legler, New York, appointed manager, radio-TV production.

John Casado II, art director, Young & Rubicam, Los Angeles, joins Dancer-Fitzgerald-Sample, San Francisco, as art director.

John G. Hoagland, VP-television, Ogilvy & Mather, New York, joins Paul Stafford Associates, that city, as VP.

Paul W. Kohler, VP, Howard Swink Advertising Inc., Marion, Ohio, named chairman of board of directors. James W. McNoldy, VP, named president, treasurer and chief executive officer.

Owen E. Poling, VP, named to newly-created position of executive VP. Appointments were made following death of Howard Swink (see page 83).

Don Wickes, assistant sales manager, KCOP Los Angeles, joins Tele-Rep Inc., San Francisco, as sales manager.

Jim Kumph, radio manager, H-R Television, Dallas, appointed television manager. He is succeeded by Ed Robbins Jr., manager, McGavren-Guild-PGW Radio Inc., that city.

Milton Ledet, general sales manager, KD TV (TV) Dallas, joins WJRR-TV Atlanta as sales VP.

Thomas M. Fleming, with TR Productions Inc., Boston, joins WJZ-TV Baltimore, as creative services director.


Robert L. Fox, associate creative director, VanSant, Dugdale and Co., Baltimore, joins Luckie & Forney Inc., Birmingham, Ala., as creative director.


George Ross Irving, staff, Training Resources for Youth Inc., Brooklyn, N. Y., joins Selected Area Surveys Inc., division of Audits & Surveys, New York, as executive director.

Richard Seideman, senior creative supervisor, Compton Advertising, New York, joins Leo A. Gutman Inc. there as principal and VP.

Robert C. Canepa, account executive, KMOX St. Louis, named sales manager.

C. Robert Thompson Jr., with WBEN-TV Buffalo, N. Y., appointed national sales director.

Jim Mergen, local sales manager, KLAC Los Angeles, appointed general sales manager.

Michael P. Rossig, salesman with WTLB Utica, N. Y., appointed local sales manager.

Diran R. Demirgian, account executive, NBC Television Spot Sales, New York, joins NBC-owned WKYC-TV Cleveland, as local sales manager.

**Media**


Philip C. Davis, board member and senior VP of KWIZ Santa Ana, Calif., and KLKR San Jose, Calif., elected president of KLKR.


Art Grunewald, station and commercial manager, WSON Henderson, elected president of Kentucky Broadcasters Association. Clavis Sadler, WKXY Glassow, elected 1st VP, and Oris Gowen, WTLQ Somerset, elected 2nd VP.


**Programing**

Philip Capice, VP in charge of program development, Benton & Bowles, New York, joins CBS-TV there as director, special programs.

Hugh Barr, operations director-program director, KLO Ogden, Utah, joins WHAS Louisville, Ky., as program director. He succeeds George Walsh, who becomes operations director, WHAS-AM-FM-TV.

Edward (Whitey) Ford, coach and former pitcher for New York Yankees, joins Trans National Communications Inc., New York, as VP and director.

John Killough, plant supervisor, Acme Film & Videotape Laboratories, Hollywood, elected VP.

Keith McKeen, announcer. WMKR Milhocket, Me., appointed program director.

Roel van de Wijngaard, director of photography, Jamieson Film Co., Dallas, joins Technisonic Studios Inc., St. Louis, in same capacity.

**News**

Tom Weitzel, with WIL, Philadelphia, joins WDRF (FM) there as news director.

Bill Harrington, with WLDV (TV) Dayton, Ohio, joins KCPS-TV Salt Lake City, as sports director.

Rod Carr, news editor, WTVY Troy, N. Y., appointed news director.

Mr. Harrington

Mr. Harrington

Don Scott, news director, KELO Tulsa, Okla., joins WDAF Kansas City, Mo., news department.

Robert E. Hoyt, news program producer/editor, Canadian Broadcasting Corp., Ottawa, joins KING-TV Seattle, as managing director, news.

Bill Wehrman, with news staff, KOMU-
Promotion

Martin A. Grove, manager of business publicity, ABC-TV, New York, joins Metromedia Radio group there as director of public relations.

James M. Munro Jr., advertising and sales promotion manager, KYW Philadelphia, joins WTV New York, as director of advertising and promotion.

Gene Godt, director of advertising and sales promotion, WJW-TV Cleveland, joins WHDH-AM-TV Boston, in same capacity.

Loren R. Hollemback, sales promotion manager, CBS Radio information services department, New York, named director of sales promotion.

Paul Guthrie, associate editor, Television Age, New York, joins National Academy of Television Arts and Sciences, that city, as director of public relations and awards administrator, East.

Harriett Margulies, formerly New York representative in West Coast offices of The Film Daily and Radio-TV Daily, joins The Sutton Public Relations Co., Beverly Hills, Calif., as executive VP.

Ronald G. Klaman, promotion manager, WQAD-AM Moline, Ill.; joins CKLW Windsor, Ont.-Detroit, as promotion manager.

Equipment & engineering

Nicholas Rabiecki, director of marketing services and planning, CBS Electronic Video Recording division, New York, elected VP. Gilbert P. Wyland, director of technical services, CBS-TV, Hollywood, joins Broadcast EVR. component of CBS/Comtec Group, in newly created position of director of operations.

Robert J. Galvin, manager, studio field operations, NBC-TV, New York, appointed director, studio field operations.


Thomas F. Bost, manager-field sales, visual communication products department, General Electric Co., Syracuse, N.Y., named to newly created position of manager-group owner sales. He is succeeded by Robert E. Lauterbach, manager-headquarters sales.

Allied fields

Orville J. Montgomery, deputy general counsel for U.S. Information Agency, named general counsel. He succeeds Richard Schmidt, who has resigned to join law firm of Marcus Cohn (Broadcasting, Oct. 28).

Dr. David F. Forsyth, director of AD-CHART services and manager of communications research for Chilton Co., Philadelphia, joins newly formed Hagen Communications Inc., Upper Montclair, N.J., as VP and director of management studies division.


Thomas K. Hull Jr., program director, WDOS Oneonta, N.Y., joins State University of New York’s College, New Paltz, N.Y., as television production director.

William J. Levy, with antitrust division, Department of Justice, joins Washington communications law firm of Cole, Zylstra & Raywid.

International

Ian Trehowan, political broadcaster, British Broadcasting Corp.-TV London, named managing director. BBC Radio. He succeeds Frank Gillard, who retires. Robin Scott, controller, BBC Radio One and Two, named controller. BBC-TV. He succeeds David Attenborough, who becomes director of programs, BBC-TV.


Mel Watson, account executive, net-
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CONSULTING RADIO ENGINEER
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SERVICE DIRECTORY
work sales, ABC Films, Toronto, named director of sales for Canada. Bill Hannah, account executive, station sales, named sales manager for Canada.

John Radford, C.F.R. Brockville, Ont., elected president of Central Canada Broadcasters' Association. Other officers elected were: Bob Redmond, CHSC St. Catharines, Ont., VP; Doug Trowell, CKY Toronto, secretary-treasurer.

Marc Thibault, director, radio programming and educational and public affairs programming, Canadian Broadcasting Corp. French-language radio and television service, Montreal, appointed director, news and public affairs.


Deaths

Edwin Ware Hullinger, 75, motion picture and television producer, died Oct. 26 in Miami. Mr. Hullinger began career as newspaper reporter and correspondent. In addition to his work as motion picture and television producer he held various U. S. government posts, including that of assistant director of foreign broadcast intelligence service FCC, 1943-1945. He is survived by his wife, Helen, and four daughters.

Edwin I. Halbert, 61, radio-television director, savings bond division, Treasury Department, Washington, died Oct. 24 in Arlington, Va., of heart attack. During 1940's Mr. Halbert was with CBS in New York, producing or directing such radio shows as The Aldrich Family, Helen Hayes Theater, and Arthur Godfrey Show, among others. Prior to joining Treasury Department in 1952, Mr. Halbert was program director of WTOP-TV Washington. He is survived by his wife, Margaret, son and daughter.

C. L. Sherwood, 62, Kansas City radio pioneer and founder of Calvin Productions Inc., Kansas City, Mo., died Oct. 14 in Punta Gorda, Fla. Mr. Sherwood was general manager, KCMO Kansas City, and production manager, KMBZ (now KMBZ) there before joining Cal- vin, non-theatrical motion picture production firm. He is survived by his wife, Bertha, and three sons.

Howard Swink, 67, president and chief executive officer of Howard Swink Advertising Inc., Marion, Ohio, died Oct. 22 in Marion. He is survived by his wife, Martha, and two daughters.

As compiled by Broadcasting, Oct. 23 through Oct. 30 and based on filings, authorizations and other FCC actions.

Abbreviations: Ann.—annouced, ant.—antenna, sur.—sur. Catv.—community antenna television, CH-—critical hours, con.—construction permit, DA—directional antenna, ERP—effective radiated power, kHz—kilocycles, kw—kilowatts, LC—local community, mc—megacycles, mod.—modification, N.—North, P.A.—presumably service authority, SCA—subsidiary communications authorization, SH—specified hours, SSA—special service authorization, STA—special temporary authorization, trans.—transmitter UHF—ultra high frequency, U—unlimited hours, VHF—very high frequency, vis.—visual, w—waits, w.e.—wells, w.e.—wells.

New TV stations

Final action

• Savannah, Ga.—Lewis Broadcasting Corp. Review board granted UHF ch. 22 1518:52 mcl; ERP 577 kw vis. 115 kw sur. Ant. height above terrain 507 ft.; ant. height 762 ft.; P.O. Box 126; c/o J. C. Lewis Jr., Box 6647, Savannah, Ga. 31403. Estimated construction cost $688,420. First-year operating cost $520,000; revenue $480,000. Geographic coordinates 32° 04' 37" N.; 81° 09' 47" w. long. Type trans. RCA TTV-301. Legal counsel Pierson, Bolt and Dowd: consulting engineer Lohne and Culver, both Washington, Principal: J. C. Lewis Jr., sole owner. Mr. Lewis is mayor of Savannah and has multiple business interests, including cab company, automobile dealership, investment firms and printer and loan companies. In same application WSGA Television Inc. was dismissed with prejudice. Action Oct. 26.

Other actions


• Review board in Baltimore, TV broadcast proceeding, Docs. 17401-41; granted petition filed Oct. 23 by Broadcast Bureau, extended to Nov. 4 to file responsive pleadings to joint request for approval of agreement filed by Baltimore Broadcasting Co. and Meadows Broadcasting Co. Action Oct. 26.

• FCC informed WOR-TV Buffalo, N. Y. that agreement with G. D. Humphrey broadcast Sept. 17 came under provisions of Sec. 315 of Communications Act and that station was required to grant request for equal opportunity submitted by Socialist Labor Party Presidential candidate, Helsinki A. Biomen. Ann. Oct. 29.

• FCC notified WOR-TV New York that Miss Hedges (gara, Socialist Workers Party candidate for U. S. senator from New York would be entitled to equal opportunity under Sec. 315 by reason of time of WOR-TV granted to John Emanuel, Socialist Labor Party candidate. Action Oct 23.


• WMUL-TV Huntington, W. Va.—Broadcast Bureau approved engineering data submitted pursuant to report and order adopted July 31 in Dec. 1826. to change ch. 7 (786-794 mcs. to ch. 33, 584-590 mcs); change ERP to 318 kw vis., 194 kw sur.; specify trans. location as Barker Ridge near Milton, W. Va.; studio location to be determined at Huntington; specify type ant. height 35 ft. Action Oct. 22.

Actions on motions

• Chief Hearing Examiner James D. Cunningham in Rapid City and Lead, both South Dakota (Heart of the Black Hills) evacuation of KSDK-TV and KDSD-TV, designated Hearing Examiner Thomas H. Donahue as presiding officier, scheduled prehearing conference for Nov. 27 in Washington and hearing for Jan. 20, 1969 in Rapid City, S. D. (Docs.
18358-P. Action Oct. 22.


- Hearing Examiner Isidore A. Honig in Miami (Coral Television Corp. [WCX1-TV]), TV proceeding, granted motion by Coral Television Corp. and continued prehearing conference from Oct. 31 to Nov. 14 and hearing from Nov. 27 to Dec. 11 (Doc. 18236-P). Action Oct. 31.

Rulemaking petition


Call letter application

- WECO-TV, U. S. Communications Corp., Pittsburgh. Requests WPQH-TV.

New AM stations

Application


Start authorized

- WRDN Durand, Wis.—Authorized program operating on 1430 kc, 1kw-D. Action Oct. 17.

Initial decision

- Hearing Examiner Chester F. Naumowicz Jr., in proposed grant of application by Bahnme Inc. to operate daytime AM broadcasting station in Ozark, Mo. Initial decision would deny mutually exclusive application by Giant Broadcasting Co. to operate in Ozark. Action Oct. 18.

Other actions


Actions on motions


- FPC issued notices of apparent liability to WPQA-AM (Fremont, Calif.) and WPFM Fort Valley, both Georgia, in amounts of $7500 and $4000. O.C. alleged double billing practices. Action Oct. 22.

- FPC notified WHOI Allentown, Pa. of apparent liability for forfeiture of $5000 for apparent violations of rules, including failing to file daily observation of tower lights to insure that all lights were functioning properly, failing to enter via observation on tower lights, failing to enter in operating log, failing to enter in operating log times carrier was on or off and failing to note in program log that required station identification announcements had been made. Ann. Oct. 30.

Call letter application

- WKW2 The Circle Corp., Kalamaoo, Mich. Requests WYYY.

Call letter actions

- WBAD, John R. Dorsey, College Park, Md. Granted WBAD.

- KGFL, Southernwest Broadcasters Inc., Roswell. N. M. Granted KKAT.

Existing AM stations

Final actions

- WFXJ Huntsville, Ala.—Broadcast Bureau granted CP to change location of auxiliary transmitters in Huntsville, Fla. to remote control from main studio. Action Oct. 23.

- KMVC and KRFD (FM), both Marysville, Calif.—Broadcast Bureau granted modification of license to change location of KRFD in N. California. Action Oct. 23.


Actions on motions


Summary of broadcasting

Complied by Broadcasting, Oct. 30, 1968

<table>
<thead>
<tr>
<th>Station</th>
<th>Commercial AM</th>
<th>Commercial FM</th>
<th>Commercial TV-HHF</th>
<th>Commercial TV-VHF</th>
<th>Educational AM</th>
<th>Educational FM</th>
<th>Educational TV-VHF</th>
<th>Total licensed</th>
<th>Total on air</th>
<th>Total Not Authorized</th>
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<tbody>
<tr>
<td>WFXJ</td>
<td>4,211</td>
<td>1,857</td>
<td>117</td>
<td>459</td>
<td>344</td>
<td>70</td>
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Station boxscore

Complied by FCC, Oct. 1, 1968

<table>
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<tr>
<th>Call Letter</th>
<th>Commercial AM</th>
<th>Commercial FM</th>
<th>Commercial TV-HHF</th>
<th>Commercial TV-VHF</th>
<th>Educational AM</th>
<th>Educational FM</th>
<th>Educational TV-VHF</th>
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<td>64</td>
<td>4,211</td>
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</tbody>
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New FM stations

Applications


- Poteau, Okla.—Indian Nation Broadcasting Co. Seeks 107.3 mc. ch. 297, 70 kw. Antenna average terrain 1,842.5 ft. P.O. address: c/o V. F. Nowlin, Box H, Poteau, Okla. 74953. Estimated construction cost $56,631.23: first-year operating cost $23,682, revenue $37,000. Principals: V. F. Nowlin and H. V. Seely (each one). Mr. Nowlin is announcer-municating for KNED McAlester, Okla. Mr. Austin has extensive

84 (FOR THE RECORD)

Starts authorized
- KFRC-FM Oklahoma City, Okla.—Authorized program operation on 107.9 mc, ch. 300, ERP 57 kw. Action Oct. 15.
- WMFS(FM) Anoka, Minn.—Authorized program operation on 107.9 mc, ch. 300, ERP 57 kw. Action Oct. 18.
- WCFW(FM) Chippewa Falls, Wis.—Application for license on 105.5 mc, ch. 288, ERP 3 kw. Action Oct. 18.

Final actions
- El Centro, Calif.—Imperial Valley Broadcasters. Broadcast Bureau granted 98.5 mc, ch. 223, 1.5 kw. height above average terrain 99 ft. P. O. address: 5224 Paseo Avenue, El Centro, Calif. 92243. Estimated construction cost $14,900; first-year operating cost $18,000; revenue $20,000. Principals: Pino, Joseph; Pino, Ernest. (10-25) Mr. Clay Duncan is 29.6% owner of farm. Action Oct. 25.
- Pacific Grove, Calif.—Lawrence Gahagan and Darryl Allan Sragow. FCC granted 104.9 mc, ch. 117, 100 kw. height above average terrain 640 ft. P. O. address: 240 State Street, Los Altos, Calif. 94022. Estimated construction cost $27,181.50; first-year operating cost $32,000; revenue $36,000. Principals: Lawrence Gahagan (75%) and Darryl Allan Sragow (25%). Mr. Gahagan has in turn signed with KLQV(FM) Los Altos, Calif. Mr. Sragow is former newsman for WFIL-AM-FM-TV Philadelphia. Action Oct. 30.
- Savannah, Ga.—Regency Broadcasting Inc. Broadcast Bureau granted 97.3 mc, ch. 247, 100 kw. Ant. height above average terrain 230 ft. P. O. address: 111 West Congress St., Savannah, Ga. 31401. Estimated construction cost $60,400; first-year operating cost $46,800; revenue $76,800. Principals: John Fred Buckley (18%), Mrs. Russell L. Eberle (50%), Secretary-Treasurer (each 49.75%) and Donald Danforth (22%). Mr. Mere and Eberle are account executive for WTOC-TV Savannah. Mr. Fredrick is sales manager for WTCO-AM-FM Savannah. Mr. Danforth is partner in law firm. Action Oct. 24.

Other actions

Actions on motions
- Chief Hearing Examiner James D. Cunningham in Albuquerque, N. M. (R. Edward Carter and Fredrick J. Hughes), FM proceeding, cancelled procedural dates and ordered new dates will be announced by subsequent

BROADCASTING, Nov. 4, 1968
**CLASSIFIED ADVERTISING**

**RADIO**

**Help Wanted - Management**

Good manager who can sell, will earn part ownership of this station in major city in Oklahoma. Will take hard work. Box R-145, BROADCASTING.

Sales manager by successful Florida station in BROADCASTING. Excellent opportunity for man with proven record. Box L-3, BROADCASTING.

Sales minded station manager. Salary and bonus plus chance to earn part ownership in small community. Box C-59, BROADCASTING.

Station manager wanted. Outstanding opportunity for a strong sales manager or sales-oriented manager to move into top position in a top 50 market. Replies confidential. Box L-60, BROADCASTING.

Aggressive young California Broadcasters desire experience successful management for their AM Radio station. Responses to the following qualifications:

1. Currently employed: 2 Annual salary $24,000
2. Sale in 1966: $100,000
3. Experience in sales, Corner, and promotion: 4 Present station No. 1 in market:
5. Present station making good profit, then you may qualify to head AM Radio Station with percentage of profit and unlimited future. Apply to: Jon S. Kelly, Broadcasting Co., KCRA-TV, KCRA-AM, KETI(CM), California Television Corporation, 310-10th Street, Sacramento, California 95814.

Branch studio manager, city of 5,000. Must handle sales and local news. Midwestern small town or rural area. Send tape, photo, Mr. Tailey, WSMI, Litchfield, Illinois.

Branch studio manager, long established, midwest, excellent salary. Apply W. Warren or R. Clark, 212-549-6602 or 212-356-1243.

Legal, proper management for established 1000 watt community radio station. Must be familiar with all phases of AM radio. Preferable someone with experience within the Commonwealth of Virginia. Send resume and references to Box 672, Colpeper, Virginia 22734. After 18 years, present management retiring.

**Sales**

3rd ticket-combo, board and sales position open with upstate New York, vacation heartland small market station. Opportunity to advance with group salary commensurate to experience, plus commission and bonuses. Send audion, photo, resume and salary requirements to Box J-267, BROADCASTING.

Major league sports team seeking young man, 25-40 with broadcast experience for interesting sales promotion position. Must have feet on the ground and be willing to work. Send full resume to Box K-160, BROADCASTING.

Midwest most desired market for living and selling offers remarkable opportunity for young creative salesman with chance for management. Our salesman are among the highest paid in the country. Box K-195, BROADCASTING.

South Florida Cost—medium size market. 5 kw fulltime facility. The experienced sales person we are looking for is now employed at a northern radio station. Each year he dreams of making his present income and potentially more in Florida where he and his family can enjoy outdoor living year around. Opportunities for salary and compensation mutually set after we are in contact. Write Box K-257, BROADCASTING today with resume. Replies confidential.

Central N.Y.—One of area’s leading FM stations is enlarging sales staff. Desires enthusiastic, creative, salesman. Opportunities for advancement. Start salary requirements and experience. Box L-59, BROADCASTING.

Branch studio manager, long established, midwest, excellent salaries: Cyril W. Warner or R. Clark, 212-549-6602 or 212-356-1561.

**Help Wanted - Sales (cont’d)**

Detroit area's most dynamic FM station needs equally dynamic overall executive. Opportunity is to move into management, Primary requisite is enthusiasm. Call 313-839-1733.

**Announcers**

Talk man. Experienced communicator for regular shift at one of nation’s outstanding all-talk, two-way radio stations with substantial experience. Must have first phone ticket, but will do maintenance. Top station in a top market. Send resume, air check and references to Box H-3, BROADCASTING.

If you want to grow—grow with our chain. Immediate opening for afternoon announcer with list ticket. No maintenance. 6 to midnight shift at MOR on the east cost’s beautiful Delphi peninsula. Send tape, resume and references to Box H-263, BROADCASTING.

Professionaljack for professional top 40 with price. Hard worker will be the next P.D. of this eastern 5 kw region. Send tape, resume, picture, Box K-201, BROADCASTING.

Announcer/first phone for MOR morning shift. Production or news background asset. NW operation. Send resume, picture, complete resume to Box K-216, BROADCASTING.

**Imitation is the sincerest form... and are we being flattered?**

Would you believe our classified users are receiving more responses than ever before, including "sales talk" from other publications? Evidently, BROADCASTING'S expanding readership is paying off and making BROADCASTING THE marketplace for everything and everybody in broadcasting.

When you have something to buy or sell, fill a vacancy, or want a better job let BROADCASTING's classified section help you.

Announcer with good knowledge of middle-music for Texas Gulf coast station. No tape please. Box K-219, BROADCASTING.

New Jersey independent MOR station seeks announcers on the way up. Send tape and resume to Box K-261, BROADCASTING.

Florida-$100.00 per week to start. Bright young personality sought. Experienced in contemporary music format. Send tape and resume to Box K-272, BROADCASTING.

Immediate opening for up-tempo MOR morning man, 1000 w. 24 hour regional station. Excellent fringe benefits. Write Box K-281, BROADCASTING.

Mature announcer for MOR afternoon shift with Western Pennsylvania single-station station. Send tape, resume, photo and salary requirements first letter. Box L-15, BROADCASTING.

We want you—if you are a pro... can take direction and have talent. Top rated Virginia 5 kw looking for morning man. Tight fast paced format, Good production essentials, Send resume and references in confidence to Box L-6, BROADCASTING.

**Announcers (cont’d)**


Mature announcer-first phone. We need a mature announcer for a MOR format with a first, who can either do news shows while on a top spot, or can move into management, 5000 watt daytimer in central Penna. Benefits, Money excellent. Good working conditions. Fine community. Send resume letter and tape to Box L-18, BROADCASTING.

Enlarging staff—AM/FM. Need music men, news, engineers (first phone) & salesmen. Contact immediately—resume and tape. CBS—MIDDLE ATLANTIC. Box L-5, BROADCASTING.

Immediate opening at number one rated station in New England market. Needs number one rated Jock who money is everything. Send tape and resume to Box L-28, BROADCASTING.

Medium market with major market sound wants stable morning man with first ticket. Contemporary music. No maintenance. Photo, tape, resume to Operation Director. Box L-33, BROADCASTING.

Need immediately, Contemporary all-night man with first ticket; no maintenance. An equal opportunity employer. Tape, resume to Box L-34, BROADCASTING.

Open-line personality with exceptional ability and aggressive, clear, sensible approach, for three hours on open line to Canadian Pacific Coast 50,000 watt Radio Station—70's personality —wonderful opportunity—please send audion, resume, reference, qualifications and rates when available. Box L-39, BROADCASTING.

Need personality jack for metro midwest group station. Modern format. Send tape, resume soonest to box L-56, BROADCASTING.

Staff announcer for one of midwest's finest radio and television stations. Great opportunity for young man with radio and television experience. Send complete resume and/or air check to Box L-59, BROADCASTING.

Top 40 night announcer, experienced, near $127 weekly, tape to Tom N. Tyler, Program Director, WAXY, Calistoga, Texas.

First phone combo, no maintenance. Up tempo MOR format. Lots of production. Must have good voice and willing to work. Lots of benefits, plus the job! Send audion, photo, resume, qualifications and rates when available to box L-71, KUDE, Oceanide, California.


Immediate opening for afternoon drive man experienced only—no fillers. Rush tape, photo and resume to Jack Cole, WAYS, Charlotte, North Carolina.

WDBQ, Dubuque, Iowa needs young talented MOR personality jack. Strong on production and music too. Good step up to 1st1 medium market station. Contact Phil Robbins.


Good opportunity for morning disc jockey. Modern format. $1500 per week to start. Direct replies to: Monte Haie, WGN Radio, Murfreesboro, Tennessee 37130.

Swings' operation in St. Louis area needs first feel driver who can work day, night, holidays and weekends. Send resume to Chuck Norman, WCNU, Granite City, Illinois.

NEWS

#1 Pulse rated in five station Eastern market wants a newsmen for afternoon news shift. Station is MOR news oriented, and highly respected in the community. Box K-206, BROADCASTING.

Radio-TV operation in major southeastern market seeks newsmen to develop community con-
vative philosophy. Will consider news reporter de-
siring to get into editorial field. If he meets qual-
ifications Write Box L-59, BROADCASTING, giving resume, writing samples.


Need News director for metro midwest sta-
gion modern format. Send tape, resume soonest to Box L-57, BROADCASTING.

Newsmen wanted. Fulltime, network station. Brand 
new facilities. 150,000 market in New York State. News experience required. Send tape and resume to Box L-59, BROADCASTING, giving resume, writing samples.

1st phone rated in major Eastern market seeks 
newsmen to develop editorial philosophy. Will 
consider news director with some experience. 
Resume soonest. Box L-30, BROADCASTING.

1st phone rated in major midwest station 
seeks newsmen to develop editorial philosophy. Will consider news director with some experience. Resume soonest. Box L-30, BROADCASTING.

Program director with first phone and good 
voice. Must have management potential and some 
journalistic background. Prefer northeast. 
Send resume soonest to Box L-41, BROADCASTING.

WANTED: experienced program director. Send 
resume soonest to Box L-41, BROADCASTING.

WANTED: Fulltime, network station. Send 
tape, resume to Box L-59, BROADCASTING.

WANTED: news director, to be part of progressive 
government, write local news. Send resume to Box L-48, BROADCASTING.

SPORTS

Sports play-by-play: news; top station; great 
market; summer type. Send tape; resume open. 
Bob Hellis, WHFB, Box 225, Benson Harbor, Mich.

Now seeking sports play-by-play. Prefer 
neurotic. Send resume soonest to Box L-39, 
BROADCASTING.

Program director with first phone and good 
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SPORTS

Sports play-by-play: news; top station; great 
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Bob Hellis, WHFB, Box 225, Benson Harbor, Mich.

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WANTED: Fulltime, network station. Send 
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Announcers (cont'd)

Anouncer for top forty or up tempo MOR. Some experience. Third endorsed. Broadcasting school. Draft exempt. Interviewed all stations. Dr. Doris, 26 Marble Street, Boston, Massachusetts.

Young talented beginner DJ draft exempt. Broadcasting school. All classes. Good sound tight board. Sales draft in full. Phone 740 Reading Road, Mason, Ohio 45040. (513) 393-3537.


Bible radio: College graduate, third endorsed, some experience, draft deferred. Phone 513-322-0743.

Technical (cont'd)

Chief engineer for full color UHF operation in Dayton, Ohio. Must be thoroughly familiar with RCA tape facilities and TK-454. Our station must be capable of training an alert, conscientious crew with limited knowledge and salary requirements to: Steve Fisher, WKTU-AM, 1321 6th Street South, Kettering, Ohio.

Wanted now: UHF transmitter supervisor for new 30 kw AM station, Burlington, Huntington, West Virginia. Send resume to Chief Engineer, WMUL-TV, 1377 Third Avenue, Huntington, West Virginia 25701.

Senior engineering position need engineer with diversified experience for responsible position, with full color television, modern equipment, and experience for advancement to supervisory position. Top salary, benefits. Apply: Technical Director, WMWS-WMVI, 719 North 6th Street, Milwaukee, Wisconsin 33203.

NEWS

Color CBS network affiliate in intermountain valley seeks qualified young aggressive newsman capable of writing and airing radio news and television sports in addition to handling general assignment and feature work. College degree preferred but not required. Salary commensurate with experience and abilities. Position available immediately to fill key vacancy on nine man news and public affairs staff. Excellent working conditions and fringe benefits. Only qualified need apply. Box K-111, BROADCASTING.

We are an aggressive news oriented AM-FM-TV news operation in an aggressive market. Our need is for an aggressive television newsman who may or may not have worked with national news operation. We offer an excellent pay plan, company retirement plan, health and hospitalization and other fringe benefits. Nine news schools and boards in a great in a great fishing and hunting and winter recreation area. Salary open. Box K-235, BROADCASTING.

Young, experienced, reporter, anchorman for noon news, production experience Small, but aggressive station, N.E. Send resume, picture, salary to Box K-257, BROADCASTING.

Reporter for TV-radio news department in major southeastern city. One year of experience desirable. Send resume and audio tape to Box K-275, BROADCASTING.

TV news—eastern market. We need an attractive woman reporter with experience in stand-up film work and on camera reporting. She must know what she is doing and able to dig up produce and report stories without constant supervision. Salary commensurate with producivity. On camera opening. Send film and/or videotape with first reply. Box L-12, BROADCASTING.

Experienced television news reporters, writers and photographers sought in major eastern market station now expanding news department. Send detailed resume to Box L-26, BROADCASTING. An equal opportunity employer.

Programing, Production, Others

Program/operations manager with film buying experience for growing Florida ABC affiliate. Send complete resume to Box L-31, BROADCASTING.

TV—Situations Wanted

Management

Experienced local/regional-national general sales manager, VHCF, excellent references. Box K-141, BROADCASTING.

TV/radio general manager, 12 years all phases TV, radio, advertising looking for challenge. Resume available. Box K-343, BROADCASTING.

General Manager—National Sales Manager for medium to large metropolitan market. Highly experienced all phases: station—ownership, management, sales, representation, local and national promotion, programming, film-buying, network news-casting—announcing. Leader in community affairs. 15 years in TV; 13 years in New York. Total experience: 28 years. Age 44. Nationally known. Operates own full service, trained, top bureau. A professional, quality competitor, AC/tec. von suesude development of prestige properties and substantially increase profits. Box L-21, BROADCASTING.

TELEVISION

Help Wanted

Sales

Great opportunity to join the sales staff of the most progressive station in the Rockies. Need someone who knows television and has a desire to help both producers and people who have come to sales thru the ranks. Enjoy the climate and mountains. Sell in an area that is booming. Only hustler who will try hard need apply. Send complete resume plus picture. Two years experience required. Box K-213, BROADCASTING.

Experienced professional local TV salesman needed for an independent in four station major market. Potential is unlimited. Must have pay and incentive plan with substantial broadcasting company. Send complete resume, professional photograph, in confidence, to Box L-35, BROADCASTING.

Technical

KAUS-AM-FM-TV Austin, Minnesota, has opening for a full time sales representative. Must have professional knowledge of TV and FM radio. Excellent references. Box L-32, BROADCASTING.

BROADCASTING, Nov. 4, 1968

88
FOR SALE—Equipment (cont'd)

Used 380 ft. 3/8" Heliax, $1.00 per foot. Box K-210, BROADCASTING.

Coxial Lines: Used, in good condition, stored inside 80-100 ft. 1/2" Line Flanges, 119-11,M-13; 11—11 Universal Elbows E2771-14; 6—Teflon 50, 100 section 20-12-.4.1 Universal Line M-11-1.3; and 3, 5 Elbow Clamps rated R-15. Contact: H. A. Higgins, 154 Barlow Street, Buffalo, N.Y. 14213.

Television broadcast station equipment: General Electric $40,000.00 Transmitter, Antenna, transmission line, Generators, projectors, consoles, microphones, light, signal, etc. Enough to place UHF station on the air. Chappaqua, N.Y. 10514. Box 2350.


RCA Clark 108 E phone monitor for two way radio. Immediately cash. Box L-42, BROADCASTING.

UHF transmitter, custom built. Elmer Klzvirm, e- mail: $10,000. Store $100.00. Box L-13, BROADCASTING.


Broadcast crystals. New or repairs for Cables, RCA, Bendix, and 1/4" capacity holders. All monorcrystals, good quality, sold and bought. What have we? what do we need? Fastest service, reasonable prices. Over 3 years experience. 501 South Electric Co., Box 53. Temple, Texas 76501. Phone 517-736-3901.

Eastman 250 projector in excellent condition. Came $1,400 over new. Only $500.00. new intermediates. New style $2,000-2,390-1,712.

MISCELLANEOUS

Dealers! 6000 classified ad lines. $5.00. Cocre: catalog free. Ed Orrin, Boyer Rd., Kansas City, 66138.

Station break: A fresh collection of first one line pieces. $3.00. write for free "Broadcast Comedy" Catalog. Show Biz Comedy Service Co., Box 173, East 26 St., New York 11229.

INSTRUCTIONS


New Orleans now has Elkins' famous 12-week broadcast course. Professional staff, top notch equipment, new intermediate, new style $203-588-717.

INSTRUCTIONS (cont'd)

Proceed to Washington, D.C., where the FCC Flickers Band is stationed. $100.00. write for free "Broadcast Comedy" Catalog. Show Biz Comedy Service Co., Box 173, East 26 St., New York 11229.

Announcing, programming, production, newscasting, sportscasting, computer operation, disk-jockeying and all other terms of Radio and TV broadcasting. All taught by highly qualified professional teachers. The nation's finest Flickers Band and complete facilities including our own commercial broadcast station—F.R.P. Fully accredited for veterans training. Accredited by the National Association of Trade and Technical Schools. Elkins Institute, 726 3rd Ave., New York, N.Y. 10017.

First phone in Vic to know. Is through the fourteen bands at large giá one per personal instruction. These are Westinghouse, Minneapolis or Los Angeles. Our one-year end of teaching FCC license. See your local Elkins Radio Operator. For Information: Box 12087, Morgan Hill, Calif. 95036.

Since 1946. Original course for FCC first class radi. Telegraph operators license in six weeks. Approved for veterans. Low-cost, dormitory facilities at school. Restoration required. Several months ahead advis. able. Enrolling now for Jan. 6, April 2, 9, for informa. tion, references and enrollments write William B. Curley Radio Operator-Engineering School, 505 Warner Avenue, Huntington Beach, Calif. 92647 (formerly of Brown, California).

New York City's first phone school for people who cannot afford to make mistake. Program: April 14, graduating class passed FCC 2nd class exam. 


Radio Engineering Incorporates School has the finest facilities, licenses and complete facilities for the one year FCC Telephone License (famous 5 week course), fully handled. $350. Classes begin at all R.E.I. Schools Nov. 1, Dec. 31, Jan. 15, or write the R.E.I. School nearest you for information.


R.E.I. in Lehigh City (PA), 5731 k. 3rd CJ., Carlisle, 609. Call 1-610-313-1414.

Why pay more? First phone license in four weeks tuition $295.00. Results guaranteed, money back. Institute of contemporary Broadcasting, 955 Westown Ave., Hollywood Beach, Calif. 90228.

Why pay more? First phone license in four weeks tuition $295.00. Results guaranteed, money back. Institute of contemporary Broadcasting, 955 Westown Ave., Hollywood Beach, Calif. 90228.

We train broadcasters.... The Dan Martin School (America's foremost School of Broadcast) is a training facility that offers a comprehensive program in all aspects of radio and television. The school offers a wide range of courses from one day seminars to full-time programs in which experienced instructors provide hands-on training in the latest technology.

Broadcasters must keep abreast of new developments, trends and techniques. The Dan Martin School offers a variety of courses and programs designed to meet the needs of broadcasters at all levels of experience. Whether you are looking for a basic introduction to radio and television broadcasting, or want to sharpen your skills in specific areas such as production, engineering or management, our school has the courses for you.

Dan Martin School is located in Chicago, Illinois, at 1717 South State Street. Our facilities include state-of-the-art equipment and facilities, including our own state-of-the-art radio station, WJZ-FM. We offer individualized instruction, small class sizes, and experienced instructors who are actively involved in the industry.

IN MEMORIAM

Butcher, Jesse, beloved father of Lawrence Butcher. Services were held October 24, 1965 at 3 p.m. at Westwood Memorial Park, Los Angeles, California. Westwood Village Memorial Directors.

BUSINESS IS GOOD

Start a subscription for your clients, prospects,Maffers, associates...
**ANNOUNCERS—(cont’d)**

**Are You a Major Market Looking for a**

WARM, HUMOROUS, CONTEMPORARY MOR daytimer PERSONALITY who can win and hold a large audience? Contact:

Faye Green, 655 Second Avenue, New York, N.Y. 10016, 212-689-6697.

**TELEVISION—Help Wanted Management**

TV/RADIO OPENINGS

We need applicants in the following job categories only. Please send your typewritten resume immediately to be confidentially represented to our station clients. No fee to applicants.

**CHECK AREA OF INTEREST**

TV □ RADIO □

- General Manager
- Program Director
- Sales Manager
- Broadcast Equipment Sales
- Chief Engineer
- Studio Maintenance
- Transmission Maintenance
- Video Tape Technician
- Broadcast Equipment Design
- First Phase Announcer
- Continuity Director
- Art Director
- Sales Promotion Mgr.
- Classified Mgr.
- CATV Chief Technician

**Name**

**Address**

**Salary desired**

****PLACEMENT FEE!!**

**Nationwide Broadcast Consultants**

645 NORTH MICHIGAN AVENUE

CHICAGO 60611

312-337-5318

**Sales**

TV's oldest real estate program (17th year) now expanding into additional major markets. Need several experienced Salesman-Announcers immediately. Please send complete resume, recent photo, when available to


**ANNOUNCERS**

Major mid-Atlantic Television station needs young, mature station announcers. Require experienced and versatile personnel. Salaries are competitive with market size. Opportunities unlimited for persons willing to produce. An Equal Opportunity Employer

Box K-285, Broadcasting.

**TECHNICAL**

Large

electronics manufacturing/broadcasting corporation has been awarded a three year operation and maintenance program of television stations in Saudi Arabia. Openings exist in the following areas:

- **CHIEF ENGINEERS** BSEE or equivalent plus 10 years experience in overall VHF stations operations.

- **BROADCAST TECHNICIANS** Television technical school plus 5 years experience in VHF station equipment operation and maintenance.

- **INSTRUCTORS** Television technical school plus 5 years experience in VHF station operation and maintenance.

**PHOTOGRAPHERS**

Needed for additional staff members for major mid-Atlantic television station. Must be experienced in silent, S.O.F. equipment and editing techniques. Salary depends on experience and background. An Equal Opportunity Employer.

Box K-281, Broadcasting.

**NEWS**

**NEWSMEN**

Additional staff members needed for major market mid-Atlantic Television station. Must be experienced dig-out-and-deliver reporters who can write, deliver on the spot, on camera film reports, as well as on camera portions of live news casts. Salaries dependent on background. We are looking for professional career-minded personnel who want real opportunity and challenge, including possibility of anchorman on daily news cast. An Equal Opportunity Employer.

Box K-282, Broadcasting.

**Program, Production, Others**

Continuity Director

Southeast TV Station needs experienced Continuity Director. Sharp woman preferred but will consider male applicants. Starting salary $125 to $150 per week depending on background and experiences. Call Ron Curtis at 312-337-5318 or send resume to


**TV—Situations Wanted**

**SALES**

**ANNOUNCERS**

Major mid-Atlantic Television station needs young, mature station announcers. Require experienced and versatile personnel. Salaries are competitive with market size. Opportunities unlimited for persons willing to produce. An Equal Opportunity Employer

Box K-285, Broadcasting.

**TELEVISION**

**HELP WANTED**

Top rated VH's in large Midwest market needs experienced salesman with minimum of 2 years experience in wireless sales. Salary $18,000.00 with opportunity to earn $25,000.00. Send resume to

Box L-49, Broadcasting.

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THE AMPS AGENCY
BY BROADCASTERS • FOR BROADCASTERS

Join the list of stations and applicants who have been pleased with our services. Backed by 25 years of experience in Broadcasting we have successfully filled the careers of this industry and allied fields, throughout the United States. Management, Sales Promotion, Publicity, Engineering, Secretarial, Traffic, Booking, Programming, and Announcing. Employers and applicants send us your request or resume in confidence.

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All Media Placement Service
3924 Wilshire Blvd., Los Angeles, Calif. 90005
Telephone 213-388-3116

(Continued from page 85)

Attention All Markets!
Sta. Mgrs. & P.D.'s
Disc Jockeys
Add personality to the sound of your shows promoting your personalities, news, features, commercials, etc., with authentic sounding impersonations of Walter Cronkite, Steve Allen, Jimmy Stewart, Bob Hope, Art Linkletter, Peter Lorre, etc. You write what you want the voices to say, or we'll write them for you. Package of 12 promos tailor made for you, exclusive in your market for only $25.00! Also commercials with voices at low rates! Free sample tape on request.

BE DIFFERENT!
RAISE RATINGS!
VOICES UNLIMITED
9536 W. OHIO PLACE
DENVER, COLORADO

ONE GREAT VOICE
added to your staff for "that special client" station promo... whenever you want that extra professional touch.
FREE DEMO. Send today.

Quality Studios, Box 22
Las Vegas, Nevada 89115

BAH HUMBUG BAH HUMBUG BAH HUMBUG
Attention All Markets!

Special offer for the holiday season: "VOICES UNLIMITED" presents the voice of Scrooge in hilarious vignettes. "Shopping ideas for the individual who has everything, a waft of bubble gum which was once actually chewed by Bobby Ireen, as a child!" These have musical interludes and slogans. They're great for coming out of news, or spaced separations. There are 24 of them, all different, exclusive in your market for only $135.75. Perfect for the holiday season. Order today.

VOICES UNLIMITED
9536 W. OHIO PLACE
DENVER, COLORADO

FOR SALE—Stations

Lt Blue Media Brokers Inc.
114 CENTRAL PARK SOUTH
NEW YORK, N. Y.
212-4343

Ga. small daytime $ 65M terms
Fla. small fulltime 100M nego
Fla. medium daytime 102M sold
Ill. metro daytime 370M 29% nego
East major daytime 160M nego
Pa. small daytime $115M nego
M.W. medium AM&FM 200M $ 70M
La. suburban FM 200M 100M
M.W. major daytime 168M nego
East metro daytime 128M sold

2045 Peachtree Road
Atlanta, Ga. 30309

CATV
Applications

* Community TV Corp. — Requests distant signals from WBSK-TV and WKBG-TV, both Boston, to Lawrence, H. (Manchester, N. H. ARBG). Action Oct. 22.

* Leesburg Cablevision Inc.—Requests distant signals from WKJX-TV, Weston, Fla.; WJGIB-TV, Jacksonville, WMSJ-TV, St. Petersburg and WUSN-TV, St. Petersburg-Tampa, all Florida, to Leesburg and Fruitland Park, both Florida.

FOR THE RECORD 91
MARTI Electronics  
A DIVISION OF MARTI, INC.

92 (FOR THE RECORD)  
BROADCASTING, Nov. 4, 1968

McPherson CATV, Inc.—Requests distant signals from KMBC-TV and WDAF-TV, both Kansas City, Missouri; and WIBB-TV and KTWU-TV, all New York, to Arnold,  
Brackenridge-An East Deer township, Harris  
for purpose  
ough and  
enridge  

Other actions  
Review board In Buffalo, N. Y., CATV proceeding, Dec. 16,291, scheduled oral argu  

Ownership changes  
Applications  
WCTV(CT) Thomasville, Ga.—Seeks assignment of license from John H. Phipp's to John  
WWVU-TV Battle Creek, Mich.—Seeks assignment of CP from BCU-TV to Mary  
WPPX Clarksburg, W. Va.—Seeks as  
KVT-TV Austin, Tex.—Seeks assignment of CP from KVTX Broadcasting Co. to McAllister Telecommunications Enterprises Inc. for $46,197.92; seeks approval to  
Action  
KIFM (FM) Bakersfield, Calif.—Broadcast Bureau granted assignment of license from  
KVLY-TV Alexandria, Minn.—Broadcast Bureau granted assignment of license from  

Cable-antenna activities  
The following activities are in community antenna television reported to BROADCASTING, through Oct. 30. Reports include applications or permission to install and operate CATV's, grants of CATV franchises and sales of existing installations.

Franchise grants shown in italics.  
Fort Rucker, Ala.—Dailey Cablevision Inc. Dailey, has been granted a franchise for a 13-channel system. Monthly fees will be $4.
St. Petersburg, Fla.—Telepromuter Corp. (multiple CATV system holder) has been  
Arlington, Mass.—Patriot Cable Vision Inc., Arlington, has applied for a franchise. Previous applicant was Florida CATV Inc., St. Petersburg, (multiple CATV  
Sleepy Eye, Minn.—International TV Cable Inc., International Falls, has applied for a franchise. Installation and monthly fees would be $15 and $5, respectively.

Westermoreland Cable Co.—Requests distant signals from WKYX-TV, WIBB-TV and KTVU-TV, all New York, to Arnold, Brackenridge-An East Deer township, Harris  
WOW-AM-FM-TV Omaha and WHEN-AM  
enridge  

WBM Properties, Ltd., owner, Buyers: Joseph  
Dreams-Transfers assignment of license from Reith Broadcasters Inc.,  

Now!
Henry Geller: an activist in the FCC

However, this appears to be a minority view. His own staff members and officials throughout the commission express considerable respect for him, and the commissioners themselves lean heavily on Mr. Geller for advice—none more so than Chairman Rosel H. Hyde who has been a commissioner since 1946 and, before that, a member of the commission's staff from the creation of the agency in 1934.

In view of the chairman's reputation for preferring the light touch in regulatory matters, Messrs. Hyde and Geller might be described as the odd couple of the regulatory business. But those who know them both say they share a mutual loyalty.

“He's a very able ally,” Chairman Hyde said recently of Mr. Geller, “the kind of individual one can have complete confidence in and to his integrity.”

According to a source who has worked closely with both men, this confidence is based in part at least on Mr. Hyde's belief that “although Mr. Geller's regulatory philosophy is well known and firmly held,” the general counsel “is not beyond performing as a lawyer and carrying out the chairman's wishes and commission's wishes even if he is in disagreement, and doing just as good a job if he did agree. He always gives 100%.”

Given Mr. Geller's reputation and his position—as a GS 18 he has reached the topmost rung on the civil-service ladder and is earning $28,000 annually—his appearance is, as a colleague puts it, “deceptive.” At 44, he still looks and talks more like a graduate student at some urban college campus than the top legal officer of a federal agency. In his office, and occasionally on the street in hot, muggy Washington summers, he can be seen with his jacket off, his shirt sleeves rolled up and his tie yanked down to halfmast. And in discussing court cases—frequently in the rat-a-tat-tat tempo of machine gun bursts—he slips into an argot not learned from Blackstone. “We killed them in court,” he will say about a particularly sweet victory, or “we got creamed.”

But the attitude of nonchalance is indeed deceptive. He is tough minded and the possessor of a large capacity for work. (To hear subordinates and colleagues tell it, he absorbs facts like a sponge and spews out drafts of orders and memorandums like a machine. Even allowing for wide-eyed hyperbole, it sounds impressive.)

It is because of these qualities, plus the confidence that has been placed in him by the last three FCC chairmen (he became general counsel during the chairmanship of E. William Henry), Mr. Geller has been able to extend the authority and influence of his office into so many areas—fairness doctrine, equal time, domestic satellites and CATV.

At the moment, his office is as usual deeply involved in a number of critical issues. But since Mr. Nixon is favored to win tomorrow, and since FCC general counsel traditionally come and go with changes in the party that controls the Presidency, it is doubtful that Mr. Geller will be around much longer to help fashion policy. But if he should go, at least he will have a considerable body of communications law and FCC policy and rules to point to as evidence of where he's been the last seven years.

Henry Geller—general counsel, FCC; b. Springfield, Mass., Feb. 14, 1924, grew up in Detroit, graduated from University of Michigan, Ann Arbor, 1943, and Northwestern University Law School, Evanston, Ill., 1949; during World War II, served with U. S. Army in Pacific, discharged in 1946; joined FCC in 1949 as attorney in bureau of law; served with staff of National Labor Relations Board in 1950; was law clerk to Illinois Supreme Court Justice Walter V. Schafer in 1951; rejoined commission in 1953 as trial attorney; in 1957 moved over to Justice Department's antitrust division, rejoined commission again in 1961 as deputy general counsel; named general counsel in 1964; m. Judith Foelak, of New York City, Oct. 14, 1955; children—Peter, 9, and Kathryn, 11; hobbies—golf, skiing.
More about abuse

We have received quite a bit of reaction—all favorable—to our editorial last week suggesting that broadcasters use their own media to counter the unwarranted abuse and criticism coming from pressure groups, politicians and competitive media. Mainly these inquirers wanted to know how we would implement our suggestion that stations, irrespective of competition or affiliation, air several times each day, as they do weather, a summary of “Last Week in Broadcasting,” highlighting the outstanding coverage that the public gets for free under our free-enterprise system.

Since we are not program or promotion experts we would prefer to leave implementation to those who have that responsibility—the trade associations, for example. It would not take a lot of money for the National Association of Broadcasters to reorient its public-relations activities to coordinate the project. And certainly the Television Information Office, which promotes prestige programing in the areas of opinion-making and academia could pitch in.

How would “Last Week in Broadcasting” be distributed in timely fashion? We haven’t investigated this, but we would wager all the “spotlight” money that networks spend in antibroadcasting daily papers and magazines that the news associations—AP and UPI—would be willing, if not anxious, to move such copy, which would run only a couple of minutes or so, on their “clear” time in the wee hours or Sunday or Monday mornings. Broadcasters are pretty-good, if not the best, customers of the news services which, incidentally, are upgrading their broadcast-news reports.

Why walk into a trap?

Thomas P. F. Hoving, head of the National Citizens Committee for Broadcasting (which is really a misnomer for an organization that is neither “national” nor “for” broadcasting), has asked commercial broadcasters to report to him the amount of money and equipment they have donated to educational television.

On the surface this may seem to be a reasonable request. Certainly the many broadcasters who have contributed time, money, staff and hardware to ETV have no cause to conceal their generousities. But Mr. Hoving’s recent record invites no cooperation in any enterprise he cooks up.

It is only logical to speculate that whatever information Mr. Hoving obtains will be corrupted into criticism of the broadcasting system. Any man who formally declares, as Mr. Hoving did a few weeks ago, that the networks and AT&T are conspiring to debase television programing is not to be trusted to use facts with any care.

The place for Mr. Hoving’s questionnaire on contributions to educational television is the wastebasket.

Keeping things straight

The American Association of Advertising Agencies has accorded institutional recognition to the recent development of “middlemen” in the buying of spot television. As described elsewhere in this issue, the AAAA has issued to members an outline of services performed by these newcomers and of problems they may create.

The AAAA stops short of telling agencies how to handle middlemen, although it appends to its report a set of instructions issued by Doyle Dane Bernbach for internal use in dealing with middlemen and barter outfits. It may be as-
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