Network news budgets keep spiraling higher and higher. p25
Broadcasters told they ignore food retailers. p28
Barrow proposal seeks clarification on equal-time. p55
Special report: RTNDA surveys access. p62

Spend an evening with a beautiful girl

Carol Lawrence is available.
The first of the second series of six hour-long color tape "SCREEN GEMS PRESENTS" entertainment specials is completed. All six have already been sold to WCBS-TV New York, WBBM-TV Chicago, KMOX-TV St. Louis, WCAU-TV Philadelphia, KTLA Los Angeles, and KBTV Denver.
The first series of six "SCREEN GEMS PRESENTS" specials starring such headliners as Ella Fitzgerald and Duke Ellington, Julie London, Jane Morgan and the Doodletown Pipers, Gordon MacRae, Shirley Bassey and Polly Bergen was sold in more than 40 markets and is still going strong.
All of the "SCREEN GEMS PRESENTS" entertainment specials are produced by Jackie Barnett. Call Screen Gems for the facts—unfortunately, Miss Lawrence’s number is unlisted.

Screen Gems
MARKETS OF THE BOOMING SOUTHEAST

AND THE GREENVILLE-
SPARTANBURG-ASHEVILLE
MARKET IS...
9th OF THE TOP 10!

<table>
<thead>
<tr>
<th>TOP TEN MARKETS</th>
<th>TOTAL TV IN THE SOUTHEAST</th>
<th>HOUSEHOLDS ADI*</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. Atlanta</td>
<td>615,300</td>
<td>386,700</td>
</tr>
<tr>
<td>2. Miami - Ft. Lauderdale</td>
<td>559,800</td>
<td>398,200</td>
</tr>
<tr>
<td>3. Tampa - St. Petersburg</td>
<td>488,800</td>
<td>400,100</td>
</tr>
<tr>
<td>4. Memphis</td>
<td>481,200</td>
<td>441,600</td>
</tr>
<tr>
<td>5. Nashville</td>
<td>441,600</td>
<td>488,800</td>
</tr>
<tr>
<td>6. Birmingham</td>
<td>400,100</td>
<td>481,200</td>
</tr>
<tr>
<td>7. New Orleans</td>
<td>398,200</td>
<td>441,600</td>
</tr>
<tr>
<td>8. Charlotte</td>
<td>386,700</td>
<td>488,800</td>
</tr>
<tr>
<td>9. Greenville - Spartanburg - Asheville</td>
<td>350,200</td>
<td>386,700</td>
</tr>
<tr>
<td>10. Norfolk - Portsmouth - Newport News - Hampton</td>
<td>344,600</td>
<td>386,700</td>
</tr>
</tbody>
</table>

When buying Southern markets Greenville-Spartanburg-Asheville is a MUST with 350,200 homes* this prosperous Carolina market ranks 9th in the Southeast and #18 in the nation.*

WSFA-TV's Channel 7 antenna, 3,462 feet high from Hogback Mountain extends in the very heart of the G-S-A media and provides total in-depth coverage.

1968 Television Market Analysis estimates based on 1968-69 ADI on ARB.
METROMEDIA PRODUCERS CORPORATION has just made a new mark for itself.

(MPC, FORMERLY WOLPER PRODUCTIONS, INC.)
This is a proud week for us...

The Radio Television News Directors Association has honored our News Director, Eddie Barker, by electing him President for the coming year...

1969 will be a crucial time for all broadcasters. And in the thick of the fight for the rights of broadcast newsmen (and all of the Press) will be RTNDA. Its illustrious leaders of the past have set the course for RTNDA in the future. Knowing Eddie Barker, we think the choice of him for President in 1969 is a wise one. His leadership in the field and his dedication to his profession will serve RTNDA well in the months ahead.
Nixon news policy
Richard M. Nixon will hold “frequent” if not “regular” news conferences after he moves into White House and most if not all will be open to broadcast coverage. Nixon aides said last week they were “sure” of that much but no more, because plans had not been discussed. Left unanswered as “premature” was question whether TV coverage would be live, as with Presidents Kennedy and Johnson, or filmed and subject to editing before release, as with President Eisenhower, first to admit TV to presidential news conferences.

Appointment of Ron Ziegler as White House news spokesman (see page 10) could expedite planning. Aide indicated earlier in week that lack of news staff was one factor in delay. Mr. Ziegler, however, said: “We’re not even close” to talking about formats, though he was certain TV would be included. “Every news conference he [Mr. Nixon] had during the campaign, he included television. I’m sure he will at the White House, too.”

Main event
Firm dates have been set for appearances of network presidents before National Commission on Causes and Prevention of Violence: Dec. 18-20 in Washington. And emphasis will be on journalism function of broadcasting. Accompanying network presidents will be network news chiefs, at commission’s request. Entertainment programing was principal concern during commission’s session with network standards-and-practices chiefs last month (Broadcasting, Oct. 21).

Boom
National and regional spot-TV dollar volume in 75 top markets totaled $700 million in first nine months of this year, while local TV sales reached $271.2 million. Those are estimates compiled by Broadcast Advertisers Reports, based on its monitoring of those markets one week each month. Comparable dollar figures for 1967 are not available, but there’s virtually industry-wide agreement both spot and local sales this year are running well ahead of last year’s. In September alone, BAR counted 30% more nonnetwork commercial units than in September 1967 (“Closed Circuit,” Nov. 11).

With network billing estimates added in, total TV sales in first nine months exceeded $2 billion. Earlier BAR estimates placed network revenues from program as well as time sales, at $1,050,500,000 for that period, or about 2.4% above same period of 1967 (Broadcasting, Oct. 21). Of estimated grant total of $2,021,700,000, national and regional business represents 34.6%; local 13.4%, network 52%.

Looking for work
Successor to House Oversight Subcommittee, which made headlines 10 years ago with investigation of TV quiz-show rigging, may be hoping for another shot at limelight. Sleuths from what is now Investigations Subcommittee have been looking into quiz-show case in which FCC rebuked NBC for lax supervision of two programs (Broadcasting, Oct. 14). Though FCC emphasized that no evidence of rigging had been found, its files on case have been requested by, and delivered to, Investigations Subcommittee.

Moderation
Those who know President-elect Nixon best (anecdating his 1960 presidential campaign) say that although he won’t be soft in regulation of business he nevertheless won’t condone regulatory extremes as now proposed by such agencies as FCC and Federal Trade Commission. For that reason these insiders are writing off such regulatory adventures as “one-to-acustomer” station-ownership concept, so-called 50:50 network ownership of nonnews programs in prime time, severe limitations on newspaper ownership, and onerous limitations on legitimate advertising.

Big bite
FCC apparently has declared war on poverty—its own. Chairman Rosel Hyde, in meeting with Bureau of Budget officials on Friday (Nov. 15), is said to have asked that some $30 million for commission be included in President’s budget for fiscal 1970. This is some $6 million less than figure heard during earlier stage of budget-request preparation (“Closed Circuit,” Sept. 16). But it is 50% more than appropriation that Congress voted for agency in current fiscal year. Think-big approach is being justified on grounds of growing commission responsibility in CATV (both for studies and regulation) and in emerging field of domestic communication-satellite service. Another big, and expensive, job facing commission is research in spectrum management.

Effort to estimate commission’s chances for bigger budget is complicated by change in administrations. President Johnson’s budget goes to Congress Jan. 13. But once President Nixon is in office, on Jan. 20, he could ask agencies to submit new budget requests.

Changes near top
Realignment of top-management team at Metromedia Inc. is in offing with expected announcement shortly of resignations of Richard Geismar, vice president and treasurer, and Ted Rogers, vice president and assistant to Chairman John W. Kluge. Another top echelon official, Robert A. Dryer, vice president, secretary and general counsel, reportedly advised Mr. Kluge more than six months ago that he would like to leave to accept teaching post at leading law school. Mr. Kluge persuaded him to reconsider, and now with Transamerica-Metromedia merger pending, Mr. Dryer has elected to stay at his post for foreseeable future.

Play’s the thing
Corp. for Public Broadcasting may undertake revival of radio drama. Word of CPB’s interest came after announcement last week that noncommercial WGBH-FM Boston had produced 10 radio plays, for broadcast on some 150 noncommercial stations, with $114,000 grant from National Endowment for the Arts. Insiders say CPB may take it from there in project that may be announced this week at National Association of Educational Broadcasters convention in Washington.

Everybody’s business
Cancellation by FCC of oral argument on its proposal to permit public inspection of network affiliation contracts (see page 49) probably means rule will become effective by default. Although networks don’t like rule, they’re obviously loath to protest it. FCC notion is that if networks and stations are privy to one another’s contracts, this alone would lead to standardization and result in fairer competition.

Hard to shake
FCC Commissioner Nicholas Johnson made it clear during his visit on West Coast last week (see page 40) that he has no plans to leave FCC despite incoming Republican administration. Mr. Johnson, Democrat, was appointed July 1, 1966, and has five more years to serve.
Spin a professional test record and check out your entire sound system!

Our Broadcast Test Record (BTR 150). A single 12-inch record that gives you a convenient signal source for testing and adjusting all your sound equipment — from pickup right through your whole audio chain. It’s fast. Simple. Easy to use.

It’s just one of nine in a series of professional test records we make at CBS Laboratories. Unique high-precision tools designed for a rapid evaluation of audio components, equipment and systems.

Each record contains a complete series of tests. Eliminates the need for elaborate equipment. Saves you studio space. Saves you hours of time.

Order a quantity of CBS Laboratories’ Test Records now, and get a liberal discount. (Only $10 buys our BTR 150. Buy 10 records and save $20!) Ask for our complete Test Record Catalog today.

SEE THEM AT NAEB—BOothS 41 AND 42
Network news departments had most expensive year in history of broadcast journalism, with the end—Apollo 8—not yet in sight. Gross news expenses for TV networks will pass $150 million mark. See ...

Year that burst news budgets . . . 25

TV broadcasters are missing chance to grab better part of $30 million in advertising billings because of their indifference to the potential advertiser, says Leland Davis, vice president-advertising for Kroger Co. See ...

Story of untapped billings . . . 28

FCC Commissioners Cox and Johnson take to stump on local programming; Cox suggests broadcasters stress service side of their operations, if they want to preserve broadcasting business as they know it. See ...

Cox-Johnson beat goes on . . . 40

Mayor Richard Hatcher of Gary, Ind., and Andrew Carter, KPRS-AM-FM Kansas City, Mo., talk to National Association of Broadcasters Cincinnati regional, stress it’s broadcasters’ job to help solve growing urban crisis. See ...

Urged to sell brotherhood . . . 48

Turnabout in thinking in broadcast industry from doctrine based on scarcity of channels to making best use of “channels in abundance” is suggested by FCC Chairman Rosel Hyde at New York forum. See ...

Hyde on spectrum solutions . . . 50

Proposed legislative revision on equal-time rule is offered by Roscoe Barrow, University of Cincinnati law professor; candidates would be defined as major, minor, “evolving” granted differential air time. See ...

Candidates placed in categories . . . 55

Four Star International, two years ago at nadir of its financial product output spiral, announces expanded entertainment production schedule that includes firm deals for two TV series pilots and several TV specials. See ...

Four Star aims high . . . 56

There are increased difficulties in gaining access to information to which public is entitled, say broadcasters in Radio-Television News Directors Association survey, but media does enjoy appreciable access. See ...

How newsmen open closed doors . . . 62

Comsat joins broadcast networks in issue whether they should be permitted by FCC to deal directly with carrier in setting up international teletcasts; says costs will be reduced, service improved. See ...

Comsat asks direct negotiations . . . 66

15-year-old National TV System Committee color standards adopted in 1953 are still pretty good, but refinements could improve reception, as ways are discussed in SMPTE technical conference in Washington. See ...

Call for color standards . . . 68

---

**Departments**

<table>
<thead>
<tr>
<th>Department</th>
<th>Page</th>
</tr>
</thead>
<tbody>
<tr>
<td>AT DEADLINE</td>
<td>9</td>
</tr>
<tr>
<td>BROADCAST ADVERTISING</td>
<td>28</td>
</tr>
<tr>
<td>CHANGING HANDS</td>
<td>49</td>
</tr>
<tr>
<td>CLOSED CIRCUIT</td>
<td>5</td>
</tr>
<tr>
<td>DATEBOOK</td>
<td>14</td>
</tr>
<tr>
<td>EDITORIALS</td>
<td>94</td>
</tr>
<tr>
<td>EQUIPMENT &amp; ENGINEERING</td>
<td>66</td>
</tr>
<tr>
<td>FATES &amp; FORTUNES</td>
<td>78</td>
</tr>
<tr>
<td>FOCUS ON FINANCE</td>
<td>75</td>
</tr>
<tr>
<td>FOR THE RECORD</td>
<td>80</td>
</tr>
<tr>
<td>INTERNATIONAL</td>
<td>72</td>
</tr>
<tr>
<td>LEAD STORY</td>
<td>25</td>
</tr>
<tr>
<td>THE MEDIA</td>
<td>40</td>
</tr>
<tr>
<td>MONDAY MEMO</td>
<td>22</td>
</tr>
</tbody>
</table>

**Broadcasting**

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

Subscription prices: Annual subscription for 52 weekly issues $10.00. Add $2.00 per year for Canada and $4.00 for all other countries. Subscriber’s occupation required. Regular issues 50 cents per copy. Broadcasting Yearbook, published every January, $11.50 per copy.

Subscription orders and address changes: Send to Broadcasting Circulation Department, 1735 DeSales Street, N.W., Washington, D.C., 20036. On changes, please include both old and new addresses plus address label from front cover of the magazine.

---

BROADCASTING, Nov. 18, 1968 7
How about watching the Donald O’Connor Show while you’re having lunch on us?

All you have to do is set the table and set up your tape machine.

Within the next few weeks we would like you to be our guest for a scrumptious lunch for four from famous Charles and Company on Madison Avenue—gourmet goodies we can’t even pronounce from Switzerland, France, West Germany, even the U. S. A. And one Donald O’Connor Show.

The reel is the real reason for our generosity.

If Donald’s not already in your market and you’d like to have lunch on us just phone Wynn Nathan collect at MPC: (212) 682-9100. And we will arrange a delicious viewing.
Roanoke stations on block
Landmark Communications Inc., Norfolk, Va., newspaper-broadcasting firm, has reached agreement to acquire Times-World Corp., Roanoke, Va., publisher of Roanoke Times and World-News and owner of WDBJ-AM-FM-TV there. But broadcast properties are to be spun off and sold to third parties, due principally to overlap between WDBJ-TV and Landmark's WFMY-TV Greensboro.

Landmark is acquiring Roanoke newspapers, semi-weekly newspaper in Galax, Va., and Towers Shopping Center.

No figures were given on purchase price. In broadcasting financial circles, off-cuff value of Roanoke stations was placed at about $10 million.

There was no agreement for sale of WDBJ stations at week’s end, but it’s understood TV will be sold separately and AM, and presumably FM, as second package.

Landmark owns WVAR-AM-FM-TV Norfolk, in addition to Greensboro television outlet, and Telecable Corp., owner of CATV systems in Alabama, North Carolina and West Virginia. Landmark newspapers are Norfolk Virginian-Pilot and Ledger-Star and Greensboro Daily News and Record.

Agreement is subject to favorable tax ruling, as well as FCC approval in disposition of Roanoke TV and radio stations.

Agreement calls for Landmark to find buyers for stations.

WDBJ-TV, on channel 7, serves Roanoke-Lynchburg market. It began broadcasting in 1955. WDBJ was second radio station in Virginia, founded in 1924, operates fulltime on 960 kc with 5 kw. WDBJ-FM began in 1948 and is on 94.9 mc with 14.5 kw. All are affiliated with CBS.

Agenda set for affiliates
CBS’s activity and projected plans in programming, sales, news and sports are on agenda of CBS Television Affiliates board meeting in Kamuela, Hawaii, which starts today (Nov. 18) and concludes Thursday (Nov. 21).

CBS executives expected to attend are TV network’s Thomas H. Dawson, president; Michael Dann, senior vice president, programing; William B. Lodge, vice president, affiliate relations, and Frank M. Smith, vice president, sales; and Frank Stanton, CBS Inc. president; John Schneider, CBS/Broadcast Group president, and Richard Sallant, president of CBS News. Future program development and details of Merv Griffin late-night talk show that starts in August are to be discussed, officials indicated Friday (Nov. 15).

Thomas C. Bostic, KIMA-TV Yakima, Wash., is chairman of affiliates group.

Sonderling posts gains
Sonderling Broadcasting Corp., New York, reported increase in gross revenues and earnings for nine months ended Sept. 30:

<table>
<thead>
<tr>
<th></th>
<th>1968</th>
<th>1967</th>
</tr>
</thead>
<tbody>
<tr>
<td>Earned per share</td>
<td>$0.89</td>
<td>$0.82</td>
</tr>
<tr>
<td>Gross revenues</td>
<td>9,314,066</td>
<td>8,218,022</td>
</tr>
<tr>
<td>Operating income</td>
<td>2,059,421</td>
<td>2,074,015</td>
</tr>
<tr>
<td>Earnings before income taxes</td>
<td>1,883,866</td>
<td>1,677,725</td>
</tr>
</tbody>
</table>

Notes: 1968 figures include gross revenues of approximately $1,277,500 and net income of about $89,000. Prior to reincorporation of WLKY-TV Louisville, Ky., Jan. 1, 1968, 1967 figures are restated to reflect merger of Modern TeleServices and Thin Telelines companies acquired since Jan. 1, 1968 on pro forma pooling of interest basis.

Asks delay on AML
Sterling Information Services Ltd., one of three CATV franchise holders in New York, has asked FCC to withhold action on Teleprompter Inc.’s application to employ radical new CATV system in New York, Farmington, N. M., and Eugene, Ore. (BROADCASTING, Oct. 21).

Sterling said commission should not act until Teleprompter provides “satisfactory reply” to questions concerning offer to participate in test of new system.

Commission last May had invited Teleprompter to request permission to test Amplitude Modulated Link over-air system, using 18 ge (18,000 mc band) in place of cable trunk lines for short-haul CATV relay service, in New York and rural areas. But one condition was that Teleprompter afford franchise holders in New York (Sterling and CATV Enterprises Inc.) opportunity to participate.

Sterling said that Oct. 11 letter from Teleprompter invited its participation. But offer, Sterling added, was “vague and devoid of enough facts to establish that it was a reasonable one.”

Sterling said its president, Charles F. Dolan, wrote Teleprompter on Oct. 30 raising specific questions. But that letter has not yet been answered, Sterling added.

NAB role for news gripe
Lee Loewinger, former FCC Commissioner, restated before broadcasters attending National Association of Broadcasters Dallas regional meeting Nov. 14-15 his belief that industry should have grievance machinery to restore public confidence in broadcast news (BROADCASTING, Oct. 21). But he extended his proposal of “American Broadcast Council on Fairness and Accuracy in Reporting” to suggest it be put under auspices of NAB as separate operation.

In addition Mr. Loewinger said proposals of NAB codes that deal with fairness and accuracy in news should be scrapped because “it would be a mistake to make it cope with measuring journalistic performance.” Proposed council would serve to hear public complaints about broadcast journalism that otherwise would be directed to government agencies, such as FCC, he said.

Farrand leaving Y&R
George N. Farrand, financial vice president and treasurer of Young & Rubicam, is retiring from agency after 20 years of service. He joined Y & R in accounting department in 1948 and was named financial vice president in 1964.

Politics and ratings mix
For week of Nov. 4-11, in which entertainment programming for first two nights was almost all pre-empted by political buys and election coverage, NBC-TV topped Nielsen MNA ratings with 20.3, CBS-TV had 18.7 and ABC-TV had 14.6.

Nielsen MNA for election night, 7 p.m.-1 a.m., gave NBC 21.1, with 43% of three-network audience, CBS 19.2 and 39%, and ABC 8.5 and 18%.

Usual top-ranking shows Laugh-In and Julia on NBC and Gunsmoke and Red Skelton on CBS. Victims of political pre-emption, made way for such shows as NBC’s Dragnet and Virginian. CBS’ My Three Sons and ABC’s Land of the Giants.

Top 20:
1. Saturday Movie, ‘To Kill A Mockingbird’ (NBC) 29.1
2. Bob Hope Special (NBC) 28.7
3. Dean Martin (NBC) 28.2
4. Mission: Impossible (CBS) 25.9
5. D’Arien (NBC) 24.3
6. Bonanza (NBC) 24.1
7. F.B.I (ABC) 23.5
8. Pom Pyle (CBS) 23.1
9. Bewitched (ABC) 23.0
10. Election 7-30-11 (NBC) 22.9
11. Smothers Brothers (CBS) 22.9
12. My Three Sons (CBS) 22.4
13. Carol Burnett (CBS) 22.2
14. Outsider (NBC) 22.1
15. Jackee Gleason (CBS) 21.7
16. Mayberry RFD (CBS) 21.6
17. Virginian (NBC) 21.2
19. Land of the Giants (ABC) 20.9
20. Walt Disney (NBC) 20.7

More “At Deadline” on page 10
Space Cameramen's Sponsor.

Corp., White Plains.

from Addition, "Adventure." 1:30 - 2:30 p.m. EST, starting Dec. 30.

Addition gives ABC drama serial block from 1:30-3:30 p.m. General Foods Corp., White Plains, N. Y., through Young & Rubicam, New York, will sponsor.

Cameramen have had enough

Film cameramen's union in Hollywood has urged TV networks and stations to stop covering student demonstrations on college campuses. Disturbed because ABC-TV cameraman was attacked while covering demonstrations last week at San Francisco State College, Herbert Aller, business representative of International Alliance of Theatrical & Stage Employees International Photographers Local 659, wired three TV networks, as well as KGO-TV and KPIX(TV), both San Francisco.

Mr. Aller said: "We strongly believe that coverage of student rioting and riots involving racial problems do not contribute to the good and welfare of this nation. We believe the less the news media say about this, the better off the nation will be, and those participating in these situations will be less prone to continue their activities. We believe the coverage by news media motivates these activities."

Records record net

Amplex Corp., Redwood City, Calif. television electronics equipment-maker, reported record earnings—up 18%—for first half of current fiscal year ended Oct. 26: 1968 $0.62 1967 $0.53

Revenues 132,876,000 112,081,000

Net earnings 5,086,000 5,074,001

Aims for 100% ownership

National General Corp., Los Angeles, with TV production operations among diversified interests, has reached agreement to acquire remaining 25% of stock in Great American Holding Corp., bringing its holdings to 100%. National General has been bidding to take over Great American, New York-based insurance holding company, since last summer. It is estimated that securities involved in new transaction would have market value of more than $140 million.

Open season on mikes

Educational WTTW(TV) Chicago apologized to toots and parents Friday evening for pranks that leaked on air during Thursday Friendly Giant show during behind scenes logbook-throwing argument between Dana Griffin, announcer, and engineer not identified. WTTW said it is investigating and hasn't decided on Mr. Griffin's fate but probably will discipline him. Unexpected open mike caused leak.

Meanwhile, Dan Price, fired by WBBM Chicago over recent "SOB" blopper reference to presidential candidate Richard Nixon, has new job. He joins WGN there on Nov. 18 as host of 8-9:30 p.m. telephone-interview show. WBBM incident also involved unexpected open mike.

Slaloming with Killy

Chevrolet Division of General Motors Corp., through Campbell-Ewald, both Detroit, will sponsor CBS-TV series on skiing with Olympic medalist Jean-Claude Killy of France. Starting date for 13-program series, The Killy Style, is Jan. 5, 5-5:30 p.m.

Stock sells out

Secondary offering of 750,000 shares of Corinthian Broadcasting Corp. stock was oversubscribed in first day of sale Thursday (Nov. 14). Shares opened at 56% and closed at 36%. Offering was handled by Goldman Sachs & Co.
WGST, 920 Radio Atlanta, joins the world's largest radio network. Now there's a major news center for Mutual Broadcasting System in the booming Southeast.

WGST joined the Mutual line-up of stations on Nov. 4... giving the world's largest radio network even more strength, more effective reach. WGST has the largest radio news force in the area and delivers complete news and sports programming 24 hours a day. Plus adult music. Licensed in 1922, this 5000-watt station is owned by Georgia Tech University.

In every respect, WGST stands for quality programming. And, thus, Mutual has still another top-quality station to add to its network. When Mutual picks 'em... they're the best. And WGST is! It's the Georgia peach.

Mutual picks a Georgia peach!
THE NEW AMPEX BC-210 is the first two-Plumbicon* tube color camera that gives you an easy answer to your need for full studio performance plus fast-action field portability—at a price that makes it easy to buy.

The BC-210 color camera can do both studio and remote colorcasting easily. It weighs less than 50 lbs. without lens. The cable, which severely limits other cameras, is less than 1/2 inch in diameter and weighs only 12½ lbs. per 100 feet. A technician can easily give your crew a break

STATION MANAGER EXULTS:
The easiest thing about the new BC-210 is owning it. For the price of two big heavy cameras we can get three of these and have some cash left over. We should be able to get more work done in a lot less time and with fewer people, thanks to that new light-weight cable.

SALES MANAGER SAYS:
We can't work any harder, we've got to work smarter. That's why we invested in the BC-210. It puts out color pictures advertisers can admire for themselves. Plus it has easy portability for location work which opens up all kinds of new business.

FLOORMAN SAYS:
I'm sure looking forward to working with that new light cable the BC-210 uses. It's hard to believe that 3000 feet weigh only 375 pounds—compared to 3000 pounds for conventional cable. And for remotes, the camera lifts right off the tripod with its own handle and sits on a clear, smooth underside. It's plenty rugged because it's all solid state.
shoulder 300 or 400 feet of cable for fast-reaction coverage of local news or sports. And maintenance is easy too—kept easy by the simple design. If you want to lift your station to the top of your market, do it the easy way: the BC-210 color camera.

For complete information, call your Ampex man or write the Video Products Sales Manager at our world headquarters: Ampex Corporation, 401 Broadway, Redwood City, California 94063.

with our new BC-210...the easy color camera

CAMERAMAN SAYS:
Think of it—a color camera with only three little knobs under the big bright viewfinder (which is removable!) At last I'll be able to concentrate on being creative with my camera instead of being its slave.

VIDEO ENGINEER SAYS:
Talk about easy! Set-up time on the new BC-210 should let me get home without a wilted collar once in a while. All major controls are at the CCU. Give it a five minute warm-up, register one channel, and you're ready to go.

CHIEF ENGINEER SAYS:
It will be a great change to see my crew go home once without looking like they've gone five rounds—with less griping about heavy this and complicated that.

AMPEX
AMERICA'S 10th LARGEST MARKET IS NO. 8 IN NEGRO POPULATION

Datebook

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

Indicates first or revised listing.

November

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—Meeting of stockholders of Technical Inc. and Memorex Inc. for consideration of merger, Brown Palace hotel, Denver.

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. 19-21—Annual meeting, Television Bureau of Advertising, Continental Plaza hotel, Chicago.

Nov. 19-22—Forty-fourth annual National Association of Broadcaster's convention. Speakers include Frank Pace Jr., chairman, Corp. for Public Broadcasting, and FCC Commissioner Nicholas Johnson, Sheraton-Park, Washington.


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

Nov. 21—Deadline for reply comments on FCC's proposed rulemaking 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.

Nov. 21—American Research Bureau seminar for TV stations on use of ARB reports, Philadelphia.


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

Nov. 22—Luncheon meeting, Pacific Pioneer Broadcasters, Sportsmen Lodge, North Hollywood, Calif.


December


Dec. 3—American Research Bureau seminar for TV stations on use of ARB reports, St. Louis.

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

Dec. 9—Deadline for filing comments on FCC's proposed rulemaking concerning television programs produced by nonnetwork suppliers and not made available to certain television stations.

Dec. 9—American Research Bureau seminar for TV stations on use of ARB reports, San Francisco.


Dec. 16—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—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.

Jan. 9—American Research Bureau seminar for TV stations on use of ARB reports, Washington.


Jan. 16-19—Midwinter conference, Florida Association of Broadcasters, Orlando.

Jan. 17—American Research Bureau seminar for TV stations on use of ARB reports, Boston.

Jan. 18-19—Florida CATV Association meeting, Marco Island.

Jan. 18—American Research Bureau seminar for TV stations on use of ARB reports, Detroit.

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

Jan. 21—American Research Bureau seminar for TV stations on use of ARB reports, Atlanta.

Jan. 31-3-2—Twenty-fourth annual Georgia Radio and Television Institute, University of Georgia, Athens.

Jan. 23—American Research Bureau seminar for TV stations on use of ARB reports, Dallas.

Jan. 24-25—First annual convention, Georgia Cable Television Association, Macon.

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


Jan. 28—Deadline for filing reply comments on FCC's proposed rulemaking to limit station acquisitions to one full-time outlet per market.

Jan. 28—American Research Bureau seminar for TV stations on use of ARB reports, Denver.

Jan. 30—American Research Bureau seminar for TV stations on use of ARB reports, Los Angeles.

February 1969

Feb. 5—Newsmaker luncheon, International...
Comes the Evolution

Audimax and Volumax

Television Mobile Vans

Image Enhancer

...and now the Minicam VI

The new Minicam VI is just one more innovation from CBS Laboratories—the organization which has researched, developed, produced and marketed such remarkable advances in the science of sight and sound as the Audimax and Volumax, Mobile Television Vans, and the Image Enhancer. The organization with vision on the move. Now the new Minicam is free to go anywhere: land, sea or air—riding easily on the shoulder of a single cameraman. And brings you studio-quality color pictures live right from the scene of action! Look to CBS Laboratories for tomorrow's electronics today.
Kaiser-Globe Broadcasting:

DOING THINGS IN A BIG WAY IN BOSTON

Big New Tower. New 1186’ tower at Boston antenna farm puts Grade B signal into four states, covers Providence.

Big New Facility. $2 million television complex now being completed adjacent to Southeast Expressway...one of the finest color facilities on the East Coast. 5-camera remote unit covers special events up and down the Eastern seaboard.
BIG FIRST RUN COLOR PROGRAMMING.

**THE DONALD O’CONNOR SHOW**
Boston's only 90-minute M-F prime time variety show.

**TRUTH OR CONSEQUENCES**
Second big year.

**PAY CARDS**
Starts January, weeknights.

**THE TEN O’CLOCK NEWS**
Starts early 1969, seven nights.
Boston's only 10 o’clock news service. Team of 22 news specialists.

Plus NBA BOSTON CELTICS, THE JOHN GARY SHOW, LES CRANE, Big Movies. Big with kids too... FLINTSTONES, SUPERMAN, ASTRO BOY, HUCK AND YOGI, LITTLE RASCALS and live personalities BUNKER HILL and CAPTAIN BOSTON.

Big Advertisers. 19 of the top 25 national spot advertisers.
Big Partner. WKBG TV operated in association with one of the nation's great newspapers, The Boston Globe; also WJIB Boston and WCAS Cambridge.
Big Staff. 114 people... doing things in a big way.

**WKBG TV**
**KAISER-GLOBE FOR BOSTON**
Represented by AVCO

TV: Los Angeles - Philadelphia - Boston - Detroit - San Francisco - Cleveland
Radio: Boston - San Francisco - Cambridge
Delta has over 1200 counter-PR agents

(Passenger Relations makes the difference on Delta)

Of our 16,000 employees, more than 1200 serve as ticket agents. And you'll notice the difference they make the moment you step up to any Delta counter. There's a smile waiting for you. A sincere interest in your needs. Matter of fact, you'll find that same difference on Delta all the way from ticket counter to baggage counter. Going our way soon? Join us!

Delta
Best thing that ever happened to air travel

Feb. 6-9—Meeting, board of directors, American Women in Radio and Television, Las Vegas.
Feb. 7-8—Twenty-first annual radio-television seminar, Northwest Broadcast News Association. School of Journalism, University of Minnesota, Minneapolis.
Feb. 12-14—Annual convention, National Association of Television Program Executives, Los Angeles.

March 1969

OpenMike

Likes department change
EDITOR: I note with great delight Broadcasting's change of "Fanfare" [department] to "Promotion." This section is an important addition to your fine magazine.—Keith Nicholson, promotion director, KGO-AM-FM-TV San Diego.

WRCP and its affiliations
EDITOR: In your story on the petition by Mutual Broadcasting System objecting to ABC's radio network operation (Broadcasting, Nov. 4) it is stated that Rust Craft's WRCP Philadelphia has switched from MBS to ABC. This is not accurate. WRCP carries MBS, and also schedules ABC. Fred Weber, executive vice president, Rust Craft Broadcasting Co., New York.

(W. Weber is correct. The Mutual document cites WRCP as one of several examples of what it claims are stations that have been offered a guaranteed income from ABC. It also states that Mr. Weber has asked to be released from his MBS affiliation for WRCP.)

WFBA on around-the-clock
EDITOR: I note that in the writeup regarding the sale of Music Makers Group shares (Broadcasting, Nov. 11), reference is made to WFBA Man-

BROADCASTING PUBLICATIONS INC.
Sol Taishoff, president; Lawrence B. Taishoff, executive vice president and secretary; Maury Long, vice president; Edwin B. James, vice president; B. Taishoff, treasurer; Irving C. Miller, comptroller; Joane T. Cowan, assistant treasurer.

Broadcasting TELEVISION
Sol Taishoff, editor and publisher, Lawrence B. Taishoff, executive vp.

EDITORIAL
Edwin H. James, vice president and executive director; Rocco Famighetti, editorial director (New York); Arthur King, managing editor; Frederick M. Fitzgerald, Earl B. Abrams, Lawrence Christopher (Chicago), Leonard Zeidenberg, David Berlyn (New York), Rocco Famighetti (New York), Morris Gelman (Hollywood), Sherm Broady, senior editors; Joseph A. Esser, F. Martin Kuhn, Robert A. Malone, associate editors; Alan Steele Jarvis, James L. Learnard, Timothy M. Mclean, Steve Miliard, Sue H. Trupin, staff writers; Jeffrey Olson, Meryl Martin, Marcia Sanford, editorial assistants; Glynis L. Hall, secretary to the publishers; Jack Lebowitz, art director; Erwin Ephron (vice president, director of media, Papper, Koenig, Lois), research adviser.

BUSINESS
Maury Long, vice president and general manager; Warren W. Middleton (New York), national sales manager; Ed Sellers, advertising director; Eleanor Mannini (New York), institutional sales manager; George L. Dant, production manager; Harry Stevens, traffic manager; Bob Sandor, assistant production-traffic manager; Margaret E. Montague, classified advertising; Dorothy Cull, advertising assistant; Irving C. Miller, comptroller; Bunice Weston, assistant auditor; Sheila Thacker.

CIRCULATION
David N. Whitcombe, circulation director; Richard B. Kingse, subscription manager; Michael Caire, William Cripe, Kwentin Keenan, Jean Powers, Suzanne Schmidt, Katherine Tucker, Arlene Williams.

BUREAUS
New York: 444 Madison Avenue, 10022. Phone: 212-753-9010. Rufus Grat, editorial director; David Bertyn, Rocco Famighetti, senior editors; Walter B. Spencer, associate editor; Hazel Hardy, Caroline H. Meyer, Linda Miller, staff writers; Warren W. Middleton, national sales manager; Eleanor R. Mannini, institutional sales manager; George L. Dant, production manager; Harry Stevens, traffic manager; Bob Sandor, assistant production-traffic manager; Margaret E. Montague, classified advertising; Dorothy Cull, advertising assistant; Hollywood: 100 North Vine Street, 90025. Phone: 213-963-3148. Morris Gelman, senior editor; Bill Merritt, Western sales manager.


Results of an ARB telephone survey reveal that WTMJ-TV was clearly the people's choice for election night viewing in Milwaukee. Compared to WTMJ-TV's 51% share of audience, the runner-up station garnered 26% of the audience and the only other station offering continuous election coverage tallied 23%.*

Any pollster would have predicted this outcome. It happens every election—because WTMJ-TV consistently leads with both results and penetrating analysis. We don't wait for the wire services—our NEWS-4 team is out where the votes are, often keeping thousands of votes ahead in returns on key local races.

And WTMJ-TV's election telecast crew of more than 50—augmented by hundreds of people working all the way down to the precinct level—beats all in getting the news out.

Election reporting is just one more example of our winning ways. Can we show you others?

Contact our representatives: Harrington, Righter & Parsons—New York * Chicago * San Francisco * Atlanta * Boston * St. Louis * Los Angeles.

*Based on an ARB coincidental weighted composite study of the three Milwaukee tv stations covering election results from 7 to 11 P.M. November 5. Subject to qualifications listed in said report.
cheste, N. H., as a 5-kw daytimer. WFEA is 5-kw full time. In fact, it is the only station in Manchester operating 24 hours a day—Milton E. Pearson, president, Music Makers Group, New York.


Professor Skornia, currently with the University of Illinois and a former executive director and president of the National Association of Educational Broadcasters, surveys the world of broadcast journalism and finds that all is not well. Indictments range from lack of serious effort (rip-and-read, or cribbing from other news sources) to sponsor taboos and internal censorship. Unprofessionalism is Professor Skornia's main target, which can be simply a failure to deploy adequately trained and paid newsmen, or, more seriously, failure to let genuine broadcast journalists honestly report the news.

After a preliminary survey of "trouble spots," a chapter entitled "news blockage and suppression in American broadcasting" comes to grips with the core issue, offering some examples of sponsor taboos. The suppression chapter is followed by three case histories of long-running disputes in which broadcasting as a business has been embroiled—the argument over reserved frequencies for educational broadcasting, pay television and talent blacklisting. The material sheds light, the author notes, "on the nature of the business environment in which not only newsmen but other creative talent as well must operate . . . ." Special problems of courtroom reporting are given a chapter of their own.

As professionalism is an obvious correction for unprofessionalism, Professor Skornia concludes with a plea for development of an all-embracing code, devised and implemented by newsmen, for broadcast journalism. He also calls for creation of a professional body—an Academy of Broadcasting, for research and training. The code would focus on defining news functions, qualifications of practitioners and providing guarantees of freedom from external pressures.

As a goal, Professor Skornia suggests that broadcast newsmen should aim for time, staff and budgets according to news need: appropriate salaries and job security, with news regularly broadcast in prime time. "The claim that broadcasting is, or must be, primarily an entertainment medium," he concludes, "must be challenged."
In 1968, the NBC Owned Television Stations in New York, Washington, Cleveland, Chicago and Los Angeles have already received a total of 122 awards (including 11 Emmys, three Freedoms Foundation awards and two Ohio State awards).

These honors recognized a wide range of television programming and community activities, reflecting the many ways each NBC owned station serves the people in its area.

We’re indeed grateful for these tributes, even though—as we point out year after year—our stations program for people, not prizes.

Maybe that’s why the prizes keep coming.
Where do we go from here?

We are now in the fifth year of the Great Advertising Revolution.

Scarce halfway a decade ago, people watching television suddenly turned to one another in surprise and said: "Hey! The commercials are better than the shows!" It was indeed a revolutionary thought.

But, like all good revolutions, the advertising rebellion had to have a cause.

Never in our history has there been a time of such sweeping change.

There had to be a revolution in advertising, because advertising is a mirror of the people it serves, a mirror of American life—its customs, taste and ambitions. Advertising does not lead cultural change; advertising simply reflects it.

Look in the advertising mirror, and what do you see? A culture that wasn't there 10 or even five years ago.

To start with, it is a violent world in which we can watch the ultimate horrors on our living-room TV set. Vietnam battles that took place only hours before are with us on the 7 o'clock news. Assassinations come to us immediately. And today's advertising mirrors some of this violence.

In the world of the arts, there is freedom approaching license. Books, plays, music, the movies—especially the movies—use language and talk about subjects heard only in men's locker rooms five years ago. Today's advertising mirrors some of this freedom.

It is also a nutty world of pop culture in which half the country is singing songs and admiring pictures inspired by drug hallucinations whether they know it or not. And today's advertising mirrors this, too.

It is an irreverent world in which people are challenging and questioning the establishment—and the establishment ranges all the way from the Soviet Union to the Catholic Church.

Today's advertising mirrors this impatience and irreverence.

Probably the most noticeable change is that advertising now is more relaxed. We have learned to speak a little more quietly. Why, in the last five years, the average word count in a one-minute commercial has dropped from about 130 words to fewer than 100!

We are using more humor of all kinds—ranging from stand-up comedians to that most fragile of all humor—satire.

We are making fewer outrageous claims but we are often making them in a more outrageous manner.

We have rediscovered the principle that simple facts, artfully presented, can be both dramatic and memorable.

Does this mean our advertising has less sell to it? Not at all. It may be relaxed but it may also be a more involving and more personal sale.

More than ever before, advertisers are deliberately seeking advertising that is different from their competitors' and therefore more intrusive.

Sometimes this works, sometimes it doesn't. When it works, it's great. When it doesn't, the results are apt to be infuriating, really outstanding examples of bad taste and bad manners.

However, today's best television advertising is something that was not around five years ago.

It's a filmed experience—a 60- or 30-second movie, something that's all of one piece—that sells as it entertains. Commercials in pre-revolutionary times were a series of pieces stitched together—and the stitches often showed. There was the attention-getting eight-second opening; there was the establishment of the product; there was the product demonstration; there was the closing piece that wrapped it up and asked for the order. Today, the whole commercial is on the whole idea, and it holds your attention right through.

All of which leads to the question: Where do we go from here? What's ahead in creative advertising in the next five years?

I see fewer slice-of-life commercials—and fewer of those staged candid interviews. They were great while they lasted, but our audience is growing increasingly sophisticated and skeptical.

I see more fantasy in the next five years, more mixing of techniques: animation, stop motion, live action, combined in new and exciting ways.

I see pop culture leaving the 30's and taking up the 40's and the World War II years. And, of course, advertising will follow.

I think there will continue to be a change in relative importance between content and form—what you say and how you say it. Five years ago, the what was way ahead of the how. Today, they are about equal. I see more and more emphasis on how, as we look for new ways to be good-natured, timely, and unusual.

What else is new?

I see a trend toward increasing honesty and candor in advertising.

A trend toward an increasing simplicity. The fact that 30 seconds is rapidly becoming the standard-length commercial is forcing us to use film in new telegraphic ways.

I see a trend toward instant communication. A generation nurtured on the TV tube is a lot quicker than old timers like you and me.

A trend toward more emotion in selling: Buying the product because of its charisma rather than because of the logic of its selling argument.

A trend toward fewer rules. The number one rule in the next five years is going to be to come up with something that breaks the rules. How else will you stand out in the crowd?

Victor G. Bloede, president and chief executive officer of Benton & Bowles, New York, since last February joined the agency in 1950 as a copywriter and was elected vice president and copy supervisor and a member of the plans board seven years later. Subsequently in 1959 Mr. Bloede was elected to the board of directors and senior vice president and held various management posts until 1967 when he was advanced to executive vice president in charge of client services.
MGM/7 Has the Titles

Annie Get Your Gun
Ask Any Girl
Bad Day at Black Rock
Battleground
Bridge to the Sun
The Great American Pastime
The Haunting
Home from the Hill
Honeymoon Machine
King Solomon's Mines
The Loved One
Mutiny on the Bounty
North by Northwest
The Prize
The Scapegoat
The Time Machine
The V.I.P.'s
Viva Las Vegas

When you have great titles, the audience is always with you. With the new MGM/7 the excitement is there in a dramatic dimension. The big move is to make it big with movies—the kind of opportunity that's now possible with MGM/7.

It's the titles and the stars that make movies great. It's the titles and the stars that make the big MGM/7 look even better.
... are lucky viewers who play WBAL-TV's new Ring-a-Rino and Duckpins and Dollars for top cash prizes.

Ring-a-Rino enriches attentive viewers by $1,000 a week, with three telephone calls each weekday morning during the 9 - 10:30 a.m. Steve Allen Show and a fourth call preceding Perry Mason at 4:25 p.m.

And each Monday-through-Friday at 6 - 6:30 p.m., local bowlers and home "pin pals" are striking it rich on Duckpins and Dollars. Prize money totals well over $1,200 weekly.

It's all part of WBAL-TV's exciting Year of the Look-In—full of "rewarding" surprises for Baltimore area viewers and advertisers.

Have you looked into it with your Petry man?
The year that burst budgets in news

The network bill now runs to $150 million—and there's still a manned moon shot to come

The special-events producer of one of the television networks related his latest tale of woe last week:

"All during the election, people kept coming in and asking questions about the inauguration preparations.

"I told them, 'Let's get somebody elected first, for God's sake. That isn't even this year.'

"I took a couple of days off at the end of the week, came back Monday and said, 'Okay, let's worry about the inauguration now.' So the next day they hit us with Apollo 8. Just one more thing this year and it may kill us."

As the producer found out, those who expected the Nov. 5 election to climax the most expensive year in the history of broadcast journalism were wrong. The media are now faced, at the least, with closing out 1968 by providing the most expensive coverage of a space shot yet, then moving into 1969 with the most costly coverage of a presidential inauguration.

Gross news expenses for the three television networks alone can be expected to pass the $150 million mark.

Losses in radio and TV pre-emptions for everything from the secretary of state's Senate defense of the administration's Vietnam policy to the funerals of two assassinated national leaders are even more staggering—or would be, if there were any accurate, uniform way of adding them up.

In reality, the actual cost of broadcast news coverage for the year is virtually incalculable. As one network spokesman said, "I honestly can't give you any sort of realistic over-all figures, because in the first place, I don't know where I could get them, and in the second place, no two people would agree on specific figures."

Executives at the three networks all agree that regardless of how it is to be counted, the cost was the greatest ever in what NBC has come officially to call "the unanticpable year."

NBC News had a working budget for the year of over $75 million, $12 million of it for election coverage. Sources at the network acknowledge that "we unquestionably went over it" into a "contingency budget," an annual reserve the size of which is known to only one or two of the news division's top officials.

Observers estimate that CBS News's over-all budget and expenditures probably were slightly behind those of NBC (CBS's election budget was reported to be $11.5 million).

ABC, according to one official, "once upon a long time ago—before the ITT merger fell through"—had an election budget of $13 million, which was cut back to $7 million. Network sources say that the over-all news budget was held down more or less proportionately.

ABC officials also maintain that despite the added expenses of covering two more major primary elections than anticipated and some extra costs in coverage of the Democratic convention in Chicago, "with considerable reductions, we managed to come out pretty close to budget—somewhere within $7.2 million to $7.3 million."

Officials of the other two networks also contend that despite the added burdens of the year, "the figures are not too much over what we budgeted." But there are two factors to be considered in that judgment: When dealing with a budget of more than three-score million dollars "not too much over" can be a relatively large figure, and the year isn't over yet.

Announcement of the Apollo 8 flight aimed at sending American astronauts around the moon for the first time at Christmas is only the latest surprise in an astounding year.

Although newsmen say they anticipated two manned space shots this year, shooting for the moon Dec. 21 "is quite a surprise for the whole scientific community."

All say they expected the moon shot to come next year, but the near-perfect flight of Apollo 7 moved space officials to announce last Tuesday (Nov. 12) that they will attempt the most hazardous and ambitious space shot yet at the

These events spiralled '68 news coverage costs

- U.S.S. Pueblo seizure, Jan. 23
- Reserve call-up, Jan. 25
- Vietnam Tet Offensive, Jan. 30-Feb. 5
- Secretary of State Kissinger's Senate Foreign Relations Committee testimony, March 11, 12
- New Hampshire primary, March 12
- President Johnson's withdrawal, March 31
- Wisconsin primary, April 2
- Martin Luther King assassination, March 28-April 4-9
- Indiana primary, May 7
- Paris peace talks, May 9-16
- Paris student riots, May 14-21
- Nebraska primary, May 14
- Oregon primary, May 28
- California, South Dakota primaries, June 4
- Robert Kennedy assassination, funeral and day of mourning, June 5-9
- President Johnson's trip to Hawaii, July 19-20
- Republican convention, Aug. 5-8
- Dwight Eisenhower heart attacks and hospital visits, Aug. 6-29
- Czechoslovakian invasion, Aug. 20-22
- Pope Paul's visit to Colombia, Aug. 22-23
- Democratic convention, Aug. 26-29
- Apollo 7 space flight, Oct. 11-22
- Presidential election, Nov. 5
- Apollo 8 space flight (scheduled), Dec. 5-26
- Presidential inauguration (scheduled), Jan. 20, 1969.
earliest opportunity.

One network special events producer who is a veteran of manned space coverage says a major launch can cost from $500,000 up per network, and Apollo 8, if it goes the full six days and 10 orbits around the moon, could easily run more than $1 million per network.

Despite such complications as having to provide personnel and pre-emption time over the Christmas holiday, newsmen say there is no question of providing lightweight flight coverage.

"This is really the big story," said one. "This is not as big as Columbus sailing to America, but it certainly is bigger than Lindbergh flying to Paris.

"For the first time for us, it puts the moon in the picture, and makes for a lot of interesting visuals."

All three networks plan extensive use of animation and models—such as at least one six-foot model of the moon, drafted meticulously from previous moon-shot pictures and in the works for more than a year at a cost of over $20,000.

Although decisions will be made at several points along the flight whether performance has been good enough to go further, one newsmen says this only means it will "keep us on our toes all the time."

"Up to now our capsules have gone no more than 1,000 miles from the earth: this time it's 250,000"—which means, among other things, that throughout the flight broadcasters will have to be standing by day and night for possible trouble.

This means, for example, that the television networks will have to keep a New York control room ready to go on the air with coverage 24 hours a day—one of the many budget factors that make accounting of even out-of-pocket news expenses so difficult to accurately compute.

"Sure, it will cost us a hell of a lot of money to keep a control room live—especially at Christmas time," says one producer. "But I can't tell how much. It's really a lot of mumbo-jumbo, depending on whether they get into talking about rate cards or gross expense.

"If I open up a control room, depending on whether it's a fire-watch or a full operation, on a rate-card basis, it can cost anywhere from $3,000 to $5,000 a day. I know it's really less because some of the personnel would be working anyway, etc., but that's how management charges us, the one that goes on the books."

A number of expensive factors in Apollo 8 television coverage are still to be determined. As of last Thursday (Nov. 14) the three networks were meeting with RCA and General Electric on the possibility of satellite transmission of Apollo 8's splashdown.

"At this point we may not have a down-range pool operation," said a news executive. "Because that ATS satellite blew up on the pad a couple of months ago and because this is the first planned Pacific landing, there won't be equipment available unless we can get use of a military satellite or change a lot of equipment at very great expense.

"If we don't get a satellite, the three networks will save about a quarter-million dollars on the pool operation. On the other hand, if we do that, we'll all probably have to put film or video-tape crows aboard the carrier and fly the footage to Hawaii, which would be cheaper but would considerably diminish the value of the coverage since there would be a six or seven-hour delay."

At the same time they are trying to wrap up the last unanticipated events of this year, network newsmen also are working into next year, with planning for coverage of the Jan. 20 inauguration of President-elect Nixon—"and without budget yet," notes one producer.

For the first time, the three television networks plan to pool their cameras for coverage of the parade and shots on the White House grounds. Even so, with the universal use of color for the first time and the increased cost of mobile units (about six per network) the minimum expense estimated by a network executive for inauguration coverage is $500,000—"just about twice what it cost us four years ago."

Another network producer says: "By the time we're through, it's going to be more than that."

In looking back over the expenses of the past year, network newsmen also disagree on the costs of events already covered, citing the impossibility of fixing exact dollar prices. In the Vietnam Tet offensive, for example, news executives point out that although they can estimate it costs a network about $2 million a year to maintain its Vietnam news operation, it is impossible to write off a specific portion of this to a single event such as the Tet fighting, "since they're assigned there anyway."

Some factors are readily calculable, such as the expense of extra satellite feeds for coverage of the Tet invasion,
the Paris peace talks or the Czechoslovakian uprising. (Satellite use charges of $5,000-$6,000 for three-to-five-minute rentals multiplied times the number of feeds made.)

But, notes one news executive, on this basis many of the better stories did not cost that much out-of-pocket. Covering the Czech crisis, for example, and taking into account movement of personnel, equipment and satellite feeds altogether costs "not any more than $100,000 at the very most."

The Paris peace talks, on the other hand, cost considerably more, where CBS and NBC initially transported and housed some 30 top people each—including star newscasters Huntley-Brinkley and Walter Cronkite—in one of the world's most expensive cities, plus each paid for some 15 to 30 minutes of satellite feed per night.

Some now all-but-forgotten stories also could run relatively high out-of-pocket costs, such as NBC's coverage of President Johnson's trip to Hawaii to confer with South Vietnam President Thieu in July. NBC used about 50 people, chartered airplanes, provided portable control rooms and set up a ground station for satellite relay—an extravaganza that cost as much as coverage of a primary election, which ran each network from about $30,000 for a relatively cheap one such as New Hampshire, to over $50,000 for a remotely anchored one, such as California.

All network executives agreed, however, that the major problem lies in calculating the pre-emption costs.

An ABC newsmen said: "How do you evaluate the cost of our two days of coverage of Dean Rusk's Senate Foreign Relations testimony? All we spent was the cost of a crew, which would have been assigned anyway. Maybe it cost a little overtime. But I couldn't begin to calculate the cost of the programing we pre-empted."

They note this also is the principal problem in calculating radio coverage costs, where the price of assigning personnel and equipment is negligible compared to television but where pre-emption costs can run relatively high.

Says one network television executive: "What does it cost you for radio? A correspondent, a sound-man, a tape-recorder and the price of a telephone call back to the studio. But we've got to plan on about $15,000 to set up a major network television remote."

Cited as standards of relative expense by the newsmen are previously published figures on the costly coverage of the Martin Luther King and Robert F. Kennedy assassinations and funerals: for the Rev. Dr. King, some $1.3 million in combined coverage costs and about $3.8 million lost in television pre-emptions and $2.75 million lost in radio pre-emptions (including $1 million in spot); for Senator Kennedy, about $3 million in combined coverage costs and between $9 million and $10 million in combined pre-emptions.

On the whole, network newsmen say that more than expense, they were bothered by logistics in the year of fast-breaking, unexpected news.

"The scare of Eisenhower's possible death cost us next to nothing in money for preparation," said one network special events producer, "but it robbed me of a key man until the eve of the Democratic convention, and then I lost another one because he had to go to Europe for the Czech crisis."

"What we lost in the year wasn't always money but efficiency, because we didn't always have the people we needed available. Sometimes you lose in what you see on the screen."

**NBC News announces new series format**

Subjects in various scientific areas will be examined in a new continuing NBC News series of one-hour specials during the current season, it was announced last week by Donald V. Meany, vice president, NBC News. Dates have not yet been selected, but the presentations will be carried in prime time.

Hugh Downs will serve as host.

**Daley rebuttal nearly ready**

The one-hour "reply" to Mayor Richard Daley of Chicago scheduled to be run on Metromedia stations is reported to be in final production stages at Quest Productions, New York, under William Jersey's direction.

Metromedia has not set a time for showing the film, which is in response to an hour program carried by Metromedia stations—and close to 150 others—showing Chicago's version of the disorders that occurred during the Democratic National Convention (Broadcasting, Sept. 23).

---

**King assassination—April.**

**Kennedy assassination—June.**

**Political conventions—August.**

**Election marathon—November.**

**Space race resumes—October.**

---

**BROADCASTING,** Nov. 18, 1968 27
The story of untapped billings

Kroger’s Davis says broadcasters are ignoring the food retailer

TV broadcasters are missing a chance to grab the better part of $30 million in advertising billings because of their apparent indifference to and the high cost of the medium to the potential advertiser. That admonition came last week from Leland Davis, vice president-advertising for Kroger Co., national food retailers, to broadcasters attending the Cincinnati regional fall conference of the National Association of Broadcasters.

Mr. Davis suggested the national food retailer is frequently ignored as a source of TV ad dollars. And when he would like to use the medium more, he is often deterred because of a lack of self-salesmanship on the part of broadcasters.

Kroger, he said, is putting only 5% of its total media budget into television and only 8% into radio while placing 70% in newspapers, because “I have never been solidly convinced that you, as an industry, have been particularly well tuned-in to our problems.”

Mr. Davis said it was his impression that Kroger buys more TV than it is sold: “Sure, we get proposals,” but they are frequently “a list of availabilities—take it or leave it; it really doesn’t matter to us. I’m not entirely sure where you place local retail business on your sales target lists, but our over-all impression is, not very high up.”

In major markets Kroger holds station review meetings with its agency where broadcasters are invited to make presentations. Most stations accept, Mr. Davis said, “but are rarely represented by station management.” Of those stations that attend, about 40%-50% are “fairly well informed” about the food retail business, but only 5% to 10% provide “ideas, ways for us to really be better at using broadcasting,” Mr. Davis claimed. “We get the feeling that it is a heck of a lot easier to let the network and national spot sales provide the flow of business. When national spot sales are down, we can expect action.”

Mr. Davis further noted that the cost of television is a factor depressing retail food interest in the medium. Kroger could provide a steady source of business “if you gave us and other retailers the advantage of a local retail card, like newspaper and about 85% of our radio stations,” he said.

Local production is another factor. According to Mr. Davis, Kroger can’t allocate from 15% to 25% of its time costs to production: “The base, and our instincts as retailers, just won’t allow it. We absolutely must rely on sources of production other than Hollywood, Chicago and New York.” Kroger often needs a well produced message to run only for three weeks and then never again, Mr. Davis said, “yet we honestly cannot see the welcome mat out for us when we need to talk local tape production. . . . There are times when we just have to have it, or else we must look for another way of telling the story.”

Kroger is currently asking for a “modest” amount of free taping time with local contracts, “when there is reasonable weight and duration,” Mr. Davis said. “A great deal of production is built into our newspaper rates. Why should it differ with broadcast?”

Geritol defends validity of its commercials

The Federal Trade Commission viewed eight representative Geritol TV commercials last week during a public hearing to determine whether the commercials violate a 1967 order on misleading claims for the product. Argument was heard on whether a violation had actually occurred but no decision was reached by the FTC.

Counsel for the manufacturer, J. B. Williams Co., and its agency, Parkson Advertising, both New York, pointed out that each of the commercials contained a disclaimer saying that Geritol could not help the majority of tired people. But counsel claimed that iron deficiency anemia was common enough among a minority of the 200-million population of the U.S. to provide a market for geritol.

How TV-network billings stand in BAR’s ranking

Broadcast Advertisers Reports, network-TV dollar revenue estimate—week ended Nov. 3, 1968
(net time and talent changes in thousands of dollars)

<table>
<thead>
<tr>
<th>Day part</th>
<th>ABC Week ended Nov. 3</th>
<th>Cum. Jan. 1-Nov. 3</th>
<th>CBS Week ended Nov. 3</th>
<th>Cum. Jan. 1-Nov. 3</th>
<th>NBC Week ended Nov. 3</th>
<th>Cum. Jan. 1-Nov. 3</th>
<th>Total minutes</th>
<th>Total dollars week ended Nov. 3</th>
<th>1968 total minutes</th>
<th>1968 total dollars</th>
</tr>
</thead>
<tbody>
<tr>
<td>Monday-Friday</td>
<td>125</td>
<td>$581.2</td>
<td>3,342</td>
<td>$18,630.2</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Sign-on-10 a.m.</td>
<td>$448.1</td>
<td>3,394.1</td>
<td>5,725.1</td>
<td>19,252.4</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Monday-Friday</td>
<td>953</td>
<td>5,643.8</td>
<td>39,175</td>
<td>271,748.0</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>10 a.m.-6 p.m.</td>
<td>3,470.8</td>
<td>39,175</td>
<td>271,748.0</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Saturday-Sunday</td>
<td>307</td>
<td>4,529.7</td>
<td>11,339</td>
<td>120,887.1</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Sign-on-6 a.m.</td>
<td>402.5</td>
<td>11,339</td>
<td>120,887.1</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Monday-Saturday</td>
<td>94</td>
<td>1,729.2</td>
<td>4,022</td>
<td>56,045.7</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>6 a.m.-7:30 p.m.</td>
<td>94</td>
<td>1,729.2</td>
<td>4,022</td>
<td>56,045.7</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Sunday</td>
<td>24</td>
<td>809.3</td>
<td>919</td>
<td>22,389.9</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>6 a.m.-11 p.m.</td>
<td>448</td>
<td>19,252.4</td>
<td>19,516</td>
<td>719,773.0</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Monday-Sunday</td>
<td>448</td>
<td>19,252.4</td>
<td>19,516</td>
<td>719,773.0</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>11 p.m.-sign-off</td>
<td>86</td>
<td>1,352.3</td>
<td>3,470</td>
<td>40,748.8</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Total</td>
<td>2,037</td>
<td>$534,897.9</td>
<td>81,783</td>
<td>51,260,219.4</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
Nobody we know at Channel 7, but figures make us wonder.

<table>
<thead>
<tr>
<th>Station</th>
<th>Station Circulation</th>
<th>Sunday thru Saturday ( \dagger )</th>
</tr>
</thead>
<tbody>
<tr>
<td>WHIO 7</td>
<td>42 counties</td>
<td>450,000 535,000</td>
</tr>
<tr>
<td>Station B</td>
<td>33 counties</td>
<td>384,000 432,000</td>
</tr>
<tr>
<td>WHIO-TV Advantage</td>
<td>+9 counties</td>
<td>+66,000 +103,000</td>
</tr>
</tbody>
</table>

\( \dagger \) Source: NSI TV Weekly Cumulative Audiences—February-March 1968

Any figures quoted or derived from audience surveys are estimates subject to sampling and other errors. The original reports can be reviewed for details on methodology.
The challenge of social change

It's called advertising's big problem as 4A's hear radio-TV success stories

Development of new products and expanded markets for established products through effective use of TV and radio along with other media were among topics explored last week at the 31st annual meeting of the central region of the American Association of Advertising Agencies in Chicago.

The need for major advertisers and businesses to become even more involved in causes for social progress was raised by Edward L. Bond Jr., chairman of the board and chief executive officer of Young & Rubicam, New York, and board chairman of the 4A's. Efforts of Midwest agencies to expand Negro recruiting and training also were reported at the Monday-Tuesday meeting.

Mr. Bond, citing the changes taking place in the American consumer said, the change is nothing new but the scope of this change is making a difference. Demographics as the basis for market planning will be replaced by "psychographics," he said, because mass affluence will require distinctions of attitudes more than class.

Share of market, too, must be reviewed in the expanding affluent society, he said, suggesting the future definition possibly will be "share of mind" plus percentage of total available dollar. This will come, he explained, in the competition not between similar products but among all products and the alternate choices of where to spend the family income.

Mr. Bond said that because of the increased awareness by a large part of the population of its obligation to work for the good of society in general, "business aims and social aims will have to become increasingly related." Stockholders will ask if the firm can afford it, he said, "but we cannot afford not to."

The responsibility of business "must include an awareness and an involvement with the social changes taking place today," Mr. Bond said, "because the very fortunes of business depend on what happens in our social and our cultural life."

In the long run, Mr. Bond contended, "business people will do a better job of selling soap if they can also sell peace. We should make it possible for them to do both."

Advertising agencies as well as broadcasters should help promote a nationwide primary method of presidential-candidate selection, Floyd Kalber, NBC News's Chicago commentator, told the 4A's session. Speaking personally on the basis of his election-coverage experiences, Mr. Kalber felt agencies and stations must publicly argue the pros and cons of the electoral college system because "it is our duty to make these issues known and understood."

Robert Ross, vice president, Leo Burnett Co., Chicago, outlined the progress of Negro recruiting and training by the Chicago 4A council since its pioneering efforts five years ago. After initial failures it was learned "it took black advertising people to bring black advertising people into the agency business," he recalled, and being white was the handicap.

Emery Smith, the new 34-year old president of Prichard Wood Associates, New York, described how the Coca-Cola Co.'s new soft-drink entry, Simba, came about after the development of the TV commercial itself in Africa and the basic research showing the weak spot in the total market was "thirst."

The new lemon drink introduced in test markets in May was described as "a heavy-duty quencher" so the advertising message in the color commercials carries the theme "Simba—it conquers the African thirst." He would only admit the introduction has been "successful," but he hinted he was understating the point.

Continuing sales growth for older products was recited in the cases of Clark's gum, Morton salt and Budweiser beer and how the broadcast media played their roles, especially TV in the 300% sales surge for Clark's liquor gum since 1966.

The Clark story was told by Jim Shymkus, copy supervisor at Leo Burnett Co., Chicago. He explained the intense competition factor for Clark initially when it was largely a regional product. But the "moment of truth" came, he said, when the Herb Alpert music became the basis for the "Teaberry shuffle" and TV's gay portrayals helped make the gum a national product.

Use of both TV and radio in conjunction with other media to help Morton salt retain its share of market when the total market was in decline and facing private label competition was described by J. Gerald Fortis, vice president and associate creative director of Needham, Harper & Steers, Chicago.

Budweiser beer's growth has continued to rise so strongly it must be rationed in the summer months and Anheuser-Busch can't build breweries fast enough, according to Walter A. Armbruster, vice president of D'Arcy Advertising, St. Louis.

The "special meaning" of Budweiser

Biggest month for TV networks

$179,401,800 billings reported in October; up 3.1% for first 10 months of year

October network TV billings this year reached a total of $179,401,800, higher than for any other month in broadcast history, it was announced last week by the Television Bureau of Advertising.

Based on figures from Leading National Advertisers, the compilation shows that 1968 network TV billings to date (January through October) were up 3.1% over the comparable period of 1967. October 1968 showed a gain of 9.6% over October 1967 for the second highest percentage gain of the year. TVB noted.

Network television net time and program billings by day parts and by network (add 890)

<table>
<thead>
<tr>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>ABC</td>
<td>$61,859.7</td>
<td>$66,383.9</td>
<td>7.3</td>
<td>$397,839.4</td>
<td>$459,867.6</td>
<td>3.0</td>
</tr>
<tr>
<td>Mon.-Fri.</td>
<td>30,025.0</td>
<td>32,159.4</td>
<td>7.1</td>
<td>282,156.4</td>
<td>291,163.4</td>
<td>3.2</td>
</tr>
<tr>
<td>Sat.-Sun.</td>
<td>23,833.0</td>
<td>23,120.5</td>
<td>-3.0</td>
<td>115,083.0</td>
<td>118,704.2</td>
<td>2.6</td>
</tr>
<tr>
<td>Night time</td>
<td>101,069.0</td>
<td>113,017.9</td>
<td>10.9</td>
<td>794,043.4</td>
<td>819,315.4</td>
<td>3.2</td>
</tr>
<tr>
<td>Total</td>
<td>$163,720.7</td>
<td>$179,401.8</td>
<td>9.6</td>
<td>$1,191,882.8</td>
<td>$1,229,183.0</td>
<td>3.1</td>
</tr>
</tbody>
</table>

| January-October 1967 | $138,757.1 |
| January-October 1968 | $140,634.0 |

* Revised

Source: LNA/TVB

30 (BROADCAST ADVERTISING) BROADCASTING, Nov. 18, 1968
Chuck Richards, Community Relations (left), and Dave Stickle, Public Affairs Director . . . are WMAR-TV representatives to the public. They attend hundreds of meetings yearly . . . meet thousands face-to-face . . . are active in a wide variety of local and statewide community affairs. Dave Stickle talks to the people who make the news . . . discusses current problems . . . interviews the candidates . . . develops background material in depth for his special reports. Chuck Richards meets students at all levels, speaks at service clubs, churches, and to other groups. He explains the relationship of a leading television station to the public. They bring WMAR-TV closer to its viewers . . . and its viewers closer to the issues of the day.

No Wonder...In Maryland
Most People Watch COLOR-FULL
WMAR-TV

CHANNEL 2, SUNPAPERS TELEVISION
TELEVISION PARK, BALTIMORE, MD. 21212
Represented Nationally by KATZ TELEVISION
quality, he said, not only has pervaded its successful broadcast campaigns but the agency and marketing staffs as well. In fact, he noted, the beer label has become "camp" and now adorns jackets, shirts, blouses and other items on a broad scale.

**Evangelist arrested on false ad charges**

Radio evangelist Curtis Howe Springer, who claims his half-hour radio broadcasts are heard on more than 220 stations in the U.S., as well as on 100 stations in other countries, has been arrested in Barstow, Calif., on a warrant charging him with 65 counts of false advertising and misrepresentation. The charges were brought by the California Department of Public Health's Bureau of Food and Drug Inspections. One of the products Mr. Springer advertises on radio is a cure-it-yourself hemorrhoid kit.

Among the charges facing Mr. Springer are alleged violations of various sections of the State Business and Professional and Health and Safety Codes. Reportedly, numerous complaints have been filed with the Bureau of Food and Drug Inspections regarding alleged health benefits from the food supplement products Mr. Springer advertises on his shows. Mr. Springer, 72, claims his listeners number in excess of 14 million.

**AAF reveals model law on deceptive practices**

The American Advertising Federation unveiled to Federal Trade Commission last week an AAF-drafted model deceptive-practices law that is intended to serve as a guide for adoption by states where such similar legislation is either nonexistent or requires updating. The law was presented in testimony by AAF President Howard Bell during the FTC's current round of national consumer-protection hearings.

What the law provides for are civil penalties (a maximum $10,000 fine) and injunctive relief in appropriate state courts against "false, misleading or deceptive" practices in the conduct of trade or commerce.

A keystone of the law is that it provides exemptions to the "owner or personnel of any advertising medium, including . . . newspapers, magazines, broadcast stations, and billboards, wherein any advertisement in violation of this act is published or disseminated, unless it is established that the owner or personnel had knowledge of the intent, design or purpose of the advertisement at the time of publication or dissemination." The exemption is in accordance with a similar exemption contained in the FTC's new truth-in-lending act.

Other provisions of the law seek voluntary compliance from persons charged with violations of the act in order to facilitate its administration and avoid unnecessary litigation. Unlike the "little FTC act" which is observed in at least four states, the AAF model law is restricted to deceptive practices only and does not include unfair methods of competition under antitrust law.

The AAF model law project, under development for one year, was initiated by former AAF Chairman Kenneth Laird of Tatham, Laird & Kudner, Chicago.

**Chicago test shows TV can pull for retailers**

The CBS Television Stations Division is releasing a study today (Nov. 18) which it says shows a major retailer's advertising campaign on one of its stations "dramatically increased the number of shoppers attracted to departments for advertised products."

The study was based on an ad campaign over WBBM-TV Chicago, with the cooperation of a major retailer there. The retailer advertised five specific items for sale on the station for three weeks.

Eric Marder Associates, a market research organization, conducted personal interviews with 2,245 women shoppers as they entered the retailer's stores over the three-week period. CBS did not identify the retailer.

Results, according to CBS, showed that among all shoppers interviewed, awareness that there was a sale was 31% higher than would normally have been expected if there had not been the television campaign. Five nonadvertised items also were put on sale as a control for the study.

Awareness among shoppers who had watched the station was reported up 51%. The survey also showed that 20% more shoppers over-all said they had come to look at one of the items advertised on sale; 30% more station viewers said they had come to look at one of the items.

Results of the study have been compiled in a booklet, "Going up." The study is the first of a series to be undertaken by the division.

**TBS decides not to work with single advertiser**

Time Buying Services Inc., New York, last week issued a statement of policy asserting that it will not work with any manufacturer or a house agency representing a single advertiser.

Sam Wyman, president of TBS, said he was issuing this policy statement because other organizations operating in the media-buying service area had reported they would work with manufacturers and/or house agencies on a direct basis. He stated that Time Buying Service Inc. would continue to service full-line advertising agencies, because only they are equipped to provide all the resources that "can and have made the most significant contributions to the use of spot broadcasting in their marketing successes."

Mr. Wyman noted that TBS now serves 15 advertising agencies, serving as an extension of their media departments and operating under their full and complete control and supervision. In explaining why TBS has decided not to serve manufacturers and/or house agencies, Mr. Wyman stated:

"Comparison is most significant. An organization that works only with a house agency or directly with a manufacturer is both judge and jury of their performance and this, in effect, does not give the manufacturer or the house agency the full control and the comparative judgments that are so vitally important."

Mr. Wyman later told Broadcasting that TBS, unlike other media buying service groups, provides agencies with a cost figure on each spot it has bought on their behalf. He said that copies of TBS's statement were being distributed to leading advertising agencies.

**Iowa Supreme Court upholds state ad tax**

Iowa radio-TV stations, newspapers, advertising agencies and retailers received a jolt last week from the Iowa Supreme Court. The court has found a proposed 3% state tax on advertising to be constitutional, in reversing a lower court order, and has opened the way for the state revenue department to begin tax collection effective Oct. 1, 1967.

The high court opinion reversed one delivered in February by Scott County District Court Judge Nathan Grant, who had ruled the tax unconstitutional, principally on grounds it was vague, delegated "absolute, unregulated and undefined discretion as well as arbitrary and discriminatory power" to the tax commission, and imposed a direct tax on interstate commerce, a power which resides in the federal government (Broadcasting, Feb. 5).

The case was brought before the district court by Lee Enterprises Inc. (group broadcasters) for the Davenport Times-Democrat, Perkins Brothers for the Sioux City Journal, KTIV (TV) and KSUI, Sioux City; WOC-AM-FM-TV Davenport; WMT-AM-TV Cedar Rapids-Waterloo; Bawden Bais Inc., Davenport, and Creswell, Musseu,
Milwaukee has something new to cheer about
and so do we—exclusive coverage
of the new NBA Milwaukee Bucks!

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
A new dimension in videotaping made possible by "Scotch" Brand Color Tape Plus

Electography is videotaping at its finest. Colors are brighter, clearer, livelier. Black and whites are stronger with amazing presence. Copies are perfect... matching the original picture and sound.

Electography is immediate. Lets you complete complex programming in hours. You see your work as you go. You're free to experiment... be more daring. You can use slow motion, fast motion, stop motion and reverse action. You can go out on location. Combine all types of existing footage (stills, film) with new footage. Edit instantly... electronically with 30 frame per second precision.

"Scotch" Brand Video Tape No. 399, Color Tape Plus, delivers the ultimate in electography. Gives you the response and full compatibility you need to make it all possible. Lets you use the most subtle lighting techniques. Gives you true colors... more dynamic black and whites... multiple generation copies undistinguishable from the master tape.

Want more information on electography and how you can take full advantage of this complete creative medium? Write: 3M Company, Magnetic Products Division, 3M Center, St. Paul, Minn. 55101.

"Scotch" is a registered trademark of 3M Company.
Nobody makes "band-aids."
(Not even Johnson & Johnson.)

Lots of people make adhesive bandages. So, everyone puts a brand name on his product. BAND-AID is the brand name for the adhesive bandages Johnson & Johnson makes. That's why, when you mean our bandages, please say BAND-AID Brand Adhesive Bandages. Because nobody makes "band-aids." not even Johnson & Johnson.
Schubert & Zirbell Inc., Cedar Rapids, both agencies; Petersen-Harned-Von Maur Inc., department store, and Lu JACK-Schierbrock Chevrolet Co. (Broadcasting, Oct. 2, 1967). A temporary injunction against collection of the tax was granted effective Oct. 1, 1967 pending final determination of the case. Until that time, it's estimated the state collected about $550,000 in revenues.

The media-retail group sought to negate the ad tax which was but one of about 50 such taxable service items included in a legislative package that was passed in the summer of 1967. The levy applies to those persons or groups who place the advertising in various media, including radio-TV. An estimated $55 million will accrue annually from this one tax alone.

The state supreme court, on appeal, reversed Judge Grant saying principally that the tax does not single out advertising or treat it "unjustly or unfairly." Although the court conceded that the tax would in part affect interstate commerce, it said the tax applies only to advertising in Iowa media and that therefore the levy could not be interpreted as directed at interstate commerce. (In practice, the tax, for example, will apply to media expenditures which are made on Davenport, Iowa stations by advertisers residing in close proximity in Moline and Rock Island, Ill.)

The court further held that the tax wasn't so vague as to make the entire service law unconstitutional. And its ruling will permit the state to begin making collections effective the date of the injunction.

The media-retail group, along with three state publishing associations and the Iowa Broadcasters Association, are scheduled to meet in Des Moines, Iowa, this week to determine what course of legal action should be taken. Among the options open to them are a rehearing of the case before the state supreme court or a direct appeal to the U.S. Supreme Court.

Business briefly:
Nalley's Inc., Tacoma, Wash., through Carson/Roberts/Inc., Los Angeles, is introducing Thick Chili, to the Pacific Northwest via an intensive seven-week campaign on television. One-minute spots are scheduled for saturation showings each week in 15 markets in Washington, Oregon, Idaho, Montana, Utah and Wyoming.
Superscope Inc., Sun Valley, Calif., distributor of Sony tape recorders, magnetic tape, microphones and accessories, through Audio Advertising Associates, that city, is including radio and TV promotion in its $2.5 million budget.

Supermarkets General Corp., Cranford, N.J., which just appointed Venet Advertising, New York, began its first television campaign Sunday (Nov. 17) to announce a new name (Pathmark) for its chain of 82 supermarkets. Four different 60-second spots will be used on WABC-TV, WNBC-TV and WNEW-TV, all New York. The campaign will run a minimum of four weeks.

Hershey Foods has a change of heart

Starts search for agency, dropping 65-year-old aloofness from advertising

The Hershey Foods Corp., Hershey, Pa., well-known for its belief that a quality product is its own best advertising, is in the market for an advertising agency. Hershey Foods, formerly The Hershey Chocolate Corp., would say no more last week than that it was shopping for an agency, and would give no details.

Speculation has centered largely on BBDO, an agency which has done some research for Hershey and which initially handled Hershey's Canadian advertising. Hershey Foods, however, said the decision has not yet been made.

Milton S. Hershey, the founder of the corporation, established the 65-year-old anti-advertising precedent, and the nickel almond and milk-chocolate Hershey bar is yet a testimony to his judgment. But other Hershey products have been unable to maintain an adequate market-share.

In Canada, where Hershey confectioneries were introduced in 1964, BBDO was enlisted to create spot-TV and outdoor advertising. Advertising industry sources estimated the initial six-monthush in Canada cost Hershey $500,000. Since then, Hershey has shifted its Canadian advertising to McConnell Eastman Ltd. and put most of its Canadian media buys into radio.

"This could very well be a $10-million advertiser." one industry spokesmen said. Other sources also hazard the opinion that a big ad effort is in the offing: "They hired a group of people from other candy companies and agencies who are heavily oriented toward television."

In 1966, Hershey acquired two companies. San Giorgio Macaroni and Delmonico Foods, both regional pasta manufacturers and both represented by the same agency. W. B. Doner & Co., Baltimore.

DIVORCE COURT
lands with IMPACT in market after market

In Tucson
DIVORCE COURT sent
adults up 152% women up 204%
over the program previously in the time slot on KGUN-TV, Monday through Friday, 4:30-5 p.m.

"Divorce Court" consistently delivers more homes, more women.

N & B FILMS
30 Rockefeller Plaza
New York, N.Y.
See page 78

Your Blair Man Knows . . .

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 you). 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

(BROADCASTING, Nov. 18, 1968) (BROADCAST ADVERTISING) 37
Banzhaf's latest pitch is for KRON-TV license

Anticigarette spokesman John F. Banzhaf III turned his attention to the West Coast last week, with a complaint to the FCC that KRON-TV San Francisco had violated the fairness doctrine by failing to balance its cigarette advertising with a "significant" number of antismoking announcements. He recommended that the station be denied renewal of its license.

Mr. Banzhaf, executive director of Action on Smoking and Health and the most persistent foe of cigarette advertising over broadcast media, presented his latest complaint in what appeared to be a form letter. He declined to elaborate on specific violations, but said that the alleged fairness-doctrine violations are "just one example" of the station's failure to meet its public-interest obligations.

The only specific reference to KRON-TV was in the first sentence of Mr. Banzhaf's petition. He asked the commission to deny renewal "of the broadcast license of—followed by a blank space in which the station's call letters and city of license were typewritten.

Mr. Banzhaf also revived a complaint filed three weeks ago against Time-Life stations WFBM-AM-FM-TV Indianapols, in which he urged that those stations be disciplined for fairness-doctrine violations said to have occurred in connection with editorials opposing the Federal Trade Commission's proposal to ban cigarette advertising from radio and television. He also recommended that the commission deny license renewal to Time-Life's KOGO-AM-FM-TV San Diego and KERO-TV Bakersfield, Calif., because of the Indiana editorials (BROADCASTING, Oct. 28).

The FCC's Broadcast Bureau subsequently informed Mr. Banzhaf that there was no specific allegation of noncompliance with the fairness doctrine, and that the stations' renewal applications would therefore continue to be processed. The attorney's new filing says that there was a violation and asks that the commission stay renewal of the California stations' licenses pending the outcome of an investigation of the Indiana question.

First TV ad campaign seeks to aid disabled

The first national advertising campaign for rehabilitation of mentally and physically disabled people takes a different approach from other public service campaigns.

The copy and art in two television and two radio commercials, print ads and transit cards are directed toward the disabled themselves rather than urging others to help. Portraying lonely, dependent, disabled people and concluding with the theme "You have nothing to lose but your disability," each commercial and advertisement appeals to the handicapped to help themselves by finding out where they can receive rehabilitation services and make themselves known. As one television commercial points out, "Before we can help the disabled, we have to find them."

Dr. Howard A. Rusk, the "prime mover" behind the campaign, said in New York last week that the commercials should have a secondary effect of improving rehabilitation facilities if more people begin using them.

The broadcast commercials, available in 60-, 30-, 20- and 10-second lengths, were prepared by Warwick & Legler, with Milt Lowe writing copy and Mike Withers doing art work. Actor George C. Scott provided the voice-over; David Quaid Productions Inc. produced the spots.

The campaign is being conducted by the Advertising Council in cooperation with the Department of Health, Education & Welfare, and is expected to run for a year starting in December. Roper Research Associates will conduct a two-part survey to determine the effectiveness of the advertising.

CATV cited as testing ground for commercials

Putting more punch in television commercials to heighten their effectiveness and cut costs today requires much more precise means to measure the punch in the first place, well before airing.

So the progress in such measurement techniques and hardware was among research topics explored Thursday by an all-day seminar of the Chicago chapter of the American Marketing Association. One new fast-growing area for testing is the use of cable TV systems, the seminar learned, because they enable testing under normal home viewing conditions.

Roy Benjaim, president of Television Testing Co., New York, a new firm that is a joint venture of Audit & Surveys Inc. and H & B American Corp., related plans of his firm to evaluate commercials through "networks of markets" served by the H & B CATV interests and with computer control of the target samples.

H & B American a month ago acquired the cable system holdings of the Jack Kent Cooke Co. and claims now to be the biggest operator with some 60 systems going and others pending. Television Testing Co. has been more than a year in organization and began testing via CATV just a few months ago.

Mr. Benjamin said the TTC computer presently has demographics and other data on 27,000 CATV households in four markets and an additional 20 markets will be added early next year. Any conceivable mix of sample audience factors is possible, he said.

The testing technique involves cutting in locally the test commercial precisely at the second the sponsor's regular commercial appears on normal programming. Telephone questioning the next day enables a complete report on two-week delivery, he said.

Program evaluation and testing is another area in the plans along with commercial evaluation, he said, as a result of a new electronic sensing device developed by H & B. The unit, he said, can be attached to the telephone pole on which the cable is strung and it will measure minute by minute the activity taking place on up to 400 sets.

The device, he explained, collects records and transmits this viewing data back to a central storage and print-out control point. Demonstrations are planned in the near future, he indicated.

Harold Spielman, partner in the New York TV commercial testing firm of McCollum/Spielman & Co., related the depth of research and analysis now possible in the testing of a commercial before it is aired, especially in the areas of two-week testing, communication and motivation. He stressed that raw data research is no longer sufficient in today's highly competitive marketing world and said competent analysis is the key to successful testing.

Rep appointments:

- WAWA-AM-FM Milwaukee: Greener, Hiken, Sears, New York.

Atherton gets first account

Alfred A. Atherton, vice president and client service director for Manus, John & Adams Inc., Beverly Hills, has formed his own advertising consulting firm, the Atherton Group, with MJ&A as the first client. The new advertising consulting firm is at 1901 Avenue of the Stars, Los Angeles.

BROADCASTING, Nov. 18, 1968
Meet Paul between the covers!

The covers of his new best selling book, "Paul Baby", that is. Already in its third printing, it's all about Paul Dixon's experiences on his ninety-minute daily TV show, which is also a "best seller" with the women of Dayton, Cincinnati, Indianapolis, and Columbus. And when it comes to effectively selling products to these women, Paul Dixon wrote the book on that, too.

Let Paul Dixon prove he can be your "best seller" in the Midwest. Call your Avco Radio Television Sales representative.

AVCO Broadcasting Corporation

TELEVISION: WLWT Cincinnati / WLWD Dayton / WLWC Columbus
WLWI Indianapolis / WOAI-TV San Antonio / RADIO: WLW Cincinnati
WOAI San Antonio / WWDC Washington, D.C. / KYA & KOIT San Francisco
Above represented by Avco Radio Television Sales, Inc.
WWDC-FM Washington, D.C. / Represented by QMI.
The Cox-Johnson beat goes on

Both take to stump on local programing;
Johnson, on own, hits 'disreputable' FCC

Two FCC commissioners, speaking before broadcasters in widely separated parts of the country last week, sounded a common theme: Stress the service side of your operation if you want to preserve the broadcasting business as you know it.

Commissioner Kenneth A. Cox, speaking in Cincinnati at a National Association of Broadcasters full regional conference, suggested that broadcasters assume fully the role of "electronic journalists."

And Commissioner Nicholas Johnson, in two appearances in the Los Angeles area, emphasized what he said was the need for broadcasters to provide local service. In the process, he also was a captive of the broadcasters and "hate-filled trade publications" which he did not identify.

Both commissioners, who are considered the hard-line regulators on the commission, suggested, in effect, that unless broadcasters provide such services, they might lose the present broadcast system seriously altered.

Commissioner Cox's suggestion that broadcasters become "electronic journalists in the fullest sense of the words" rather than serve as "essentially entertainment and advertising media" came at the end of a speech in which he indicated that broadcasters were on the defensive in battles with two tough foes. One is the army of land-mobile radio operators, who are seeking spectrum space assigned to broadcasting; the other, CATV interests who are stepping up their competition with broadcasting.

Furthermore, the battles are being fought, he said, when there is a growing concern on the part of the public about broadcast programing, particularly in the field of news and public affairs. "I think you have encountered a crisis of confidence," he said.

He also said that broadcasters are not doing an adequate job in illuminating the complex of problems involved in the "urban crisis"—which is the major theme in the NAB's series of fall conferences—and did not do enough to explain the issues in the just-concluded political campaign.

The role of electronic journalist, he told his audience, offers "the only course you can take to justify the spectrum allocated for your use and to stave off the challenge of your cable competition."

He said one of the "more serious" arguments offered by land-mobile radio operators in seeking a reallocation of broadcast spectrum space to them is that broadcasting has not served the public interest as it should, and that it is essentially an advertising and entertainment medium that does not deserve as much spectrum space as is allocated to it.

The commissioner said that not only are an increasing number of Americans becoming critical of broadcasting but that this critical view might "find lodging in the Congress and may work in favor of the efforts land-mobile industry is making to win support there." The land-mobile forces, he noted, want outright allocation of at least the seven lowest UHF channels.

Instead, the commission has proposed geographic sharing of these frequencies by land-mobile services, as well as the reallocation of the top 14 UHF channels, now used for translator service, along with new frequencies recently transferred from the government portion of the spectrum. Commissioner Cox, who said he is "satisfied" that a serious land-mobile spectrum shortage exists in the major cities, expressed the hope that "we can find the proposed sharing technically and operationally feasible."

The commissioner noted that a second argument made by land-mobile radio forces is that television service can be provided by wire as well as off-the-air. And CATV interests, he said in discussing CATV's challenge to broadcasting, are now claiming the ability not only to relay distant television signals but to originate specialized local programing.

Furthermore, he said, broadcasters have been letting CATV forces win "a propaganda battle." He noted that some CATV systems during the election campaign presented congressional candidates, "and even the major presidential nominees." He said that "many people who have become critical of broadcast television's failure to provide significant local programing welcome the cable industry's representations enthusiastically—and, I think uncritically."

Commissioner Johnson, who addressed the Southern California Broadcasters Association's first management conference and the Hollywood Radio and Television Society, noted that "95% of the most valuable spectrum space owned by the American people" is devoted to a broadcasting system based on local stations. And those stations, he said, should provide a local service.

But, he said, basically they deliver a nationally distributed product—a function that, he suggested, could be performed more economically in other ways.

He said satellite-to-home broadcasting, cable-TV systems and home videotape recorders could make an over-the-air transmitter superfluous. He also said that time and weather services provided by the telephone company are easier, more convenient and faster than similar services provided by radio stations.

The rapidly evolving communications technology is only one of several pressures Commissioner Johnson believes are coming to bear on broadcasters. The others are public criticism of mass media, the growing sense of the social responsibility of those media and the surge of "participatory democracy," which he defined as the mounting desire by people to participate actively in affairs that concern them.

He said broadcasters could respond to these pressures in one of two ways. "You can," he said, "respond with increased fighting funds, give more money to more vitriolic hate-filled trade publications. get more Washington counsel and public-relations firms and say, 'We are the mass media and we're surrounded by a fence. It says First Amendment on one side and keep out on the other.'"

The commissioner, in a biting reference to the commission, said that approach could be initially successful. "I think you're powerful enough to pull that off," he said. "Witness the disreputable record of the FCC that
WDRC AM & FM is way out ahead of all other Hartford stations.

If the less listened to stations want to know why, here's why.
WDRC has product promotions for their advertisers.
They place ads for their advertisers in local newspapers.
WDRC has an advanced Record Survey—one they compile themselves.
WDRC's Record Library is so skilled at picking hits that they've been awarded Fifteen Golden Records.
Their news men are the best. In fact, WDRC editorials often are printed in Hartford newspapers.
"Hotseat," WDRC's current affairs program and community drives, involve the station with people in the area.

Edward Petry & Co. is way out ahead.
They represent WDRC AM & FM.
continues week after week after week.”

Throughout both of his talks, he stressed the view that broadcasters do not have to worry about the commission. “You’ve always had a majority at the FCC and you always will,” he said at one point. “The only thing you have to fear from the FCC is it permitting such low standards in this industry.”

At another point on the same subject, he said: “You have enough power in our country that you are beyond check, in my judgment, by any institution in our country today—the President, the Congress, the FCC, the academic institutions.”

But the commissioner, “as a citizen,” recommended that stations program “as responsibly as possible.”

And, in any event, he warned broadcasters that their problems will not disappear simply because “the FCC is a do-nothing FCC.” Broadcasters may not have to worry about the FCC, he said. “You’ve got them captured. But there’s a lot of other institutions in our society that are concerned about these problems.”

Mr. Johnson advocated the establishment of a privately funded nongovernment institution to provide “continuous monitoring, review and evaluation and reporting” of the mass media. Such an institution might need a budget of $1 million to $10 million a year,” he said.

Hoving group moves into Washington

The National Citizens Committee for Broadcasting has expanded its activities once again with the establishment of an office in Washington at 1707 L Street, N. W., Suite 550, telephone (202) 293-4857.

The branch office, presumably to serve as a funneling point to get the committee’s ideas into government organizations concerned with broadcasting, is the latest in a series of revitalization measures taken since the committee published a report on the state of public broadcasting in July (Broadcasting, July 22).

Under the direction of its chairman, Thomas P. F. Hoving, and executive director, Ben Kubasik, the committee enlarged both its board and its scope with a change in its name (Broadcasting, Oct. 28), and hired a lawyer, Earle K. Moore, in an effort “to see that all of broadcasting begins to live up to its promises and obligations to operate in the public interest, convenience and necessity,” in the words of Mr. Hoving.

Working out of the Washington office as consultant will be Robert Squier, most recently director of television for the Democratic National Committee and now in charge of television activities for the United Democrats for Humphrey.

Previously Mr. Squier was an executive producer at National Educational Television and special assistant to NET President John White.

TV station, CATV system agree on protection

An interim agreement between a UHF seeking nonduplication protection and a cable system eager to get a new system underway has provided the station with protection of rather unusual scope.

WKEF (TV) Dayton, Ohio, told the FCC last week that it has agreed to a nonduplication arrangement with Xenia

Asking Mr. Johnson means more Q than A

FCC Commissioner Nicholas Johnson fielded questions last week after his two speeches in the Los Angeles area (see page 40). He also muffed a few, including some on matters of current importance before the commission.

Generally, he answered at length when members of his audiences asked him about the subject of his speeches—the need for broadcasters to provide more local programming. On some other questions, however, Mr. Johnson had a leaky glove. Here is a verbatim account of some of the questions and his answers:

Q: I wonder if Commissioner Johnson would care to give us some indication of what the forthcoming hearings, scheduled for December but now postponed, I think, to early spring, on the 50-50 rule are all about? [The proposal, on which oral argument has been scheduled for May 12, would limit network ownership or control to 50% of prime-time programming.]

A: I’m frank to say I don’t know.

Q (same man): There has been some paper reporting here that a hearing is scheduled dealing with ownership of programming involving network participation and producer participation.

A: I know there is interest in that subject in Washington as well as Los Angeles. I’m not familiar with the details of the hearings to which you are referring.

Q: Mr. Commissioner, what is the present status of the treaty negotiations between Mexico and the United States, an AM treaty. And what is your feeling on how soon it will be completed? [Representatives of the U.S. and Mexico, meeting in Mexico City, began their third round of formal talks on the treaty last week. The session, during which both sides hope final agreement will be reached, is expected to end this week.]

A: The answer is I don’t know. If you will drop me a line I’ll try to get the most current information we have on it. I think that would be much more satisfactory than passing around ill-conceived, not fully understood information on my part right now.

Q: Mr. Commissioner, what is the status of the current freeze on AM applications? [The freeze was imposed in July, as the commission began revising its allocations rules to halt further expansion of AM service, except in underserved areas (Broadcasting, July 22). There is no indication as to when the commission will adopt new AM allocation rules and lift the freeze.]

A: Well, it’s very cold.

Q (same man): Will it last very long?

A: We’re entering the winter months right now in the eastern part of the United States and that’s where Washington is and I expect it will be.

Q: Do you have any prognosis on the future of the fairness doctrine? [The U.S. Court of Appeals for the Seventh Circuit has declared unconstitutional the FCC’s codifications of rules under the fairness doctrine. In a petition for Supreme Court review, the government has said the seventh-circuit decision, if allowed to stand, would raise questions about the constitutionality of Section 315, the political-broadcasting law that contains the fairness doctrine.]

A: Well, I think it appears very healthy, a good heartbeat, being well-fed, well-supported by the Congress of the United States . . .
90.3% OF THE MOST INFLUENTIAL ORGANIZATIONS IN THE COUNTRY* APPROVED POPEYE FOR CHILDREN ON TV

THEY SAID IT LOUD AND CLEAR!

"PERFECTLY ACCEPTABLE FOR CHILDREN"
—Executive Council Episcopal Church

"ALL CHILDREN WHOM I KNOW LOVE POPEYE"
—Girl Scout Council of New York

"IT'S JUST FUN"
—Archdiocease of New York

"ENTIRELY ACCEPTABLE FOR CHILDREN—EVEN SLIGHTLY EDUCATIONAL"
—NYC Federation of Women's Clubs

"THERE IS NO EVILNESS OR VIOLENCE IN POPEYE CARTOONS"
—Kiwanis Club of New York

AN OVERWHELMING VOTE OF CONFIDENCE FOR CONFIDENT CHILDREN'S PROGRAMMING

United Artists Television Inc
Entertainment from Transamerica Corporation

*—Organizations Interviewed: National Council of Churches of Christ in the U.S.; Girl Scouts of America; YWCA; Catholic Archdiocease of New York; Episcopal Church of New York; New York Federation of Women's Clubs; United Presbyterian Men; Kiwanis Club of New York; American Women's Association.
Cable TV Inc. that protects the station from duplication of syndicated or feature film programs, both before and after broadcast, for the duration of the licensing agreement between WKEF and its program distributors. The agreement provides protection on an interim basis until the commission acts on a petition for special relief filed last month by Springfield Television Broadcasting Corp., licensee of WKEF. If granted, the firm's request would institute such protection on a permanent basis.

In a separate filing, Xenia Cable said that it had entered into the agreement because of its desire to commence operation of its Dayton system this month. The firm said it has invested over $350,000 in the system and does not want to wait for FCC resolution of Springfield's petition.

Xenia Cable submitted its petition in order to demonstrate that the agreement—which it said removed the final obstacle to commencement of its operation—is fully in accordance with FCC rules. For example, it said, the rules require the commission to give "full effect to private agreements between CATV operators and local TV stations which provide for a different type or degree of protection for the total station than do the commission's rules." The rules require only same-day protection.

William B. Putnam, Springfield's president, said that to the best of his knowledge, the agreement was the first of its kind ever entered into between a TV station and a CATV system.

**Question of trafficking in KJOG-TV hearing**

Jack O. Gross's problems growing out of the agreements he allegedly made to sell the construction permit for KJOG-TV (ch. 51) San Diego, to two different buyers has resulted in an FCC hearing in which the CP may be lost.

The commission has designated for hearing Mr. Gross's application for an extension of time to complete construction of the station. The CP was originally awarded on June 23, 1965, and one extension request has already been granted.

Issues will include questions as to whether Mr. Gross failed to provide the commission with complete and accurate information concerning construction plans, whether he engaged in trafficking in KJOG-TV authorization, and whether he has the qualifications to be a licensee. The hearing is also to determine whether a further extension of construction time is justified.

Trouble began brewing for Mr. Gross on Oct. 31, 1967, when United States International University of San Diego asked the commission to approve the application for assignment of KJOG-TV's CP to it, even though the seller's portion of the application was not completed. The university said Mr. Gross was refusing to abide by an April 1, 1967, agreement to assign the permit for $16,174, said to be Mr. Gross's out-of-pocket expenses (BROADCASTING, Nov. 13, 1967), and it enclosed a copy of a letter of intent signed by Mr. Gross as proof.

At almost the same time, the commission was notified by Mr. Gross that he had agreed to assign the permit to Broadmoor Corp. for $18,000. That agreement said Broadmoor would honor an agreement that Mr. Gross reached with the university on April 23, 1965, to grant it an option to acquire 50% of the permit. But it also provided that, if the university does not exercise that option, Mr. Gross will be permitted to acquire 15% of the permit. Broadmoor is owned by Michael and Clinton Dan McKinnon, who own KSON and KSEA (FM) San Diego and, with their father, control KHI-TV Corpus Christi, Tex., and a CP for KEXS(TV) Victoria, Tex.

The hearing issue as to whether Mr. Gross failed to provide the commission with required information involves the April 1 "letter of intent," which indicated his intention to assign the CP to the university.

The trafficking issue involves the agreement with Broadmoor, under which, the commission noted, Mr. Gross would be able to retain an interest in the authorization and the station to be built without any obligation to make further funds available.

**FCC gets varied job-bias views**

United Church, federal offices, ABC, NAEB are among those supplying comments

Comments on the FCC's proposed rule and policy statement prohibiting broadcasters from racial discrimination in employment have now come full circle—from the original petition for rule-making filed in April of 1967 by the United Church of Christ, to last week's final batch of reply comments on the commission's proposals—with the polarization of views between broadcasters and the public as predominant as ever.

The commission's only specific rule proposal is that equal-opportunity notices be posted in radio and television employment offices and on employment application forms. Additionally, however, its policy statement says that broadcasters face loss of their licenses if they discriminate in employment, with action to be taken when a "substantial issue" is raised in a complaint. The commission also called upon broadcasters "as a matter of conscience" to go beyond minimum policy requirements and to seek affirmative solutions to the racial problem.

And, in the most complex and controversial issue raised by its proposal, the commission said that consideration would be given to requiring a showing of compliance by broadcasters with fair-employment practices.

Last week's comments were wholly typical of earlier ones in their disagreement over the issue of compliance. The National Association of Educational Broadcasters reaffirmed its previously expressed opposition to placing the burden of proof on broadcasters—particularly educational broadcasters. NAEB said, since their operations are usually small and cannot readily bear the burden of elaborate legal proceedings.

Having made it point in last month's comments, however (BROADCASTING, Oct. 14), NAEB took a more conciliatory attitude in its reply. It emphasized that the question is simply one of the best means to a desirable goal, acknowledged that educational stations need to improve their responses to minority problems, and expressed its willingness to cooperate with the commission's eventual course of action.

A basic problem with which the commission must deal, according to NAEB, is this: "Educational stations, along with virtually every other social and educational institution, have not discriminated effectively in favor of such minority-group employees. That is to say, they have not taken positive steps to seek out and qualify minority job applicants."

In another filing, the Federal Office of Contract Compliance expressed its support of a previous petition by the United States Commission on Civil Rights. Both stressed that the commission should embody its policy in a rule, since this step would allow it to use its cease-and-desist powers rather than relying entirely on nonrenewal of licenses. The filings also emphasized that existing measures for dealing with discrimination would be insufficient. Broadcasters should be required to demonstrate their compliance, it was held.

While the Office of Contract Compliance took its cue specifically from the Civil Rights Commission, its opposition to the broadcasters' point of view was very much in line with virtually all previous filings by government agencies. Particularly notable in this connection were earlier comments filed by the Chairman of the United States Equal Employment

---

44 (THE MEDIA)
A woman's got a right to the news. No matter when she finishes her shopping.

A lot of things in the world could have changed while you were shopping and running from store to store. We think you should be able to hear what happened while you were out. And what you can expect to happen for the rest of the day. The minute you get in the door.

At Group W we believe everyone has a right to the news. Whenever they want it. And that's what people get on WINS, in New York. KFWB in Los Angeles. And KYW in Philadelphia. News 24 hours a day. Every day.

Not the same news over and over. But new news. Constantly updated. Even shopping reports. And not just a handful of headlines. We give you commentary. Analysis. Editorials. So you can make some sense out of this crazy world.

But the way we broadcast is only part of what makes us different. It's also the way our audiences listen. When we're reporting about things like Vietnam, crime, the weather, and the traffic... people pay attention. Even when the news stops and the commercial goes on.

And since the news keeps happening, they keep listening. The way we see it, there's no reason why you shouldn't have news whenever you want it. History doesn't wait for you. You shouldn't have to wait for it.

News the minute you want it.
Opportunity Commission—the agency most directly responsible for execution of federal antidiscrimination policy. According to EEOC Chairman Clifford L. Alexander, "it has been the experience of the EEOC that a periodic showing of affirmative action is usually necessary to effectively eliminate discrimination.

The FCC proposals, he said, do not require broadcasters to meet the standards of existing federal antidiscrimination laws, and are therefore "unlikely to have any appreciable effect on the shocking minority employment patterns in the broadcasting industry."

The thrust of reply comments by ABC, on the other hand, was that the noblest of intentions will be squelched if procedures for implementation are too great an administrative burden. According to ABC, the commission's notice requirements—and the proposal by some groups that broadcasters bear the burden of proof—are solutions which will lead to unnecessary duplication of existing antidiscrimination efforts.

And, in its final effort, the United Church of Christ took exception to several of the broadcasters' arguments. One of these was the view, previously expressed by CBS and Eastern Broadcasting Corp., that the commission should apply its procedures for dealing with alleged antitrust violations to discrimination questions. As applied to racial bias, the broadcasters said, these require the listing on license renewal applications of all suits alleging discrimination to which the applicant is a party, and the commission would then decide on a case-by-case basis what action to take. Actually, the church said, antitrust procedures are far more complicated than that; they require an extremely elaborate disclosure of economic interest. Antidiscrimination procedures should be at least as inclusive, according to the church.

Other broadcasters had argued that charges of bias should be likened to fairness-doctrine violations; that is, a licensee's compliance should be assumed in the absence of complaints. The church's filing countered that fairness questions are "clearly more complex and less susceptible of objective appraisal" than charges of discrimination. Racial bias, the church said, can be curtailed through more direct action; and, the church added, the action should be taken now.

WAZL's Diehm heads MAAC for another year

Victor C. Diehm of WAZL Hazleton, Pa., was re-elected chairman of the Mutual Affiliates Advisory Council (MAAC) at the group's fall meeting with Mutual officials in New York last Thursday (Nov. 14).

Henry Rau of WNAN Annapolis, Md., and WDOV Dover, Del., was elected vice chairman. Keith Mungy, KCOK Tulare, Calif., was re-elected secretary, and Ed Breen of XFDV Fort Dodge, Iowa, was named treasurer.

The elections were held in the morning session of an all-day closed meeting said to be devoted to wide range of internal business affairs and other activities and plans.

U asks FCC aid in quest for ABC

San Diego outlet wants network relay authority to Tijuana stopped

KCS(TV) (ch. 39) San Diego, is parlaying its proximity to an international border and some old FCC and appeals-court decisions into an effort to obtain the ABC-TV affiliation now held by XETV(TV) in nearby Tijuana, Mexico.

KCS(TV), which resumed operations in January under new ownership, combined these elements in a petition in which it asked the FCC last week to deny ABC's application for extension of authority to transmit network programs to the Mexican station.

KCS(TV) indicates its belief that, if the application is denied, ABC will pick it up as the San Diego affiliate. Each of the other two operating commercial stations in the market is affiliated with one of the other networks. The stations (KFMB-TV and KOGO-TV), like XETV, are VHF's.

The commission granted ABC the first of a series of one-year authorizations to feed XETV in 1955. But, KCS(TV) noted, in affirming that decision the commission held that the grant would serve the public interest since there was then no "operating or authorized third television station in the San Diego area by which such [third network] choice would be provided...."

KCS(TV) also recalled that the San Diego stations then operating appealed that decision and that the court subsequently remanded the case to the commission for a hearing in which the commission was directed to determine the character of XETV's nonnetwork programing and to determine whether the public interest was served by strengthening the station's U.S. audience through its broadcast of ABC programing.

The commission, KCS(TV) noted, stuck to its original decision—that the grant would serve the public interest, and in the process the commission "excluded such factors" in XETV's performance as 90% entertainment programing, a small amount of Spanish-language broadcasts and a "lack of public-service broadcasts and local origination," KCS(TV) said.

The station added that the commission had cited XETV's representations that improvements would be made. But, KCS(TV) said, "notwithstanding the commission's reliance on XETV's various representations...XETV's programing has, in fact, not improved." KCS(TV) said it consists of network and syndicated programing, entirely in English, U. S. advertising, and an occasional taped public service announcement.

KCS(TV) said the "defects" in the Tijuana station's programing and the commission's "repeated assertion that ABC network program transmission to XETV were authorized...solely because of the lack of a third television station in San Diego" to carry ABC programing, require the denial of ABC's application for extended authority to feed XETV.

"The only public interest reason for a grant is now irrelevant because KCS(TV) is available for an ABC affiliation," KCS(TV) said.

KCS(TV)'s petition apparently had its genesis in the oral argument the commission held on April 26 on the request of San Diego television stations for restrictions on CATV importation of Los Angeles signals into their market. A question arose regarding ABC's affiliation with a Mexican station south of San Diego, and former Commissioner Lee Loevinger asked whether it would not be simpler if the commission were interested in having "three local network stations that would also provide whatever local programing such stations provide, to have the third network broadcast over a San Diego station."

KCS(TV)'s counsel, Arthur H. Schroeder, who participated in the hearing, said he had not checked into the matter of the commission's authority in the area. But he expressed the view that the commission could refuse to permit ABC to transmit its programing to the Mexican station. "Then they would be forced to seek another in San Diego," he said, in a portion of the transcript quoted in the KCS(TV) petition.

KCS(TV), formerly KAAR(TV), was acquired by its present owner, Western Telecasters Inc., for $1.1 million, last year. Since acquisition, Western has spent $1,360,000 on improvements, and it has lost $650,000 since the station went back on the air in January.

KCS(TV), asserting its programing "competes" in all respects with the Communications Act and commission rules, said its carriage of ABC programing will enable it to increase its audience and revenues and "further expand its public interest programing." This, KCS(TV) said, is consistent with the commission's long-standing policy to encourage the development of UHF broadcasting.
When you design and equip color television facilities today, it’s important to plan for tomorrow. That’s why all three networks, scores of groups and independents, as well as many educational broadcasters, rely on Philips Broadcast Equipment Corp. and its Norelco total-systems capability. Philips innovations set today’s-and-tomorrow’s-standard for color performance.

Philips “re-invented” color television in 1965 with the introduction of the Norelco 3-Plumbicon™ color camera. Since then broadcasters have made Norelco the best accepted color camera in the world. It is here that you receive superlative assistance in engineering, planning, installing and maintaining, even financing, total systems.

When you go to color make no mistake. Talk to the Innovators. Compare Norelco performance with any others. Whatever your television requirements—from complete broadcasting studios and mobile units to CCTV installations for education, business or industry—you will find Norelco at the head of the class.

Registered trade mark for television camera tubes

Awarded to Philips for Outstanding Achievement in Engineering for the Development of the Plumbicon Tube

PHILIPS BROADCAST EQUIPMENT CORP.

299 Route 17, Paramus, N.J. 07652  •  201/262-7300
Broadcasters urged to promote brotherhood

A mayor and broadcaster, both Negroes, say media must solve the racial crisis

They socked it to 'em in Cincinnati last week, a sort of minority report that tried to tell it as it is, delivered to broadcasters attending a regional fall conference sponsored by the National Association of Broadcasters.

"They" were Richard G. Hatcher, mayor of Gary, Ind., and Andrew R. Carter, president and general manager of KPRS-AM-FM Kansas City, Mo. Both are Negroes who have gained some measure of success in a power structure forged by white Americans. Both addressed themselves to the growing urban crisis (more specifically, racial tensions) and what part broadcasters can play in ameliorating it.

"Few persons take time to realize that of the disorders that occurred in all of the cities in this country, the number of people involved is less than 1% of the minority group." Mr. Hatcher said. "The tendency of the news media to find within the ranks of the Negro people, strident, irresponsible voices is doing great harm to all people. In this context it is totally irresponsible and nonobjective reporting to place in the mouth of a babbling fool the varying thought patterns of a total race of people. This makes news. But does it make sense?"

Mr. Hatcher charged that "undue space and emphasis given to radicals that are not correctly balanced by any liberal or moderate views of more responsible citizens is a type of slanting that should cease. It does not take one long to learn that the news media in its own subtle way can editorially alter the facts, by omitting facts. It can do the same by the addition of irrelevant facts."

"Those who utilize these procedures as an expression of freedom," he asserted, "again must face the full realization of the end results of their actions—a misinformed or underinformed public." Mr. Hatcher said that newsmen must take an introspective view "if there is indeed fair regard for community understanding," particularly on the issue of race.

If there is a danger in communicating incorrectly, then there is a greater danger in not communicating at all, as Mr. Hatcher rhetorically asked: "How do you tell people that something is drastically wrong? What words do you use to communicate that in spite of successful appearances, America is in danger of being destroyed? How do you get the attention of smug Americans? How do you persuade them to respond relevantly to the urban crisis in this most urban of civilizations? There is still white society's stubborn refusal to admit that the ghetto it created is a problem it must solve."

The urban crisis, as Mr. Hatcher described it, is both a challenge and opportunity to broadcasters because of its "awesome magnitude" and because "it summons you to create and project broadcast formats that are relevant to the problem." If broadcasters wanted to understand the urban crisis and interpret it accurately to their audiences, then Mr. Hatcher suggested "there is no substitute for sustained, personal contacts with black people," and not merely the exceptional blacks. he said, but the "soul brothers" who use bad English, earn less than $100 a week and hang around street corners.

You will find blacks are people, not stereotypes, that they are just as individual as you are." And, he said, broadcasting will find that there are profound changes now occurring within the black community as Negroes shed their imitations of white society achievements and attempt to seek a separate identity and culture.

But first-hand familiarity with the black community is not enough. Mr. Hatcher noted the so-called "racial crisis" in the broadcasting industry where, according to a New York City Human Rights Commission survey, 5% of the three TV networks' employees are Negroes, mostly in "low-level clerical jobs." "What will you do about the limited number of blacks appearing on TV, both in the regular programing and the commercials? What will you do about the distortions that still crop up all too often in news about the black community?"

"The real issue. you see, isn't basically political, judicial or diplomatic," he said. "It's a moral issue. And if these accusations alarm you, just take a good look around, then ask yourself why can't a Jew join your country club or a Negro family live next door? If we're really striving for peace and unity, now's the time to practice what we preach. To the members of the mass media, you gentlemen have a special responsibility. You represent the mass conscience of this country. The people are confused,
embittered and afraid; they’re looking for leadership. The problem is peace. The answer is brotherhood. Spread the word."

Mr. Carter also spoke about what broadcasters may do to dispel the urban crisis. He asserted that young Negro radicals are seeking “the right” to live in dignity, not always being sure what dignity is, and are demanding that someone do something about that condition. “We as broadcasters have been drafted into that war by the FCC.” Mr. Carter contended. “We are forced to take a second look at ourselves as broadcasters. We are told we must report faithfully the ills of the ghetto . . . to white audiences . . . and serve the minorities, something new for radio and television to do on a continuing basis. Frankly, we should have been doing it for years.”

Establishing a better rapport with the Negro community, Mr. Carter suggested, will be difficult because “the Negro is going to be suspicious.” The two main tasks facing broadcasters, he said, are to explain the internal workings of the ghetto to the white majority and to give hope to the Negro minority. “If we can sell automobiles and cans of soup, why can’t we sell brotherhood?”

FCC drops oral argument due to lack of interest

The FCC last week cancelled oral argument on its proposal to require public disclosure of network-affiliation contracts. The argument, scheduled for today (Nov. 18), had prompted only two parties to participate—NBC-TV affiliates and Mutual Broadcasting System. They later withdrew their requests for oral argument.

The argument was to be part of a rulemaking proceeding that revises a proposal first made in 1962. When it scheduled the argument in an order released on Sept. 20, the commission noted that the 1966 Public Information Section of the Administrative Procedure Act and a consequent revamping of commission rules had raised the question of whether confidential affiliation contracts are consistent with the letter and spirit of the new laws. Comments opposing the proposed rule were filed last week by the three major networks and CBS and NBC-TV affiliate groups. Mutual Broadcasting System filed in support of the proposal (Broadcasting, Nov. 11).

HEW grant gives WMHT added facilities

WMHT-TV Schenectady, N. Y., a non-commercial UHF station owned and operated by the Mohawk-Hudson Council on Educational TV, has received a federal real estate grant, the U. S. Department of Health, Education and Welfare announced last week.

The station has been given title to 4.59 acres of land and a 20,000 square-foot building, part of the Schenectady Army Depot at Rotterdam, N. Y. Property value was originally valued at $170,000. WMHT plans to convert the warehouse into air-conditioned general offices, studios and a film-storage facility by next spring.

The station now uses 7,000 square feet in the basement of Riverside School in Schenectady to broadcast 90 hours of programming per week.

WCWB-TV sets target date

WCWB-TV (ch. 41) Macon, Ga., is planning to go on the air around Nov. 25 as an NBC-TV affiliate. The station is owned by WTVY Inc. (WTVY-TV), Dothan, Ala. Charles Woods is chairman and F. E. Busby is president. James Cathey is station manager of WCWB-TV.

Changing Hands

Announced:
The following stations sales were reported last week, subject to FCC approval:

- **KVTI**(tv) Great Falls, Mont.: Sold by Dan Snyder and others to Joseph S. Sample and others for $1,070,000. Mr. Sample has controlling interest in KOOK-AM-TV Billings and KKLF-AM-TV Butte, both Montana. KVTI (ch. 3) has 30.5 kw vis. and is affiliated with all three TV networks.
- **WHOED-AM/FM** Jackson, Ala.: Sold by Rowdy McGee to William R. Vogel, John D. Swartzbaugha and others for $100,000. Messrs. Vogel and Swartzbaugha are applicants to purchase WAMA Selma, Ala. Mr. Vogel has interest in WCON Murfreesboro, Tenn. and Mr. Swartzbaugha is president of a hospital equipment manufacturing company. WHOED is a daytimer on 1290 kc with 1 kw. WHOED-FM is on 104.9 mc with 3 kw. Broker: Chapman Associates.

Approved:
The following transfer of station ownership was approved by the FCC last week: (For other FCC activities see “For the Record,” page 50).

- **KVIL-AM/FM** Highland Park (Dallas) Tex.: Sold by Troy Post and others to James B. Francis and Robert D. Hanna for $700,000. Mr. Francis is a lawyer and has no business holdings in real estate, oil and gas properties. Mr. Hanna owns a program syndication and promotion company. KVIL is a daytimer on 1150 kc with 1 kw. KVIL-FM is on 103.7 mc with 119 kw.

EXCLUSIVE LISTINGS!

**EAST** — Long established money-making radio property in beautiful Mid-South area. Cash flow exceeding $700,000. Retail area population of 100,000. Only full-time in the market served by prestige network affiliation. Experienced staff. Price $560,000 on terms. Liberal discount for cash.

Contact John F. Meagher — Washington, D. C. office.

**CENTRAL** — AM daytimer and FM companion—top 100 markets. Retail sales of metro area $480,000,000. Station annual billings over $215,000 and growing. Experienced management and staff—Absentee owned. Price $400,000, 29% down, balance negotiable.

Contact George W. Moore — Dallas, or.

**SOUTH** — C. L. Richards — Washington, D. C.

Hamilton-Landis

AND ASSOCIATES, INC.

Brokers of Radio, TV, CATV & Newspaper Properties

Appraisals and Financing

AMERICA'S MOST EXPERIENCED MEDIA BROKERS

WASHINGTON, D.C.
1100 Connecticut Ave., N.W.
20036
202/355-8056

CHICAGO
1507 Tribune Tower 60611
312/353-2754

DALLAS
1234 Fidelity Union Life Bldg.
75201
214/748-0345

SAN FRANCISCO
111 Sutter St. 94104
415/392-5671

49
Hyde on spectrum solutions

FCC chairman says channel abundance will allow more stations, more free expression

A turnaround in thinking in the broadcast industry from "the attitude influenced by a doctrine based on scarcity of channels" to "making the best use . . . of channels in abundance" was suggested last week by FCC Chairman Rosel H. Hyde.

Mr. Hyde gave the long view of broadcasting at a forum held in New York's Lincoln Center on "The Future of Broadcasting." He appeared on a program that included Betty Furness, special assistant to the President for consumer affairs, and William E. Robert, president of the Ampex Corp.

The presentation, prepared by group-owner Triangle Stations, was one in a monthly series for patrons of the Center under sponsorship of the Library and Museum of the Performing Arts.

Miss Furness, while lauding the importance of television to the American public, warned that TV, particularly in its programing, ought to tell about life as it is. The medium by its very nature, she said, is viewed by the public as reality as contrasted to the unreal imagery of movies.

Mr. Roberts saw broadcast technology progressing at a rapid pace with stations becoming automated, except for the transmission of news; a rising importance of satellite transmission and possibly with the signals received directly in homes; a continuing increase in cable TV and educational broadcasting, and a developing thrust to home entertainment centers including three-dimensional TV pictures with stereo sound.

Chairman Hyde also reviewed technological advances, noting in particular the development of "broad-band multi-channel technologies applicable in cable and over-the-air transmission" which he said was particularly significant "because it gives promise of enlarging, many-fold, available channels."

He said there were "other innovations under consideration, such as the use of the laser beam, which offer the intriguing promise of vastly increased channels."

"I believe the real challenge before us will lie in making use of technological capacities."

An "abundance of channels," Mr. Hyde said, will provide "more outlets, more specialized stations, more stations with emphasis on different aspects of our culture." With this should come "a climate of free expression." Mr. Hyde said. But he noted that "broadcasting has a special mandate to serve the public interest" and as a business "it must share in the enlightened belief that government alone is not responsible for resolving all the ills of society. . . ."

In recognizing the potentials in expanded broadcasting, Mr. Hyde said, the broadcaster must also not only be aware of his social responsibility but "lead in attacking our most urgent problems." Thus, he said, "broadcasting will realize its full potential as a unifying force. The future is certain to demand that broadcasters focus more and more on the critical issues facing society."

"A democratic society requires enlightened public opinion," Chairman Hyde said, adding that the "role of broadcasting in contributing to public enlightenment will increase. The place of broadcasting in history will be measured by how well it meets this demand or challenge."

While the FCC is concerned with broadcasting's potential and the "heavy responsibility" it places on the broadcaster. Mr. Hyde said, "it is the licensee who is responsible for the creation of the program and its presentation, and they [broadcasters] have the heavy responsibility. . . ."

Mr. Hyde said that with "global news on a daily basis, more program outlets, more informative specials, further development of broadcast journalism" and still other additions, he could foresee "the full force of this powerful weapon of communication employed for a major assault on environmental problems."

Federal funds for TV instruction?

The Instructional Television Fixed Service—established by the FCC five years ago as a new means of using television to provide in-school instruction—has had an extraordinary period of growth, and looks forward to an even more glowing future.

This was the progress report that FCC Commissioner Robert E. Lee, who is chairman of the commission's committee on ITFS, made last week at a convention of the Independent School Association of the Central States, which was meeting in Cincinnati.

Commissioner Lee, who urged his listeners to make use of the service, said it can provide for "a revolution in education." He noted that it enables teachers to bring simultaneously into the classroom "multiple curriculum resources on virtually any subject for the benefit" of their pupils.

The ITFS, which is limited to classroom use and requires special transmitting and receiving equipment, operates in the 2500 mc band under limited power that permits the commission to assign 31 channels in every community of about a 10-to-20-mile radius. (He called it a "a kind of open-closed-circuit system.") Each licensee in the service may use up to four channels.

The service caught on fast. The first system went on the air four years ago, and today there are 128 channels in operation, with construction permits outstanding for 282 channels operated by 91 different systems, Commissioner Lee said.

Furthermore, that was accomplished without federal aid. And Commissioner Lee predicted that a study now underway by a government-created Commission on Instructional Technology will include a recommendation that Congress provide funds to develop instructional television and radio.

If funds are made available, he said, "ITFS will really explode in growth." He would not be surprised to see the development in 10 years of 10,000 school districts employing ITFS systems.

Schildhause suggests federal aid for UHF's

The chief of the FCC's CATV task force has suggested a radical new approach to resolving the struggle between CATV and broadcasting forces over the kind of regulation to be imposed on cable: Both sides should get together in an effort to obtain some form of government aid for UHF television.

Sol Schildhause, speaking before the California CATV Association in San Diego last week, offered the suggestion as a way of breaking "the cable-UHF circle."

He said the commission's existing CATV regulatory machinery has "run down," and that he was concerned about some of the rules being considered—rules, for instance, that would "bring the cable business to a halt until it submits" to the passage of legislation that would subject it to copyright liability.

The key to the problem, as he sees it, is UHF television. He noted that Congress and the commission have agreed that a principal ingredient of national communications policy includes the wide-scale development of UHF broadcasting.

Thus, so long as the question of the
24-HOUR DELIVERY.

The C701 Line Extender Amplifier...

50 MHz to 270 MHz
linear within ± 1/4 db
minimum full gain of 25 db

Off-the-shelf delivery of the 20-channel C701 Line Extender Amplifier, right now! Unexcelled reliability of the improved C701 is assured by Conductron's long experience in space electronics R&D and manufacturing. And the mechanical design provides ease of installation and servicing that meets or exceeds any other amplifier on the market.

For complete specifications of the first solid state line extender amplifier, in its improved form, write: Conductron Corporation, Marketing Dept. H, 3475 Plymouth Road, Box 614, Ann Arbor, Mich. 48107

CONDUCTRON CORPORATION
ANN ARBOR, MICHIGAN 48107


BROADCASTING, Nov. 18, 1968
kind of regulation to be developed is framed in terms of the possible threat to the potential for UHF, he said, "cable must lose."

He said "a new direction is indicated" — and suggested that the cable industry "join with UHF and other broadcast forces in a more direct and useful program to encourage and assist the development of new UHF stations" in large and small markets.

**TFE existence seems doubtful**

Film exhibitors will show wares at NAB but probably not within confederation

Some format revamping is in the works for the 47th annual National Association of Broadcasters convention to be held at the Shoreham and Sheraton Park Hotel in Washington March 24-26, 1969. But one major question mark in those revisions involves the uncertain plans of the Television Film Exhibit members.

TFE, at best a loose association of competitive syndicators, had traditionally kicked off its part of the three-day affair with an opening day cocktail party, a social crypt of previous NAB gatherings. The TFE session this year cost its members a reported $18,000; attendance was termed not as heavy as in previous years. Nor was there much traffic at the traditional fifth floor Conrad Hilton location in Chicago where TFE members shared a common exhibit audience.

That track record plus the quadrennial shift of the NAB convention site to Washington served to cool member anticipation of a co-op exhibit there. It's already known that TFE will not host its annual cocktail party next year ("Closed Circuit," Aug. 12). And apparently TFE will not hold its exhibit. In fact, there is a question as to whether or not TFE exists as an organization at all.

NAB has not been advised whether TFE will appear, with an implication that TFE is presumably out of the convention, at least, as an organization. According to TFE sources, there is uncertainty whether or not there will be an association since no move has as yet been made to form one for 1969. Some TFE members, the sources said, are not enthusiastic about holding the exhibit because of the convention site. But these sources don't rule out the possibility that by the first of the year someone may start TFE moving again. It's expected, however, that TFE members, as associate members of NAB, will continue to ply their trade in their hospitality suites.

Other convention exhibitors can expect to pay the same fee which has remained stable for three years: $5 a square foot. Exhibition fees provided two-thirds income for the convention this year which showed a $180,935 profit.

In the meantime NAB has made several changes over its 1968 format. The most notable one is a reversion to its 1965 format when the convention was last in Washington with a Tuesday night government reception for senators, congressmen and other top government leaders to be sponsored jointly by NAB and the Broadcast Pioneers. The reception resolves the problem frequently posed by the traditional banquet and/or reception which has shifted erratically from Tuesday to Wednesday evenings the last several years and has been plagued by lagging attendance—there won't be any.

The Wednesday session has been tightened up considerably, also due to attendance problems. A passing remark from former Representative Oren Harris (D-Ark.) about FCC commissioners fielding questions from those they regulate spelled doom in 1966 for the popular annual Wednesday afternoon panel event. Attempts to fill that spot with panels on broadcast law, satellites, and broadcast news have promoted disappointing attendance on the day many delegates are rushing to get out of town. The panel will be dropped next year.

The traditional Wednesday afternoon general assembly of both management and engineering conferences will shift to the Tuesday afternoon spot. For the first time there will be a combined management and engineering conference luncheon Wednesday, preceded by a television assembly and an 11 a.m.-1:30 p.m. special briefing on foreign and domestic issues.

The Monday schedule has also been rejigged with NAB President Vincent Wasilewski expected to deliver a state of the industry address to the first general assembly, instead of the first luncheon. That spot, and two others like it, may be open now to government leaders, it's said. And as in past conventions the FCC chairman has been invited to speak to the Tuesday luncheon.

Mr. Wasilewski has also extended an invitation to President-elect Richard M. Nixon to address the convention either at the opening March 24 ceremonies or at any time during the convention "that may be possible under your schedule." In a congratulatory telegram and subsequent letter to Mr. Nixon, Mr. Wasilewski said: "Your election brings new dedication and ability to the solution of problems that plague the nation."

The Monday afternoon workshops held this year are expected to be replaced by a general session involving consumer problems. The workshop casualties from this year include the secondary-market TV, radio and TV automation and the well-attended radio-TV labor relations session that was open for the first time.

**Teleprompter buys system, gets franchise**

Teleprompter Corp., New York, has purchased a CATV system in Florida and has also been granted a 25-year franchise to build and operate a system on New York's Long Island.

The acquisition of the Holly Hill, Fla. system is for an undisclosed amount of stock. There is an estimated potential of 6,500 homes. Teleprompter serves more than 125,000 CATV and master-antenna subscribers in 20 systems. Construction of the 12-channel Florida system is nearly complete.

The new franchise, granted by the town council of Islip, N. Y., includes the communities of Bayshore, Islip and West Islip, with a population of around 275,000 and a potential of 65,000 homes. Islip will receive 5% of Teleprompter's gross receipts.

Both systems will provide local origination of time, news, weather, public service programs and school and municipal programs.

**Nixon adviser says no; plans return to CBS**

Despite widespread rumors that he would be offered and would accept a White House job, one broadcast executive on the Richard Nixon campaign team says he will "definitely" forsake the politics and government to return to the industry.

"I intend to go back to CBS," Frank Shakespeare told Broadcasting last week. Mr. Shakespeare took leave of his job as president of CBS Television Services to serve under the title of "special assistant" to Mr. Nixon in the election campaign.

Asked about the certainty of his plans to return to the network, Mr. Shakespeare said, "It's definite."

**Sarnoff's condition is 'good'**

"Post-operative condition good" was the report last week on David Sarnoff, RCA board chairman, following surgery for mastoid infection.

General Sarnoff, 77, has been under treatment for the infection for the past three months and at the present time he is recuperating at Lenox Hill hospital, New York.
When you want to see what you saw in your mind—use film.

Why film? Because color film is the stuff such dreams are finally made of. It's the logical medium for the bright excitement, the spark that first came to your mind. Color film does the tricks you want. It conveys, teases, pounds. Film delivers.

But film doesn't do that all by itself. It takes professionals behind the scenes and the cameras to make color film do what you want it to do. And you know, even though they have been working with film all their lives, they still haven't found its limits. The best salesman color film ever had is an advertiser with a successful spot. And when he's happy, we're all happy.

EASTMAN KODAK COMPANY
Atlanta: 404/GL 7-3221, Chicago: 312/654-0200, Dallas: 214/FL 1-3221
Credit for Creativity

The American Research Bureau is proud to announce a special awards program to recognize outstanding applications of audience research by television stations.

We cordially invite you to submit your effective uses of audience research as entries for an ARB Innovator Award. Any project employing the use of syndicated report data or special audience research from any source may be entered—projects which you may have used as sales presentations, programming improvements, trade or newspaper advertising campaigns, facility decisions, promotion planning, audience building, image improvements, rate card construction or any other purpose.

Your entries will be judged by a panel of industry leaders, and gold, silver and bronze plaques will be awarded based on creativity, originality and effectiveness.


For complete information and entry forms on the ARB Innovator Awards program, clip and mail this coupon now!

To: Chairman
ARB Innovator Awards Program
4320 Ammendale Road
Beltsville, Maryland 20705

Yes, We're interested in achieving industry-wide recognition for our creative use of audience research. Please send me complete information and entry forms.

Name ____________________________
Title ____________________________
TV Station Call Letters ____________
Street ____________________________
City ____________________________
State, Zip ________________________
More tinkering with 315?

Barrow proposes complicated formula as House unit works on legislation

A proposal for legislative revision of the equal-time section of the Communications Act has been offered by Roscoe Barrow, professor and former dean of the University of Cincinnati law school, who also was chosen to serve as moderator for a House Investigations Subcommittee hearing on Section 315 and the fairness doctrine held earlier this year. The Barrow proposal would define major, minor and "evolving" candidates, granting "compulsory, sustaining, prime time" for the first two categories.

The Investigations Subcommittee is in the final stages of preparing its report on the panel-discussion hearing (Broadcasting, March 11, et seq.). It is understood that the subcommittee staff-prepared draft of the report, to be approved by Subcommittee Chairman Harley O. Staggers (D-W.Va.) and circulated among subcommittee members before release, will contain a number of legislative proposals, although it cannot yet be anticipated which, if any, of the proposals will survive the subcommittee gauntlet.

Mr. Staggers, also chairman of the subcommittee’s parent Commerce Committee, is on record as favoring a review, early next year, of the equal-time provisions, at least as they pertain to presidential and vice presidential campaigns. The committee was the scene of bitter infighting on an equal-time suspension for the Humphrey-Nixon campaign, an effort that Chairman Staggers saw wrecked on the rocks by Republican opposition in the Senate after heroic efforts to get the resolution through the House (Broadcasting, Oct. 14).

It is expected that committee attention will focus on a Section-315 modification attempt that would more tightly define the "legally qualified candidates" who are to be granted equal time. It has been suggested that the formula adopted in the ill-fated suspension resolution to insure equal treatment for the candidacy of George Wallace—including as major candidates all those qualified to appear on the ballots of at least three-fourths of the states—could provide a prototype for a permanent modification of the section that would keep pressures off Congress for future suspensions of the law. (Mr. Staggers vowed during House passage of the equal-time bill that there would be no more suspensions considered by his committee in the future).

The Barrow proposal, which may or may not appear as a subcommittee recommendation—but which may be expected to be at least under consideration at this point—is more complicated than the Wallace formula. Under Mr. Barrow’s plan, major candidates would be those whose parties polled at least 3% of the popular vote in the last comparable election (or those who could produce petitions signed by voters representing 11 1/2% of the electorate as...
last voted); minor candidates would be those qualified in at least three states and whose parties polled 1% of the vote (or petitions from 0.5%). "Evolving" candidates would be all others.

Networks and stations would be required, in the eight weeks preceding election day, to grant each major candidate an hour of prime free time. Minor candidates would get one-half hour each; "evolving" candidates none.

In proposed draft language for amending the equal-time section, Mr. Barrow focuses on presidential and vice presidential candidates, but he adds that the same formula should be modified for House and Senate candidates. Lesser offices should on principle be also included, he notes, but suggests that their large number probably rules out their inclusion, as a practical matter.

If time in addition to the compulsory exposures are given by broadcasters to major candidates, minor candidates should be granted half time, he suggests. If time is given to a minor candidate, the other minor candidates should get equal time, while major candidates should get half time. Time given to "evolving" candidates would trigger no additional grants of time to major or minor candidates.

Under the Barrow plan, broadcasters could deduct one-half of the value of the compulsory free time for major and minor candidates from taxable income. No such deduction is proposed for additional sustaining time donated to candidates.

Suits could be brought against stations by campaigners charging violations of the section. As proposed, action would be filed in U.S. district courts and damages could be awarded, based on the value of the broadcast time at issue.

News-secretary duties restructured by Nixon

News-secretary duties restructured by Nixon

Voice of the presidential news secretary in White House policy matters apparently will be considerably reduced in the Nixon administration.

Advertising executive H. R. (Bob) Haldeman, named last week as the special assistant for administration in the forthcoming Nixon White House staff, said the job of news secretary "in the traditional sense" will be eliminated. Other Nixon aides said that news relations will be handled by a news "spokesman"—rather than secretary—one of a group of special assistants. The news spokesman, it was said, will be kept informed of White House activity and policy decisions but will not have a voice in them.

Considered a prime candidate for the job is 29-year-old Ron Ziegler, a Californian who has been handling President-elect Nixon's routine news relations, as he did during the election campaign.

Mr. Haldeman, 42, is a vice president of J. Walter Thompson Co. in charge of its Los Angeles office. He has been on leave assisting Mr. Nixon in the campaign and will remain on leave during his service in the Nixon administration.

Mr. Ziegler worked under Mr. Haldeman as an account executive at JWT in Los Angeles.

Four Star aims high in planned expansion

Four Star International Inc., two years ago at the nadir of a financial and product-output decline, last week announced an expanded entertainment production schedule that includes firm deals for two pilots for television series and several TV specials. David B. Charney, president and board chairman of Four Star, made the announcement at the company's annual stockholders meeting, held at CBS Studio Center in North Hollywood, Calif. (see page xx).

According to Mr. Charney, the expanded television activity includes projects for all three networks.

Four Star is doing pilots for both NBC-TV and CBS-TV. The projected series for NBC-TV is Call Me a Cop, a comedy set in a Bronx police station. CBS-TV is ordering a pilot of The Kids USA-Super Show, a projected weekly hour for Saturday mornings. In addition, Four Star will produce two 90-minute TV-style feature films for ABC-TV's announced Movie of the Week series, scheduled to start in 1969-70. Other studios producing for this series are 20th Century-Fox TV, Thomas Spelling Productions and Paramount TV. Four Star's two contributions to the movie series will be "The Captive," a melodrama; and "The England Game," an action-adventure story.

It was also revealed at the shareholders meeting that the 26 one-hour episodes in Four Star's syndicated series, Here Come the Stars, starring George Jessel, have been completed. Reportedly, this series is now sold in 75 markets in the U. S. and Canada with the projection being that it will be playing in 100 markets by the end of next spring. Mr. Charney said that the syndicated series already is showing a profit and that there is a possibility that a second package of 26 shows may be ordered and be submitted for network consideration.

Still another Four Star television project is The Seven Seas. This is a series of TV specials produced by Bruno Vailati, an oceanographer now in post-production work, and the series could go either to network or in syndication.

Finally, Four Star shareholders were told that the company, enlarging its involvement in motion pictures, will make a theatrical entertainment documentary. One of the theatrical features is a co-production deal with Universal City Studios.

Besides such syndicated property as Here Come the Stars, P.D.Q., Portrait, and Arthur and the Square Knights of the Round Table, Four Star turns out The Big Valley series for ABC-TV. The western, now in its fourth year and produced at CBS Studio Center, will move to production facilities at MGM in Culver City if it is renewed for fifth season.

NBC affiliates survey network's progress

The NBC-TV affiliates board of delegates, meeting last week in Carlsbad, Calif., put in a claim for NBC leadership in night, day, sports and special programing, in expanded program development and in news.

After the board met with NBC executives at La Costa Spa, Harold Grams of KSP-TV St. Louis, chairman of the affiliates group, said his praise was for NBC's "wide range of achievement and accomplishments the past year."

The delegates also took note, in a resolution, of the "outstanding progress" by NBC and its management "in all areas of operation." Particular attention was given to program-development plans detailed for the board by Don Dargin, president of the NBC-TV network, and by sales and programing executives. The board said it was "impressed" by the development projects, which extended into the 1970-71 season.

While the 1970-71 plans were not made public, it was understood that at least three properties were discussed as being under development: From the Terrace, based on a former best-selling novel; Adam's Rib, a movie box-office hit, and a series called City Beneath the Sea. The development program for the next TV season, 1970-71—is already complete with more than 20 series or pilots committed (Broadcasting, Nov. 4).

Stressed before the affiliates board was NBC's programing appeal to "the largest proportion of young adults among all networks"; strength of the
Most viewers in Tulsa, Houston, Indianapolis, Fort Wayne and Sacramento practice discrimination.

They turn to Corinthian for distinctive programming.

For authoritative, unpretentious newscasts. For sportscasters who always know what the score is. For daily women's news shows. For provocative, responsible editorials.

Yes, Corinthian viewers discriminate.

Corinthian

© KOTV Tulsa, KHOU-TV Houston, WISH-TV Indianapolis, WANE-TV Fort Wayne, KXTV Sacramento.

CBS Affiliated Stations.

BROADCASTING, Nov. 18, 1968
current schedule, with only one pro-
gram change to be made at midseason (see this page); growth in audience of the Today and Tonight shows, and
NBC's performance in news coverage in what has been an unusual year for broadcast journalism.
 Among the presentations was a brief talk by Reven Frank, president, NBC News, outlining the network's plans for
coverage of next month's Apollo moon shot and the start of First Tuesday, a monthly two-hour news program that
starts in January, 1969. Mr. Frank also reviewed NBC's coverage of the Demo-
cratic national convention in Chicago and audience reaction to it.
 NBC's delegation was led by Julian Goodman, president, who reviewed re-
cent national developments related to
broadcasting, and Walter D. Scott, board chairman, who urged broadcast-
ers to develop a more affirmative rela-
tionship with their audiences in order to
be better able to respond to the pub-
lic's need in TV from news to enter-
tainment.

San Diego import decision upheld

Four cities, two CATV's and two commissioners fail to change FCC's mind

The FCC's controversial San Diego CATV decision stands essentially un-
changed in the wake of unsuccessful protests by four California cities, two
cable firms and two dissenting commis-
sioners.
 A majority consisting of Chairman Rosel H. Hyde and Commissioners
Robert E. Lee and Kenneth A. Cox, with Commissioner Nicholas Johnson
concurring in the result, voted to dis-
miss petitions for reconsideration filed by the cities of Imperial Beach, Na-
tional City, Chula Vista and El Cajon, all California. The petitions of South-
western Cable Co., San Diego, and
Vista Cablevision Inc., Vista, Calif.,
were denied.
 The two dissenting commissioners,
Robert T. Bartley and James J. Wads-
worth, reiterated their previously ex-
pressed belief that the majority had
turned an adjudicatory proceeding into
a policymaking platform by allowing
"preconceptions, assumptions and theo-
retical views" to influence a judgment which, the commissioners said, should
have been based upon the evidence of
record. The seventh commissioner, H.
Rex Lee, did not participate in the de-
cision.
 At issue was a ruling that restricted
the importation of Los Angeles TV sig-
nals by San Diego CATV's operating
within the grade A contour of San
Diego stations. In a reversal of an ear-
ier decision by Hearing Examiner
Chester F. Naumowicz Jr., the commis-
sion maintained that unrestricted impor-
tation of Los Angeles signals would
severely hamper UHF development in San
Diego. The majority traced much of its disagreement with the hearing
examiner to the burden-of-proof ques-
tion, which it felt had been interpreted
too strictly in Mr. Naumowicz's initial
decision.
 The commission order permitted the
CATV systems to continue carrying
Los Angeles signals only in areas where
they were being distributed on Aug. 23,
1966, when the commission imposed a
freeze and initiated a hearing on the
impact question. It also permitted two
CATV's to continue carrying signals in the
small California communities of
San Bernardino and Escondido (BROAD-
casting, July 1).
 As the first case involving alleged
CATV impact on TV stations to come
before the commission since the adop-
tion of its CATV rules in March 1966,
the San Diego ruling was regarded as a
precedent for future cases. Whether
the commission was too conscious of its
"quasi-rulemaking" aspect of its
decision was a primary question of
Southwestern's petition—the only one
to challenge the decision on legal
grounds rather than simply to request
individual relief—and of the Bartley-
Wadsworth dissent.
 However, the commission rejected the
argument that it was required by
statute to resolve the San Diego ques-
tion on the record. As Southwestern had
contended. According to the com-
misson, "the matter seems to fall
within the definition of rulemaking con-
tained in the Administrative Procedure
Act," and is also consonant with the
intention of the Second Report and
Order in CATV proceedings. The commis-
sion said, It decided to use the evidentiary hearing
procedure to explore and rule upon
broad questions of CATV policy for
major markets.
 All six petitions requested special
relief from the decision's restrictions.
The four petitioning cities said that the
ruling would deprive them of revenues,
undercut plans for placing utilities un-
derground, and deprive residents of
service which they desire and which is
received in other parts of Chula Vista
and El Cajon. Vista argued that its
position is similar to that of Escondido
and should similarly be granted relief.
Southwestern said that it should be per-
mitted to expand into La Jolla, South
Clairmont and Mission Beach, all Calif.,
because the potential increase of 6,000
subscribers would not significantly in-
crease the danger to San Diego UHF's,
because the communities are already
within the grade B contour of Los An-
geles stations, and because San Diego
UHF's would benefit from exposure in
communities where they are now poor-
ly received off-the-air.
 All six were denied "on merit." Ex-
ceptions would tend to undermine the
intent of its decision, the commission
said, adding that since it could not
make a blanket prohibition against car-
rriage of Los Angeles signals because of
already existing service, it had to draw
a line and effect a compromise. While
the impact of any one new system on
UHF might be inconsequential, it said,
the cumulative impact would be signifi-
cant and negative; moreover, there is
"no equitable basis for distinguishing
among these communities," the com-
misson said.
 Additionally, the commission ruled
that the four cities' petitions were sub-
ject to dismissal for failure to show
good cause for not participating in ear-
lier stages of the proceeding.
 In its lone modification of the earlier
decision, the commission changed the
deadline for "grandfathered" sys-
tems from Aug. 23 to Oct. 24, 1966, in
accordance with a ruling by the U. S.
Court of Appeals for the Ninth Circuit
which the commission said it had inad-
vertently overlooked.

Comedy, satire in 2d season

ABC dropping six shows, plans wholesale changes for Thursday, Friday

Mid-season programing replacements are taking definite shape at all three TV
networks. As of last week, seven new shows were slated for addition to sched-
ules and eight shows were targeted to be
dropped (Broadcasting, Nov. 11).
 ABC-TV announced major permanent
revisions, scheduling five new shows to begin Feb. 5, 1969, and
changing time periods on two others. The network's alterations affect Wednes-
day, Thursday and Friday nights.
 On Wednesday, Peyton Place II
(8:30-9 p.m. EST) will be replaced by
Section 8, a satirical comedy series pro-
duced by George Schlatter and Ed
Friendly of Rowan and Martin's Laugh-
In on NBC-TV. A repertory group will
satirize issues in the headlines, under
the supervision of Digby Wolfe, former
Laugh-In writer.
 The Thursday night schedule moves
the half-hour Flying Nun from 8 to
7:30, That Girl from 9 to 8, leaves
Bewitched in its regular time spot (8:30-
9) and introduces What's It All About
World? (9-10), a comedy created by
Saul Ilson and Ernest Chambers, origi-
A 2½ MINUTE NEWS SUMMARY
A few weeks ago AP tried a new format for broadcast summaries. It met with such a resounding cheer of approval that now it's a permanent feature of AP news. We call it the complete 5 minute summary that takes 2½ minutes.

Now, instead of each news item crossing the wire as a single paragraph, each story is datelined and broken into two paragraphs. The first paragraph is a carefully edited capsule of the top of the news, while the second contains secondary details. So if you use just the first paragraph of each item, you have a complete summary of about 2½ minutes. And if particular stories are of special interest to your audience, you can simply expand your coverage by using both paragraphs. That's still 5 minutes of summary news.

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

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

THE ASSOCIATED PRESS

FOR AP MEMBERS ONLY:

(BURLINGTON, NORTH CAROLINA)--ROBERT ROGERS--WHO'S BEING HELD IN CONNECTION WITH THE SLAYING OF THREE PERSONS IN NEW YORK CITY--HAS BEEN REMOVED FROM THE ALAMANCE COUNTY, NORTH CAROLINA JAIL. IT'S BELIEVED HE'S BEING FLOWN TO NEW YORK. ROGERS WAS ACCOMPANIED BY A NEW YORK ASSISTANT DISTRICT ATTORNEY, TWO NEW YORK CITY DETECTIVES AND THE ALAMANCE COUNTY SHERIFF.

COLUMBUS & JACKSONVILLE 0 (212)
nal producers of The Smothers Brothers Show on CBS-TV. This series is expected to provide some music and mostly “social commentary” with Dean Jones, Scoey Mitchell, Gerri Granger, Clair McMahon and guest stars. The Ugliest Girl in Town (7:30-8) and Journey to the Unknown (9:30-10:30), both new shows this season, will be taken off, and the 10-11 slot will be returned to local stations. The stations previously had a half-hour (10:30-11) to program themselves.

Friday night’s first three shows, Operation Entertainment (7:30-8:30), Felony Squad (8:30-9) and Don Rickles (9:9-30), will be replaced by one variety and two game shows. The Tom Jones Show (7:30-8:30) will feature the Welsh pop singer in a London-originated program with American and European guest stars. Generation Gap (8:30-9) places a panel of teen-agers in contest with a panel of adults over 30, with Dennis Wholey as host. Let’s Make a Deal (9-9:30) is a nighttime version of the quiz show now on NBC at 1:30 p.m. daily. ABC will also present the Stepan Hatos-Monty Hall production in the same daytime slot starting Dec. 30.

NBC-TV confirmed last week that The Beautiful Phyllis Diller Show (Sunday, 10-11 p.m.) would be replaced Jan. 5, 1969, by a mystery-comedy, My Friend Tony, produced by Sheldon Leonard.

Vumore Corp., a subsidiary of RKO General Inc., assumed that under the court order it could commence operations carrying only Colorado Springs and Pueblo TV signals, but not the Denver stations. It asked, however, for the court to clarify the injunction with respect to program origination.

In last week’s unsigned order the court said its July order “is a stay of all phases of Vumore’s CATV operation challenged by petitioners. , , . Program origination is an aspect of CATV service related to the pay-TV issue in this appeal and is therefore part of the CATV operation stayed by the order.”

Argument on the merits of the case was held Sept. 25 and a decision is expected before the end of the year.

‘Laugh-In,’ ‘Walt Disney’ top NTI weekly ratings

Nielsen Television Index ratings for the week of Oct. 28-Nov. 3 put NBC-TV in the lead with 18.9, followed by CBS-TV with 18.5. ABC-TV had 15.5.

NBC’s Walt Disney, opposite a paid political program, turned in its best performance of the season and ranked second. Other programs not usually in the top 20, ABC’s Lawrence Welk and NBC’s Virginian and Name of the Game, appeared in this week of political pre-emptions and news specials.

NTI top 20 — Oct. 28-Nov. 3: Rating
1. Laugh-In (NBC) 28.2
2. Walt Disney (NBC) 27.3
3. Jackie Gleason (CBS) 26.4
4. Red Skelton (CBS) 25.7
5. Bonanza (NBC) 25.0
6. Ironside (NBC) 24.6
7. Ghost & Mrs. Muir (NBC) 24.5
8. Thursday movie “The Nanny” (CBS) 24.2
9. Gunsmoke (CBS) 24.1
10. Julie (NBC) 24.1
11. Matlock Pat F.D. (CBS) 23.8
12. Virginian (NBC) 23.7
13. Lawrence Welk (ABC) 23.4
14. Smother’s Brother (CBS) 22.5
15. Here’s Lucy (CBS) 22.0
16. FBI (ABC) 21.8
17. NFL game (CBS) 21.8
18. Name of the Game (NBC) 21.4
20. Daniel Boone (7:30-8)* (NBC) 20.5

* Last half of “Daniel Boone” was preempted on the East Coast by the bombing-hait-Yenam address by President John-
son. No plans have been made for a special re-run.

Reeves extends services with Videotape purchase

Reeves Broadcasting Corp. announced last week it has reached an agreement in principle to acquire all of the outstanding stock in Videotape Productions of New York Inc. from MGM Telestudios Inc. and the 3M Co. (“Closed Circuit,” Nov. 11). The price was not disclosed.

Harold E. Reeves, chairman, said the operations of Videotape Productions will be integrated into those of the Reeves Video Division. He added that “with the acquisition of Videota-
tape Center, Reeves Video now extends its services from post-production and location shooting to the studio floor.”

He said Reeves will make available at Videotape Center facilities consisting of shooting stages, electronic editing rooms, cameras and recording equipment.

Reeves Broadcasting is a diversified company operating in the fields of tape recording and post-production services; sound recording and processing; television and radio station broadcast ownership; community antenna TV services; real estate development, and specialized computer services to real estate brokers and property owners.

AFM, networks talk, but that’s all

The three networks and the American Federation of Musicians met Thursday (Nov. 14) for the first time since the start of the musicians’ strike on Oct. 30, but at the conclusion of the session they reported no progress.

A joint statement issued by ABC, CBS, NBC, and AFM said: “The parties met for several hours today to explore the situation. They reported that no progress had been made. While no further meetings are presently planned, the parties agreed that discussions will be resumed when they deem it appropriate.”

In a memorandum to the staff at CBS, President Frank Stanton asserted that the main issue in the strike is the union’s insistence on a staff quota. He said CBS has maintained a staff of 60 musicians in New York, even though there is not sufficient work for them.

The network, he stated, had suggested that the staff be reduced to 40 but this offer was rejected by the union. The company proposed to give “generous severance.” The musicians, who want jobs would be eliminated, he pointed out.

“During 1966 and 1967,” Dr. Stan-
ton continued, “CBS paid over $450-
000 to quota musicians who performed no services for this money.”

18 take Frazier-Bonavena

Price-Roberts Productions, New York, will produce its six boxing match for both home and closed-circuit theater viewing.

The bout in Philadelphia Dec. 10 between world heavyweight champion Joe Frazier and Oscar Bonavena will be carried by stations in 18 Northern cities, sponsored by the F. and M. Schaefer Brewing Co., New York.

The closed-circuit presentation in other sections of the U. S. will also feature Sonny Liston against an opponent yet to be named in a bout on the West Coast.
The New Sound of Atlanta

WGKA 1190 AM
92.9 FM

DELIGHTFULLY DIFFERENT ADULT RADIO

STRAUSS BROADCASTING COMPANY

KIXL AM/FM
DALLAS

KCEE AM/FM
TUCSON

WGKA AM/FM
ATLANTA

Represented by

AVERY-KNODEL, INC.
NEW YORK • CHICAGO • ST. LOUIS • DETROIT • ATLANTA • DALLAS • SAN FRANCISCO • LOS ANGELES
How newsmen can open closed doors

Aggressive reporting, respect for facts are cited as answer to access problems

"Information given under duress of law will always be limited in scope. Better to sell yourself to your sources and get everything you have to give. The whole freedom of information issue ... underlines the fact that enterprising, bird-dogging newsmen are a dying breed."

Whether they are indeed a "dying breed" and whether they contribute to difficulties in gaining access to information to which the public is entitled, as suggested by this broadcaster and others across the nation, is a moot point—but an interesting one revealed as part of a recently completed survey of freedom-of-information problems sponsored by the Radio-Television News Directors Association. The results of the survey are to be delivered at the RTNDA national convention in Beverly Hills, Calif., this week.

The survey was conducted by the RTNDA freedom of information committee under the direction of co-chairmen Don Murray, WDBJ-TV Roanoke, Va., and J. W. (Bill) Roberts, Time-Life Broadcast Inc. Twelve hundred questionnaires were sent to RTNDA members in September. The percentages of respondents who did not answer specific questions were tabulated on the basis of 295 usable returns from 44 states and the District of Columbia by Vià Tech & Research Bureau, a Roanoke, Va. computer firm.

The survey was designed to determine what problems, if any, broadcasters have encountered regarding information to which they felt the public is entitled, what degree of access they had to such information and where access might be restricted. The survey results, it's hoped, may be used as "signposts" for purposes of broadening the scope of the RTNDA FOI committee.

What the survey results indicate is that, with few exceptions, most broadcasters enjoy appreciable access to a varied and broad spectrum of governmental activity on the federal, state and local levels. How this activity may be covered—through live broadcast, audio tape or sound on film—is erraticly defined, owing no doubt to varying degrees of cooperation by public officials and the equipment available to broadcasters (see charts, pages 63, 64).

But the survey results (and narrative responses to questions which were offered by a number of respondents and which were not tabulated) indicate continuing problems in coverage of court proceedings, whether the court is federal, criminal, civil or traffic. By and large, those activities are off limits or overly restricted to the broadcast media.

How the controversial Reardon Report (of the American Bar Association), which sets up guidelines affecting "prejudicial publicity" of certain court trials, exercises its influence on the media is not wholly evident in the survey results. Numerous narrative responses, however, suggest that where state bar associations have been slow to adopt the report, local officials—prosecutors, police, and the like—have readily adopted the guidelines as the "law of the land" and have relied on the report as an excuse for remaining silent regarding pending court matters.

What is clearly defined by the survey results is an upturn in FOI problems in the past five years. Nationally 45% of the respondents said their problems have increased, 17% said they have decreased, and 38% said those problems have remained the same.

One element raised by a number of broadcasters and not at issue in the survey is whether difficulty of access is attributable to legal or implied restrictions on the part of local officials, or is borne by the broadcaster himself. The comment from a New York City broadcaster (most responses were unsigned and identified solely by market location and size) reflects the self-examination rendered by many respondents: "We can scream all we want about freedom of information, but until we can be a 100% certain that that information will be handled in a responsible manner, we will always be suspect."

But the problems of access do exist. Broadcasters were asked to rate the degree of access (always, most of time, sometimes, rarely, never) they have to different agencies of government on the federal, state and local levels. Nationally many respondents said they had rare access to these sources of information at the federal level: the Federal Bureau of Investigation (17%), selective service boards (12%), treasury agents (19%) and Internal Revenue Service personnel (13%)—agencies generally acknowledged for their taciturnity.

On the state level broadcasters have rare access to information from mental hospitals (13%) and prisons (13%), and on the local level they have rare access to information from hospitals (7%), welfare departments (7%) and police departments (7%).

Nationally 91% of the respondents are permitted to examine police blotters, but 30% report restrictions as to what may be taken from that record. The Reardon Report may also be a factor here, according to some narrative responses. However, what is needed to mollify this impasse, suggested one Houston broadcaster, is "more education for the law enforcement people concerning what the news media do and what they have a right to know."

There are also problems with the so-called executive session with which of-
officials often circumvent existing open meetings laws and exclude the broadcast media. The survey asked whether the respondent’s locality had an open-meetings law (nationally 73% replied yes, 14% no) and whether the law affects all governmental bodies in the state, including boards, town and county, commissions and agencies (nationally 56% replied yes, 11% no). In addition, the survey asked whether a respondent’s locality had an open records law (nationally 64% replied yes, 15% no) and whether it affects records of police, state and local agencies and departments (nationally 49% replied yes, 6% no).

Some broadcasters reported having had the impression that these laws and local officials often exclude broadcast coverage. A Milwaukee broadcaster noted that while his state “has a law covering secrecy in government, it permits an exception to talk about personnel matters or price negotiations, which are in the ‘public interest’.” “Obviously,” the broadcaster observed, “this is used as a subterfuge” to restrict information.

Another example cited is Virginia where both broadcast and print media successfully lobbied for passage of an open-meetings law adopted last March. That particular law has been effectively circumvented by an August ruling from the state attorney general, which declares any “informal assemblage of the constituent membership with no clerk or recording secretary present, no minutes being kept, and no votes being cast on any item, where the sole purpose of the assembly is to familiarize the membership with the topics to be considered and acted upon at a [later] formal meeting” to be a nonmeeting, and therefore not subject to the law. According to one Virginia broadcaster, the net effect of the ruling is to gut the new law, and effectively preclude broadcast coverage of the nonmeeting.

Whatever the euphemism, the survey asked whether the executive session was used by governing bodies so that it “interferes with the public’s right to know.” Nationally 56% of the respondents said yes, 35% no. But the regional breakdown showed some conflicting opinion. In the Far West sample 50% of the respondents said that type session was not used to restrict access, 38% said it was. In the Central/Mountain sample 63% said that type session was used to restrict access, 32% said no.

The executive session is but one type of restricted access. Other problems were suggested by a Boulder, Colo., broadcaster: “More and more we find that some public agencies don’t release news unless they are asked a specific question.” A New York City broadcaster contended that “it is the second-line bureaucrats who are most officious and diligent in keeping information from the public out of fear their bosses will get angry with them.” And an Atlanta broadcaster noted that “the real problem is the growing trend of elected and especially civil-service officials to use public-relations men as buffers between government and the media: or to avoid any public disclosures at all.”

The problem of court access is a long-standing one with roots in the ABA’s Canon 35 and the 1937 Bruno Hauptman trial, where both inter partes broadcast and print coverage crystalized the now-famous issue of free press-fair trial. And the survey results show there is still a severe problem for broadcasters.

As the Columbus, Ohio, news director complained typically: “They [the federal courts] seem to think they are running a private club.” According to narrative responses, the federal courts in many localities are generally off-limits to broadcast cameras and microphones, while the lower courts provide an often perplexing array of coverage restrictions—from silent filming, to filming of defendants but only with their permission and only during court recess when the jury is not in the courtroom, to barring all cameras in the hallway outside the courtroom or even the same floor while the courtroom is located.

Nationally a preponderance of the broadcast media is barred or severely restricted as to what equipment they may use to cover court proceedings: 69% are barred from criminal court, 65% from civil court, and 59% from traffic court.

Regionally broadcasters fare the worst for coverage of court proceedings in the Far West: 77% are barred from criminal court, 73% from both civil and traffic courts. A small percentage of respondents are permitted either audio or sound-on-film recording, but none reported permission to broadcast live.

However, the South sample proved more successful with 65% barred from criminal court, 58% from civil court and 43% from traffic court. That sample also showed the highest percentages of live broadcast coverage permitted for all three proceedings.

The survey further attempted to measure the effects of the Reardon-Re

---

The record of access to news sources

(How newsmen coast to coast answered RTNDA survey)

Do you have access to the information to which you feel you are rightfully entitled from?

<table>
<thead>
<tr>
<th>Percentage of replies</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
</tr>
<tr>
<td>Always</td>
</tr>
<tr>
<td>----------</td>
</tr>
</tbody>
</table>

**Federal level**
1. U. S. district courts 29 40 14 5 3
2. U. S. marshals 22 31 23 9 4
3. U. S. court clerks 29 38 16 5 2
4. FBI 22 26 27 17 3
5. Selective Service boards 27 26 22 12 4
6. Treasurer agents 13 21 28 19 5
7. IRS personnel 25 27 20 13 5
8. Military PIO’s 23 37 23 5 1
9. FAA 27 35 23 7 1

**State level**
1. State Legislature 37 51 5 1
2. Governor 30 49 13 4
3. Sec. of State 46 59 6 1
4. Highway Commr’r 36 38 10 4
5. Treasurer 36 40 11 2
6. National Guard 31 32 18
7. State Police head 38 13 3
8. Department of Welfare 26 36 21 5
9. Mental Hospitals 20 26 31 13
10. Prisons 22 30 23 13

**Local level**
1. Sheriff’s Dept. 25 51 14 4
2. Police Dept. 24 36 26 16 2
3. City Clerk 33 43 15 4
4. City Clerk 47 38 5
5. Council Members 37 45 13 1
6. Mayor 41 38 14
7. School Superintendent 36 40 15 3
8. Public Works Director 38 35 11
9. Hospitals 15 41 33 7
10. Welfare Department 24 35 21 7

Are you permitted to broadcast live or record following meetings?

<table>
<thead>
<tr>
<th>Percentage of replies</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
</tr>
<tr>
<td>Broadcast live</td>
</tr>
<tr>
<td>-----------------</td>
</tr>
</tbody>
</table>
| City or Town Council 54 64 58 2
| County Supervisors 39 58 61 3
| Planning Commissions 31 58 54 6
| School Boards 36 56 54 7
| Criminal Courts 4 7 6 9
| Civil Courts 3 8 6 5
| Traffic Courts 4 11 12 5
| Housing Authorities 23 50 97

BROADCASTING, Nov. 18, 1968
How access varies in different parts of country

(The RTNDA survey, broken down by region of response)

Do you have access to the information to which you feel you are rightfully entitled from:

<table>
<thead>
<tr>
<th>Percentage of replies</th>
<th>Northeas-Midwest Most</th>
<th>South Most</th>
<th>Central-Mountains Most</th>
<th>Far West Most</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Any time</td>
<td>Some Rare</td>
<td>Never</td>
<td>Any time</td>
</tr>
<tr>
<td><strong>Federal level</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>1. U. S. district courts</td>
<td>28 10 5 4</td>
<td>41 18 4</td>
<td>16 21 8</td>
<td>19 46 19 12</td>
</tr>
<tr>
<td>2. U. S. marshals</td>
<td>25 27 21 7</td>
<td>24 38 18 13</td>
<td>13 24 11 15</td>
<td>15 27 11 12</td>
</tr>
<tr>
<td>4. FBI</td>
<td>22 24 28 15</td>
<td>28 28 24 15</td>
<td>18 34 26 13</td>
<td>15 31 31 11</td>
</tr>
<tr>
<td>5. Selective Service bds.</td>
<td>28 29 25 6</td>
<td>32 23 18 13</td>
<td>29 26 18 18</td>
<td>12 27 15 24</td>
</tr>
<tr>
<td>6. Treasury agents</td>
<td>17 21 29 18</td>
<td>23 21 24 20</td>
<td>5 18 37 13</td>
<td>4 23 23 7</td>
</tr>
<tr>
<td>7. IRS personnel</td>
<td>25 24 22 13</td>
<td>32 31 15 8 6 24 26 21 16</td>
<td>15 27 15 15</td>
<td>8</td>
</tr>
<tr>
<td>8. Military PIO’s</td>
<td>23 29 27 5 2</td>
<td>30 34 15 4 16</td>
<td>5 28 21 16</td>
<td>19 52 19 12</td>
</tr>
<tr>
<td>9. FAA</td>
<td>21 33 29 7 1</td>
<td>35 32 20 7 1 29 34 18 8</td>
<td>31 50 12 12</td>
<td></td>
</tr>
<tr>
<td><strong>State level</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>1. State legislature</td>
<td>40 51 4 3</td>
<td>37 51 7</td>
<td>29 61 5</td>
<td>38 50 8</td>
</tr>
<tr>
<td>2. Governor</td>
<td>30 46 14 8 1</td>
<td>30 46 17</td>
<td>39 47 11</td>
<td>27 69 4</td>
</tr>
<tr>
<td>3. Sec. of state</td>
<td>41 46 8 5</td>
<td>31 44 1</td>
<td>50 34 11 3</td>
<td>62 35 4</td>
</tr>
<tr>
<td>4. Highway Comm'rs</td>
<td>40 35 14 6</td>
<td>34 31 18 4</td>
<td>39 39 18 3</td>
<td>31 50 8</td>
</tr>
<tr>
<td>5. Treasurer</td>
<td>37 44 10 1 1</td>
<td>34 39 8 4</td>
<td>42 37 16</td>
<td>42 31 12</td>
</tr>
<tr>
<td>6. National Guard</td>
<td>28 36 24 9</td>
<td>35 37 11 6 3</td>
<td>37 45 11 5</td>
<td>27 38 22</td>
</tr>
<tr>
<td>7. State Police head</td>
<td>41 36 12 4</td>
<td>47 34 13 1</td>
<td>31 42 12 8</td>
<td>31 42 12 8</td>
</tr>
<tr>
<td>8. Dept. of Welfare</td>
<td>25 36 22 6 2</td>
<td>34 32 29 3</td>
<td>21 39 21 8</td>
<td>27 42 23</td>
</tr>
<tr>
<td>10. Prisons</td>
<td>23 30 27 11 20 27 24 17 4 21 42 13 13</td>
<td>22 42 15 12</td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Local level</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>1. Sheriff's dept.</td>
<td>22 53 16 4 1</td>
<td>31 48 14 3 3</td>
<td>21 66 5 5</td>
<td>38 38 15 4</td>
</tr>
<tr>
<td>2. Police dept.</td>
<td>20 54 22 3 25 28 15 -</td>
<td>18 74 8</td>
<td>46 46 8</td>
<td></td>
</tr>
<tr>
<td>3. City attorney</td>
<td>35 40 16 4 1</td>
<td>32 45 11 6 1</td>
<td>29 53 16 3</td>
<td>35 42 15</td>
</tr>
<tr>
<td>4. City clerk</td>
<td>48 39 5 1 3</td>
<td>49 34 6 1 -</td>
<td>42 53 6 1</td>
<td>46 51 8</td>
</tr>
<tr>
<td>5. Council members</td>
<td>39 41 16 1 31 51 11 1</td>
<td>37 47 13 1</td>
<td>46 46 8</td>
<td></td>
</tr>
<tr>
<td>6. Mayor</td>
<td>43 32 18 4</td>
<td>37 46 10 1</td>
<td>45 39 11 1</td>
<td>46 38 8</td>
</tr>
<tr>
<td>7. School superintendent</td>
<td>35 39 18 3 3</td>
<td>34 35 14 4 1</td>
<td>34 49 11 1</td>
<td>31 31 18</td>
</tr>
<tr>
<td>8. Public works director</td>
<td>39 32 15 1 39 34 13 1</td>
<td>39 42 8 1</td>
<td>38 42 8</td>
<td></td>
</tr>
<tr>
<td>9. Hospitals</td>
<td>14 42 38 4 1</td>
<td>14 44 28 10</td>
<td>11 47 34 5</td>
<td>27 27 22 8</td>
</tr>
</tbody>
</table>
| 10. Welfare dept.      | 23 38 21 7 31 28 21 6 16 42 19 16 | 31 31 19 4 | 64 (SPECIAL REPORT) 

BROADCASTING, Nov. 18, 1968
"Dissent in America: The Rising Chorus" was our response to the growing concern over the recent acceleration of protest in this country.

Filmed throughout the country by our news documentary unit and broadcast locally by our stations, WTOP-TV, Washington, D.C. and WJXT, Jacksonville, it puts into perspective the proper boundaries of individual protest, official response, and the responsibility of the news media in a free society.

This comprehensive report presents the strongly opposing views of the police, the press, television newsmen, the government, the clergy, and the angry New Left itself.

Finally, beyond simply presenting these views, we comment upon them and draw some conclusions of our own.

(This program is available to stations on request.)
Comsat asks direct negotiations

Says costs will be reduced, service improved if it deals with networks

The Communications Satellite Corp. has come out on the side of the broadcast networks—two of them, anyway—in a revival of the issue as to whether the networks should be authorized to deal directly with Comsat in arranging international telecasts.

Comsat, in a letter to the FCC last week, said that they should—and that they would enjoy lower rates if they did. The company, which owns and operates the U.S. portion of the international satellite system, said the present arrangement under which the four international common carriers have provided TV service on a rotating basis since 1965 has proved inefficient and un-economic and should not be continued.

The four carriers, however—AT&T, World Communications Inc., RCA Global Communications, and Western Union International—expressed a contrary view. In separate letters, they said the system has worked reasonably well and should be preserved at least for the time being.

Comsat and the carriers were responding to a letter from the commission’s Common Carrier Bureau chief, Bernard Strassburg, requesting comments on how the present system is working, as well as suggestions for improvements.

A fifth carrier, Hawaiian Telephone Co., which is the only terrestrial carrier authorized to provide satellite television service in Hawaii, said its service has functioned smoothly and recommended that no other carriers be permitted to provide satellite service in the state; it said there is not enough economic support for more than one carrier. However, ITT and WUI urged the adoption of a rotation policy for Hawaii.

A TV carrier-of-the-week arrangement was adopted by the commission as an interim measure in July 1965, when it was faced with competing applications from the carriers seeking authority to provide television service via satellite.

The carriers provide the service under a joint tariff.

A year later, the commission adopted its authorized-user policy, under which Comsat is barred, except in unique circumstances, from leasing channels directly to anyone but common carriers (Broadcasting, June 27, 1966).

This decision was a victory for the carriers and a defeat for broadcasters, including ABC and CBS, which had wanted to deal directly with Comsat so that they could achieve savings in their international transmissions. NBC, like RCA Global Communications Inc., a subsidiary of RCA, did not request authorized-user status.

Comsat, in a letter signed by its chairman, James McCormack, said the present system both precludes competition and requires the maintenance and operation of four sets of facilities when only one is needed. The end result,” he said, “is an inefficient and uneconomic operation to the detriment of the public.”

He also said that under the present system, the carriers are involved only infrequently in providing television service, and that it is Comsat that shoulders “a large part of the burden of providing continuity and maintaining the quality of service.” He noted that Comsat is involved in every television transmission terminating or originating in the U.S.

Of various possible alternative solutions, he said, the “optimum” one would be to authorize Comsat to deal directly with the broadcasters. He said Comsat is in a unique position to provide this service “on its most favorable terms.”

He said that Comsat owns the most important link in the service—from the earth station to the satellite—and could lease capacity on the next significant link—from the earth station to gateway city (the point at which the

Dear Broadcaster:

If you literally love your radio station, you will be more than interested in

Eric Siday’s

NEW Identitonones Package:

This non jingle concept can positively give your station a lasting sound image that will distinguish you from all the others.

Mr. Siday does it for 2 of the 3 National TV networks, and we’ll wager that you can identify ABC & CBS simply by their system cues.

We can be reached thusly:

By letter: Identitonones, Inc.
565 5th Ave., N.Y., N.Y. 10017

By phone: (Collect) 212-697-7030

Without obligation of any sort, we will meet with you at your convenience.

66

Broadcasting, Nov. 18, 1968
UP WITH AVERAGE MODULATION. INCREASE SIGNAL EFFICIENCY.

That's what Gates Solid Statesman Limiting Amplifier will do for your station. It brings broadcast signals up to maximum efficiency by controlling audio levels instantaneously, automatically.

The Gates Limiter attacks modulation problems — in just 3 to 5 microseconds (without audible clipping) and a 30:1 compression ratio allows 99.5% modulation.

Asymmetrical limiting is provided for AM stations, permitting positive peak modulation levels of 110% or 120% with negative peaks limited to 100%, thus producing a louder sounding signal.

Want to hear more? Write or call for full information. Gates Radio Company, a Division of Harris-Intertype Corporation, Quincy, Illinois 62301. Telephone (217) 222-8200.
broadcaster relays the TV signal to the common carrier) from domestic carriers.

Mr. McCormack said that the consequent unified management and elimination of the 'middleman' would result not only in improved service but lower costs for the broadcasters.” He noted that Comsat already incurs the bulk of the costs in providing the earth-to-satellite segment and that it is in a position to provide the necessary coordination and communication with foreign administrations involved in international service “at little or no additional cost.”

Nor does he believe that an authorization to Comsat to serve broadcasters directly would “do violence” to authorized-user policy. He said the object of that policy is to protect the carriers’ existing operations from satellite competition. But in television, he said, only satellite facilities are used to provide international service. “There are no international carrier facilities to protect.”

The international carriers, in their letters to Mr. Strassburg, indicated there are no insurmountable problems in providing efficient service under the present system. They said they have been able to coordinate their activities through various committees. One of these, which AT&T noted, is developing long-range technical standards and operating procedures, as well as investigating immediate problems, includes representatives of the three television networks.

However, RCA said, the commission should reserve the right to eliminate the rotational system and permit the carriers to compete for television business “should the public interest so require in the future.” ITT also said it might favor dropping the system when “the demand for the subject services has substantially increased.”

Revenue and expense figures submitted by the international carriers for the television service they have provided since mid-1965 indicate that the business has yet to become a paying proposition.

However, some said they regard the future with optimism. RCA expects the profit picture to improve when the additional facilities to be made available by the planned Intelsat III program reduce the present problem of satellite pre-emption. And ITT expects greater demands for television transmission in the future: it said “the elasticity of demand” for such services will be tested by expected reductions in the over-all charges.

The call for color standards

Wide range of ways to improve color quality are discussed at SMPTE technical conference

The 15-year-old National Television System Committee color standards—adopted in 1953 by the FCC—are still pretty good and don’t have to be changed. But some refinements could improve what viewers see on their color receivers.

These and other indications of the technical status of the NTSC standards were discussed last week by a panel of television engineers at the Washington technical conference of the Society of Motion Picture and Television Engineers.

The most significant step in upgrading color TV pictures, it was agreed, would be the establishment of standards for several vital elements in the chain of electronic steps that take place from the time a scene is televised by a color TV camera through the transmission process to the display of that scene on a color receiver.

The panel, moderated by Malcolm Burleson, Metromedia Inc., consisted of Norman Grover, Canadian Broadcasting Corp.; John Serafin, ABC; Henry A. Ahnemann, AT&T; C. Robert Gross, WCAU-TV Philadelphia; Norman Parker, Motorola, and Frank Fleming, Visual Electronics Inc.

The call for standardization was made by Mr. Grover who urged the establishment of accepted criteria for color monitors, for studio and remote cameras, and for receivers. He also asked for a standard test film for use by telecasters for all programs. All of this Mr. Grover said should be adopted by broadcasters and receiver manufacturers as soon as possible.

Mr. Serafin said the networks have agreed among themselves on some standards for transmission. He also said there is work going on to adopt standards.

Mr. Gross declared that stations can produce and transmit excellent color TV, although he agreed it costs money in equipment and in hiring a high order of maintenance personnel. Some problems do occur, he said, when stations receive network programs, or dubbed tapes. He urged the adoption of a industry-accepted vertical integral test color bar, and, most importantly, better test equipment.

Mr. Fleming suggested that receiver
This petroleum food farm could help stave off the one threat greater than nuclear war: starvation.

(The steels are ready whenever you are)
manufacturers establish recommendations for antennas and lead-ins for color TV set installation to minimize the differential in color telecasts from several stations in the same area.

The problem with variations in color, Mr. Parker maintained, was people. Viewers, he observed, turn the chroma controls on a color set beyond their limits, resulting in "brilliant" color, but also a saturated picture that makes too obvious the little aberrations in the picture.

A major problem in the manufacture of color TV receivers, he observed, is the complicated requirements of aligning a three-gun tube. This may be done perfectly at the factory, he observed, but after a set is shipped to a distributor and then to a dealer and then to the home of a buyer this alignment undoubtedly is off.

The production of a color TV receiver, Mr. Parker commented, is a result of compromises—better color, but less brightness, for example.

Mr. Parker's remarks and questions from the floor, touched on the possibility of federal regulation for TV-set makers, the practice by some manufacturers of omitting a d.c. restorer, and the urgent need for qualified technical personnel at stations.

C. B. B. Wood, British Broadcasting Corp., told the audience that in Great Britain a "reference" receiver has been developed to which all stations are adjusted. If improvements are made in receiver design, he said, this standard receiver can be revised.

Mr. Wood also delivered a paper on techniques used to insure that color films have characteristics specially suited for TV broadcasting.

Among other papers presented at the SMPTE meeting was a discussion of film review rooms so designed that TV operators are able to determine how color films will appear under telecine conditions, by S. F. Quinn, CBC; test devices used to standardize color film reproduction on TV. by F. David Corley, Islington, Ont.; and a mobile film-video system using combination 16mm film-television cameras and associated equipment permitting an editor to sit at a console and determine from TV monitors which scenes to film: this by Robert J. Nissen, Rosner Television Systems Inc., New York.

Also presented to the group were two papers on modernization. One on the CBS conversion of New York broadcast center to color, by Richard S. O'Brien and K. Blair Benson of that network: the other on the modernization of WCAU-TV Philadelphia, by C. Robert Gross of that station.

Among other highlights at the SMPTE conference:

- Sylvania Electric Products Inc. introduced a new series of tungsten-halogen lamps for TV and motion picture studios. The long-life lamps, said to maintain stable color temperatures over the life of the tube, added to Sylvania's previous tungsten-halogen lamps, are in the 500 to 1,000 w and the 1,000 to 2,000 w ranges. Earlier this year Sylvania introduced 2,000 and 5,000 w tungsten-halogen lamps.
- Dr. Sam M. Lambert, executive secretary of the National Education Association, stated that last month the number of TV receivers exceeded for the first time the number of film projectors in the nation's schools, and that there are now 2,500 "TV teachers" in the U. S. who reach 12-million children with their tele-lessons.
- Marvin B. Jacobs, retired ABC optical engineer, was among the 15 who were awarded the degree of fellow of SMPTE.
- Maurice B. Mitchell, chancellor of the University of Denver and former CBS and National Association of Broadcasters executive, was the luncheon speaker on Nov. 11. He stressed the significance of the educational revolution as it applies to audio-visual and retrieval systems. Mr. Mitchell was a vice president of Muzak Corp., president of Encyclopaedia Britannica Films and later of the parent Britannica corporation.

KPEN-FM request denied; FCC amends log rules

The FCC has adopted a clarifying amendment to its rules governing logging requirements for remote broadcast pickup stations. The amendment becomes effective Tuesday (Nov. 19).

At the same time, the commission denied a rulemaking petition filed by KPEN-FM San Francisco, asking elimination of the logging requirements. In response to the station's contention that present logging rules are dated and impractical, the commission replied that it cannot monitor all stations at all times, and that stations must keep logs so that when interference complaints arise, there will be a record.

Although the logging requirements for remote broadcast pickup stations are "modest," the commission said, the rule's language may have led to misunderstanding and unduly complicated record keeping, and it will be modified.

NAEB delegates offered CBS Labs expertise

A "consulting clinic" to offer information and advice on educational broadcasting equipment and technology, will be part of the CBS Laboratories professional products department's exhibit at
How to win a beauty contest with measurements like 150-19-125.

It happened October 24.
America's 16th annual Landscape Awards were being presented in Washington, D.C.
Out of 130 entries in categories from parks to public buildings to industry, there were 17 winners. Three of them service stations. And two of these were Humble stations.
The Charles Holland Enco Station in Palm Springs, California, and the Leonard Jones Enco Station in East Irvine, California.
The American Association of Nurserymen, which holds the contests, says it's unusual for one oil company to win two awards. But our 150 by 19 by 125-foot winners have something unusual going for them. Humble's own beautification program.
When we build a new station, we don't bulldoze the trees off. We take pains to save them. We add shrubs and plants, so the station will look like part of the landscape.
And we are improving many older stations with trees, hedges, small islands of green. We've even prepared a book showing our people how to landscape different types of stations.
We don't do it to get awards.
But we've learned, as we go about our business of making good products and a fair profit, that there's added satisfaction in doing something more for our neighbors.
Humble is doing something more.

Humble Oil & Refining Company
America's Leading Energy Company
the National Association of Educational Broadcasters convention in Washington this week.

The clinic will be manned by three CBS Labs executives: Renville H. Mc-Mann, vice president and director of engineering, who is credited with developing the CBS Labs image enhancer and the Minicam Mark VI portable wireless color TV camera, among other inventions; Theodore R. Conant, co-ordinator of instructional systems, and Emil Torick, manager of electronic systems research.

New developments to be featured at the CBS Labs exhibit were said to include a color TV system used in medicine and capable of transmitting color pictures from inside the human body at light levels lower than that of a pocket-size flashlight, and an audio-visual system combining sight and sound on a five-inch program cartridge that can be projected onto a built-in viewing screen.

Ampex, Sony settle patent litigation

Ampex Corp., Redwood City, Calif., last week announced that its patent litigation with Sony Corp., Tokyo, dating back to February 1967, has been settled. Ampex reported that the two firms have entered licensing agreements granting each other the use of certain patents in connection with the manufacture, use and sale of specified video recorders.

Ampex was plaintiff in a legal action against Sony Corp. of Japan and its American subsidiary. This action alleged infringement by certain products of the Japanese organization of Ampex-owned U. S. patents.

Terms of the licensing agreements were not revealed.

Ovonics, after its inventor, Stanford R. Ovshinsky, 45-year-old self-taught inventor, was announced by Energy Conversion Devices Inc., Troy, Mich. Mr. Ovshinsky is president of the company.

The devices are being made as glassy beads and as a film, each of which contains thousands of switches per square inch, the company said.

Although the wall-hanging TV set was given as one of the possibilities, a spokesman for the company said the use of Ovonics for home consumer products has a low priority. Principal uses of the device will be in computers and instruments for space and military applications, he said. Other uses, Lionel Robbins, vice president-marketing of Energy Conversion, said, are five years or more in the future.

The switches are said to be capable of operating with direct or alternating current, and are able to start and stop within 150 trillionth of a second. They are also said to have memory capabilities.

Philips adds Avion lab

The acquisition of the infrared laboratory of Avion Electronics Inc. by Philips Broadcast Equipment Corp. is being announced today (Nov. 18) by John S. Auld, vice president and general manager of Philips Broadcast. Both Philips Broadcast, a subsidiary of North American Philips Co., and Avion, a subsidiary of General Signal Corp. are located in Paramus, N. J.

International

British pay-TV loss set at $2.4 million

Pay-TV Ltd., which served 10,000 subscribers in the London and Sheffield areas, says it has lost $2.4 million between the time it went into operation in January 1966 and its demise earlier this month.

The British experiment in pay-as-you-view TV ended after last-minute discussions between the General Post Office and the operating company failed.
to provide any basis for agreement (Broadcasting Nov. 4).

Last August the company was told that its license would be extended to 1976 but that a limit of 150,000 subscribers would be imposed. The company claimed, however, that on this basis it would only break even, and requested an increase to 250,000 subscribers.

Two weeks ago, Postmaster-General John Stonehouse declared in Parliament that the experiment was to be abandoned, "after a review of the position, and bearing in mind the wider economic and social considerations." At what was generally considered to be this unexpected abrupt announcement, Lord Brabourne, chairman of Pay-TV, protested strongly, and the PMG relented to the extent of agreeing to new talks. But the postal authorities remained inflexible on the subscriber figures and the company decided to end its service.

Despite the outcome, Lord Brabourne still feels that pay TV as a supplementary TV service in Britain is an inevitable development. "We shall continue our efforts to achieve its adoption in this country at the earliest possible moment," he said.

UN asked to investigate space broadcast aspects

A recommendation that the United Nations investigate the possibility of direct broadcasting to home receivers from satellites is awaiting General Assembly action.

The suggestion is included in a report to the General Assembly filed last month by the UN Committee on Outer Space, a report that has not yet been printed or released.

The report recommends that the General Assembly appoint a working group to investigate the technical feasibility of direct broadcasts from space. No mention is made as to whether this should be radio or TV, or both. If it is shown to be technically possible, the committee said, a further group should be named to look into the social, cultural and legal problems that may arise.

Meanwhile, a suggestion that the National Aeronautics and Space Administration experiment with direct television broadcasts to home receivers is one of several dozen made to NASA by the scientific community as part of the space agency's second series of applied technology satellite (ATS) launches, due in the 1972-73 period. NASA has recently let design and cost study contracts to General Electric and Fairchild-Hiller for what will be the ATS-F and ATS-G satellites.

NASA has made no decision yet on what experiments will be performed by the new ATS spacecraft.

Met opera destined for NHK in Japan

A joint crew of American and Japanese technicians have video-taped Rossini's "The Barber of Seville" at the Metropolitan Opera in New York. The tape will be broadcast over Nippon Hoso Kyokai, the Japanese Broadcasting Corp., which claims the most extensive educational broadcast program in the world.

The taping occurred during the Metropolitan's first performance of the opera on Thursday night (Nov. 7) and during the final dress rehearsal Monday (Nov. 4). Cameras were placed in four positions Monday and four different positions on Thursday. The final tape will be assembled from those eight takes.

A live audience was in attendance at both sessions, but minimum inconvenience was created by the taping crews. Metropolitan sources have termed this a "pilot project" and reported that they are looking to commercial television for future revenue. According to one Met spokesman: "Not only will the tapes be available for telecast, but one day it may be possible to buy them for home consumption as easily as one can obtain records and audio tapes today."
Promotion

21 to be honored for promotions

BPA invites Miami Beach for convention;
will make awards with TVB, RAB

Eight workshop sessions, each with extended question-and-answer periods; an awards luncheon, and three major addresses will be on the agenda as the Broadcasters Promotion Association moves into Miami Beach for its annual convention today through Wednesday (Nov. 18-20).

Some 350 are expected to attend the convention with its theme, "The Many Worlds of Promotion," in recognition of the many hats a BPA member must wear.

The opening-day sessions will include a keynote address by John Fisher, president of his own public relations-promotion firm in Toronto, presentation of 21 station awards and three workshop meetings. The luncheon speaker will be Art Fielden, vice president of Bishopric-Green-Fielden, Miami, on "How to corner a market in today's roundhouse economy."

The Tuesday agenda includes three workshops, the BPA business meeting and election of officers, a trade press-sponsored cocktail party and a banquet. Tuesday luncheon speaker will be Ivan Tors, TV producer and naturalist, who lists such shows in his fold as Gentle Ben, Daktari, Flipper and Cowboy in Africa.

On Wednesday two workshops are scheduled before the noon adjournment.

The workshop topics and speakers are: "public relations is everybody's business"—John Hardin, of John Hardin & Associates, Charlotte, N. C.; TV on-air promotion—Don Plumridge, creative director, Post-Newsweek Stations, Washington; Robert Nashick, promotion manager, wtop-TV Washington, and Cal Mahlock, program and promotion manager, wxlj-TV Fort Wayne, Ind.; radio on-air promotion—Don Bruce, executive producer, Airplay International division of Pepper and Tanner Inc., Memphis.

On Tuesday the sessions will cover: advertising, other than on air—Jacques DunLany, vice president and creative director, John Donnelly & Sons, Boston; exploitation on TV—Murray Weissman, exploitation, promotion and publicity executive, MCA and Universal Studios, Hollywood; exploitation on radio—William Sanders, program director, wwdc Washington.

The two Wednesday morning sessions will cover: sales promotion-mashandising—Joel Harnett, vice president and director of marketing, Look Magazine, New York; publicity—Phil Dean of Phil Dean Associates, New York.

The audience promotion awards are presented by BPA. The sales promotion awards are from BPA in conjunction with the Television Bureau of Advertising and Radio Advertising Bureau.


The TV sales promotion winners: Wxlyz-tv Detroit; Kntv(tv) San Jose, Calif.; Kotv(tv) Tulsa, Okla., and Wto1-tv Toledo, Ohio.

The radio sales promotion winners: Wls Chicago, wcco Minneapolis and Wpil Philadelphia.

The formal convention activities were to be preceded on Saturday and Sunday by some rep stations meetings, network dinners for affiliates and attendance at two football games.

Landmark NBC office
becomes Pioneers' home

What used to be NBC's West Coast version of Radio City last week became the new headquarters of the Pacific Pioneer Broadcasters. The radio landmark, on the northeast corner of Sunset and Vine in Hollywood, is now occupied by Home Savings & Loans Association, the largest such institution in the country. Space in the building was donated to the Pacific Pioneers for its lounge and meeting room, for storage of memorabilia and for a recording room.

On hand to officiate at the opening day ceremony (Nov. 12) were such broadcasting veterans as Edgar Bergen, Ken Murray, Gene Autry and Harry Von Zell. (Mr. Von Zell is commercial spokesman for Home Savings.) The switching on of an electrical, and authentic, "on the air" sign symbolized the opening.

Drumbeats:

On the streets • Mobile job recruiting unit designed by wgn Chicago to help
FocusOnFinance

Cascade posts $14,000 loss over six months

Cascade Broadcasting Co., Washington state group owner of television and radio stations, had total sales for the six months of the calendar year of almost $1 million but a net loss of over $14,000.

The figures were shown last week in the application filed with the FCC for commission approval of that company's sale (minus its radio stations) to Filmways Inc. for stock valued at about $3 million (BROADCASTING, Sept. 30). Filmways is buying KIMA-TV (ch. 29) Yakima and KEPR-TV (ch. 19) Pasco, both Washington, and KLEW-TV (ch. 3) Lewiston, Idaho. Sellers, Thomas C. Bostic, John H. Reber, William F. Grogan and others, are retaining KIMA-AM-FM Yakima and KEPR-AM-FM Pasco.

Filmways is issuing 32,500 shares of series B preferred stock in exchange for all the stock of Cascade. The preferred stock will be convertible after three years into 108,333 shares of Filmways common stock.

The FCC application showed Cascade with total assets of $1,159,141, total current liabilities of $234,106, and total deferred liabilities of $425,942 as of Aug. 31.

Cascade's total sales income for the six months ended June 30 was $993,886 with a net loss after taxes, bad debts and miscellaneous adjustments of $14,291. Net sales for the period totaled $927,712 and net profit before federal income taxes was listed as $45,673.

Messrs. Bostic, Reber and Grogan will remain in executive positions with Filmways' new broadcast division under an agreement which has a term of approximately four years and calls for annual salaries of $25,000. After the transaction is approved, Mr. Bostic will own 1.7% of Filmways stock. He is chairman of CBS-TV Affiliates Advisory Board.

Filmways, headed by Martin Ransahoff, is primarily engaged in motion picture and TV program production. It has The Beverly Hillbillies, Petticoat Junction and Green Acres on CBS-TV. Among motion pictures in production are Catch-22 and Tai-Pan.

Four Star going into the black

Four Star International Inc., formerly Four Star Television, has executed "a dramatic financial turnaround," president and board chairman David B. Charnay told shareholders attending the company's annual meeting last week in North Hollywood, Calif. "We have reduced our operating loss considerably," Mr. Charnay stated.

As previously reported an operating loss of $1.5 million in fiscal 1967 was reduced to a loss before extraordinary items of $171,115 for the 53 weeks ended June 29, 1968 (BROADCASTING, Nov. 4). Actually, Four Star has gone more than $108,000 into the black for the current fiscal period thanks to an extraordinary item of $279,550.

By the principal business of the brief stockholders meeting, three new members were elected to Four Star's board of directors. They were company finance vice president and treasurer Leonard A. Johnson: F. Phillip Turner, president and general manager of Cope-land newspaper group. Los Angeles: and Richard S. Harris, a partner in the Beverly Hills law firm of Wyman, Bautzer, Finell and Rothman. Resigning from the board were Robert A. Gageby, Washington representative of Wells Industries Corp. and Tyler Abell, partner in the Washington law firm of Ginsberg and Feldman.

Supreme Court backs WHYY-TV in tax fight

An educational TV station incorporated in Pennsylvania whose TV tower and transmitter are in New Jersey finally won its fight to escape having to pay taxes in the Garden State.

The U. S. Supreme Court held last week that WHYY-TV Wilmington, Del., does not have to pay taxes in New Jer-
sey, even though that state’s tax board and courts, including the New Jersey Supreme Court, said it did.

At issue was a New Jersey law that grants tax exemption only to non-profit organizations incorporated or organized under the laws of that state. WHYY-TV is incorporated in Pennsylvania, but claimed it came under the New Jersey exemption by virtue of its registration with the secretary of state of New Jersey. WHYY-TV’s tower and transmitter are at Glassboro, N. J.

Associate Justice Hugo L. Black was the only disserter; he voted to uphold the New Jersey Supreme Court, without amplifying his reasons.

Record companies bought by LIN for $5 million

LIN Broadcasting Corp., diversified company with radio and TV station ownership, has announced it is acquiring Starday Records, King Records and affiliates for $5 million in cash and notes. Starday, which recently acquired King, is a major rhythm and blues label. James Brown is one of King’s stars. Glen Campbell, Roger Miller and Johnny Cash are among Starday’s recording artists.

Kaufman and Broad Inc. has record revenues

Kaufman and Broad Inc., Los Angeles, home builder and group CATV owner, reported record increases in sales and net income for the nine months ended Aug. 31.

Nation Wide Cablevision Inc., a wholly owned subsidiary, has agreed to purchase Seattle-based Total Telecable Inc. and its subsidiaries, which operate CATV systems in Washington and Oregon.

Upon completion of the acquisition, Nation Wide will have 32 franchises in Los Angeles, San Francisco and Seattle and a total of 26,500 subscribers. Revenues are expected to reach $2 million annually and the total value of the company’s interests will exceed $20 million.

The expansion will permit the company to be operated as an independent subsidiary of Kaufman and Broad in the future.

For the nine months ended Aug. 31:

<table>
<thead>
<tr>
<th>Stock symbol</th>
<th>Ex-change</th>
<th>Closing Nov. 14</th>
<th>Closing Nov. 30</th>
<th>Closing Oct. 31</th>
</tr>
</thead>
<tbody>
<tr>
<td>ABB</td>
<td>ABB</td>
<td>N</td>
<td>661 4</td>
<td>651,55</td>
</tr>
<tr>
<td>CBS</td>
<td>CBS</td>
<td>N</td>
<td>514</td>
<td>514</td>
</tr>
<tr>
<td>Capital Cities</td>
<td>CCB</td>
<td>N</td>
<td>724</td>
<td>724</td>
</tr>
<tr>
<td>Corinthian</td>
<td>CRB</td>
<td>N</td>
<td>364</td>
<td>364</td>
</tr>
<tr>
<td>Cox</td>
<td>COX</td>
<td>N</td>
<td>564</td>
<td>564</td>
</tr>
<tr>
<td>Gross Telecasting</td>
<td>GT</td>
<td>O</td>
<td>333</td>
<td>333</td>
</tr>
<tr>
<td>Metromedia</td>
<td>MET</td>
<td>N</td>
<td>514</td>
<td>514</td>
</tr>
<tr>
<td>Reeves Broadcasting</td>
<td>RBT</td>
<td>A</td>
<td>394</td>
<td>394</td>
</tr>
<tr>
<td>Scripps-Howard</td>
<td>SH</td>
<td>O</td>
<td>324</td>
<td>324</td>
</tr>
<tr>
<td>Sonderling</td>
<td>SOB</td>
<td>N</td>
<td>364</td>
<td>364</td>
</tr>
<tr>
<td>Taft</td>
<td>TFB</td>
<td>N</td>
<td>394</td>
<td>394</td>
</tr>
<tr>
<td>Total</td>
<td></td>
<td></td>
<td>14,075</td>
<td>14,075</td>
</tr>
</tbody>
</table>

Publishers to acquire two radio stations

A Washington holding company that owns a handful of large printing plants in the capital city area, has established a broadcasting subsidiary and is negotiating to buy two radio sta-
tions.

Publishers Co. Inc. disclosed this move in its statement to stockholders for the nine months ended Sept. 30.

Charles W. Lockyer, president and chief executive officer, told stockholders that Publishers Broadcasting Corp. has been formed “and we have entered into the final stages of negotiations to acquire 2 profitable broadcasting stations.” The stations were not identified, but Mr. Lockyer told Broadcasting that the price will be in the neighborhood of $750,000.

Publishers Broadcasting, Mr. Lockyer said, has been capitalized at $10 million, and intends to go for a full portfolio of seven radio stations, as well as TV and CATV, but “operating systems only,” he said.

Mr. Lockyer also told this magazine that Publishers Broadcasting will be established as a “satellite” public company, with part of its stock offered for public sale. This will, however, be under the ownership control of the parent company, he added.

Besides area printing companies, Publishers Co. also has an interest in a computer service firm. For the nine months ended Sept 30, Publishers Co. had net sales of $22,702,998 and net income after taxes of $630,451 (56 cents a share). It has 1,053,064 shares outstanding. In the same period in 1967, the company had net sales of $16,661,270 and after taxes net income of $337,104 (29 cents a share).

Company reports:

Teleprompter Corp. New York, last week reported record earnings and revenues for the nine months ending Sept. 30.

For nine months ended Sept. 30:

<table>
<thead>
<tr>
<th>Revenues</th>
<th>1968</th>
<th>1967</th>
</tr>
</thead>
<tbody>
<tr>
<td>$5,299,317</td>
<td>$4,988,437</td>
<td></td>
</tr>
</tbody>
</table>

*Restated to conform to 1967 audit report.

Tele-tape Productions Inc., Chicago, which has been expanding holdings as well as facilities, reported lower earnings on increased total sales for the fiscal year’s first quarter ended Sept. 30:

<table>
<thead>
<tr>
<th>Revenues</th>
<th>1968</th>
<th>1967</th>
</tr>
</thead>
<tbody>
<tr>
<td>$750,000</td>
<td>$600,000</td>
<td></td>
</tr>
</tbody>
</table>

*Sales restated.

All figures adjusted for two-for-one stock split August 1968.

Amplex Corp., Redwood City, Calif., last week issued a report of record sales and earnings for both the second quarter and first half of the year. Sales for the second quarter of the fiscal year rose 25% and net income after taxes climbed 17%; in the first half sales showed a 19% gain and net income a 14% increase.

William E. Roberts, president and chief executive officer, reported incoming product orders for the first half up 25%.

For the six months ending Oct. 26:

<table>
<thead>
<tr>
<th>Revenues</th>
<th>1968</th>
<th>1967</th>
</tr>
</thead>
<tbody>
<tr>
<td>5,986,000</td>
<td>5,074,000</td>
<td></td>
</tr>
</tbody>
</table>

*Sales restated.

Trans-Lux Corp., theater chain owner and TV film distributor, reported earn-
In Kansas City

**DIVORCE COURT**

sent homes up 20%

adults up 21%

women up 19%

over the program previously in the time slot on WDAF-TV, Monday through Friday, 4:45 p.m.

**DIVORCE COURT** consistently delivers more homes, more women.

---

**DIVORCE COURT** lands with IMPACT in market after market

**Fates & Fortunes**

Robert F. Lyman, treasurer and assistant secretary, Benton & Bowsie, New York, named senior VP.

Lorraine Presnick and Dr. Lionel C. Barrow, associate directors of research, Foote, Cone & Belding.

New York, elected VP’s. Charles G. Trundle, FCB, San Francisco, account supervisor, also elected VP.

Laurel Cutler and Daniel Stern, creative directors, McCann-Erickson Inc., New York, elected senior VP’s. Edward M. Gallagher, account management officer, also elected senior VP.

Douglas McWeeny, business development manager, Wilding Productions Inc., Hollywood, joins new commercial production office, Cascade Pictures of California, Chicago, as general manager.

Ted Richardson, general manager. KCRA

Sacramento, Calif., named national sales manager, KFRE Fresno, Calif.

Patrick Mulherin, owner and manager, WPFL N. Augusta, S. C., joins permittee WATU-TV Augusta, Ga., as sales manager.

Morton A. Grossman, controller, Warner & LaRosa Inc., New York, named VP. Harvey Fishbein, head of traffic and production departments, also named VP.

Nat Strom, with Lennen & Newell Inc., New York, named VP and television program supervisor.

Richard N. Hughes, director of advertising and community affairs, WXYZ-TV Detroit, joins WPIX-TV New York as director of advertising and sales development.

Jack Ambrozic, account executive, WYMA New York, appointed national sales manager.

John R. Lega, Midwest sales manager, Radio Advertising Representatives, Chicago, joins KDKA Pittsburgh as sales manager.

Michael Austin, with Doyle Dane Bernbach, New York, joins Rumrill-Hoyt Inc. there as broadcast business and...
traffic manager.

Gwen Glenn, operations manager, WGTK Chicago, joins WDCA-TV Washington as director of sales and station promotion.

Peter Drialo, account executive, WHAG Philadelphia, joins WRCP-AM-FM there as general sales manager.

William R. Nutt, head of own sales promotion-merchandising firm in California, joins WHNB-TV New Britain-Hartford, Conn., as merchandising manager.

---

**Media**


Homer Griffith, formerly with KCFM (FM) St. Louis and KSHE (FM) Crewewood, Mo., joins WLIF-FM St. Louis as manager.


Jay A. Whalen, director of national sales, Rollins Broadcasting Co., Atlanta, joins WVGC-WYOR (FM) Coral Gables, Fla., as general manager.

---

**Programming**


John Baker, producer of news, WTTG (TV) Washington. joins WTOP-TV there as program director.

Albert Fernandez Jr., assistant to director of international sales, Screen Gems Inc., New York, joins CBS Latino Americana Inc., Miami, as sales manager.

Ernest Guckman, producer of syndicated Here Come the Stars series, signed by Four Star International, North Hollywood, Calif., to produce TV programs, motion pictures, and develop new projects in both fields.

Harvey L. Victor, head of own production company, joins Avco Embassy Pictures Corp., New York, as manager of firm’s new West Coast division, Los Angeles.

---

**News**


William J. Feest, executive producer of programming, WJW-TV Cleveland, named executive producer of news. He is succeeded by James Reynolds.

James Zallilian, chief editorial writer for KKNX Los Angeles, appointed news director.

Lee Hathaway, sports director, WAVY-TV Portsmouth-Norfolk-Newport News, Va., joins WMAL-TV Washington as sports reporter and broadcaster.

Sonya Hamlin, artist-performer-lecturer, Marblehead, Mass., joins WRZ-TV Boston as cultural critic-reporter.

J. Calvin Thomas, announcer-newswoman, Washington, joins KPRC Houston as newscaster.


Bruce King, air personality and sports reporter, KABC-TV Los Angeles, joins KOMO-TV Seattle as general assignment reporter.

Ernest Aschenbach, with WMAL-TV Washington, appointed photographer-reporter.

---

**Promotion**

George T. Rodman, director of advertising and promotion, WABC-TV New York, moves to ABC Television Stations, that city, as director of advertising and press information.

Don Plumridge, advertising-promotion manager, WINS-TV Indianapolis, joins Post-Newsweek Stations, Washington, as director of creative services.

Frank X. Tuoti, director of sales development, Kaiser Broadcasting Corp., Oakland, Calif., joins Kaiser’s KHKK-TV San Francisco as promotion manager.

Fran Peskind, Chicago newspaper staffer, joins WYCC Cleveland as advertising-promotion director.

Ed Dowling, senior editor, Television Age, New York, named assistant director of information services for Public Broadcast Laboratory there.

---

**Equipment & engineering**

David J. Morrissey, director of engineering, Ford instrument division of Sperry Rand Corp., Long Island City, N.Y., joins Radio Engineering Laboratories, division of Dynamics Corp. of America, that city, as senior VP.

Robert W. Kuhl, western regional manager, Visual Electronics Corp., Sunnyvale, Calif., appointed national broadcast sales manager. Mr. Kuhl will
be based in New York.


Jack Fudin, with Goodyear Aerospace Co., Phoenix, joins new West Coast regional facility of Calvert Electronics International Inc., Campbell, Calif., as manager. Calvert is maker of tubes and semi-conductors.

David W. Murphy, manager of accounting, Audio Devices Inc., New York, subsidiary of Capitol Industries, elected VP and controller.

Robert L. Cutts, electronic engineer, FCC office of chief engineer, Washington, appointed assistant to chief engineer for plans and spectrum development.

Raymond E. Spence Jr., chief of voice communications system branch, Federal Aviation Agency, joins FCC, Washington, as deputy chief engineer.

Edward G. Dietrich, national sales manager—professional audio products, Ampex Corp., Redwood City, Calif., appointed national sales manager for educational and industrial products division.

Allied fields

John G. Hoagland, formerly VP in charge of TV at Ogilvy & Mather, New York, and VP in charge of TV programs for BBDO, New York, joins Paul Stafford Associates, New York, executive research firm, as VP specializing in advertising and broadcasting fields.

Max D. Paglin, FCC executive director, named chairman of communications law committee of Federal Bar Association for 1968-69 year. Deputy co-chairman is Hilburn Sloeber, FCC associate general counsel, and Erwin G. Krasnow, with Washington office of Kirkland, Ellis, Hodson, Chaffetz and Masters. Secretary is Stuart F. Feldstein, FCC office of general counsel. All were reelected to posts.

International

Peter Heneker, press and PR officer, Independent Television Authority, London, appointed senior program officer. He is succeeded by Donald Cullimore, political correspondent for Independent Television News here.

Leslie Barnes, international controller and associate director, W. S. Crawford Ltd., London, appointed director of new agency, Crawford/Caron/Roberts/Inc., that city.

David Harrison, deputy sales controller, Tyne Tees Television, Newcastle upon Tyne, England, appointed sales controller.

VHF—very high frequency, vis.—visual, w.—watts, *—educational.

New TV stations

Final action

- Tulare, Calif.—Pappas Electronics Inc. FCC granted UHF ch. 26 (562-268 mc); ERP 2,210 kw vis., 350 w aur. Ant. height above average terrain 2,571 ft.; ant. height above ground 108 ft. F. O. address: Box 44, 1499 Bardaster Road, Tulare 53074. Estimated construction cost $19,000; first-year operating cost $317,225.40; revenue $150,000. Geographic coordinates 36° 17' 12" north lat.; 118° 50' 20" west long. Type trans. RCA TU-1B. Type ant. Jumbo JZZ-4-D1B. Legal counsel Fletcher, Heald, Rowell, Kenner & Hicken. Washington, consulting engineer Cecil Lynch. Modesto, Calif. Principals: Mike J. Pappas, president, distributor, (30%) Principals own KGEN and KBOI(FM), both Tulare. Action Nov. 6.

Application

- Atlanta—Georgia State Board of Educa- tion seeks UHF channel (729-734 mc); ERP 1,490 kw vis., 149 kw aur. Ant. height above average terrain 1,087.3 ft.; ant. height above ground 1,170 ft. P. O. address: c/o Harvey J. Aderhold, State Office Building, Atlanta 30334. Estimated construction cost $550,000; first-year operating cost $25,000; revenue none. Geographic coordinates 33° 45' 47" north lat.; 84° 20' 25" west long. Type trans. RCA TU-60A. Type ant. RCA TU-451. Legal counsel Arent, Fox, Kintner, Piotkin & Kahn, Washington; consulting engineer John W. Hilleges, Avondale Estates, Ga. Principals: Georgia State Board of Education, James S. Peters, chairman. Applicant is affiliated with *WXGA-TV WGN Cross; *WYAN-TV Savannah; *WJSP-TV Columbus; *WCBS-TV WREX; *WCLP-TV Chatworth; *WABW-TV Patel, *WAGS-TV Dawson, and WDDO-TV Cochran, all Georgia. Ann. Nov. 4.

Start authorized


Other action

- Review board in Yakima, Wash., TV proceeding, Doc. 16524-26, denied petition to enlarge issues filed by Cascade Broadcasting Co. Action Nov. 8.

Deaths

Robert Donald Thompson, 65, retired last year as manager, facilities administration, West Coast, NBC, died Nov. 9 in Flagstaff, Ariz. He is survived by his wife, Catherine, and son.


Don Baker, 60, announcer-producer-director and operations supervisor for WABC Los Angeles for last 25 years, died Nov. 12 in Hollywood, of stroke. Mr. Baker was formerly with WJR Detroit and CBS Radio in New York. He is survived by his wife, Geraldine.

Wendell Corey, 54, stage, motion picture and TV star, died Nov. 8 in Woodland Hills, Calif., of liver ailment. Mr. Corey was versatile actor who began movie career in 1947 after appearing in several Broadway roles. He later starred in TV series Harbor Command, Peck's Bad Girl, and The 11th Hour, and made numerous guest appearances on other shows. He is survived by his wife, Alice, three daughters and son.

For The Record

As compiled by Broadcasting, Nov. 6 through Nov. 13 and based on filings, authorizations and other FCC actions.

Abbreviations: Ann.—announced, ant.—antenna, aur.—aural, CATV—community antenna television, CH.—critical hours, CP.—construction permit, D.—day, DA.—directional antenna, ERP.—effective radiated power, kc.—kilocycles, kw.—kilowatts, LS.—local sung., mc.—megacycles, mod.—modification, N.—night, PSA.—preservice authority, SCA.—sub- community communications authorization, SH.—specified hours, SSA.—special service authorization, STA.—special temporary authorization, trans.—transmitter, UHF.—ultra high frequency, U.—unlimited hours.
Rulemaking petitions

Existing TV stations

Final actions
- KTXL(TV) Sacramento, Calif.—Broadcast Bureau granted a request to extend completion date to May 1, 1969. Action Nov. 1.
- KDNY-TV St. Louis—Broadcast Bureau granted a license to change ERP to 1000 kw. 212 kw. aux: change trans. location to cover growing interests in Marthas Vineyard. Action Nov. 1.

Other action

Call letter application
- WRDU(TV), Triangle Telecasters Inc., Durham N. C. Requests WRDU-TV.

Designated for hearing
- Proposed second hearing application by KJOG-TV San Diego, Calif. for extension of time to complete construction. Action Nov. 8.

New AM stations

Start authorized
- WDMP Dodgestville, Wis.—Authorized program operation on 810 kc. 250 w. Action Oct. 31.

Initial decision
- Hearing Examiner Millard F. French in initial decision proposed grant of application by Little Dike Radio Inc. to operate new AM on 1510 kc. 1 kw. 500 w-CH at Saltlatt, Ohio. Ann. Nov. 7.

Other action
- Review board in Boynton Beach, Fla., AM proceeding. Docs. 18310-13, denied motion to enlarge issues. Action Nov. 2 by Boynton Beach Community Services Inc. Action Nov. 8.

Actions on motions
- Hearing Examiner Chester F. Naumovicz Jr. in Boynton Beach and Naples, both Fla. (North American Broadcasting Co. Radio Boynton Beach Inc., Boynton Beach Community Services Inc. and Radio Voice of Naples), AM proceeding, by separate actions granted petitions by Radio Voice of Naples for leave to amend application to shorten certain proposed ground radials and add others, and subject subsequent representations to conditions that other business interests of principals; granted hearing for Radio Naples. Action Nov. 9.


Existing AM stations

Applications
- KXAN Arcadia, Calif.—Seeks CP to change location from Sierra Madre, Calif., to Arcadia, change trans. location 150 ft. north of Santa Anita Canyon Road, Anakles National Forest, Los Angeles, change studio location 37 West Hume Drive, Arcadia: make change in ant. system: change TPO 1.90 kw.; and HAA: minus 2405 ft. Ann. Nov. 7.
- WDAL Meridian, Miss.—Seeks CP to change from 1330 kc. 1 kw. to 1330 kc. 5 kw. Ann. Nov. 12.
- KEVI Vernal, Utah—Seeks CP to change from 1250 kc. 5 kw to 1220 kc. 5 kw: seeks remote control from main studio and make changes in group system. Ann. Nov. 13.

Final actions
- KDAY Santa Monica, Calif.—Broadcast Bureau granted CP to install former trans. at main trans. location. For auxiliary purposes only. Action Nov. 1.
- KCOC Centerville, Iowa—Broadcast Bureau granted license to change location of auxiliary trans. to main trans. location. Action Nov. 1.
- KYMN Northfield, Minn.—Broadcast Bureau granted license covering CP for new AM, specify studio location same as trans. Action Nov. 2.
- WASC Cleveland, Miss.—Broadcast Bureau granted CP to make changes in ant. system: control from main trans. Action Nov. 2.
- WACR Columbus, Miss.—FP denied opposition to proposed use by J. W. Furr of call sign WMBD for AM at Columbus. Action Nov. 6.
- WHWW Hyde Park, N. Y.—Broadcast Bureau granted application for remote control. Action Nov. 5.
- KRMS Tulsa, Okla.—Broadcast Bureau granted license for CP to change location of auxiliary trans. at main trans. location. Action Nov. 5.
- WORK York, Pa.—Broadcast Bureau granted application for remote control. Action Nov. 5.
- WBAB Charlotte Amalie, St. Thomas, V. I.—Broadcast Bureau granted CP to change trans. location to Careen Hill, Charlotte Amalie. Action Nov. 6.
- WLEE Richmond, Va.—Broadcast Bureau granted license covering CP for auxiliary trans. Action Nov. 5.
- KGST Jackson, Wyo.—Broadcast Bureau granted license covering use of former main trans. for auxiliary purposes. Action Nov. 5.

Other action
- KHAI Honolulu—FCC granted request for further suspension of AM proceeding; suspended proceeding until Dec. 16 (Docs. 16676-7). Action Nov. 8.

Action on motion
- Chief Hearing Examiner James D. Cunningham in South Charleston and Fayetteville, both West Virginia (William D. Stone (WVSDS) and Chief Hearing Examiner Millard F. French as presiding officer; scheduled consolidated hearing for Dec. 17 and hearing for Jan. 23, 1969 (Docs. 18366-7). Action Nov. 5.

Call letter applications
- WHWE Beach Broadcasting Corp., Riviera Beach, Fla., Requests WXVI.
- WYSI Koch Broadcasting Corp., Ypsilanti, Mich. Requests WSDS.

Call letter actions
- WBRY Lowell W. Paxson, Waterbury, Conn. Granted WTBY.
- WORC Orlando Radio & Television Broadcasting Corp., Orlando, Fla. Granted WORC.
- KPTL, Curson City Broadcasting Corp., Curson City, Nev. Granted KRWL.
- KJWX, KJWX, Inc. Port Arthur, Tex. Granted KCXW.
- KENY, Williams Management Co., Bell- ingham, Wash. Granted KBFW.

Presunrise service authority
Summary of broadcasting
Compiled by BROADCASTING, Nov. 13, 1958

<table>
<thead>
<tr>
<th>On Air</th>
<th>Licensed</th>
<th>CP's</th>
<th>Total</th>
<th>Not On Air</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Authorized</td>
<td></td>
<td></td>
<td>CP's</td>
</tr>
<tr>
<td>Commercial AM</td>
<td>4,214</td>
<td>21</td>
<td>4,235</td>
<td>64</td>
</tr>
<tr>
<td>Commercial FM</td>
<td>1,858</td>
<td>59</td>
<td>1,917</td>
<td>117</td>
</tr>
<tr>
<td>Commercial TV-VHF</td>
<td>496</td>
<td>10</td>
<td>506</td>
<td>11</td>
</tr>
<tr>
<td>Educational AM</td>
<td>347</td>
<td>12</td>
<td>359</td>
<td>39</td>
</tr>
<tr>
<td>Educational TV-VHF</td>
<td>70</td>
<td>5</td>
<td>75</td>
<td>2</td>
</tr>
<tr>
<td>Educational TV-UHF</td>
<td>66</td>
<td>28</td>
<td>94</td>
<td>16</td>
</tr>
</tbody>
</table>

Station boxscore
Compiled by FCC, Nov. 1, 1958

<table>
<thead>
<tr>
<th>Col M' FM</th>
<th>Col M' TV</th>
<th>Educ FM</th>
<th>Educ TV</th>
</tr>
</thead>
<tbody>
<tr>
<td>Licensed (all on air)</td>
<td>4,213</td>
<td>1,855</td>
<td>614</td>
</tr>
<tr>
<td>CP's on new stations</td>
<td>22</td>
<td>61</td>
<td>57</td>
</tr>
<tr>
<td>CP's not on air</td>
<td>4,231</td>
<td>1,917</td>
<td>670</td>
</tr>
<tr>
<td>Total authorized stations</td>
<td>4,291</td>
<td>2,121</td>
<td>842</td>
</tr>
<tr>
<td>Licenses deleted</td>
<td>0</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>CP's deleted</td>
<td>0</td>
<td>0</td>
<td>0</td>
</tr>
</tbody>
</table>

1 Includes two AM's operating with Special Temporary Authorization, and 25 educational AM's.
2 Includes two VHF's operating with STAS, and one licensed UHF that is not on the air.


Other action

Chief, Broadcast Bureau granted request by Humphreys County Broadcasting Co., Waverly, Tenn., and extended to Dec. 3 file time emenns and to Dec. 13 to file replies in F[...] to Commission of a television station.

FCC set for hearing application of WHBL Inc., new FM at Sheboygan, Wis., on Nov. 27. 3, 1958, at 240. ERP 3 kw, ant. height 241 ft. Action Nov. 6.

New FM stations
Applications

<table>
<thead>
<tr>
<th>Location</th>
<th>Station, frequency, city, state, type, power, cost, cost, class, date, list of principals, address, principal.</th>
</tr>
</thead>
<tbody>
<tr>
<td>Webster City, Iowa-PBWB Broadcasting Corp.</td>
<td>Seeks 89.9 mc. ch 240A, 2 kw. Ant. height above average terrain 240 ft. P. O. address: 10 Harrison, c/o Plaza Broadcasting Co., 240 E. 33rd St., P.O. Box 100, Harrisonburg, Va.</td>
</tr>
<tr>
<td>Linton, Ind.-Linton Broadcasting Co.</td>
<td>Seeks 89.5 mc. ch 229A, 3 kw. Ant. height above average terrain 222 ft. P. O. address: 10 Harrison, c/o Plaza Broadcasting Co., 240 E. 33rd St., P.O. Box 100, Harrisonburg, Va.</td>
</tr>
<tr>
<td></td>
<td>With two separate STL systems, there is no measurable amount of cross talk between channels. The dual system also offers protection against loss of air time. Additionally, this system has the capability of combining transmission of remote programming and SCA multiplex subcarrier. Write Box 661, Cleburne, Texas 76031 for information.</td>
</tr>
</tbody>
</table>

STL Inter-City Relay STERO REMOTE CONTROL MONOURAL TELEMETRY

With two separate STL systems, there is no measurable amount of cross talk between channels. The dual system also offers protection against loss of air time. Additionally, this system has the capability of combining transmission of remote programming and SCA multiplex subcarrier. Write Box 661, Cleburne, Texas 76031 for information.
JANSKY & BAILEY
Consulting Engineers
1812 K St., N.W.
Wash., D.C. 20006
296-6400
Member APOOB

JAMES C. McNARY
Consulting Engineer
National Press Bldg.
Wash., D.C. 20004
Telephone District 7-1205
Member APOOB

—Established 1926—
PAUL GODLEY CO.
CONSULTING ENGINEERS
Box 796, Upper Montclair, N.J., 07043
Phone: (201) 746-3000
Member APOOB

GEORGE C. DAVIS
CONSULTING ENGINEERS RADIO & TELEVISION
527 Munsey Bldg.
783-0111
Washington, D. C. 20004
Member APOOB

COMMERCIAL RADIO EQUIPMENT CO.
Everett L. Dillard, Gen. Mgr.
Edward F. Lornitz, Chief Engr.
PRUDENTIAL BLDG.
347-1319
WASHINGTON, D.C. 20005
Member APOOB

A. D. Ring & Associates
42 Years’ Experience in Radio Engineering
1710 H St., N.W. 238-8550
WASHINGTON, D.C. 20006
Member APOOB

GAUTNEY & JONES
CONSULTING RADIO ENGINEERS
930 Warner Bldg. National 8-7757
Washington, D.C. 20004
Member APOOB

LOHNES & Culver
Munsey Building District 7-4219
Washington, D. C. 20005
Member APOOB

KEAR & KENNEDY
1302 18th St., N.W. Hadson 3-9000
WASHINGTON, D.C. 20006
Member APOOB

A. EARL CULLUM, JR.
CONSULTING ENGINEERS
INWOOD POST OFFICE
DALLAS, TEXAS 75209
(214) 631-8360
Member APOOB

SILLIMAN, MOFFET & KOWALSKI
711 14th St., N.W.
Republic 7-6646
Washington, D. C. 20005
Member APOOB

GUY C. HUTCHISON
817-261-8721
P. O. Box 808
1100 W. Abram
Arlington, Texas 76010

WASHINGTON, COMMERCIAL
CONSULTING ENGINEERS
296-6400
Charleston, West Virginia
Member AFOCE

KEAN, SKLOM & STEPHENS
CONSULTING RADIO ENGINEERS
19 E. Quincy Street
Riverdale, Illinois 60546
(• Chicago Suburb) Phone: 312-547-2401
Member APOOB

HAMMETT & EDISON
CONSULTING ENGINEERS
Radio & Television
Box 68, International Airport
San Francisco, California 94128
(415) 342-5206
Member APOOB

JOHN B. HEFFELFINGER
9208 Wyoming Pl. Hilland 4-7018
KANSAS CITY, MISSOURI 64114

JULES COHEN & ASSOCIATES
Suite 716, Associates Bldg.
1145 19th St., N.W., 659-3707
Washington, D.C. 20006
Member APOOB

CARL E. SMITH
CONSULTING RADIO ENGINEERS
8200 Snowville Road
Cleveland, Ohio 44141
Phone: 216-526-4336
Member APOOB

A. E. Towne Assoc., Inc.
TELEVISION AND RADIO ENGINEERING CONSULTANTS
727 Industrial Road
San Carlos, California 94070
(415) 593-1394

PETE JOHNSON & Associates
CONSULTING s-m-fm TV ENGINEERS
P.O. Box 4318
301-925-6281
Charleston, West Virginia

VIR N. JAMES
CONSULTING RADIO ENGINEERS
Appletree Engineering
345 Colorado Blvd.—B226
Phone: Area Code 303-332-5362
TWX 910-991-0514
DENVER, COLORADO
Member APOOB

WILLIAM B. CARR
CONSULTING RADIO ENGINEER
Walker Bldg., 4028 Daley
Fort Worth, Texas
AT 4-9311
Member APOOB

RAYMOND E. ROHRER
Consulting Radio Engineers
317 Wythe Bldg.
Washington, D.C. 20005
Phone: 347-9061
Member APOOB

MERL SAXON
CONSULTING RADIO ENGINEER
622 Hoskins Street
Huntsville, Texas 75901
634-9558 632-2821

ROSNER TELEVISION SYSTEMS
ENGINEERS
120 E. 56 St.
New York N.Y. 10022
Member APOOB

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

E. HAROLD MUNN, JR.
BROADCAST ENGINEERING CONSULTANT
Box 220
Coldwater, Michigan 49036
Phone: 917-278-5733

FRANK A. ZOELLER
TELEVISION SYSTEMS CONSULTANT
20 Years Experience
Box 366 + San Carlos, Cal. 94070
(415) 593-1751

COMMERCIAL RADIO MONITORING CO.
PRECISION FREQUENCY MEASUREMENTS
AM-FM TV
101 S. Market St.
Lee’s Summit, Mo.
Phone Kansas City, LaCrosse 4-1777

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

Franklin Engineering
456 Franklin Street
Boston, Mass. 02111
(617) 726-0800

Telecommunication Consultants International, Inc. (TCI)
Offering Consulting Services in Telecommunications
Gerald C. Gross, President
1038 Connecticut Avenue, N.W.
Suite 1024-1030 Wash., D.C. 20036
Phone: (202) 659-1155

TELCOM, INC.
Offering The Services Of its Registered Structural Engineers
8027 Leesburg Pike
McLean Va. 22101
(703) 893-7700

BROADCASTING, Nov. 18, 1968
Payable in advance. Check or money order only.

**Situation Wanted**

25¢ per word—$2.00 minimum.

Applications: If tapes or films are submitted, please send $1.00 for each package to cover handling charge. Forward remittance separately. All transcriptions, photos, reports, and documents sent at owner's risk. BROADCASTING expressly repudiates any liability or responsibility for

- Help Wanted 30c per word—$2.00 minimum.

---

**RADIO -- Help Wanted**

**Management**

Sales Manager by successful Florida station in group's Eastern Division for man with proven record. Box L-3, BROADCASTING.

Manager for mid-Atlantic small market who is experienced in sales. Opportunity for an experienced salesman to move up. Box L-83, BROADCASTING.

Manager heavily involved in sales to take charge of AM-FM operations. Salary open, must be experienced and know medium market selling. Box L-147, BROADCASTING.

Branch Studio Manager—long established—successful—excellent salary. Call or write V. Warren, WITL, Huntington, Indiana 219-356-1641.

Wanted Salesman for WILY, Centralia, Illinois. Top paid, 3isten position. Call collect S. A. Hassan, 618-532-1885 or write S. A. Hassan, Box L-321, BROADCASTING.

Branch Studio Manager, city of 5,000. Must handle sales and local news, Midwestern small town or rural background preferred. Good resume, tape, photo, Mr. Talley, WSMI, Litchfield, Illinois.

Capable, loyal manager for established 1000 watt community radio station. Must be familiar with all phases of AM radio. Preferably someone with experience within the Commonwealth of Virginia. Send resume and references to Box G-72, Grosse, Virginia 22701. After 18 years, present manager retiring.

Wanted: Sales Manager—if you are a top-notch salesman and station manager, seeking complete responsibility. I'll share the profits of this 12,000 - watt metro area of New Jersey. Call 201-927-9162, evenings.

**Sales**

Midwest most desired market for living and selling. Offers remarkable opportunity for young creative sales talent. Our sales team are among the highest paid in the country. Box L-96, BROADCASTING.

Southern Florida Cost—medium size market. 5 kw fulltime facility. The experienced sales person and FM formats now employed at a northern radio station. Each year he dreams of making his personal fortune, but finally more in Florida where he and his family can enjoy outdoor living year round. Pay is very good, opportunity unlimited. Send letter of interest now to Box 275, Grosse Pointe, Michigan.

Major Philadelphia FM station has career opportunities for aggressive, experienced salesman. Salary plus commission. Replies confidential. Box L-96, BROADCASTING.

You're a sales manager material—top man in local/regional sales but no room at the top. We'll give you sales manager dollars in 6 months. Convert us with track record and photo to rich resort regional radio 100 miles New York. Box L-138, BROADCASTING.

Dynamic rapidly expanding group operator as openings for 2 shirtless salesmen in top-rated sales teams. Large, well-conducted advancement into management due to acquisitions. Call Mr. Karp, pre-paid, 813-734-1143 for appointment or send resume to Box L-125, BROADCASTING.

Wanted: Small market salesman desiring to move into larger market and capable of learning local sales positions. More fringe than most stations including annual bonus. Harold Douglas, KMOO, Marshall, Missouri, 65540.

Salesman—announcer for work in "Land of Pleasant Living." Small market station. Shifts include pleasant working conditions and fringe benefits. Excellent starting salary. Send resume to WDMV, P.O. Box 825, Salisbury, Maryland.

Salesman with play-by-play experience. Unusual potential for top executive. Interested in combining desire to become a successful salesman with wish to combine profitable sales with Big Ten and high school football and basketball play-by-play experience. Send resume and recent letters first letter. WEAW, Evanston, Illinois 60202.
**Announcers**

Combo man with first phone. Maintenance and short air shift. Small market. Good working conditions. Must have management potential, three years experience in the field. Must be capable of working in the field with medical electronics users in service and sales. Small but growing company in suburban area. Send photo and resume to Box L-178, BROADCASTING.

---

**Technical**

**Radio**

Engineer with excellent technical qualifications for Texas resort city. Box K-220, BROADCASTING.

---

**Needed soon! Chief engineer-anouncer. Two 2 hours announcing shifts and one 2 hour maintenance shift. Send resume and air photo to Box 6540, Des Moines, Iowa.**

---

**Inexperienced**

**Wanted:** Staff Engineer. Send resume and photo to Box 1330, BROADCASTING.

---

**Wanted:** Technician wanted, suburban city. Must be capable of taking on full responsibility. Must be able to learn fast. Send resume and photo to Box 32401, BROADCASTING.

---

**Immediate opening for announcer looking for permanent position. Class license an asset. Good pay. Send tape and resume to: Don Wealer, General Manager, WQFX, Southernmost’s Most Powerful Radio Voice, Mt. Vernon, Illinois.**

---

**Wanted:** Staff announcer for full-time position. Excellent pay and fringe benefits. Send resume and photo to WETT, Box M, Ocean City, Maryland 21842.

---

**Announcer for small rural market. Good voice but experience not necessary. Send resume, picture and tape to General Manager, WINA, Charlottesville, Virginia.**

---

**At once: Mature announcer. 3rd. MOR-FM, 4 station resort city, WJLDR-FM, Traverse City, Michigan.**

---

**Immediate opening for announcer looking for permanent position. Class license an asset. Good pay. Send tape and resume to: Don Wealer, General Manager, WQFX, Southernmost’s Most Powerful Radio Voice, Mt. Vernon, Illinois.**

---

**Wanted:** Staff announcer for first phone. Well established, full-time position. Good pay and benefits. Send resume and photo to: Don Wealer, General Manager, WQFX, Southernmost’s Most Powerful Radio Voice, Mt. Vernon, Illinois.**

---

**Technical**

**Flexrix.**

---

**Wanted: Staff Engineer. Send resume and photo to Box 1330, BROADCASTING.**

---

**Immediate opening for program director at MOR station in Wisconsin. Excellent hours and fringe benefits. Send tape and resume to Box L-178, BROADCASTING.**

---

**Announcers**

---

**Wanted:** Technician wanted, suburban city. Must be capable of taking on full responsibility. Must be able to learn fast. Send resume and photo to Box 32401, BROADCASTING.

---

**Immediate opening for announcer looking for permanent position with progressive adult station (first phone desired but not mandatory). 5,000 watt top rated Pennsylvania independent. Some production. Excellent fringe benefits. 215-384-2100.**

---

**Technical**

**Flexrix.**

---

**Wanted:** Technician wanted, first class license, radio control room experience, by major eastern station. No announcing. Send resume and photo to Box L-178, BROADCASTING.

---

**Immediate permanent position for capable broadcast engineer. Salary commensurate with ability, fringe benefits, 40 hr. week. Send resume and air photo to Box L-178, BROADCASTING.**

---

**Immediate permanent position for capable broadcast engineer. Salary commensurate with ability, fringe benefits, 40 hr. week. Send resume and air photo to Box L-178, BROADCASTING.**

---

**General manager—20 years broadcast experience—top industry references. Wants to buy station in 56th and 10 p.m. Exp. $35,000. Send resume and tape to WPFL, Penzance, Maryland.**

---

**Immediate opening for program director at MOR station in Wisconsin. Excellent hours and fringe benefits. Send tape and resume to Box L-178, BROADCASTING.**

---

**Announcers**

---

**Wanted:** Technician wanted, suburban city. Must be capable of taking on full responsibility. Must be able to learn fast. Send resume and photo to Box 32401, BROADCASTING.

---

**Immediate opening for announcer looking for permanent position with progressive adult station (first phone desired but not mandatory). 5,000 watt top rated Pennsylvania independent. Some production. Excellent fringe benefits. 215-384-2100.**

---

**Technical**

**Wanted: Technician wanted, first class license, radio control room experience, by major eastern station. No announcing. Send resume and photo to Box L-178, BROADCASTING.**

---

**Immediate permanent position for capable broadcast engineer. Salary commensurate with ability, fringe benefits, 40 hr. week. Send resume and air photo to Box L-178, BROADCASTING.**

---

**Immediate permanent position for capable broadcast engineer. Salary commensurate with ability, fringe benefits, 40 hr. week. Send resume and air photo to Box L-178, BROADCASTING.**

---

**General manager—20 years broadcast experience—top industry references. Wants to buy station in 56th and 10 p.m. Exp. $35,000. Send resume and tape to WPFL, Penzance, Maryland.**

---

**Immediate opening for program director at MOR station in Wisconsin. Excellent hours and fringe benefits. Send tape and resume to Box L-178, BROADCASTING.**

---

**Announcers**

---

**Wanted:** Technician wanted, suburban city. Must be capable of taking on full responsibility. Must be able to learn fast. Send resume and photo to Box 32401, BROADCASTING.
Announcers—(cont'd)


Experienced person with DJ, copywriting, account executive, control board operator with 1st phone—ready to transfer. Box L-150, BROADCASTING.

College Graduate, mature, married, draft status 5-a 18 years in another profession. Recent broadcast experience, local, regional, national. All I need is a job. West coast preferred. Tape & resume upon request. Box L-157, BROADCASTING.

Bright and happy sound—convo—1st phone. No experience. Drivers license—northwest location. Box L-159, BROADCASTING.

"Boss Jack"—20 yrs. DJ/program director, 3rd endorser. Personal and professional. All I need is a job. West coast preferred. Phone for right offer. Box L-161, BROADCASTING.

Exper. dj. news, right board, third endorsed. Re locate. Box L-163, BROADCASTING.

University graduate, 21, draft exempt, desires work as announcer/newsman. Experienced and will relocate. Resume tape. Write Box L-165, BROADCASTING.

Available immediately—recent broadcast graduate, 3rd endorsed, mature woman, background, write for tape. Box L-167, BROADCASTING.

Experienced female disc jockey, third endorsed. Exemplifies all qualities of a modern disc jockey. Prefer Ohio, Los Angeles—full-time employment. Box L-169, BROADCASTING.

Bass jack—first phone. Too experience. Tight, happy and easy to work with. Box 35, Minimum 5175, Box L-172, BROADCASTING.

Young Negro disc jockey—announcer—newsman seeks position as MOR or main board. Box 20, Chicago, Ill., 60614.

Ready to move up 13 years midpoint. AM, FM, TV. announcing. Programming. Can handle most form. Box L-180, BROADCASTING.

Beginner—some experience. Broadcast school graduate good voice, intelligent. Prefer northeast. Box L-182, BROADCASTING.

Columbia grad is now available to work anywhere in the country. Call Joe Shimmer, collector after 9:00. 415-285-2437.

East personality MOR or rock worked large markets, available immediately. Call 609-666-1807.

Experienced, third, B.A., good voice, magnetic commercial and DJ style. To corn, tight board, intelligent programmer, medium or major market, no or little news. Sonny, KNFB, 666, Mendocino, Cal., 95460.

Professional ballplayer 11 years. Best play by play possible. Vast knowledge all sports. 3 years endorser. 5 yrs experience in area 2 yrs. A pro's pro. Call 415-256-3122.

Young kid soul jock. real twinger. Broadcasting graduate. 4 yrs experience. Box 217-272-2411, 715 South Fourth Street, Phila., Pa., 19143.

Virginia area announcer. 2 years experience. 22 available immediately Bob Olson, 4713 N. 16th Street, Arlington, Virginia.

News-dj-MOR. Beginner seeks first job. Broadcast graduate. 3rd endorsed. CA 5-6420 after 9 p.m. tape. Mr. Taylor, 2135 South Michigan, Chicago.

First phone, jock, 2 yrs. experience, 2 yrs. college, prefers 10 or up tempo MOR. Denver, KMG, 4636 Trailside, Kettinger, Ohio. 513-281-2454.


Talk show host. top rated, clever, mildly controversial greater experience in larger market. "Marchman"—602-274-1763.

Technical

Outstanding engineering talent is scarce. Yet your "cable TV" background or grade school is just as vital as your sales manager or national rep. The best engineers are not always the ones who produce sales, but they can certainly cost you even more! Your resume is in Box L-153, BROADCASTING.

15 years in electronics. 9 years as Chief. AM-FM. Experienced in all phases of commercial FM as well as MOR with L-160, BROADCASTING.


NEWS

Creative small market news director seeks move up. Married, college grad, draft free, 5 years experience desired. Box L-159, BROADCASTING.

Award winning TV radio newsmen with four years experience, including a Vietnam assignment, desires position in the Baltimore-Washington-Philadelphia area. Box L-157, BROADCASTING.

Intelligent, aggressive, hard worker, 2 yrs AM/major market FM. 3 yrs press correspondent. Seeking news or programming/introduction with management potential. 3rd phone, want opportunity equally to ability. $150. Box L-139, BROADCASTING.


Newman, experienced, substantial background radio/TV capable of handling editorials, documentaries, etc. Presently head of department. Salary $10,001 -12,000. Box L-147, BROADCASTING.

Major metro newscast currently in #5 market. Past two years with major market broadcast news operation. Excellent voice and writing ability. College grad. Know location/availability. Box L-161, BROADCASTING.

Draft exempt, college graduate married in broadcasting Full time position in news. Experience college sales position desirable. East coast only. Box L-117, BROADCASTING.

Newspap. Listener-oriented, contemporary talk, some music is my tag. Ready to move. 3rd endor. Box 227, Hudson, Ky., 40034.

Programming, Production, Others

Young, aggressive talent seeks production directorship with medium or major market operation. Married. Tape available. Box L-144, BROADCASTING.

Positive thinking commercial/feature production, 1st phone, Box L-179, BROADCASTING.

TV Help Wanted—Management

Business manager—northeast VHF. Excellent opportunity for a person who can assume total responsibility for all business procedures and related accounting functions. Experience in broadcasting is preferred, but is not absolutely necessary. Send complete resume to Box L-153, BROADCASTING.

Sales

Great opportunity to join the sales staff of the most progressive station in the Rockies. Need someone with knowledge of the industry who has the desire to help the advertiser. Our best producers are people who have come to sales thru the ranks. Enjoy the climate and mountains. Salary will be competitive and paramount on picture and years of college required. Box K-213, BROADCASTING.

Experienced professional local TV salesman needed for an independent in four station major market. Potential is unlimited. Excellent pay and incentive structure. Send complete resume, including recent photograph, in confidence, to Box L-155, BROADCASTING.

Independent UHF sales manager. Medium market will pay handsomely for man with proven track record. We developed the audience, now we need a man to do the job. Box L-156, BROADCASTING.

Immediate opening for technical manager to work on new television station. Send resume and pay to Box L-725, BROADCASTING.

Technical—(cont'd)

Midwest UHF needs chief engineer preferably with color studio experience. Confidential. Resume to Box L-151, BROADCASTING. Good salary and fringe benefits.

Need first phone engineer for TV studio maintenance, including RCA TR-3 or TR-5. Send particulars to box L-139, Dept. of Engineering, KBSM-TV, Roswell, New Mexico 88201.

First phases we need you! Forget cold, snow, rain and sunshine—enjoy clean dry air, warm sunshine. Young technicians immediately needed for studio switcher or transmission engineer at estimating maximum pay level. Recent college or school candidates considered. Possible experience up to 2 yrs. Good salary and fringe benefits. Write KIVA, Box 1671, Yuma, Ariz. 85364 or call General Manager collect 602-722-4111.

TV technician. Must have 1st phone, know VHF and all phases of studio maintenance. UHF transmission experience desirable. Must be able to work alone or as a team. Excellent fringe benefits. Write KIVA, Box 1671, Yuma, Ariz. 85364 or call General Manager collect 602-722-4111.

Television technician requires first class radio telephone license minimum three years experience. Write: Lou Balit, Chief Engineer, KNTV, 645 Park Avenue, San Jose, Calif. 95110, (408) 286-1111.

Young capable engineer needed for position of studio supervisor full color VHF station. Salary competitive. Must be able to work alone or as a team. Excellent fringe benefits. Contact Chief Engineer, WIBF-TV, Augusta, Me.

Wanted now: UHF transmitter supervisor for new 30 kw educational station; Huntington, West Virginia. Send resume to Chief Engineer, WMUL-TV, 1733 Third Avenue, Huntington, West Virginia 25701.

Senior engineering position needed engineer with diversified experience for responsible position with full color two station TV operation opportunity for advancement to supervisory position. Top salary. Benefits: Apply Chief Engineer, WMUL-TV, 1733 North Sixth Street, Milwaukee, Wisconsin 53212.

Chief engineer: Extensions transmitter and VTR experience is willing to work hard in a small market. Write to: David W. Hendler, General Manager, WSWO-TV, P.O. Box 366, Springfield, Ohio.

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 ability. Must be immediately available to fill key vacancy on nine man news and bulletin staff. Driver's license, good attitude, and fringe benefit. Only qualified need apply. Box K-111, BROADCASTING.

Reporter for TV radio news department in major southern market. One year experience desirable. Send resume and audio tape to Box K-725, 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 be able to dig up, produce and report stories without constant supervision. Salary commensurate with productivity. Immediate opening. Send Film and/or videotape with first reply. Box L-112, BROADCASTING.

News photographer reporter for mid-west TV-radio. Covers events using all available facilities and media. Be able to develop own negatives. Be qualified to do color, radio and TV air work in news capacity. Send resume, photograph, tape (audio-video) to Box L-65, BROADCASTING.

Phoenix network affiliate looking for news man to work on documentary series. Experience in writing, as a free lance writer and news department with high standards. Send resume and samples of documentary work, including a sample of video if possible. Box L-59, BROADCASTING.

Immediate opening for on-air news anchor to work with VTR. No experience with VTR, without-age limit.Excellent. Send 6 NEWS, WCKX-TV, 1111 Brickell Avenue, Miami, Florida 33131.

WANTED TO BUY

Equipment

We need used, 250, 500, 1 KW O 10 KW AM and FM Transmitters, No Junk. Guarantee Radio Supply Corp., 1314 Turbide St., Laredo, Texas 78040.

Wanted—mobile unit, Monochome, 3 or 4 camera. Write or call John Johnson, 43 W. Elst, New York, N. Y. 10023. 212-586-2424.

Time announcer machine, Cartridge, drum or similar with gear. Write or call to S. C. Gibson, KPRO, P.O. Box 1440, Riverside, California 92501.

Nems Clark 108-E phase monitor for two tower array, immediately. Cash. Box L-160, BROADCASTING.

TELEVISION

Situations Wanted

Management

Experienced local-national regional—general sales management, VHF TV. Excellent references. Box K-141, BROADCASTING.

Announcers

On camera announcer-newscaster. 38, personable, extensive studio and TV experience, background including programing, production, management. FCC 1st, seek good opportunity and compensation. Box L-162, BROADCASTING.

Authoritative newscaster, sportscaster, stable person, prefer New York area. Box L-194, BROADCASTING.

Technical

Sports director—aggressive, creative, organizational. Want daily competitive market with station commitment to "special." Ambitious local sports minded station manager. Box L-229, BROADCASTING.

Director of engineering for group TV desire changes. Presently in complete charge of engineering. Broad experience in construction, maintenance. Excellent references. Looking for position as director of Engineering or TV chief in medium market. Western states preferred, Box L-74, BROADCASTING.

Experienced television engineer, first phone, UHF station, studio opera, film operation, operation color camera, UHF transmitters. Remote. Box L-185, BROADCASTING.

NEWS

News director. Too rated newscaster, award winning newscast, opportunities with successful administrating track record. Credits include White House, Capitol Hill, Cape Kennedy, NATO. Extensive experience in control room, studio. New operation. 

Female newscaster, theater critic, interviewer. 27, experienced, educated, VTR available. Box L-149, BROADCASTING.

Programing, Production, Others

Creative TV producer-director, seeking brighter opportunity; married; 32, degree. Resume available. Box L-92, BROADCASTING.

Promotion: Major market award-winner wishes to relocate. Knows what's right, what's coming now! Broad experience supervising top budget department. Box L-100, BROADCASTING.

Radio pro seeks TV. Bdgd. incl. college deg., pr. dir., news, sports, tel. talk, copy, etc. Move to any part of U.S. (Box L-130, BROADCASTING.)

Artist—light color experience seeks growth potential opportunity. Box L-175, BROADCASTING.

Experienced radio producer with first phone, desires to direct and produce television. Well trained. Box L-180, BROADCASTING.

Director-producer with five years experience at full color, open news, and business program space. College and graduate work in all phases of broadcasting. Single. Available immediately after notice to emolunteer. Prefer east or south. Box L-183, BROADCASTING.

INSTRUCTIONS


The Masters, Elkins Radio License School of Atlanta, offers highest success rate for Veterans training. Fully approved for Veterans Training. Elkins Radio License School of Atlanta, 1139 Spring Street, Atlanta, Georgia.

Be prepared. First Class FCC License in six weeks. Top quality theory and laboratory instruction. Fully approved for Veterans Training. Accredited by the National Association of Trade and Technical Schools. Elkins Institute, 2603 Inwood Road, Dallas, Texas 75235.

Why pay more? First license in four weeks. No experience necessary. Box L-149, BROADCASTING.

First phone in six to twelve weeks through tape recorded lessons at home plus one week personal instruction at New York Institute of Broadcasting. Our seventeenth year of teaching FCC license courses. Bob Johnson Production, 10600 Duncan, Manhattan Beach, Calif. 90266.

Since 1946, Original course for FCC first class radio telephone operators license in six weeks. Approved for veterans. Low-cost dormitory schools. Reservations required. Several months ahead advisable. Enrolling now for Jan. 8, April 2. For information, references and reservations write William B. Opden Radio Operational Engineering School, 5075 W. 26th Street, Benton Harbor, Michigan 49021. (Formerly of Burbank, California)

New York City's 1st phone school for people who cannot afford to make trip. New York Institute of Broadcasting. April 8 46th graduating class passed FCC 2nd class examination $994 passed FCC 2nd class examination. We're programmed methods and earn while you learn job opportunities. Contact ATS, 25 W. 43rd St., N.Y.C. Phone DX-5-2245. Training for Technicians, Commo- men, and Announcers.

Radio Engineering Incorporated Schools has the finest and fastest course available for the 1st class Radio Telephone License (famous 5 week course) Total cost $350. Classes start Jan. 6, Feb. 10, Mar. 17. Call or write the R.E.I. School nearest you for information.

R.E.I. in Beautiful Sarasota, the home office, 1336 Mahan Drive, Sarasota, Florida 33577 Call 813-955-6922.

R.E.I. in Kansas City, C. A. at 3123 Gilmal Rd., Kansas City, Mo. 64109 Call 816-1-5444.


R.E.I. in Historic Fredericksburg at 809 Caroline St., Fredericksburg, Va. 22401 Call (703) 373-1441.


Jobs, jobs, jobs, every week we receive calls from the top stations throughout the Fifty States. Washington, Michigan, Wisconsin, California, Texas, Alabama, Fla., Ky., Va., N. Carolina, Tenn. Minnesota, etc. These calls are for Dot Martin trained personnel. To announced in broadcasting, trained and capable of competing for the better jobs in the industry. Only the Dot Martin School of Radio and TV, with over 30 years experience in Voc- eational Education, can offer training in all practical aspects of broadcasting. Training in all phases of broadcasting as a broadcaster, call or write for our Brochure, or stop at the Dot Martin School, 1333 No. Cherokee Ave., Hollywood, Calif. 90028. C. 323-6494. Find out why the reasons our students are in demand!
**Announcer-Technician**  
Immediate opening at KBEE, Modesto, California, First ticket. Excellent salary and benefits. Require personal interview, applicants expense prior to hire. Send resume and airmail or apply in person.

**Personnel Department**  
McClatchy Broadcasting  
21st & O  
Sacramento, California 95813  

---

**Announcing**  

**TOP RATED MAN ONLY**  
After almost 20 years our morning man is retiring. Can you replace him? Major market giant needs mature, stable, growth man. Pop adult music, most solid company. Money no problem for the right man. Air check, resume and references to:

**Box 191, Broadcasting.**

---

**Announcers—(cont'd)**

---

**BROADCAST EQUIPMENT**  
**SALES**  
**AM & FM**

Immediate openings for sales and marketing personnel with background and familiarity with the FM and AM broadcast industry. Major criterion will be experience in sales or engineering with a sales aptitude. Must be able to work and travel in the field with little supervision selling AEL’s line of type accepted AM/FM Broadcast Transmitters. To discuss the opportunities available with one of the leaders in solid state FM exciter and stereo generator design plus a full line of transmitters to 50 KW and to arrange an interview, send resume to or call Mr. L. K. Peetoom.

**AMERICAN ELECTRONIC LABORATORIES, INC.**  
**RICHARDSON ROAD, COLMAR, PA.**  
Correspondence: Post Office Box 552, Lansdale, Pennsylvania 19446  
Phone: 215-622-2329  
TWX: 510-661-4976

All qualified applicants considered regardless of race, color, religion, sex, age or national origin.

---

**50 KW GIANT**

needs mature, bright sounding, topical personality. Topical humor, not Or, ben line reader. Top pay. Large southern market. Send tape and resume to:

**Box L-195, Broadcasting.**

---

**Sales**

---

**TELEVISION—Help Wanted**

---

**MAJOR OUTLET**

of a growing broadcasting group wants a Television Sales Representative to call on local accounts and agencies in the Northeast area. Excellent future for an energetic worker with time sales experience. Salary, commissions, expenses, many other fringe benefits. First year potential earnings $10,000 to $18,000. All replies held in strictest confidence. Send resume to:

**Box L-129, Broadcasting.**
Only she told me that she loved me.
She only told me that she loved me.
She told only me that she loved me.

She told me only that she loved me.
She told me that only she loved me.
She told me that she only loved me.

She told me that she loved only me.
She told me that she loved me only.

She told me that she loved me.
International Assignment for Producer/Director
Leading television station in SYDNEY, AUSTRALIA looking for top notch television Producer/Director.
Candidates must have 10 years experience in all aspects of television production. CREATIVITY is prime criteria for applying also the ability to economize.
Term of contract, minimum one year. Salary commensurate with experience and ability.
Box L-194, Broadcasting.
An equal opportunity employer.

TELEVISION—Help Wanted—Programming, Production, Others

WILL YOU BELIEVE
A first class, color capable fully-equipped, major Northeast market public television station needs an Executive Producer to make things happen.
We're moving and we need a mover who knows the arts and can translate them into good television. Salary open and competitive. Send resumes to:
Box L-168, Broadcasting.

Television Consultants
Attention: Owners-Managers
Problems? Programming • Sales • Rates
Traffic • Representation
All phases of station operation
Make your problems our competition. Contact:
Don B. Stuart
201 E. 25th St., NYC 10010
(212) 998-3050

MISCELLANEOUS
Army-Navy Game Available
FOR COMPLETE LOCAL SALE
LINES PAID
EMPIRE SPORTS PRODUCTIONS
KEESEVILLE, N.Y.
518 834-8605

SIRHAAN TRIAL COVERAGE
Custom tailored for your station via daily phone reports. For low fees applicable to your station contact:
Mark Scott-News Director
West Coast Audio News
725 Sunset Boulevard
Los Angeles, California 90038
213-608-0065

SCA Channel For Lease
67 kc. sub-channel, Mt. Wilson FM transmitter with 100 mile range to 8 million persons in S. Calif.
Box L-173, Broadcasting.

FOR SALE—Equipment
CATV
1 R.A. PK 890 Vidicon Cameras
1 AMPLEX 600B VTR
2 Remote Control Consoles "Complete" Audio Packages—Mikes, Cables, and all accessories
For information phone: 404-898-4458 or write:
William Plante, 1501 West Peachtree Street, N. E., Atlanta, Georgia 30309

FOR SALE— Stations
M.W. small daytime $ 75 M. cash
Ky. small daytime 80 M. nego
East medium fulltime 500 M. cash
M.W. metro FM 65 M. nego
South major daytime 165 M. 29% cash

FOR SALE—Equipment—(cont'd)
VIDEO/AUDIO TEST GEAR
Box L-187, Broadcasting.

WANTED TO BUY
Stations
Wanted
Broadcast properties or CATV systems in the northeast quadrant. All replies strictly confidential.

WE'RE LOOKING FOR RADIO-TV STATIONS IN SIXTEEN MARKETS
Dealing through brokers is fine, but we think it is quite often less strain to deal directly with principals. It saves fees as well.
If your radio or TV station is in the following markets:
Memphis El Paso
Houston Oklahoma City
Dallas Kalamazoo
Tulsa Omaha
Toledo Kansas City
San Antonio Tampa
Columbus Los Angeles
San Diego Wichita
Please let us hear from you. Our conversations will be absolutely confidential— we've been in broadcasting 27 years ourselves.
Harbenito Broadcasting Co., Post Office Drawer 711
Hartingen, Texas 78550

FOR SALE—Stations
M.W. small daytime $ 75 M. cash
West small daytime $107 M. 25 M.
Ky. small daytime 80 M. nego
Ariz. small fulltime 85 M. SOLD
East medium fulltime 500 M. cash
Ky. medium FM 70 M. terms
M.W. metro FM 65 M. nego
N.Y. metro daytime 128 M. SOLD
South major daytime 165 M. 29% cash
M.W. major daytime 168 M. nego

CHAPMAN ASSOCIATES
media brokerage service*
2045 Peachtree Road
Atlanta, Ga. 30309

BROADCASTING, Nov. 18, 1968
FOR SALE—Stations (cont'd)

In Blue Media. Inc.

116 CENTRAL SOUTH NEW YORK, N. Y.

Confidential Listings RADIO—TV—S.C.—CATV

G. BENNETT LAUREL
R.C.A. Building, 6336 Sunset Blvd., Suite 701

BROKERS-BUYERS

BUSINESS OPPORTUNITY

NEWSPAPERS


New York Suburban weekly—Good cash flow. Top market. Terms $400,000. State finance and cash available to: J. N. WELLS & COMPANY (Weekly Newspaper Division) 543 West Roosevelt Rd., Wheaton, Illinois

HELP STOP LONELINESS, DISEASE, SORROW, DESPAIR, TROUBLE, DELINQUENCY. Your fair share gift works many wonders.

THE UNITED WAY

27.5 million families benefit from child care, family service, youth guidance, health programs, relief service for war veterans through 31,300 United Way agencies.

(Continued from page 82)

Bureau granted mod. of CP to change trans. location to 500 ft. southeast of present site; change antenna height 100 ft. Special permitted from 1107 South Virginia Street. Action Nov. 6.

KRWG(FM) University Park, N. M.—Broadcast Bureau granted CP to install new trans. and change ERP to 2,455 kw, ant. height minus 200 ft. Action Nov. 6.

WHLI-FM Hemstead, N. Y.—Broadcast Bureau granted CP to install new trans. and circle polarized ant.; condition Action Nov. 5.

VVIP-FM Mount Kisco, N. Y.—Broadcast Bureau granted license covering changes. Action Nov. 5.

WBBF-FM Rochester, N. Y.—Broadcast Bureau granted CP to install new trans. and change ERP to 20 kw; remote control permitted; Action Nov. 5.

KRAV(FM) Tulsa, Okla.—Broadcast Bureau granted CP to change ERP to 28 kw. Action Nov. 1.

WBLY(FM) Bayamont, P. R.—Broadcast Bureau waived provisions of rules to permit location of main studio beyond corporate limits of Bayamon, at 74 Mabaycas St. San Juan; authority to be effective upon application for change of station identification to be continued upon remote control permitted. Action Nov. 5.

WHMID(FM) Surig Wla.—Broadcast Bureau granted CP to change trans. and change ERP to 37 kw. Action Nov. 5.

Action on motion

Hearing Examiner Thomas H. Donahue in Albany, N. Y. (Regional Broadcasting Co. [WHL-FM], Functional Broadcasting Inc. [WPOW Inc.]). FM proceeding, by three separate actions granted motion by Functional Broadcasting Inc. for production of documents from WPOW Inc. as modified. Held that it was unnecessary for WPOW Inc. to prepare data for Functional. It was incumbent upon them to produce material from which data required could be obtained if at a Home CATV is available; granted motion by Functional Broadcasting Inc. seeking production of documents in possession of Regal Broadcasting Corp.; motion by WPOW Inc. seeking production of documents in possession of Functional Broadcasting Corp. (Docs. 12820- 2), Actions Nov. 5.

Rulemaking action

KPEN-FM San Francisco—FCC denied rulemaking for elimination of Existing requirements for remote broadcast pickup station. Action Nov. 6.

Call letter applications

WALT-FM, Rousesville of Tampa Inc., Tampa, Fl; Requests WDAE-FM.

WTTM-FM, Scott Broadcasting Co. of New Jersey, Trenton, N. J. Requests WCPS-FM.

Call letter actions


WHY-FM, Orlando Radio & Television Broadcasting Corp., Orlando, Fla. Granted WORJ-FM.

WRWLF(M), Carson City Broadcasting Corp., Carson City, Nev. Granted KRWL-FM.


WPQM(FM), Quality Broadcasting Corp., San Juan, P. R. Granted WKNM(FM) and EDWARD MUGUZLICK (5%).

WLWM(FM), WSM Inc., Nashville. Granted WSM-FM.

KDKO-FM, KDKO Broadcasting Co., Tyler, Tex. Granted KUNE(FM).

Renewal of licenses, all stations

KSSK Salt Lake City—Broadcast Bureau granted renewal of license. Action Nov. 4.

CATV Applications


St. Louis Cablevision Co.—Requests distant signals from WGN-TV Chicago, Ill. and WICU-TV, all Chicago, to Clayton. Mo. (St. Louis—ARB 14). Ann. Nov. 8.


Final action

FCC dismissed petitions by Imperial Communications Inc. & Western National Television for reconsideration of San’s decision to grant renewal of Los Angeles TV signals by San diego area CATV systems. Commission approved renewal by Southwestern Cable Co. San Diego, and Vista Cablevision Inc., Vista, Calif. Action Ann. Nov. 8.

Other actions


Action on motion

Hearing Examiner David I. Krausbaar in Augusta Ga. TV market (Alken Cablevision Inc. and Imperial Communications Inc. CATV and cable operating. Futus Indutries Inc. and Rust Craft Broadcasting Co. to prepare data for Functional. It was incumbent upon them to produce material from which data required could be obtained if a Home CATV is available; granted motion by Functional Broadcasting Inc. seeking production of documents in possession of Regal Broadcasting Corp.; motion by WPOW Inc. seeking production of documents in possession of Functional Broadcasting Corp. (Docs. 12820-2), Actions Nov. 5.

Ownership changes

Applications

WHOD-AM-FM Jackson, Ala.—Seeks assignment of license from Jackson Broadcasting Co. to Vogel Ellington Corp. for $100,000. Selling: Rodney Vogel. Buyers: William R. Vogel, president (67.88%) and John D. Swartzbaugh, secretary (32.12%). By charter, Vogel owns 66% of WAMS-M, Murfreesboro, Tenn. Swartzbaugh is president of hospital equipment manufacturing company. Messrs. Vogel and Swartzbaugh have 71.40% and 28.56% interest, respectively. In application to purchase WAMA Selma, Ala. Ann. Nov. 6.

KXQD-EP, El Centro, Calif.—Seeks assignment of CP from KXQO Inc. to Mocieze Y. Hanan, administrator of estate of Mocieze Y. Hanan, deceased, for $1,910. Selling: WIL- liam J. Evins (50%) and Gordon Belson (50%). By charter, Evins owns 55% of WQNH-M, Murfreesboro, Tenn. Mr. Swartzbaugh is president of hospital equipment manufacturing company. Messrs. Vogel and Swartzbaugh have 71.40% and 28.56% interest, respectively. In application to purchase WAMA Selma, Ala. Ann. Nov. 6.

WQMA Marks, Miss.—Seeks transfer of control of QM Broadcasting Co. from W. H. Polk (33% before, none after) and estate of Leonard E. Grimes (14% before, none after) to estate of James R. Muzylowskl (50%). By charter, Mr. Muzylowski is pending. Ann. Nov. 12.


WQMA Marks, Miss.—Seeks transfer of control of QM Broadcasting Co. from W. H. Polk (33% before, none after) and estate of Leonard E. Grimes (14% before, none after) to estate of James R. Muzylowskl (50%). By charter, Mr. Muzylowski is pending. Ann. Nov. 12.

Ownership changes

Applications

WHOD-AM-FM Jackson, Ala.—Seeks assignment of license from Jackson Broadcasting Co. to Vogel Ellington Corp. for $100,000. Selling: Rodney Vogel. Buyers: William R. Vogel, president (67.88%) and John D. Swartzbaugh, secretary (32.12%). By charter, Vogel owns 66% of WAMS-M, Murfreesboro, Tenn. Swartzbaugh is president of hospital equipment manufacturing company. Messrs. Vogel and Swartzbaugh have 71.40% and 28.56% interest, respectively. In application to purchase WAMA Selma, Ala. Ann. Nov. 6.

KXQD-EP, El Centro, Calif.—Seeks assignment of CP from KXQO Inc. to Mocieze Y. Hanan, administrator of estate of Mocieze Y. Hanan, deceased, for $1,910. Selling: William J. Evins (50%) and Gordon Belson (50%). By charter, Evins owns 55% of WQNH-M, Murfreesboro, Tenn. Mr. Swartzbaugh is president of hospital equipment manufacturing company. Messrs. Vogel and Swartzbaugh have 71.40% and 28.56% interest, respectively. In application to purchase WAMA Selma, Ala. Ann. Nov. 6.

WQMA Marks, Miss.—Seeks transfer of control of QM Broadcasting Co. from W. H. Polk (33% before, none after) and estate of Leonard E. Grimes (14% before, none after) to estate of James R. Muzylowskl (50%). By charter, Mr. Muzylowski is pending. Ann. Nov. 12.


WQMA Marks, Miss.—Seeks transfer of control of QM Broadcasting Co. from W. H. Polk (33% before, none after) and estate of Leonard E. Grimes (14% before, none after) to estate of James R. Muzylowskl (50%). By charter, Mr. Muzylowski is pending. Ann. Nov. 12.
M&T Researches Your Personality

Every television and radio station has a personality which, like that of a person, its audience can define and articulate with amusing 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 station, the people who control 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 person-ality-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, motels, 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 theagreement for a third 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. But 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 their changes and its relationship to the market, give us a call for a presentation with absolutely no obligation on your part.

MCHUGH
92 (FOR THE RECORD) BROADCASTING, Nov. 18, 1968

Cable-antenna activities

The following are activities in community antenna television reported to Broadcasting, through Nov. 13. Reports include applications for permission to install and operate CATV’s, grants of CATV franchises and sales of existing installations.

Franchise grants shown in italics.

- Mountain Brook, Ala.—WSGN, WAPI-AM-FM-TV (group broadcast with WAPI-AM-FM-TV) in conjunction with Alabama Televe and Alabama TV Cable Inc. have each applied for a franchise.
- Wetumpka, Ala.—Empire Cablevision Co., Jacksonville, and Joe J. Nussbaumer, Panama City, Florida, have each applied for a franchise.
- Contra Costa, Calif.—Yumore Cablevision of Calif. Inc., and Tele-Vue Systems Inc., Seattle (multiple CATV owner), have each applied for a franchise.
- San Clemente, Calif.—Times Mirror Co., has purchased San Clemente CATV Co., a subsidiary of Co-Axial Cable Co., Palos Verdes Peninsula, Calif. (multi- ple CATV owner), has each applied for a franchise.
- Sawanna, Calif.—Redwood TV Cable Co., Cataloia, Calif., a subsidiary of Storer Cablevision Inc., has each applied for a franchise.
- Ceyr d’Alene, Idaho—Davis Broadcasting Co., Beverly Hills, Calif., has applied for a franchise.
- Sabentha, Kan.—Sabetha-Seneca Cable TV Inc. Seneea, Kan., has each applied for a franchise.
- Placentia, Fla.—Burnup & Sims, Ellis Tower Co. and Teleprompter Corp., New York (multiple CATV owner), has each applied for a franchise.
- Greenfield, Mass.—Telesystems Inc., Glen- dale, Mass., has purchased and operated Pioneer Village Cablevision Inc. in Greenfield, multiple CATV owner. Valley also holds franchises in Shelby, Turners Falls, Montaigue, Ware and Palmer.
- Three Rivers, Mich.—Lamb Communications Inc., Toledo, Ohio (multiple CATV owner), has each applied for a franchise.
- Malden, Mo.—Sullivan Productions Inc., St. Louis (multiple CATV owner), has purchased Cotton Hill Cablevision Inc. in Malden.
- Palauboro, N. J.—Bulletin CATV Co. has applied for a franchise that would receive minimum of $2,500 first year.
- Sherrill, N. Y.—KWR Systems Inc., New York (multiple CATV owner), has purchased Cotton Hill Cablevision Inc. in Sherrill.
- Palauboro, N. J.—Bulletin CATV Co. has applied for a franchise that would receive minimum of $2,500 first year.
- Wexford, N. Y.—Central New York CATV, Utica, N. Y., has applied for a franchise. Installation and monthly fees would be $4.70 and 3%, respectively. City would receive 3% of gross annual revenues.
- Fredericksburg, Ohio—Ohio Video Services Inc., Tiffin, Ohio, has been granted a 10-year franchise for a cable system in Ohio Video also holds a franchise for Norwich, N. Y.
- Mount Vernon, Ohio—Continental CATV Co., Columbus (multiple CATV owner), and Ohio Video Services Inc., Tiffin, Ohio, have each applied for a franchise in Mount Vernon Cablevision Inc., a subsidiary of WMVO-AM-FM-TV Mount Vernon, has re- ceived $30,000 in franchise fees which will be $9.90 for Mount Vernon Cablevision, and $4.95 for Ohio Video. Monthly fees would be $4.95 for Mount Vernon Cablevision, $4.70 for Continental, and $4.75 for Ohio Video.
- Wytheville, Va.—Wytheville CATV Co., Wytheville, Va., has applied for a franchise.
- Seattle/Bellevue Broadcasting Corp., New York (multiple CATV owner), has begun construction of a cable TV system to serve the greater Seattle area.

M&H

McHUGH AND HOFFMAN, INC.
Television & Advertising Consultants
480 N. Woodward Avenue
Birmingham, Michigan 48011
Area Code 313 644-9800
Impression of a Southern broadcaster

received the Air Medal with cluster and the Distinguished Flying Cross. Immediately after World War II, Mr. Brakefield entered the insurance business. He worked for the Connecticut Mutual Life Insurance Co. until 1951 when he joined WREC as a radio salesman.

In 1955, he became general sales manager of WREC radio and television, a position he held until 1959, when the stations were sold to Cowles. He was at that time elected executive vice president and general manager of WREC radio and TV.

Since then he has been appointed a vice president of the parent company, Cowles Communications, and assumed responsibility for WESH-TV Orlando-Daytona Beach as well as the WREC stations.

The Brakefields live some 12 miles south of Memphis. Mr. Brakefield is married to the former Arabia Wooten, and they have two children: a married son, Michael, 22, and a daughter, Betsy, 15.

Arabia Brakefield is the daughter of Hoyt Wooten, who founded WREC. After their marriage it became apparent, according to friends of the Brakefields, that Charles Brakefield would be "increasingly useful to his father-in-law," and when the stations were sold to Cowles, the company was impressed enough to want Mr. Brakefield to manage the operation.

In vacation-bound South it should not be surprising to find even something as contemporary as the communications business yoked to a family history.

The Wooten family's involvement in the industry dates back to Mrs. Brakefield's grandfather who operated a telephone company in Clearwater, Miss. According to family friends, all the Wooten boys were inaugurated into the communications business in the Clearwater area.

"Outside of hunting and an occasional round of golf, I like to work," says Mr. Brakefield. He is unduly modest about that occasional round of golf. According to friends who have played with him, his golf game is a legend. He had a seven handicap "at one point in his life," according to Pete Cash.

He says he is an avid television viewer as well, putting some time in before the tube every night. He is especially keen on the National Football League and on golf.

Looking back on his year as TVB chairman of the board, he says he is pleased with that organization's accomplishments in 1968. He is also, needless to say, pleased with the bounce back in spot. "I don't for a second attribute that to the TV effort, but I do think TV played an important part," he says.

The major project this year has been "calling on advertising agencies at the proper level to expose these people to the attributes of spot." According to the bureau's estimate, TVB made over 400 such presentations in 1968. Mr. Brakefield calls it "an absolutely outstanding job."

It was a good spot year, not only at TVB, but at Cowles, he says, and for 1969 he sees "every prospect for a better year."
Lesson from abroad

There was something on television the other night for anyone who may be inclined to minimize the dangers that television, if not all broadcasting, faces in the quiescent and often hostile mood displayed this year by many politicians.

It was a brief statement, almost a throw-away, in an interview with Jean Jacques Servan-Schreiber, editor of the French news magazine, L'Express, on CBS-TV's 60 Minutes last Tuesday night (Nov. 12). Discussing French President Charles De Gaulle, Mr. Servan-Schreiber left no room for doubt that an important factor in General De Gaulle's political success is his control of television. He quoted another eminent Frenchman as having asked, on a visit to the U.S. some years ago: "How can you govern a nation without the monopoly of television?" And he made clear that General De Gaulle, too, believes that "you cannot govern a nation if you let television do anything it wants."

What this proves most clearly, perhaps, is that politicians everywhere share a common interest in controlling—whether by persuasion, intimidation or fiat—the major media of mass communications. It also illuminates, if illumination is needed, both the motives and the objectives of many of those on Capitol Hill who not only want the FCC to take a harder regulatory line but also are prepared to conduct their own investigations to advance the cause.

Democratic leaders certainly would have liked to control broadcast coverage of their nominating convention in Chicago last summer. They tried hard, but without much luck. Now they are in a punitive mood and, in addition, want to guard against another nationwide display of any such flasco in the future. That means control, by legislative threats if not by legislation, by keeping pressure on the FCC as well as on broadcasters.

The question of broadcasting's constitutional right to freedom of the press has been submitted to the Supreme Court (Broadcasting, Nov. 11). A favorable decision there would give broadcasters a formidable shield.

But even a Supreme Court shield, though formidable, would not necessarily be impregnable. It would not prevent harassment of broadcasting by its congressional critics. It would not keep the hard-liners from goading the FCC to take ever harder lines. All of broadcasting's critics in the Congress are not Democrats, but the Democrats in particular are still smarting from Chicago, and it should not be forgotten that while the Democrats have lost the White House they are still in charge on the Hill.

Nothing is for nothing

The breakthrough for noncommercial television comes next month. Frank Pace Jr., chairman of the Corp. for Public Broadcasting, has proudly announced that a "substantial" rate concession for interconnection of 150 ETV stations by AT&T will permit inauguration of two-hour prime-time, live service on Sunday nights as a "tentative step toward public television's goal of either free interconnection or substantially reduced rates for whatever amount of time public television may require."

The reduced rates—a "fraction" of the commercial—came through the good offices of Congress in passing the Public Broadcasting Act last year, of the FCC, which sought to implement the congressional intent by urging AT&T to cooperate.

Congress, of course, makes the laws. In communications, the FCC enforces them. There are rigid provisions covering public-utility common carriers, of which AT&T is by far the biggest. All utility-carriers, in return for their monopoly or quasi-monopoly positions, are subject to rate controls and limitations of profits.

No one wants to throw roadblocks in the path of subsidized broadcasting. Congress has ordained it as in the public's best interest. The service should be airborne without undue delay. It must have the opportunity to prove itself on the trial run underwritten by CPB (taxpayers), the Ford Foundation and other sources.

The long-range success of the project could depend upon the early showing. A full-blown subsidized television service will entail annual costs running into several hundred million, and the method of financing this gigantic enterprise is yet to be evolved.

But before contemplating the larger task, the interconnection rate concession should be resolved. Commercial network interconnection rates have been in almost constant dispute. The networks and stations claim they're exorbitant; AT&T says they're too low and do not bring in the allowable average return of 7.5% for the benefit of its more than three million stockholders.

In the common-carrier field, nothing is for nothing. If concessions are made to CPB, will tariffs to other users (like networks and stations) be increased to assure the 7.5% return? Will the power companies, by the same reasoning, give ETV stations energy at reduced rates?

It seems significant that AT&T has made no public statements about the PBL rate concessions. It isn't in a good position to talk back to Congress and the FCC.

How sweet it is

Critics of advertising are about to lose their favorite case history. Whenever they have wanted to argue that advertising was a needless expense, they have called attention to the Hershey chocolate empire, which has never spent a dime in the mass media in the U.S.

Now Hershey has announced it is looking for an agency. That can mean only one thing: Competitors that have used modern advertising methods have increased their shares of the market that Hershey used to dominate. If those competitors had found advertising to be a needless expense, Hershey would not need now to modernize its practices.

"I don't want to miss the instant replays!"

Drawn for Broadcasting by Sid Hix
This page is dedicated to the proposition that all television is not created equal.

KPRC Brand Television

HOUSTON, TEXAS—EDWARD PETRY & CO., NATL REPS
"...a fantastic comedy show; fits any format"
"...a great commercial showcase, for any sponsor"

WIXY/Cleveland - "FUNNYBIRDS is a great comedy series: first-rate humor for Cleveland's first-rated station" Norm Wain, General Manager.

CKFH/Toronto - "FUNNYBIRDS gave us a fresh new program feature and gained us two new advertisers" Barry Nesbitt, Station Manager.

KLZ/Denver - "FUNNYBIRDS is perfect for our station and a great commercial showcase for our sponsor" Lew Hunter, Local Sales Manager.

KDEF/Albuquerque - "FUNNYBIRDS topical humor is fantastic programming, and we sold it out immediately" John Lanigan, Program Director.

WIOD/Miami - "FUNNYBIRDS flipped our listeners... it's all great, but the topical material is classic" Elliott Nevins, Program Manager.

KMPC/Hollywood - "FUNNYBIRDS is a big winner on our Dick Whittinghill morning show" Russ Barnett, Program Director.

"...and whatta cast!"

ARTE JOHNSON  HAZEL SHERMET  PAUL WINCHELL  TINA HOLLAND  HAL PEARY  PAT CARROLL  REG CORDIC  JESSE WHITE

In Canada - Contact:
National Program Services, Toronto

CALL, WIRE OR WRITE TODAY FOR AUDITION TAPE

ARTE JOHNSON  HAZEL SHERMET  PAUL WINCHELL  TINA HOLLAND  HAL PEARY  PAT CARROLL  REG CORDIC  JESSE WHITE

HARRY O'CONNOR  Broadcast Producer, Suite 711 1660 Vine St., Hollywood, Calif. 90028  Phone (213) 461-3393  Please rush "THE FUNNYBIRDS" audition tape to:

NAME  TITTLE  STATION  ADDRESS  CITY  STATE