Dec. 30, 1968: Our 38th Year: 50c

Broadcasting
THE BUSINESSWEEKLY OF TELEVISION AND RADIO

Special report: Detailed look at 1968. p17
Shots of lunar surface highlight Apollo coverage. p42
Pastore says broadcasters are doing responsible job. p46
Nielsen reveals new computerized spot-TV service. p49

 enumerated

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4-Tube Color or 3-Tube Color? ...at RCA You Choose

The TK-42 “Best of the 4-Tube Cameras”

The TK-42 is the 4-tube design, and the only one employing a 4½-inch image orthicon for resolution unequalled by any 4-tube camera... and sharpest color pictures. With a high degree of technical sophistication, the TK-42 has earned the reputation for producing the very finest of color pictures.

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The TK-44A is the latest in 3-tube design employing lead oxide tubes. It’s especially useful where a lightweight, easy-to-handle camera with high color performance is required. With its many engineering innovations, it produces pictures that are sharper and more detailed than those of any other 3-tube camera.

These RCA cameras can easily be color matched to work together in color productions. Furthermore, they will function beautifully in a total system of RCA broadcast equipment that is matched in design and performance to create an image of highest quality for broadcast stations.

For further information on these cameras, contact your RCA Broadcast Representative or write: RCA Broadcast Equipment, Bldg. 15-5, Camden, N.J. 08102.
Best Wishes For A Prosperous 1969

Again in 1968 KRLD-TV continued to be the number one station in the nation’s 12th ranked television market. *

And for 1969 — we pledge our maximum efforts to maintain this leadership by providing the best in entertainment and informational programming.

To help insure a successful year for your clients, contact your H-R representative for choice KRLD-TV availabilities.

*November, 1968 ARB
Television Audience Estimates
Average Quarter-hour TV households
Sunday through Saturday, 9:00 AM to midnight

The Dallas Times Herald Station
CLYDE W. REMBERT, President

KRLD-TV

BROADCASTING, Dec. 30, 1968
Reduction in force

There's now total of 130 staff musicians working for broadcast networks in New York and Los Angeles. Before new contract, approved by American Federation of Musicians in vote on Nov. 27 after 28-day strike, there was total of 205. Now in New York, ABC maintains staff of 30, NBC 35 and CBS 40. Only network Los Angeles with staff musicians is NBC, which retains complement of 25 it had before new contract. Situation could change again after July 31, 1970, when new contract, which is retroactive to Aug. 1, 1968, is due to expire.

More manpower

To beef up its legislative activity both in Washington and field, National Association of Broadcasters is looking for three additional staff members, or aggregate of six, to work under Paul B. Comstock, vice president, government affairs. Vincent T. Wasilewski, NAB president, was encouraged to expand this activity by independent TV broadcaster members concerned about current trends.

Five weeks ago (Broadcasting, Nov. 25) R. William Habel of Communications Workers of America was added to NAB legislative staff to work with Mr. Comstock and Hollis Seavey, assistant to vice president. When new men are retained, it's presumed both Messrs. Comstock and Seavey will spend more time in field to indoctrinate broadcasters in maintaining contact with their congressmen and state legislators.

Upped ante

Corp. for Public Broadcasting, which hasn't yet found handle to its ambitious project, has already made pass for additional $25 million in seed money in next U.S. budget. Congress reluctantly gave it $5 million for current year and this, plus slightly more than $2 million in private gifts ($1 million each from CBS Inc. and Carnegie Foundation) has sustained its activity to date, which has been entirely organizational. It still has to name president but has found task difficult because of lack of assurances as to where it's heading.

Congressional sentiment generally seems to be lukewarm. Administration had indicated last year when Public Broadcasting Act was signed (November, 1967) that separate message would go to Congress on permanent long-range financing, running into several hundred million dollars. But uncertainies about support caused administration to defer phase two and this will be up to incoming Nixon administration. No genuine optimism has been discerned, and there's even suggestion that whole project would go down drain.

Film fading?

Announcement by ABC-TV that it plans to star Dick Cavett in three one-hour prime-time taped programs each week starting in May has shaken Hollywood TV film production colony. Hollywood producers feel that loss of three choice hour time periods (if New York-based Cavett series lasts through spring and summer rerun season) would mean that 1969-70 season would have less TV film production than any season since early days of medium. To make things bleaker for Hollywood producers, of five prime-time shows ABC-TV is introducing in February, representing three-and-one-half-hours of time, none is Hollywood filmed dramas or situation comedies. Also CBS-TV on Jan. 29 will substitute Glen Campbell comedy-variety hour for hour filmed Dakarri series.

Drop out

Before long it's expected Dr. Milton Eisenhower will resign his membership on board of Corp. for Public Broadcasting. It isn't because he's out of sympathy with objectives but because of heavy government load he's carrying, particularly National Commission on Causes and Prevention of Violence.

Make work

FCC Commissioner Nicholas Johnson is understood to be annoyed with attorneys for permitting Justice Department to do what he thinks is commission's job of breaking up concentrations involving broadcasters. Commissioner expressed views in memo to General Counsel Henry Geller and Broadcast Bureau Chief George Smith that he circulated to all commissioners. Commissioner Johnson, in his memo, cited Justice's action early this month in forcing Gannett Co. to get rid of either its newspaper or television station in Rockford, Ill. (Broadcasting, Dec. 9). Gannett sold station, WREX-TV.

Mr. Geller is said to have replied that antitrust work is Department of Justice's job. But he said closer liaison with department could be established if that is what commission wants. Mr. Smith is expected to reply this week.

Two sides

FCC staff is split on question of how to deal with application for sale of WPMF(FM) Chicago to WGN Continental Broadcasting Co. Broadcast Bureau favors order affirming original grant, made on March 27; general counsel's office recommends hearing on concentration-of-control-of-media issue. Million-dollar sale is before commission on remand from U.S. Court of Appeals in Washington, which directed commission to hold further proceedings but did not specifically instruct hearing. Court acted on appeal of Chicago citizens committee, which had expressed fear that station's classical-music format would be changed under new management (it hasn't been), and raised concentration-of-control issue (purchaser is part of Tribune Co. family, which includes Chicago Tribune and American and WGN-A/B-TV).

Issue came up at brief commission meeting last week, held to dispose of must items during holiday hiatus, but no action was taken. Commission is expected to consider matter again at next regular meeting, Jan. 8.

Gathering storm

Though all seems quiet in campaign being mounted by diverse array of advertising interests to fight Iowa ad tax (Broadcasting, Dec. 9, 16), it may be only strategic lull. After session in Washington Dec. 12 and enlarged meeting in New York week later, sources report group is prepared to mobilize itself for another meeting whenever needed to deal with bedrock problems of raising money, recruiting additional backing and providing legal support for Iowa multimedia group opposing state's imposition of 3% sales tax on advertising, held constitutional by highest state court but expected to go to U.S. Supreme Court.

Representatives of normally fierce competitors, National Association of Broadcasters and American Newspaper Publishers Association, reportedly have said they will file amicus curiae briefs if desired by Iowa tax challengers, as has American Advertising Federation, spearhead in fight. Fear is that if tax stands, other states will enact similar levies. Others in group include American Association of Advertising Agencies, Association of National Advertisers, Grocery Manufacturers Association, Magazine Publishers Association, American Business Press and at least three individual companies: Procter & Gamble, Quaker Oats and CBS.
"The Edward R. Murrow Television Documentary Award to WNBC-TV, New York, for the hour-long, prime-time report, "We Are All Policemen." Narrated by Edwin Newman, the program documented the extent and nature of crime in Metropolitan New York and focused on the response of citizen groups joining in the fight for law enforcement and prevention of crime."

WNBC-TV, YOUR COMMUNITY-MINDED STATION
Network officials called 1968 the "unpredictable year" as major news events from Vietnam war to moon probe scrambled to grab the headlines, swelled network news budgets over $150-million mark. See...

Apollo tops big year for news . . . 17

New broom that will sweep through government agencies following change in administration next month will clean out number of officials who have had impact on broadcasting, but only a few are in the FCC. See...

FCC turnover will be gradual . . . 37

Storer Broadcasting Corp. says it rescinded its agreement to sell KGBS-AM-FM Los Angeles to avoid involvement in trafficking charges it claims would have been leveled against proposed buyer, Norwood Patterson. See...

Storer fights to retain KGBS . . . 40

Major addition to scrapbook of memorable moments in TV journalism is provided by Apollo 8 six-day flight around the moon with historic lunar closeups, long-range views of earth. Week's other top story is Pueblo release. See...

TV stars in space show . . . 42

Benton & Bowles and BBDO spot "dramatic changes" in new TV season, show NBC running "neck-and-neck" with CBS in night-time ratings, evaluate cautiously strength of network movies, uncover no new trends. See...

Familiar story . . . 44

Senator Pastore, perhaps the single most influential legislator on Capitol Hill concerning communications matters, says broadcasters are "responsible people doing a responsible job" during PBL news probe. See...

'PBL' airs debate on news 'bias' . . . 46

Research and Policy Committee of the Committee for Economic Development calls for repeal of equal-time section of Communications Act, suggests need for ceiling on broadcast time purchases by campaigners. See...

CED report urges 315 repeal . . . 47

Two computerized spot-TV buying services are now in the works as A. C. Nielsen Co. discloses plans to offer one called "Teleprocessing in Timebuying," which is set to compete with American Research Bureau system. See...

Nielsen takes wraps off TNT . . . 49

Trans World Airlines invests $150,000 in noncommercial TV grant to WNDT(TV) Newark, N. J. news program that assures airline of 4,550 on-air mentions in 17 cities over next six months at a cost of $33 each. See...

Private twist to public service . . . 50

National General Corp. offers to divest itself of motion-picture production and distribution activities in order to gain court approval of its merger with Warner Bros.-Seven Arts Ltd., appease Justice interest. See...

Sacrifice at Justice Dept. altar? . . . 51
1969 MARCH OF DIMES
TELEVISION AND
RADIO MATERIALS

TELEVISION
Film Spots — Two spots featuring TV and film star Michael Dunn, in 35mm and 16mm color and black and white. Six other spots, specially produced, in 10, 20, 30 and 60 seconds. All in 16mm color and black and white.

Live Materials — With slides for spots of varying lengths. Also special materials for Commentators and Sportscasters.

RADIO
Disc Jockey-Celebrity Record — A 12" disc presenting, for the D.J. audience, The Impressions and Bill Medley, each in a new-length, 2:30 Musical Show, and Bob Crewe with a 4:30 program. Spots by Kathy Garver, Godfrey Cambridge, Bob Crewe, Bill Medley and The Impressions.


Special FM Record — A 12" disc with a 14:30 Musical Program starring Skitch Henderson and his own recordings, compositions and arrangements, featuring one with opera star Anna Moffo.

Side 2 contains the Pearl Bailey-William B. Williams Show and celebrity announcements as listed on the Celebrity Side above.

Country and Western Record — A 7" disc with two specially produced 4:30 Musical Shows and Announcements.

Spanish Language Record — A 7" disc, a special 4:30 musical program featuring Ray Barretto, and spots by Celia Cruz, Julio Gutierrez and The LeBron Brothers.

Also Available — A 16mm Color or Black and White film, "THEY MUST NOT BE FORGOTTEN." A parents'-eye view of how their 4-year-old boy was helped to walk — thanks to care at a March of Dimes Birth Defects Center. (14:30)

I'm one of 250,000 people born every year with a significant birth defect. Did you know there are over a thousand different types of birth defects? And that many can be successfully treated? That's what the March of Dimes is doing — fighting birth defects with medical care at over 100 Birth Defects Centers, fighting it with research in hundreds of labs, and fighting it on the air — with your help.

Please give (your time) to the MARCH OF DIMES.

THE NATIONAL FOUNDATION—MARCH OF DIMES

George P. Voss, Vice President for Public Relations

800 Second Avenue, New York, N.Y. 10017, OXford 7-7700

BROADCASTING, Dec. 30, 1968
Late news breaks on this page and overleaf.
Complete coverage of the week begins on page 17.

Ad tax in Pittsburgh

Pittsburgh broadcasters are going to have to dig deeper into their tills in February to comply with new local tax effects Friday (Dec. 27). Contained in budget which city council approved Friday was six mills (six-tenths of one cent) business privilege tax that will be imposed on gross receipts of, among others, those businesses engaged in “communication.”

Broadcasting obviously falls within that definition. But, according to Pennsylvania Association of Broadcasters, which has held several discussions with city officials, Pittsburgh newspapers, periodicals and magazines would be exempt. PAB contends that print media are regarded as small manufacturers and thus, under state law, beyond city’s tax jurisdiction.

However, tax is said not to affect all Pittsburgh broadcasters because of their proximity to council’s tax boundaries. PAB contends that only three TV and six radio stations will bear tax burden, which association implies is discriminatory. Tax will affect rate card increases, PAB says, and stations will lose advertisers dollars not only to their broadcasting but to print competitors as well.

RCA using CBS patent

RCA paid CBS “over a million dollars” for licenses under CBS patent for spherical-mask color TV picture tubes after RCA spent “many millions of dollars” between 1950 and 1953 “without producing a commercially satisfactory” color TV tube of its own.

This disclosure is contained in federal court decision, available Friday (Dec. 27), upholding validity of that and two other CBS color patents and holding they were infringed by Sylvania Electric Products Inc. (early story page 54).

In addition, decision said, RCA switched “its entire production of color television tubes” to spherical-mask type, “which it continues to manufacture to the present time.” RCA’s has been described as “paid up” license, in which lump sum is paid—in this case unoffical sources put it at close to $1.5 million, though decision merely said “over a million”—in lieu of royalties. RCA license was signed in 1954 and is for life of patent.

RCA experience was cited in decision as one factor in court’s conclusion that, contrary to Sylvania’s contentions, patent is valid because it “embodies invention and it was far from obvious to those skilled in the art.” Other factors included “the very substantial, if not gigantic, expenditures made unsuccessfully by other manufacturers seeking to develop a commercially marketable color picture tube.” and fact that Sylvania itself for four years had license under same patent.

CBS sources said spherical mask is used—to maintain proper alignment of electron beams and color phosphors—in all color picture tubes manufactured in U.S. but only RCA has taken license. Court decision affects only Sylvania—which is expected to appeal—but CBS has moved indirectly against other U.S. manufacturers by bringing suit against two leading retailers in Boston, where case was tried. CBS authorities explained that manufacturers indemnify retailers against patent litigation and thus will be brought into suit.

Other CBS patents upheld in last week’s decision relate to adjustments to compensate for pull of earth’s magnetic field on electron beams. They are said to be considerably less important than spherical-mask patent.

Decision, by Judge Andrew Caffrey in U.S. District Court in Boston, did not specify damages. It is expected that, if decision is not overturned on appeal, special master will be named to set rates of royalty payments.

Worldwide splashdown

Television coverage of return of Apollo 8 Friday (Dec. 27) apparently drew one of largest audiences in history of space-flight broadcasting.

NBC research estimated 40 million people in almost 35% of television homes in U.S. watched Apollo splashdown. New York Nielsen returns for 10-11 a.m. (EST) period gave WNBC-TV 13.2 rating and 40 share; WCBS-TV 11.5 rating and 42 share, and WABC-TV 2.4 rating and 9 share. In 10:45-11 a.m. period, when capsule actually landed, New York Nielsen showed WNBC-TV up to 16.8 rating, WCBS-TV 15.9 rating and WABC-TV 2.2 rating.

TV coverage of splashdown from transportable earth station on U.S.S. Yorktown was via Applied Technology Satellite 1 (ATS-1) to Brewster Flat, Wash., then to New York by landline to networks. Signal was then routed back to Jamesburg, Calif., earth station and beamed to Intelsat 2 satellite over Pacific for Hawaii and Japan. Same signal was also sent to Etam, W. Va., earth station for relay via Intelsat 3 over Atlantic to Raisting, West Germany, for transmission to European Broadcasting Union and Soviet bloc’s Intervision. Puerto Rico also saw Apollo 8 recovery via Intelsat 3.

$6-million media merger

New broadcasting-publishing-printing firm, Basic Communications Corp., formed by merger of two broadcast groups, weekly newspaper and printing company, was announced Friday (Dec. 27).

Participating in estimated 6$-million merger are group broadcaster Basic Communications Inc., which is led by former advertising agency executive Emil Mogul; West Michigan Telecasters Inc. (WZWM-FM-TV Grand Rapids), which is headed by William C. Dempsey; weekly Birmingham (Mich.) Eccentric and Averill Press. Detroit commercial printing firm, both of which are headed by Henry M. Hogan Jr.

Move is subject to FCC approval. Following this, principals said, plan is to make public offering of about 30% of stock.

After FCC approval, new firm will be owned by Henry M. Hogan Jr. and his associate, Paul Neal Averill, 35%; Mr. Mogul and his associates, Fred, Irving and Mac Siegel and Louis Fried, 32.5%; and Mr. Dempsey and his associates, 32.5%. Mr. Mogul and his wife own 50% of Basic Communications Inc.; Messrs. Siegel and Fried, other 50%. Basic Communications Inc. stations are WWVA-FM Wheeling, W. Va.; WIGO Atlanta; WWBR Birmingham, Ala.

Mr. Hogan will become president and chief executive officer of new corporation. Other officers: Mr. Mogul, executive vice president and chairman of executive committee; Mr. Dempsey, vice president. L. William Seidman, managing partner of international certified public accounting firm of Seidman and Seidman, who is chairman and chief executive officer of West Michigan Telecasters, will become chairman of new corporation.

Stations sold

Approval of two station sales was announced by FCC Friday (Dec. 27).

WTIM-FM Taylerville, Ill., was sold by Milburn H. Stuckwish and Jon R. Ulz to Donald G. Jones and others for $270,000. Mr. Stuckwish owns 50.17% of WCSJ Morris, Ill.; Mr. Ulz is former educator. Mr. Jones is news director for WSM-AM-FM Litchfield, Ill. WTIM daytimer on 1410 kc with 1 kw. WTIM-FM is on 92.7 mc with 3 kw.

Wel Willoughby, Ohio, was pur-
Week's Headliners

Mr. Snyder  Mr. Janssen  Mr. DeBare  Mr. Corwin

Franklin C. Snyder, VP-general manager, WTAE-AM-FM-TV Pittsburgh, elected VP and director of parent Hearst Corp., New York. Mr. Snyder continues as chief executive of Pittsburgh stations. He joined Hearst organization in 1958 as WTAE-TV general manager when station went on air. Previously he had been with McCann-Erickson in Cleveland, and VP and general manager, WXEL-TV (now W3W-TV) Cleveland.

Richard Janssen, VP and general manager of Metromedia's WKY Cleveland since April 1967, elected to newly created post of VP for special projects, Metromedia Radio, New York. He will be responsible for special assignments involving group's six AM and six FM stations.

Charles DeBare, director of legal and business affairs for ABC Radio and ABC Owned Stations Division since January 1967, elected VP. He joined ABC in January 1959 as general attorney and earlier had been staff attorney with NBC and in general law practice for several years.

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

chased from Kenneth and Nettie Mapes and others by Laurence Goldstein, Jared B. Wininger and others. Price for 500 w daytimer on 1330 kc was $275,000. Messrs. Goldstein and Wininger have interest in advertising agency.

WNJR protests decision
WNJR Newark, N. J., denied license renewal by FCC late last month (Broadcasting, Dec. 2), has told commission that its decision violates basic principle of "equal and uniform" treatment of broadcast licenses.

In petition for reconsideration made public Friday (Dec. 27), station said that it should have been accorded same treatment as WLBT-TV Jackson, Miss., which was granted renewal last summer after having been charged with racism and fairness violations (Broadcasting, July 1 et seq). Renewal was granted in that case, WNJR said, because WLBT licensee "corrected its disgraceful conduct and was held to be entitled to another chance." Since WNJR also corrected violations, petition said, it must also be forgiven.

Newark station, owned by group-owner Rollins Inc., got death penalty when commission held that station's former manager had committed "gross misconduct and fraud" on the commission, and that responsibility must rest with licensee. Case involved allegations of failure to file time-brokerage contracts, submission of falsified contracts to FCC staff, misrepresentations to commission, and violations of logging and sponsorship-identification rules.

Court backs CATV rule
FCC's nonduplication rule for CATV systems has been upheld by Philadelphia federal court. Case, involving two CATV systems in Titusville, Pa., turned on claim of cable TV petitioners that the FCC was wrong in ordering them, without hearing, to carry WICU-TV Erie, Pa., NBC programs and dropping more distant NBC-affiliated stations. CATV systems also claimed commission rule conflicts with First Amendment right of free speech.

Decision, issued by three-judge panel of U.S. Court of Appeals for Third Circuit, held that since CATV systems are not licensees, FCC is not required to hold hearing. As to First Amendment argument, court held nonduplication rule does not conflict with free speech rights. Pointing to 1968 and 1967 court rulings upholding regulation as reasonable regulation in public interest.

Attempt by petitioners to introduce engineering evidence to prove WICU-TV's signal in Titusville is inferior to more distant NBC stations was rebuffed by court, since data was not part of proceedings before FCC.

Decision was by Circuit Judge Gerald McLaughlin and Ruggero J. Aldisert. Judge Harry E. Kalodner dissented on jurisdictional grounds: said he would join colleagues in affirming FCC if court held jurisdiction.

NAB wants rule dropped
National Association of Broadcasters has suggested that FCC consider scrapping rule that requires broadcasters to make their files available for public inspection in their communities. NAB says public made only "token" use of public files in 1967.

Association made suggestion in petition requesting commission set three-year retention period for files. Rule, adopted in 1965, left for subsequent decision a length of time records would have to be retained.

NAB said sufficient experience has been gained to justify establishment of retention period "and possibly deletion of rule itself."

NAB said it surveyed 1,286 radio and television stations and found that public use of files last year was "token." Of stations checked, 50 reported inspection requests. NAB said. Of these, 42 had one request, six had two, one had three and one had eight.

Three-year retention period, NAB concluded, would be sufficient to assure that "the very few members of the public who are availing themselves of the files will not be deprived of pertinent information."
As concerned citizens of the communities they serve, Storer stations maintain extensive and enlightened programs to bring maximum happenings to mini-privileged kids. In Detroit, WJBK-TV gave the city a unique portable swimming pool for playground use, and pioneered a novel documentary spelling out what the law requires of both parents and children. Cleveland's WJW-TV and WJW Radio annually sponsor the Ohio Junior Olympics. WGBS in Miami sent its mikes into Youth Hall to find out from problem children themselves “what went wrong” and what they hope for the future. Atlanta's WAGA-TV climax ed a summer-long recognition of student editorials in school papers with a $1,000 grand prize scholarship. And all across the nation, other Storer stations are backing Junior Achievement, helping recruit Big Brothers, saluting outstanding teens with on-air recognition, encouraging and rewarding creative youngsters in every field. This concerted effort to bridge the Generation Gap takes a lot of doing. But in this, as in every phase of broadcast operations, Storer stations do as a matter of routine things that leaders in our communities consider rather “special.” That's why Storer stations stand out ... and another reason why it's good business to do business with Storer.
When you think about it, it's really amazing how readily money is appropriated for capital investment in plant and equipment, but how little and how reluctantly it is appropriated for depth research into the audience itself. And after all, they are the target for the whole broadcasting effort.

Our company uses the unique skills of the social scientist to examine in detail, program-by-program and personality-by-personality, the strengths and weaknesses of your station and the competitors in your market.

Our clients know where they stand, and, more importantly, the reasons why their ratings come out the way they do.

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 you for a whole year to make sure you understand it and that it works for you.

Our contribution and the aggressive management effort of some of our clients have helped them to move from third place to first place in several of the country's most competitive markets.

If you are concerned about current ratings and would like a sound objective look at your station and its relationship to the market, give us a call for a presentation with absolutely no obligation on your part.

---

**M&H**

McHUGH & HOFFMAN, INC.
Television & Advertising Consultants
430 N. Woodward Avenue
Birmingham, Mich. 48011
Area Code 313
644-9800

**Datebook**

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

Indicates first or revised listing.

**December**

Dec. 30—Deadline for comments on FCC's proposed rulemaking that would require common carriers filing microwave applications for CATV service to notify the affected TV stations on or before the date of application. Rule would also require CATV system to file all necessary requests for distant-signal carriage or other special relief on or before date of microwave application.

**January**

Jan. 3—Deadline for comments on FCC’s proposed rulemaking that would permit all CATV systems in a particular community to carry the distant signal of a TV station beyond that community’s grade B contours, if one CATV in the area has already been authorized to carry that signal.


Jan. 10—Deadline for entries for 29th annual George Foster Peabody awards. Submissions should be made to Dean John E. Drewry, Henry W. Grady School of Journalism, University of Georgia, Athens.

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

Jan. 11–12—Seventeenth annual Retail Advertising Conference. Agenda includes panel sessions on radio, television and print advertising. Knickerbocker hotel, Chicago.

Jan. 13—Deadline for reply comments on FCC’s proposed rulemaking that would permit all CATV systems in a particular community to carry the distant signal of a TV station beyond that community’s grade B contours, if one CATV in the area has already been authorized to carry that signal.

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


Jan. 16—American Research Bureau seminar for TV stations on use of ARB reports. Detroit.


Jan. 17—Deadline for reply comments on FCC’s proposed rulemaking that would require common carriers filing microwave applications for CATV service to notify the affected TV stations on or before the date of application. Rule would also require CATV system to file all necessary requests for distant-signal carriage or other special relief on or before date of microwave application.


Jan. 17-18—Winter television conference, Society of Motion Picture and Television Engineers, on color television broadcasting.

Speaker: Roy Cahoon, chief engineer, Canadian Broadcasting Corp. Panels on lighting, video tape recording, transmitters and transmission, receivers and film broadcasting are scheduled. Ryerson Polytechnical Institute, Toronto.


Jan. 19–22—Research seminar, Association of National Advertisers, Sterling Forest Conference Center, Tuxedo, N. Y.

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

Jan. 21-23—Twenty-fourth annual Georgia Society and Television Institute, University of Georgia, Athens.

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


Jan. 27-30—Thirty-sixth annual Religious Broadcasters Association annual convention. Speakers include E. C. Manning, premier of Alberta, Canada; Dr. Stephen Olford, Calvary Baptist Church, New York; Dr. R. W. Shinn, Church of England, London; Dr. Eugene R. Bertermann, President of National Religious Broadcasters; Rosel H. Hyde, FCC chairman; Vincent T. Walskiowski, president of National Association of Broadcasters, and Dr. John V. Charty, president of Comsat.


Feb. 3—New deadline for comments on FCC's proposed ruling on future use of 806-950 mc band, in which commission proposed to allocate space to common-carrier and land-mobile services. Previous deadline was Dec. 2.

Feb. 3—New deadline for comments on FCC’s proposed rulemaking that would re-allocate channels 4 through 20 to land-mobile services in the top 25 urban areas. Previous deadline was Dec. 2.


Feb. 5—Legislative session of Texas CATV Association. Sheldon Crest hotel, Austin, Tex.


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


BROADCASTING, Dec. 30, 1968
March

March 10—New deadline for reply comments on FCC's proposed rulemaking concerning television programs produced by nonnetwork suppliers and not made available to certain television stations. Previous deadline was Dec. 9.


March 11—Spring meeting of New York State Association of Broadcasters. Thruway motor inn, Albany.


March 15—Annual meeting of National Audubon Society. Spring conference, Atlantic City, N.J.


March 22—Western meeting of Association of National Advertisers. Hotel Del Coronado, San Diego, Calif.

OpenMike

A borrowed expression

Editor: We in broadcasting should be appreciative of the efforts of the Grand Rapids Press [see print ad below]. They have answered their own argument and the point is well taken.

Radio-TV messages are not self-destructing because they impart basic ideas to man's powerful imagination. Apparently the idea of a self-destructing message is an idea that will live long after the yellowed pages of the newspaper have been forgotten.

"Sorry about that, chief." Would you believe you'll have to "sock it to us" again? Next time, don't use our ammunition.—Michael H. McDougald, general manager, WAXX, Gadsden, Ala.

Goldmark praises EVR story

Editor: On behalf of Dr. Peter Goldmark [president] and the management at CBS Laboratories, I would like to extend sincere congratulations on the outstanding article describing EVR in the Dec. 16 issue.

To quote Dr. Goldmark: "The article is the most factual, objective and informative story yet written to explain the enormous capabilities of electronic video recording." The article reflects the highest journalistic standards and should provide a great service to the readers of Broadcasting.—Leo J. Murray, director, information service, CBS Laboratories, Stamford, Conn.

Their record was better

Editor: Your top 50 agencies in 1968 radio and TV billing chart (Broadcasting, Nov. 25) contains major inaccuracies in regard to our agency:

1. Our network billing is $20 million, up from $13 in 1967 (not $13 for 1968);
2. Total broadcast billing is $24 million, up from $13.6 in 1967 (not $17 for 1968);
3. Broadcast share of our agency's total billing is 50%, up from 42.5% in 1967 (not 42% in 1968);
4. Our agency rank is 32nd, up from 42nd in 1967 (not 38th in 1968) Hamboldt J. Greig, vice president, La Roche, McCaffrey and McCall Inc., New York.

(Broadcasting is glad to report the higher agency billings indicated by Mr. Greig. A misunderstanding apparently occurred when an editor took the network billings figure by phone and recorded it as $13 million. The $20 million figure would move the agency up both in total billings and rank.)
A prognosis on the shorter-length commercial

In the past year we have seen a growing interest in the application and use of split 60's and 30's alone versus 60-second announcements. These developments have raised some interesting and probing questions as to the workability, pricing and availability of split 60 and 30-second announcements, and their effect on the advertiser, stations and the television viewer. (While what I am reporting on will concern itself principally with television, the same comments generally apply to radio as well.)

We polled television stations, TV rep houses and media directors of agencies in October and received a very gratifying 74% response. So the figures I will be quoting could be fairly regarded as representative of the views of a broad segment of the broadcast-advertising business.

There is a strong feeling that "loose" 30-second commercials—bought and sold as complete self-contained units—will become the standard of the medium within a surprisingly short period of time—probably in two or three years.

In our survey in Canada we asked what the respondent felt would be the standard length of commercial in the near future. Even though split 60's and 30's are getting less than 25% of advertisers' money now, 86% of the industry spokesmen feel that the 30 will become the standard (46% said 30's alone; 40%, 30's back to back).

TV reps and ad agencies believe strongly that the change to shorter commercials will have taken place within one to two years, while TV station owners tend to take a more conservative view—60% of them feel it will take three to five years. No respondent felt it would take more than five years.

Now, how about that ogre that haunts us all—costs?

In the U.S. our study showed costs for television time will continue to increase at between 5% and 10% a year until such time as there might be a noticeable moving away from television to other media categories. Viewed in this manner, charges for 30's will not be so much a reflection of premiums attached to a part of a longer length as much as they will result from a carving up of total revenue requirements among a larger number of commercial units.

Weighing all the various predictions made to us, we can expect that 30-second charges will fall somewhere in the 66% to 75% range relative to minutes—provided that we understand minute costs are on a continuing, noticeable escalator. (In fact, 30-second prices should reach 1967 full-minute costs sometime around 1973 or 1974.) Twenty-second announcements—if they remain a factor in scheduling at all—will probably come in at about 50% of the minute rate, with I.D.'s at 25%.

It is obvious that an increase in the use of shorter commercials will mean an increase in revenue for stations, if the 60-70% pricing relationship to 60's remains in force. However, an increase in the use of the shorter length will mean more units to be accommodated so we asked what people thought was the better course to take in view of criticism of commercial interruptions: (1) Space them out, with more but shorter commercial intermissions, or (2) group a number of commercials together in fewer but longer intermissions.

Here's what they said: Space out: 12%; group together: 88%.

If stations do run commercials in clusters, however, there will be the problem of positioning within the cluster. We gave our panel three choices: (a) charge the advertiser a premium for the first and second positions; (b) schedule all advertisers within the commercial intermission segment on a straight rotation basis; (c) sell commercial positions on a first-come, first-served basis.

There was little doubt that the second alternative was the most popular (79% favored it).

Television networks and stations will not adjust pricing to reflect positions within larger commercial blocks. Advertisers will have to live with rotation among four or even more consecutive commercial units.

If these predictions turn out to be true, there will be significant changes for advertisers, agencies, and television and radio stations. With the increase in 30-second commercials comes an increase in clutter—and this may mean the advertiser would favor prime time over fringe time—and network placement over local placement where he feels he will reduce, if not avoid, clutter.

On the other hand, broadcasters have many advantages to sell advertisers and agencies.

Foremost is the increase in efficiency—a shorter commercial becomes a dollar stretcher.

To summarize the predictions we have gleaned from our conversations and study, we feel reasonably confident that the following will take place:

- There will be a rapid increase in the use of loose 30-second announcements in all parts of the television spectrum. The volume of 20-second announcements will drop most drastically as a result, although some decrease in the use of minutes and piggybacks will also be felt.

- Total commercial time allowed will not, of course, change drastically, but scheduling practices will begin to move noticeably toward a smaller number of longer commercial intermissions.

- Pricing for loose 30's will stabilize at about 60% to two-thirds of the full-minute rate in force at any given time.

W. Bruce McLean, who has been president of Needham, Harper & Steers of Canada since 1967, began his advertising career in 1947 with McKim Advertising Ltd. Canada. In 1953 he became advertising manager of Yardley of London (Canada) Ltd. and the following year he joined NH&S in Toronto. He was appointed vice president in November 1957 and secretary-treasurer of the Canadian company in 1966. He currently supervises client contact activity, and is responsible for network TV programming.
Everyone in South Florida is talking about the weather...

on MIAMI'S WLBW-TV

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

ONLY Miami station with its own meteorologist
ONLY Miami station with its own complete radar installation
ONLY Miami station with direct communication to National Meteorological Center
ONLY Miami station with its own corps of “Weather Watchers”
So Much Happened In 1968, WMAQ-TV Replayed It.

It's difficult to recall a year quite as tumultuous, quite as difficult to follow as 1968. To help bring order from the confusion of events, WMAQ-TV, the NBC owned television station in Chicago, presented "1968: Year Unpredictable," an unprecedented, 8½ hour telecast on December 28th reviewing the year's major happenings.

Global, national and community affairs all were covered, clarified and put into perspective by this day-long summary prepared by WMAQ-TV and NBC News. Chicagoans en masse turned to WMAQ-TV on December 28th to be informed. Just like every other day.
Apollo flight tops big year for news

Extraordinary events send budgets soaring; Hill frowns on coverage; radio-TV business gets better

Some network officials have called
1968 the "unpredictable year." as major
news events scrambled over one anoth-
er to grab the headlines.

News budgets were geared to the
heavy demands of an election year, but
were doubled and tripled when 1968
proved a year of cataclysmic events that
sent tremors through the American
filbre, and before the end of summer,
even touched the electronic press.

Gross news expenses for the three
television networks, as the result of
covering some 25 major news events
this year, passed the $150-million
mark, with the round-the-clock follow-
up of the historic Apollo 8 space shot
(with live TV pictures of the moon)
completed Friday (Dec. 27) not yet
calculated. Losses in radio and TV pre-
emptions were considered staggering—
and almost incalculable. In a year when
spot dollars began a strong comeback
from a dull 1967.

Impartial microphones and cameras
became a focus of controversy as con-
gressional and public critics accused
the broadcast press of manipulating and
distorting the news. Television pro-
graming came under fire for allegedly
inspiring violent social behavior. Prom-
ises for investigation of both were kept
as broadcasting faced a volley of brick-
bats in the closing days of 1968.

The year also proved momentous for
the cable industry which found that
what the U.S. Supreme Court can
give in June, the FCC can taketh
away in December. At least that's how
some cable spokesmen viewed the
commission's proposed CATV rules that
would compel individual system opera-
tors to enter into pacts with copyright
owners. The Supreme Court had con-
firmed copyright immunity on CATV
in the United Artists-Forthnightly case;
earlier it had affirmed the jurisdiction
of the FCC to regulate CATV. Never-
theless the industry continued to grow,
as evidenced in a proposal by American
Television and Communications Corp.
to purchase Meredith-Aveco systems for
$14 million, despite some dire predic-
tions by CATVers that the indus-
try was being plunged into a deep
freeze by the FCC.

The commission conjured a freeze of
its own on the AM band by announcing
it was making a review of AM alloca-
tions policies including the question of
whether AM and FM should be consid-
ered a single radio service. Earlier it
had proposed a one-to-a-customer rule-
making that would prevent any broad-
caster from acquiring more than one
station in a single community. But the
Justice Department proposed breaking
up multiple-station ownership within the
same markets and wanted to extend the
principle to cross-ownership of news-
papers and broadcast properties. And
after 17 years of continual controversy
the commission finally disposed of pay
television by authorizing a limited serv-
vice to operate in the big markets with
only one pay facility to a community

The commission also got a new mem-
ber this year: One chair, vacated by
Lee Loevinger in June, went unfilled
until H. Rex Lee, 32-year veteran of
government service, was appointed by
President Johnson in September. Mr.
Lee, who may hold a crucial swing vote
on controversial broadcasting matters,
cast his votes with the majority on the
new CATV rules and pay television
authorization in December.

Broadcasters faced an earnest spect-
rum grab this year by land-mobile
forces which were eyeing covetously the
UHF band. The National Association
of Broadcasters and others set up a war
chest to research and finalize a keep-
broadcasting-over-the-air-and-off-cable
study for the President's Task Force on
Communications Policy (the task force
report eventually proposed a combined
system of broadcast and cable TV). The
FCC proposed opening up to land-mo-
bile use both ends of the UHF spectrum
(channels 14 to 20 and 19 to 39) on a
geographical basis, received 26 me of
spectrum space from government users,
and issued a $500,000 call for research
help with its allocations problems.

The Corp. for Public Broadcasting,
a promising educational television
creation of Congress in 1967, had a
long wait for its first federal appropria-
tion in October—only $5 million, a little
more than half of the $9 million origi-
nally authorized. CPB filled its board of
directors early in February—Frank
Pace, a former secretary of the Army,
was named chairman—but it still was
seeking a president by yearend.

After a year of doldrums spot dollars
began flowing back into the radio-TV
marketplace. Increased billings during
the final three quarters of 1968 made
up for a sluggish first quarter. The top
50 radio-TV agencies billed $137 mil-
lion more this year than last, with J.
Walter Thompson the biggest agency at
a total $248.6 million in broadcast of
which $226.4 million was in television.

Spot television billings, estimated the
Television Bureau of Advertising, might
reach $949 million in 1968 compared
with $863 million in 1967. About 81%
of the stations surveyed this year re-
ported a gain in spot availabilities as
spot finished a strong third quarter with
signs of an equal showing in the fourth.

Cigarette advertising received a ma-
jor assault from congressional and pub-
lic quarters this year. Under some con-

For lasting reference:
Index to major
trends and events for 1968
begins on page 19
gressional pressure P. Lorillard Co. dropped sponsorship of professional sports events on television; Liggett & Myers reduced similar commitments by two-thirds. Attorney John Banzhof, whose complaint last year led to the application of the fairness doctrine to cigarette advertising, formed Action on Smoking and Health (ASH) to monitor radio and television to insure compliance with the policy. Within three months he asked the commission to revoke the license of WNBC-TV New York, for carrying an insufficient number of antismoking messages.

In a coordinated regulatory attack the Federal Trade Commission urged Congress to eliminate cigarette commercials, while the secretary of health, education and welfare urged that if the ban should not be imposed, then death warnings and tar-nicotine ratings should be aired with every advertisement. An antismoking task force created by the surgeon general suggested that the U.S. Public Health Service should determine if the broadcasting industry is complying with the FCC's policy.

Broadcast mergers were big news in 1968 as giant Transamerica Corp. announced plans to absorb Metromedia in a $300-million stock deal. At that time it was the second biggest merger of a broadcast-based company into a conglomerate to come up for FCC approval, topped only by the aborted ABC-ITT merger, which started out as a $379-million exchange of stock and escalated into a $661-million deal two years later by the time ITT called it off on Jan. 1 this year.

ABC proved later to be a reluctant bride as millionaire Howard Hughes initiated in July a $150-million effort to gain working control of the network. Mr. Hughes promptly ran into big-league trouble as ABC prepared to go to court over the takeover and the FCC said it would hold a hearing. Three weeks later Mr. Hughes suddenly aban-
doned his tender offer.

The network was a further source of controversy as its four specialized American Radio Networks began Jan. 1 with 600 stations lined up under a one-year trial period granted by the FCC. Eleven months later Mutual Broadcasting System was claiming that the operation of the system violated the antitrust laws, threatened its own existence, and it asked the commission to put an immediate halt to the plan's continued operation.

There were other blockbusting mergers proposed in 1968—the $385-million Westinghouse-MCA consolidation, the $200-million National General-Warner Bros.-Seven Arts acquisition and the $600-million sale of the St. Regis Paper Co. to NBC parent RCA—with appropriate hosts of diversification in smaller conglomerates.

The Vietnam Tet offensive in early February inaugurated an almost staggering parade of major news events that saw an incumbent President remove himself from contention for another term, the murder of Martin Luther King and the subsequent five-day eruption in many of the nation's cities, the early May peace negotiations in Paris while students and police engaged in pitched battles in the streets, and the assassination of Senator Robert F. Kennedy and four days of national televised catharsis.

But the major test for broadcast journalism came in Chicago during the Democratic national convention when proponents and opponents of the Vietnam war, yippies and police reached a massive confrontation in Grant Park and the Hilton hotel that bloodied heads and exposed an ugly nerve of American political life on nationwide television. The gavel-to-gavel coverage of the turmoil both within and without the convention hall by CBS and NBC (ABC confined its coverage to 90 minute highlights, and nearly doubled its previous convention audience) pro-
voked the displeasure of thousands of viewers, who chose to blame the media for purveying bad news and who complained to the FCC, and irked Democratic congressmen, who were fearful that the coverage would hurt their party's chances of holding onto the White House.

In the waning months of 1968 the networks were caught up in far-ranging investigations of their news judgments by a federal grand jury, the FCC, which wanted a response to the complaints it had received, and promises of hearings by appropriate committees of the House and Senate.

Network troubles began, however, a few months earlier during the national convulsions following the King and Kennedy assassinations. The cry then was for a reduction in television violence.

As a result network and independent producers spent a frantic summer revising scripts and rescheduling programs in an effort to reduce the level of violence on home screens. A survey showed that Hollywood was indeed gun-shy as 65 new programs under development for the 1969-70 season required virtually no force to resolve conflicts. The trend toward family-situation and comedy programs, with variety programs and light entertainment, was evident.

In Congress Representative John M. Murphy (D-N.Y.) sponsored a House resolution calling for a full-scale FCC probe of television programing and Senator Claiborne Pell (D-R.I.) urged broadcasters to finance an independent study on violence in television. And President Johnson set up a task force on violence which two weeks ago heard the TV network presidents defend their program practices and news judgments.

Broadcast newsmen could look to the federal courts for some solace this year because a Chicago appellate court held that the FCC's personal-attack rules
Broadcast journalism received stern test within and without Democratic convention halls in Chicago, and eventually became itself a center of controversy. CBS, NBC, and ABC, each (left, with headphones), caught in swirl of delegates and convention floor police, jukes punch in the stomach, becoming one of many newsmen casualties that week.

were unconstitutional and dismissed the commission’s arguments that broadcasters, since they were regulated, were entitled to less protection under the First Amendment than the print media. The U.S. Supreme Court was asked in November to review the case. Throughout the year, week-by-week, Broadcasting reported each event as it was happening. A review of these issues covers the entire field of radio and television as well as related fields that influence broadcast activity.

Following are references, grouped by subject, to most of the major news developments of the year with the date of issue. The references include all of 1968, and in order to offer fuller continuity, the last months of 1967.

Advertiser-Agency Relations


Xerox and Paper, Koeln, Louis print, cite differences over TV programming—3/11/68. What agencies want from clients is discussed by five agency presidents—10/21/68.

Hershey Foods reverses position in search for ad agency—11/18/67.

Kenyon & Eckhardt reorganizes, its agency subsidiary is Kenyon & Eckhardt Advertising Inc.—12/18/67.

Kurtz Kanamia Symon sets up shop with Hudson Paper as first account—12/2/68. Advertiser-broadcaster, Westlake & Associates, Seattle moves into spot TV with annual outlay up to $10 million—12/25/67. TWA's new ad campaign budgeted $22 million-plus.


General Foods' Maxim freeze-dried coffee campaign uses spot TV as basic medium—1/18/68; General Foods returns to NBC use proposed in court—4/22/68.

Ted Bates & Co. andsters stop reps by asking them to make filing adjustments on Colgate-Palmolive business—2/5/68.

Rumrill-Hoyt moves first account program series into TV syndication—4/1/68.

ANA and NAB hold meetings for exchange of views—7/15/68.

AAA funds surveys at Purdue University studying whether specific attributes of product or TV program affect consumer choice—7/8/68.

Miller believes in TV small advertisers. NBC's Otter says—9/25/68.

Hallmark Cards-Associations study to show shortage of commercials—10/17/68.

Xerox's Mccoolough proposes funding of non-profit commercial programming—9/21/68.

Six commercials in broadcast advertising spells up 4A's conference—10/29/68.

Social change is the challenge. 4A's told—11/18/68.

Advertiser-Government Relations
NAB, National Newspaper Association and Advertising Club of New York discuss ways of combating state efforts to tax advertising—9/25/67; enforcement of 3% tax on ads in Iowa delayed—10/26/67; 10/9/67; state groups urged to combat anti-advertising moves during AAF meeting—11/3/67; AAF's Bell warns of more ad taxes—6/17/68; new threat of tax on ad media in Maryland—5/26/68; Iowa tax is beaten in lower court—2/5/68; only to be upheld by state's supreme court—11/18/67; court review is sought—11/25/68, and AAF-NAB interest is aroused—12/13/67, 12/18/67.

Consumer-protective President Johnson in State of Union message includes proposal to protect consumers—1/22/68; AAF's Bell sees peril for advertising—2/5/68, as battle lines are drawn. President's eight-point consumer program sent to Congress—2/12/68; Merle M. McCurdy named Justice-Department's consumer counselor—4/19/68; Nader critical of advertising—5/20/68; Humphrey favors single consumer affairs office—7/29/68.

AAA convention features discussion of federal threats to advertising—4/27/68.


Richard Nixon, in political comeback of the century, savors his election-night triumph over nationwide television, meaning that he learned to be effective on camera consistently throughout the campaign. Clustered around appropriate needlepoint which he holds are his son-in-law, David Eisenhower, his daughter, Janie, and his wife, Pat.
A nation watched over the shoulders of Coretta King and Rev. Ralph Abernathy as they mourned Rev. Dr. Martin Luther King, whose assassination touched off a spate of rioting in the nation’s streets during tumultuous April 1968....
The New "WHAT'S MY LINE?"

4:30 to 5:00 P.M.

PERRY MASON

Hazel

5:00 to 6:00 P.M.

7:00 to 7:30 P.M.

... OF GREAT, NEW SELLING TIME
(MONDAY THRU FRIDAY)

There's a whole new look to late afternoon and early evening on WSYR-TV this season.

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

They're all selling for you in the strongest audience flow pattern in Central New York Television.

Get the Full Story from HARRINGTON, RIGHTER & PARSONS

WSYR-TV

NBC

Affiliate

Channel 3  • SYRACUSE, N.Y.  • 100 KW

Plus WSYE-TV channel 18 ELMIRA, N.Y.

BROADCASTING, Dec. 30, 1968
BROADCASTING, Dec. 30, 1968

winds up year sluggish, up less than 1½%
-4/6/68; improvement in 1968—7/29/68.
Fortune—9/4/68; 9/25/68.
10/21/68; 11/1/68.
Sears first quarter loss to 1967—9/18/67;
Best Foods considers isolated 30-second com-
mercial network—9/25/68.
-1/2/68.
-1/5/68.
-5/20/68.
-3/12/68.
-2/2/68.
-12/11/68.
Dairy Queen—9/16/68.
-9/21/68.
-11/11/68.

-1/11/68.

-9/18/67.

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-12/16/68.
Network executives present united front

The network presidents and news chiefs appeared before the President's Commission on the Causes and Prevention of Violence on Dec. 22, the day after television had been fingered as virtually responsible for the ills of American society—especially by FCC Commissioner Nicholas Johnson.

All made similar presentations: that violence is part of life and must not be excised from news programs; and that violence is inherent in drama, going back to the Bible and the "Iliad," for two examples. All explained the steps they had taken to reduce the amount of violence in television programs on their networks.

All stressed that research into the question of whether a casual relationship exists between violence on the TV screen and violence in the viewer has been stymied because no one has come up with the proper methodology. Nevertheless, all offered generous financial endowment for an unbiased, professional study of this issue.

During the all-day hearing by the violence commission, Mr. Goldenson bore the brunt of charges that TV's violence quotient had not changed substantially. Dr. Stanton was quizzed energetically on why there has been no industry research on the impact of TV violence on children. Mr. Goodman, coming last, and late on the day before the pre-Christmas weekend, was questioned less vigorously.
A showcase for your advertising message

A new team in the White House, ominous rumblings from Capitol Hill and proposals of far-reaching changes in broadcast and CATV matters by a presidential task force and the Federal Communications Commission make the beginning of 1969 a most critical time in radio-TV history.

Set in the frame of these events Broadcasting's eleventh annual Perspective issue, January 27, is of particular importance. Here, in one issue, will be a review of what the best minds in the business see for the future. The magazine's team of investigative reporters has talked to people at all levels—advertising, legislative, government, network, association, station—to produce well-rounded and authoritative facts and opinion on the months that lie ahead.

The basic economy continues sound, with both Television Bureau of Advertising and Radio Advertising Bureau predicting a good year. Advertiser and agency sources seem basically optimistic. Broadcasting's own estimate of radio and TV time sales will be a part of the report.

While ominous clouds continue to hover on the Hill some observers predict more sound than action in the months ahead. Those close to the Nixon camp feel the new President will be more sympathetic to the problems of broadcasters than some of his predecessors.

With more and more broadcasters dipping a toe into CATV that industry faces a turbulent year. Its problems as well as its gains will be reviewed in detail in Perspective 1969.

A new circulation high of 40,000 copies of the January, 27 PERSPECTIVE will provide advertisers unlimited opportunities to get their sales messages across to all of the nation's important buyers, both nationally and regionally. As a reference source, PERSPECTIVE has become accepted by broadcasting's most prominent influentials as the most meaningful year-end wrap-up of events past, present and future in the broadcast field. Regular rates will apply for PERSPECTIVE '69. Deadline, January 20.
Clutter cleanup by eliminating station-break commercials. No new cases proposed by leading rep—4/16/68.

FCC takes volkswagen case to hear about car radio in VCR's. FCC's in transmission of Los Angeles TV signals prove problem. FCC seeks to hear about cars' radio heads toward appeals court—1/7/68; 7/29/68. Southern California city officials ask FCC to soften restrictions.

Sixth Circuit Court unhoods FCC's CATV consolidation rules. FCC upholds its San Diego decision—11/18/68; but Bartley and Wadowsky dissents.

Mission Cable asks FCC to hold hearing on KFMB-TV San Diego license renewal to clarify city's role in area. FCC ruled—11/25/68.

Rules defer decision on base-to-desist of Twin Cities Cable system in Fulton, Tenn., pending hearing on station's public interest shows. FCC ruled—2/12/68.

Mission city council moves to ban franchising of any type of CATV system. FCC ruled—7/15/67.

Three body of FCC reviews cease-and-desist of Twin Cities Cable system in Fulton, Tenn., pending hearing on station's public interest shows. FCC ruled—9/12/68.

In sensational FCC decision, Los Angeles CATV's for hearing on New York City station's importation proposal—11/22/68.

Two Philadelphia UHF's seek relief from overspill proposals of 24-channel Levittown system. FCC ruled—5/6/68.

Philadelphia UHF stations lost 'TV war' against stations who were 'any strong colors.' FCC ruled—2/12/68.

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In sensational FCC decision, Los Angeles CATV's for hearing on New York City station's importation proposal—11/22/68.
ABC's Leonard Goldenson (l) and ITT's Harold Geneen shared a happier moment in 1966 over their proposed merger. But January 1968 brought an end to the abortive union as Justice Department opposition and a protracted court case caused ITT to withdraw.

Proposed $300-million deal that would find Metromedia absorbed by giant Transamerica Corp., seemed headed for some troubles as ill-fated ABC-ITT merger. Yet, for the moment, Transamerica's John Beckett (l) and Metromedia's John Kluge were all smiles over pact.

ABC presents proposals on CATV, urges Congress to hold back acting on copyright until industry conclusions.

ABC TV offers proposals on copyright. 

Telcon: 12/2/68, CATV delivers newspaper.

CBS says it has CATV interests but holds on to Representative John Dingell's (D-Mich) assertion that network has set aside $20 million for acquisition of cable systems—2/13/68; looks for new systems—12/23/68.

Rockefeller, symposium system blasts TV station on-the-wire editorial—11/16/67; CATV's contention of copyright problems is made at 11/25/68. 


Copyright. 

In the CATV area, Fortnightly seeks U. S. Supreme Court review of United Artists petitions.
The morning after he told the stunned nation of his retirement, President Johnson delivered major address to delegates at National Association of Broadcasters convention in Chicago. At 1/25/68, PBL and NET work together in political shows—7/22/68: plans Negro series 9Black Journal—4/22/68, starts June 12—5/68. staff resists in debate over production control, settled with appointment of board chairman—5/12/68; to ETV—8/26/68: House Commerce Committee raises red flags on bill to deliver emergency broadcast service—1/25/68; to NET—12/9/68.

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It all measures up to the fact that Tapecaster models are built better
personal attack—5/4/68; 3/11/68, opposition —4/18/68; FCC argues that doctrine does not extend to the constitution. Chicago appellate court tells FCC to pro- ceed with punishment but court argument won't be held up and FCC adopts changes extending list of neck-lacing cases. Boston appe- lants tell court rule change ac- tually created problem of harassment on appeals heard—5/20/68.

Chicago appellate court applies constitutional FCC rules establishing right of protest. FCC must file new rule in political editorial—3/18/68; validity is to be determined by U. S. Supreme Court, possibly by 11/27/68. FCC uses the rule to ask for report—11/21/68; issue lands at SCOTUS—11/17/68.

Broadcaster's court appeal of FCC and Justice petitions for review of appeals court's decision is denied. Commissioner Cox openly calls for public sup- port for FCC in First Amendment test—12/16/68.

Fairness doctrine applied to cigarette adver- tising
House Commerce Committee's Investigative subcommittee on fairness for broad industry into fairness, to invite advertising-agencies to come before it—5/29/68. 2/19/68, 2/26/68, 3/11/68; self-regulation of fairness suggested—4/6/68; hard sub-committee drafts report intimating urge for tighter restrictions on station ownership and for inclusion of personal-attack rules into Communications Act plus clear-sounding language—D. Trees—11/19/68.

Churchmen back FCC's fairness stance—3/ 19/68; continue to lobby for measures to deal with complaints—5/25/68; loses fairness complaint against CBS—6/1/68; supports FCC's opposition to KFLS Pikesville, KY directed by FCC to comply with personal attack fairness—6/27/68; new station arrested under state sedition law—6/27/68.

WHTT (TV) Jackson Miss., license renewal recommended, examiner cites United Church of Christ protests—11/21/68; natives in town seek renewal without modification; United Church of Christ asks FCC to deny license renewal—5/9/68, 6/8/68; in new filing, church and ACLU ask appeals court to reverse FCC decision—6/27/68. FCC Commissioner Johnson voicing strong dissent—7/1/68; appeals court to FCC—7/1/68; FCC fails to approve conservative group—7/5/68. FCC is pressured to defend its action against Cox- Johnson protest—11/22/68. In new filing, Cox, Johnson and church ask FCC to reconsider—11/28/68.

United Church of Christ asks FCC to deny license renewal for station with dis- dominant employment of union labor, religious, civil rights groups support protest—10/19/67; FCC's position is that broadcasters may face loss of license if FCC is unable to prove en- courage of state programs—7/8/68, 9/5/68; NAACP says FCC's policy is too limited—8/18/68, 5/5/68; re- arts contract, pre and con—10/14/68, 11/19/68, 11/21/68.

FCC Commissioner Johnson charges licensing procedure is "an utter disgrace"—2/10/68. KFBK in Sacramento sees local service program as station's claim for license renewal—7/20/68; proposes new FCC office to study cities' communications needs.

Commissioner Levinger says he'll leave FCC in protest at panel's decision to end era of compromise—6/5/68, will wait until July 6—Washington—7/1/68; sees Public as test case for 1972 election—10/22/67, to which Commissioner Cox indi- cates he'll be involved—11/12/67. FCC regulation warns on who will live-see FCC rules—5/7/68, 6/10/68, 6/17/68, 7/1/68, 8/5/68.

President Nixon told Johnson H. Rex Lee to FCC and Lee gives his views on Sen- ation confirmation hearing—9/16/68, he's sworn in—9/20/68.

Renewals of licenses to stations with little new service, renewal of KFBK's license, disturb Commissioners Cox and John- son—8/5/68.

Commissions Cox and Johnson in speeches around the U. S. implore broadcasters to show more concern—5/20/68; Johnson adds attack on "do-nothing FCC"—1/22/68, asks to end television White- lion policy at country club—9/23/68; Cox- Johnson renewals—10/19/68, Johnson in Worcester, Mass.—10/14/68, Johnson in Worchester, Mass.—1/26/68.

Commissioner Lecovinger and Johnson would elucidate more information from Oklahoma station—5/20/68; asks for more records and seeks responses as to how stations served minority areas—4/15/68, 4/18/68, 3/18/68, 4/8/68, 4/15/68; see open rebroadcasting to increase ratings—5/20/68; FCC and Lake City PTA renewals—10/14/68, Johnson in Worcester, Mass.—12/6/68.

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Second hearing on renewals of Second Thursday's WWGM Nashville, because of firm's first hearing on stations shortly after grant of FM station—9/1/68. FCC asks to drop hearing—11/15/68; application of publisher-broadcaster for third FM in neat Smith, Ark., set for hearing—11/16/68.

In FCC hearings and actions: allegations of anticompetitive practices enter into RKO General—9/15/68. Initial decisions issued on 11/16/67; next to Alabama Television Inc.—9/9/68. Initial decisions to come on 12/12/67; Grants for UHF in Yakima, Wash.—10/24/68. FCC's hearing examiner for Yakima—11/4/68; hearing examiner for Tucson—12/22/68; FCC asks to hold three public hearings in Yakima—3/1/68. Five applicants which have public hearing—7/1/68; two applicants for channel 56—1/18/68. FCC releases two station applications for UHF channels—5/6/68. Both FCC examiners at hearing—7/22/68. FCC's hearing examiner denies application of FM Los Angeles—7/1/68.

Angeles Corp.—5/13/68. FCC grants station application for UHF license—12/27/68. Hearing examiner drops recommendation affecting FM station—3/1/68; denial recommended by hearing examiner—9/19/68; applicants which have public hearing—7/1/68; both applicants for channel 56 in Atlanta—7/22/68; court of appeals tells FCC to accept Chicago station at Natick, Mass.—11/16/68, which FCC rejected for late entry—12/19/68. FCC radio stations licenses held up in which James E. Hutchins has an interest ordered into hearing—11/30/68.

FCC's hearing examiner drops application for UHF station—9/19/68. FCC recommends earlier grant order—9/30/68. FCC denies Maypolshe bids to deny WEBY Milton, Fla.; renewal hearing—10/28/68. Wometco says FCC ought to pursue ABC's TV-station licenses status in Miami area dispute—11/16/68; transfer of channel 41 CP in Battle Creek, Mich., is contested on ground applicant has no permit to transfer—11/4/68;Norwood J. Patterson asks for hearing on proposed sale of FM Los Angeles renewals in his bid for their purchase—11/25/68. WEDR Buffalo, would switch channels—7/1/68. FCC adopts notice of proposed rulemaking—12/2/68. WMC Camden, Tenn. N., ordered for hearing—8/24/68. FCC grants station to translator—9/2/68; translator rules clarified—9/15/68. FCC changes permit for licenses—10/30/68. FCC approvals for four Pennsylvania UHF stations —2/5/68.

Review of application-tee hike proposal by congressional subcommittee is extensive study of one man's ideas on regulation—7/15/68. Dupuy rule blocks sale of AM in Massachusetts and OK's—1/16/68; sets consolidated hearing for two segments of New York JERM applicants which have important principles in common—7/11/68; both applicants for WGOO Channel 9 in Buffalo, N.Y., heard by hearing examiner—7/11/68; applications for channel 56 in Alabama—7/22/68; court of appeals tells FCC to accept Chicago station at Natick, Mass., which FCC rejected for late entry—12/19/68. FCC radio stations licenses held up in which James E. Hutchins has an interest ordered into hearing—11/30/68.

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The Vietnam war was as close as the TV screen throughout 1968. Here a Viet Cong terrorist lies dying after on-camera execution.

N.Y. seeks court reversal of FCC decision affirming grant of CP for UHF in Buffalo to Ultravid Broadcasting—11/9/68. FCC refuses renewal of WNRJ Newark, N.J.—12/2/68.

FCC orders hearing on question of transfer of WCIX-TV Miami—9/23/68; also on question of control of WREX-TV Boston UHF CP—3/30/68. FCC approves of Overmyer's five UHF CP's to AYC Corp.—10/11/67. Representative Staggers summons FCC for review—12/18/68; sale papers signed—12/23/68; but Congress still in vacuo—12/28/68. bill to toughen telecommunications reporting—11/15/68; investigations Subcommittee pushes for FCC records but FCC resists demand; group broadens issue probing grant of ex-WABC New York license to WWHO-

68.

Trafficic reappears as issue as FCC reverses position on alleged trafficking conducted by one of principals of Yakima. Wa., while hearing is held—7/22/68; hearing ordered on McClendon (WJTV) complaints—11/15/68; FCC reassessing trafficking—7/15/68. FCC grants station to rebroadcasting of Trafficking in CP's—9/9/68.

FCC sets hearing on agreements involved in sale of WLTV-TV San Dimas, Calif.—12/18/68.

Supreme Court refuses to review seven-year- old Harriman, Tenn., case involving questions of WVUE(TV) and WYES-TV in New Orleans.

BROADCASTING, Dec. 30, 1968
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32 (1968: A SPECIAL REPORT)
Government and public groups took aim on cigarette advertising in 1963. Shock value of public health antismoking spots was frequently registered as

1969 start—8/12/68.

CBS Radio adds emphasis on news—9/30/68: Lou Dorfman heads new design-promotion unit—9/30/68: Richard Jencks elected executive vice president—12/7/68.

CBS Radio would give minutes, not money, to affiliates carrying network spots—9/30/68, but plan dropped because of stations' reservations—9/24/68.

Marie Joness leaves CBS—11/4/68.

NBC's David Adams may accept "test retirement"—8/25/68, effective—9/26/68.

CBS-TV affiliates board of directors discusses split 10-second commercial acceptance—11/12/68: President Goodman to affiliates: "broadcasters have become too accustomed to federal restrictions—4/18/68.

CBS-TV sets record in daytime business—11/1/68.

NBC Radio's first rate increase in more than three years—2/28/68, 3/15/68.

NBC network programs, hires new attorney as overseer—11/28/68.

NBC board approves new log rules—11/22/68, and FCC eases some—11/15/68.

Future plans of Television Film Exhibit as related to NAB conventions in doubt—11/18/68.


NAB asks FCC to consider station log-rules—12/22/68, and FCC eases some—12/28/68.


New season's TV network shows—30/30, 10/7/68: critic attacks readings—9/23/68, 9/30/68. 10/7/68.

CBS takes lead in ratings—10/14/68, 10/21/68, and ABC—9/19/68; ABC and NBC—10/28/68, 11/14/68, CBS—11/21/68, 11/26/68, 12/5/68, 12/24/68.

Replacement shows for 1965-66 season: ABC's first change to star Tom Jones—10/21/68: eight spots may pale at midseason—11/4/68, 11/14/68, 11/18/68.


Howard Hughes bids for control of CBS with tenders offer valued at $150 million—7/8/68: ABC set back twice over Hughes' convert attempt and refuses to re- strain offer, appeal to FCC pending— 7/21/68.

ABC complains to FCC that NBC-TV was wrong in airing its affiliates—4/22/68, FCC rejects—9/9/68.

Jonas & Fair & Co. sets up radio "network"—9/26/68.

Chet Huntley's private Interests in meat industry thus as issue—9/18/68.
five-year contracts with news wire services—7/25/68; set for oral hearing—3/25/68, but 7/6/68. AP’s member count—4/29/68, AP voice features beam—5/2/68.

Vietnam war coverage: Culligan’s NBC—5/25/68. WMAR-TV—7/18/68. settlement costs at $20 million—6/17/68; affiliates wonder if funeral coverage was overpaid—5/19/68. Committee to Admit funerals for ex-President. 7/1/68.

News coverage of Czech crisis—8/28/68.

Three Miami stations accused of distorting newscasts by CRAIN—7/22/69.

Edward Barrett resigns post as dean of Columbia Journalism school—12/16/68.

CBS’s San Diego sales chief is "shaking up" media coverage—12/7/68.

CBS News President Salisbury says CBS’s full live coverage of State Secretary Rusk television appearance on Meet The Press stirred speculation—6/18/68.

Triangulation Units to use "think bank" under which some of the first newspapers are input for new commentary and analysis—2/12/68.

Secretary of State Dean Rusk and Secretary of Defense McNamara in a meeting—12/16/68. WCBS points to its third station to go all-news—1/15/68, 2/25/68.

Station WCAU of Philadelphia joins in other announcements—11/14/68.

CBS News President Salisbury says CBS’s full live coverage of State Secretary Rusk television appearance on Meet The Press stirred speculation—6/18/68.

Press releases for hearings on network news—12/22/68.

Special task force of National Commission on Violence in the Media—12/21/68.

Television Journalism: a winter of crisis judged by regulatory notice from FCC of congressional committee. Chicago federal grand jury and for what is yet to come in Washington—12/9/68.

CBS’s San Diego sales chief is "shaking up" media coverage—12/7/68.

federal grand jury is in—11/15/68. NBC’s policy requiring news personnel to bar key investments gets mixed reactions—7/3/68.

Newsman loses job over slip of the lip on WBBM—12/18/68.

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CBS's Shakespeare joins Nixon campaign organization—4/24/68.

Group of presidential candidates holds preliminary meetings—5/1/68.

Democratic candidate LeRoy Collins turns down invitations to appear—6/7/68.

Prediction that 1968 will see emphasis heavier than in 1964 in political campaigns on broadcasting—4/1/68.

Ad man Frederic Paper's personal observations on TV at Democratic convention—6/16/68.

Supreme Court rules in libel case involving 1962 political speech on WAFB-TV in Baton Rouge—6/15/68.

AFF's code on political advertising based on resolution of Robert F. Allen—6/28/68.

CBS-TV plans to waive compensation for political conventions, election coverage finds FCC at odds—4/1/68.

The FCC considers late night talk shows as unfair—6/10/68.

Democratic House Commerce Committee suspends equal time—4/1/68.

Professor Theodore C. Sorensen, former JFK special assistant, calls for suspension of Sec. of State—3/15/68.

Public networks provide eight prime-time hours free—1/29/68.

President Johnson's withdrawal from 1968 race sets of network and other petition before Congress for suspension of Section 315—6/17/68.


CBS, NBC, and ABC to tell audience how pollen works—5/27/68.

New Season started, ratings, critical reviews—6/17/68.

"The Birds" movie sets new rating high—10/22/68.

ABC's "WJHC Honolulu" Today—10/22/68.

6/17/68: no presidential debates—5/20/68.


5/13/68: FCC offers of all candidates to communicate more to TV—5/6/68.

10/2/68: NBC reports—5/20/68.

"Time's" movie takes survey—5/6/68.

CBS-TV plans to spend $20 million for TV specials—5/6/68.

Press and}"why the news—4/22/68.

President and vice presidential candidates of Communist Party walk out of TV talk show when confronted by double agent for FBI—8/5/68.

BROADCASTING, Dec. 30, 1968

Program


FCC asks stations to tell audience how pollen works—5/27/68.

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CBS-TV plans to spend $20 million for TV specials—5/6/68.
"comfortably," cited are more UHF stations, local pre-emption of network shows
are followed by a number of important events:
President Task Force on Telecommunications and broadcast ownership.
2/22/68: FCC: Broadcast ownership studies--diversity--4/22/68.


"Violence" in television, other media, grows as issue in aftermath of assassination of President John F. Kennedy--6/21/68.

Advertisers react to issue of TV violence, some AHA members withdraw from shows playing change--7/1/68.

Boxing: ABC-TV buys rights to Banne-Grifith middleweight bout--4/16/68. NBC-TV: Emmys are over--3/24/68.


The use of sport as a method to pressure for social change--9/27/68.

Sports--4/1/68: ABC-TV will televise the tournament--9/27/68.


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Sports--4/1/68: ABC-TV will televise the tournament--9/27/68.
The new broom that will sweep through government agencies following the change in administration next month may clean out a number of officials who have had an impact on broadcasting over the past years.

But only a few are in the FCC. Others are in the Department of Justice, the Federal Trade Commission, the executive office of the President and the Department of Health, Education and Welfare. Jobs the new administration can fill with new people are among those listed in the report of the Civil Service Commission that has been published by the House Post Office and Civil Service Committee in the so-called "gray book."

Policy and Supporting Positions.
Among the jobs certain to be filled with new men by the Nixon administration is that of assistant attorney general in charge of the antitrust division. The present antitrust chief, Edwin M. Zimmerman, has continued the policy initiated by his predecessor, Donald Turner, of cracking down on multimedia ownership within a community.

Under Mr. Zimmerman, the antitrust division urged the FCC to expand its proposal to bar broadcasters who own one full-time station from acquiring another in the same market. The division suggested that the commission require existing multiple owners within a market to sell off all but one of their properties, and to apply that policy to newspapers and radio-televisioon combinations in the same market (Broadcasting, Aug. 5). Broadcasters are still seeking to marshal arguments against that proposal.

A number of the antitrust chief's top aides are also vulnerable. Included are Lionele Kestenbaum, director of policy planning, who was the department's chief attorney in the successful effort to block the International Telephone & Telegraph Corp., from acquiring ABC. ITT canceled the merger agreement on Jan. 1, 1968, after Justice appealed the commission order approving the transfer of ABC's stations to ITT (Broadcasting, Jan. 8).

The FTC's continuing importance to broadcasters because of its responsibility for guarding against fraudulent advertising, will probably have a new chairman under President Nixon. Paul Rand Dixon, who now holds that job, is a Democrat, and will be replaced by Mr. Nixon's right to shift the position to a Republican. However, Mr. Dixon intends to serve out the remaining six years of his second seven-year term ("Closed Circuit," Dec. 23), whether or not he is a Republican.

The situation is different at the FCC, where the chairman, Rosel H. Hyde, is a Republican, and is scheduled to retire
at the commission level are expected before then. Unless an incumbent resigns, the new administration will not have an opportunity to appoint a Republican to a commissioner's position now held by a Democrat—and thus give the Republicans a 4-to-3 edge on the commission—until 1970, when Kenneth A. Cox's term expires.

The Republicans will be able to fill a position now held by a Democrat on the FTC next Sept. 25, when the term of James M. Nicholson expires. The five-member agency is now composed of two Democrats, two Republicans and one independent.

The staff jobs at the FCC listed in the book include those of Max D. Poglın, executive director; William H. Watkins, chief engineer; Henry Geller, general counsel; George S. Smith, Broadcast Bureau chief; Bernard Strassburg, Common Carrier Bureau chief; James E. Barr, chief of Safety and Special Radio Services Bureau ("Closed Circuit," Dec. 23).

However, only the positions of general counsel and Broadcast Bureau chief have been known to change hands as the result of a change in administration—and Broadcast Bureau Chief Smith is a Republican. The job of executive director, a relatively new one, was not available to a new administration in previous changes of power. Since staff appointments at the FCC are made by the commission, it is conceivable that no changes in staff will be made until the Republicans have a majority among the commissioners. However, it seems unlikely that the four Democrats on the commission would seek to prevent a new chairman from naming key staff members. (Mr. Hyde has given no indication of seeking to make changes.)

Among the FTC staff jobs—and their present occupants—that could be filled by the new administration—are general counsel, James M. Henderson; director of the Bureau of Restraint of Trade, Cecil G. Miles; director of the Bureau of Deceptive Practices, Frank C. Hale; and office of executive director, John N. Wheelock.

With the new President, the executive office is expected to be turned completely inside out. This would mean the replacement of James D. O'Connell who, as special assistant to the President for telecommunications, plays a major role in spectrum management. In addition, educational television broadcasters will be looking for changes in the department of Health, Education and Welfare, which dispenses funds for ETV. Harold Howe, commissioner of education, has already resigned; he leaves office tomorrow (Tuesday). Dean W. Coston, an assistant to HEW Secretary Wilbur J. Cohen, who specializes in ETV matters, is also among those in the vulnerable category.

### Changings Hands

**Announced:**

The following station sale was reported last week, subject to FCC approval:

- **KTVH** (TV) Hutchinson-Wichita, Kan.: Sold by Wichita-Hutchinson Co. to Wky Television System Inc. for $4.4 million (see page 41).

**Approved:**

The following transfers of station ownership were approved by the FCC last week: (For other FCC activities see "For the Record," page 57).

- **WMCK** McKeesport, Pa.: Sold by Robert M. Cox, George W. Munnell, Frank R. Tully and others to Robert C. Weiss, Norman Wain, Joseph T. Zingle and others for $450,000. Buyers own WXY and WDKO(FM), both Cleveland. WMCK is full time on 1360 kc with 5 kw day and 1 kw night. Broker: Chapman Associates.

- **WMAD** Madison, Wis.: Sold by Neil K. Searles and others to James A. McKenna Jr. for $181,500. Mr. McKenna is a Washington communications attorney and owns KORS-AM-FM Golden Valley, Minn. He also owns 80% of WCMR-AM-FM Harrisburg, Pa., and 32% of WAWA-AM-FM West Allis, Wis. WMAD is a daytimer on 1550 kc with 5 kw.

- **KSW(FM)** Seattle: Sold by Ellwood W. Lippencott to Danny and Sylvia Fine Kaye and Lester M. Smith for $75,000. Mr. Kaye is a comedian. Buyers own KJRR Seattle; KJRA Spokane. Wash.; KKL-AM-FM Portland, Ore.; KCKN-AM-FM Kansas City, Mo., and WURE and WCKL(FM), both Cincinnati. Commissioners Robert T. Bartley and Nicholas Johnson dissented. KSW(FM) is on 99.9 mc with 20 kw (see page 39).

### Despite objection, Midwestern given grant

Midwestern Broadcasting Co. has been given FCC approval to build a television station to operate on channel 60 in Toledo, Ohio. The CP was granted over the objections of D. H. Overmyer Telecasting Co., licensee of WWHO-TV (ch. 24) Toledo.

Midwestern is owned by Lewis W. Dickey, who also owns WWHO Toledo and WWK-AM-FM Wheeling, W. Va.

Overmyer had attempted to raise issues regarding Midwestern's financial qualifications and its ability to operate on its proposed budget. Overmyer also urged the commission to withhold action on the application pending conclu-

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**BROADCASTING, Dec. 30, 1968**
sion of the current rulemaking proceeding aimed at barring owners of a fulltime station from acquiring another full-time station in the same market (Broadcasting, April 1).

However, the commission, on a 4-to2 vote, said that the petition to deny raises no substantial or material questions of fact and that Midwestern is qualified to construct and operate the proposed station.

Chairman Rosel H. Hyde and Commissioners Robert E. Lee, James J. Wadsworth and H. Rex Lee voted for the grant. Commissioners Robert T. Bartley and Nicholas Johnson dissented. Commissioner Kenneth A. Cox was absent.

Danny Kaye granted license for KISW(FM)

Application approved despite dissent from Johnson on “market rule”

Entertainer Danny Kaye and his wife, Sylvia Fine, can now count themselves among broadcasters whose applications have been granted by the FCC over a dissenting statement of Commissioner Nicholas Johnson.

The application was for the assignment of license of KISW(FM) Seattle, from Ellwood W. Lippencott to Dena Pictures Inc., owned by Mr. Kaye and his wife, and Alexander Broadcasting Co., owned by Lester M. Smith, a broadcaster. The sale price was $75,000.

The buyers also own KJRB Seattle and KJRB Spokane, both Washington; KKL-AM-FM Portland, Ore.; KCKN-AM-FM Kansas City, Mo., and WUBE and WCXL (FM) Cincinnati.

Commissioner Johnson’s dissent was based in part on the contention that the transfer would violate “the proposed one-to-a-market rule”—it would give the buyers two stations in Seattle—and add to their “substantial” broadcast interests in the area. Since the application was filed before the publication of the proposed rule, on April 3, it was specifically exempt from the policy the commission adopted of following the proposed restrictions on an interim basis.

The commissioner was also dissatisfied with a survey the buyers cited as the basis for a decision to change the programing of the station from classical to “standard pops.” He noted that the commission had received “numerous protests” from persons opposing the change, and expressed the belief that “the protesting Seattle citizens have a right to be heard on this issue.”

He said the “most serious problem” involves a treble damage private antitrust suit against the buyers’ KJRB and its program director. He noted that the allegations involve “serious conflict of interest questions and possible lack of licensee control.” The commission, he said, is apparently satisfied “that nothing is wrong here as the assignment is not even conditioned on the outcome of the antitrust case.”

The assignment application was approved by the commission on a 3-to-2 vote. Commissioner Robert T. Bartley, the other dissent, issued no statement. The majority consisted of Chairman Rosel H. Hyde and Commissioners Robert E. Lee and James J. Wadsworth.

Pace outlines CPB plans, stresses public affairs

The Corp. for Public Broadcasting last week outlined plans for its full year of operation, including its interconnected service and its activities in the public affairs and children’s programing areas.

Frank Pace Jr., chairman of CPB, noted that the corporation has received approximately $2 million in contributions from private sources and last October $5 million in federal funds had been appropriated for CPB.

CPB’s board of directors has approved the allocation of $500,000 toward the cost of the interconnected service on a regular basis, starting Jan. 5, to approximately 150 stations for two hours a night in prime time for a six-month period. This project, CPB said, was made possible by reduced rates for public television negotiated with AT&T. The Ford Foundation also is contributing substantially to interconnected costs.

In addition, CPB will provide approximately $750,000 for public affairs and cultural programing to be used on the interconnected service during the trial period. Mr. Pace said these programing grants will be made either to stations themselves or to National Educational Television.

During this initial year, Mr. Pace pointed out, the corporation also will initiate TV programing directed toward children and in the area of continuing education; will sponsor a number of one-year fellowships at public television and radio stations; will make grants to a number of radio stations for creative programing; will make complete detailed studies of the current status of noncommercial radio and will make a “major effort to develop and expand effective promotion of public television and radio at the community level, and in doing so, will utilize special research techniques.”
Storer fights to retain KGBS

Group claims that sale of L.A. stations would have resulted in ‘trafficking’

Storer Broadcasting Corp. says it rescinded its agreement to sell KGBS-FM Los Angeles to avoid involvement in trafficking charges it claims would have been leveled against the proposed purchaser of the stations, Norwood J. Patterson.

Storer offered this explanation in urging the FCC last week to dismiss Mr. Patterson’s petition to withhold action on Storer’s applications for renewal of the Los Angeles stations. Mr. Patterson said he intends to bring suit in California to force Storer to implement the agreement and that the agreement constitutes a “cloud” on the stations’ physical facilities and licenses (Broadcasting, Nov. 25).

At issue in the controversy is the agreement Mr. Patterson reached with National Science Network to sell KGBS-FM as soon as he acquired the station. The proposed resale price was $750,000, more than twice the $350,000 at which Storer says the FM was valued in the $2,300,000 total price that Mr. Patterson had agreed to pay Storer for the two stations.

Storer said it knew nothing of this plan and would not have entered into its agreement with Mr. Patterson if it had, because it considers the resale plan a violation of the commission policy against trafficking in licenses.

The proposed resale, Storer added, would thus involve it in protracted proceedings before the commission which “could not result” in a grant of the applications. And in the meantime, Storer said, substantial harm would be done to the stations’ relations with their employees and advertisers.

Storer said it rescinded its agreement with Mr. Patterson only after he refused to terminate his agreement with NSN and thus eliminate the trafficking problem.

Storer urged the commission to announce its determination that “on the undisputed facts” in the case, Mr. Patterson’s actions constituted “proposed trafficking in licenses.” Storer said such an announcement would deter other applicants from similar courses of conduct and, in addition, “go a long way toward resolving the dispute between the parties and preventing extended civil litigation.”

The group owner asked the commission to dismiss the petition to withhold action on the renewal applications on the ground that Mr. Patterson has no standing to make such a request. Storer contends Mr. Patterson would not be aggrieved by the grant of the application. Indeed, Storer said, Mr. Patterson has more to gain than to lose from a grant.

If the threatened suit is successful—which Storer contends it would not be—“a grant of the renewal applications in question would be an indispensable prerequisite to any assignment” to Mr. Patterson, according to Storer.

Another reason for dismissing the petition, Storer said, is that the sale contract has terminated. It provided that if the commission had not granted the applications by Nov. 29, either party could extend the agreement for six months by written notification to the other. Neither party, Storer said, has given such notification.

New CATV rules spur importation debate

But many petitions are not affected by commission’s new policy

Petitions filed with the FCC on CATV matters are beginning to show the effect of the commission’s proposed new cable policy.

Filings that last month would have been based only on the well-worn grounds of the Second Report and Order or the San Diego case now venture into territory circumscribed by “the commission’s notice of Dec. 13, 1968. . . .” On that date, the FCC announced its drastic proposals for revision of CATV rules—designed, it said, to enhance competition between broadcasters and CATV systems and to foster use of TV systems as a source of local programming.

In the process, the commission provoked strong reactions, positive and otherwise, from scores of individuals and organizations associated with broadcasting and CATV (Broadcasting, Dec. 16, 23).

Meanwhile, however, tangible evidence of the first quiet, practical adjustments to the proposed rules may be found in the steady flow of vital if outwardly innocuous petitions that both reflect and shape FCC actions. Many of the CATV-related filings submitted in the two weeks following issuance of the proposed rules would not be substantially affected by the outcome of the rulemaking proceeding, or by the commission’s interim cable policies. Those that have acknowledged the effect of the proposed rules in their arguments so far have all pertained to distant-signal matters. Some are new; some have kicked around commission halls for two years or more.

Representative of the new wrinkle in distant-signal requests was a filing by Dubuque (Iowa) FM-TV Cable Co., a division of H & B Communications Corp., relating to its request for authorization to import the distant signals of WFLD-TV and educational WTTW-TV, both Chicago. The request is necessary under existing rules, Dubuque said, because its operation falls partially within the grade A contours of KCRC-TV Cedar Rapids and KWWL-TV Waterloo, both Iowa. Under the new proposals, however, CATV systems operating more than 35 miles from the major city in a top-100 market would be permitted to import distant signals so long as they did not “leapfrog”—that is, carry the signal of a more distant station before a closer one of the same type. And with the commission’s new proposed rules, it indicated that petitions falling outside the scope of its top-100-market restrictions and otherwise in conformity with the proposed rules would generally be granted.

Therefore, Dubuque argued, its request can and should be approved since it is more than 35 miles from any city having an operating station and since no leapfrogging is involved.

In another filing, Capitol Cablevision Inc. approached the problem from the vantage point of a CATV system in the heart of a top-100 market—Charles-ton-Huntington, W. Va. Capitol had previously requested permission to import nine distant signals into its market—including all four Washington VHFs—but the commission denied the petition and designated it for consolidated hearing along with two other proposals for the same market, in order to determine their probable effect on UHF development in the area (Broadcasting, Oct. 7).

Under the proposed rules, Capitol pointed out, that hearing and all other top-100-market proceedings have been halted. However, the firm added, the commission indicated that it would grant some distant-signal proposals during the course of the rulemaking proceeding.

McLendon defends claim to WCAM

McLendon Corp. said last week that FCC denial of its application to acquire WCAM Camden, N. J., could result only from “imposing criteria upon McLendon which have never been placed upon any applicant by any commission decision, policy or precedent.”

The statement was part of a filing submitted in response to proposed find-
ings and conclusions of the FCC's Broadcast Bureau, in which the bureau recommended that the McLendon application be denied because of its unacceptable assessment of community needs and interests in Camden, because the company had not differentiated sufficiently between the needs of Camden and those of neighboring Philadelphia, and because its programming proposals for WCAM were unresponsive to the community needs that had been ascertained (BROADCASTING, Dec. 23).

McLendon argued in reply that it had surveyed community needs in full accordance with all previous commission requirements. The bureau's charge of inadequacy in the survey, McLendon said, was supported only by the statement that there had been no "demograph study" conducted—and never before, the firm added, had the commission outlined any criteria or made any requirement that broadcast applicants must conduct a "demograph study."

McLendon also said that the commission had never raised any previous question concerning the adequacy of its program survey.

The bureau's charge that McLendon's programming proposals were unresponsive to community needs was primarily based, McLendon said, on the statement that residents of Camden had expressed a preference for more newsworthy news than is presently being offered by WCAM—which is owned by the city of Camden—and that McLendon actually proposed to provide less news. This statement, McLendon said, is based on the proposed amount of news rather than upon its probable quality. McLendon said it would present news and public affairs of high merit.

The Broadcast Bureau had also said that McLendon appeared to be as interested in the larger Philadelphia market as in the needs of its proposed city of license. It argued that McLendon had a history of orienting suburban stations toward their larger neighbors, and that this practice would apparently be duplicated in Camden, especially since the would-be licensee had made no apparent effort to differentiate between the needs of Camden and those of Philadelphia. McLendon countered that it had no burden of proof where Philadelphia is concerned, but was simply required to ascertain and respond to the needs of Camden.

**New Portland outlet**

*Kink(FM)* Portland, Ore., owned by group broadcaster King Broadcasting Co., Seattle, went on the air Dec. 25 joining King's KGW-AM-TV Portland. The new station operates on 102 mc with 100 kw.

**KTVH(TV) purchased for $4.4 million**

**WKY Television System acquires new facility from Minneapolis papers**

The sale of KTVH (TV) Hutchinson-Wichita, Kan., to multiple-TV owner WKY Television System Inc. for $4.4 million was announced last week. Subject to FCC approval. The purchase would give WKY Television System four VHF's, and two UHF's.

KTVH(TV), which began operating in 1953, is on channel 12 and is affiliated with CBS-TV.

WKY Television System is owned by the Oklahoma Publishing Co., which publishes the Oklahoma City Oklahoman and Times. Other WKY Television System stations are WKY-AM-TV Oklahoma City (ch. 4), wtv(tv) St. Petersburg-Tampa, Fla. (ch. 13); KTVI(TV) Dallas-Fort Worth (ch. 11), KHTV(TV) Houston (ch. 39), and wtv(tv) Milwaukee (ch. 18).

The agreement, announced Dec. 21, was between WKY Television System and the Minneapolis Star and Tribune Co., which owns 93% of KTVH. The agreement provides, however, that the Minneapolis Star and Tribune Co. will acquire 100% ownership before consummating the sale to WKY Television System. Minority stockholders at the present time are John P. Harris, 2.6%; Bess Wyse Rickard, 2.8%, Dale Larsen, general manager of KTVH, 1%, and others. Mr. Harris is principal owner of KSAL, Salina and KIIT, Garden City, both Kansas; Mrs. Rickard owns 72.5% of KWWW Hutchinson, Kan. The present owners bought the station in 1955 for $1 million.

The Minneapolis Star and Tribune Co. owns 47% of wcco-AM-FM-TV Minneapolis and 100% of a CATV system in South Sioux City, Neb. It also owns the Great Falls (Mont.) Tribune and Leader, Rapid City (S. D.) Journal and Harper's magazine.

John Cowles Jr., president of the Minneapolis company, cited three reasons for the sale of the station.

He said that the Oklahoma Publishing Co. had offered a satisfactory price, that the Minneapolis newspaper faced "further substantial capital outlays" for plant and equipment for all three of its newspapers, and "there may be other segments of the communications-information-education spectrum with greater growth potential for our company."

Referring to the 47% ownership in wcco, Mr. Cowles added: "We continue to be well satisfied with our 1954 investment in 47% ownership of wcco (AM and TV) here in Minneapolis."

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Broadcast newsmen topped an exceptionally heavy Christmas week with a historic marathon space show that provided major additions to the scrapbook of the most memorable moments in the history of television journalism.

The heavy holiday schedule of anticipated news events ranged from the Sunday (Dec. 22) wedding of Julie Nixon and David Eisenhower to the on-again, off-again negotiations for release of three American prisoners in Vietnam by the Viet Cong. Added to this load was the sudden—if long awaited—release by North Korea of the crew of the captured American intelligence ship U.S.S. Pueblo.

But by far outshining all other news considerations—both in drama and weight of coverage—was the six-day flight of Apollo 8 sending three humans around the moon for the first time in history.

High points in the U.S. space venture carried a theatrical drama that rivaled an adventure series—and the real-life show belonged primarily to television. Millions of people around the world saw startlingly clear live television pictures some 60 miles above the moon's surface, shot from the vehicle of astronauts Frank Borman, James A. Lovell Jr. and William A. Anders, and relayed by NASA through ground conversion stations to the three domestic networks and to overseas.

With remarkably few photographic or transmission difficulties (a non-functioning telephoto lens on the first broadcast, a brief interruption in the final one), the most impressive viewer aspect of the flight was the six 20-minute television broadcasts from the space capsule, two on the journey to the moon, two in moon orbit and two on return.

The lunar orbit broadcast on Christmas Eve morning and evening brought the moon into millions of homes, and traditional seasonal considerations of tree-lighting and stocking-hanging were temporarily rivaled by the high drama of the second lunar broadcast, when the three astronauts took turns reading the opening verses of the Book of Genesis as the shadows of a lunar sunrise crept below them.

The flight fired the imagination and vocabularies of many of the news commentators. But the realism of direct television viewing tended to make many earthlings more prone to agree with the mundane, if more accurate descriptions of the astronauts who saw the earth satellite below them as "an unappetizing-looking thing...a vast lonely forbidding type of existence...expense of nothing..." that resembled "plaster of Paris...pumice stone...a whitish gray—like dirty beach sand with lots of footprints on it."

To fill the many lulls during the space coverage, all three networks pulled in almost every "expert" imaginable for interview and comment, from North American-Rockwell test pilots demonstrating capsule maneuvers to CBS's interview with Sir Francis Chichester, the ocean-going adventurer who sailed around the earth alone. Sometimes the interviews provided lively exchanges, such as a 10-minute debate Saturday morning between ABC science editor Jules Bergman and physicist Ralph Lapp, a strong critic of the manned space flight.

NBC claimed the lead in saturation coverage of the flight, with more than 16 hours devoted to it in the first 77 hours following lift-off, including an all-night vigil Tuesday morning. Although no comprehensive audience ratings are available, the 1 to 7 a.m. space watch apparently held many bleary-eyed viewers. Partial Nielsen ratings for the New York area showed the coverage gained ratings ranging from a high of 8.5 at 1:15 a.m. to 1:3 at 2:45 a.m., and averaging somewhat higher than its normal late, late, late movie audience (CBS's movie rating for the same period also was higher than normal, and higher than the space coverage, averaging from 8.5 at 1:30 a.m. to 2.6 at 3:15 and 3:30 a.m.).

Heavy news pre-eminences for the space coverage were added by the announcement Sunday morning of the impending release of the Pueblo crew. NBC added two half-hour specials, one Sunday night and one Monday afternoon. CBS added a half-hour Pueblo.

Big receiver picks up tiny signal
RCA hand-held camera sends TV pictures of moon flight to all corners of globe

The Apollo 8 astronauts described the lunar terrain as grim, stark and barren as they circled the moon the day before Christmas. This time, truly, the whole world was watching.

Millions in the United States, in Europe, in Asia, and even in the USSR, it's understood, saw the awesome close-up, from 70 miles, of the pitted lunar surface via live TV from the spacecraft, 270,000 miles above earth.

The two moon telecasts, as well as two transmitted while the astronauts were en route to the moon, and two while they were returning to earth, originated from a specially built 4.5-pound vidicon TV camera hand held in the space capsule. The camera was equipped with two lenses, one a 160-degree wide-angle lens for interior cabin shots, and one a 100mm telephoto lens, that gave some trouble in the early views, used for picturing the moon and also for views of the earth, both taken through windows in the command module.

Because of its special construction, the TV camera transmitted its pictures back to earth in a slow-scan mode, 320 lines at 10 frames per second. The transmissions, on 2,772 mc, were from four special, high-gain dish antennas hung on the ends of four retractable arms extending from the rear of the spacecraft.

The TV signals were received at the National Aeronautics and Space tracking/communications stations at Goldstone, Calif., near Barstow. Goldstone's 85-foot parabolic antenna "locked onto" the TV signals, boosted them and fed them through a conversion system that
special Wednesday evening, after the man had been returned to the U.S. ABC covered the Pueblo crew release within the context of its regular news programing.

**NFL game clipped by Apollo 8 coverage**

Fans voice disapproval as CBS deletes portion of Viking-Colt title game

The sanctity of professional football on television has been tested again and once more the fans dedicated to the pigskin have showed themselves unwilling to have their attention diverted elsewhere.

To date, NBC has been obliged more so than the other TV networks to devise various means to run American Football League contests in their entirety. But on Dec. 22 it was CBS's turn to incur the slings and arrows of outraged fans.

On that date at 3:01 p.m. EST CBS-TV cut into coverage of the National Football League playoff game between the Minnesota Vikings and Baltimore Colts to present a special report on the Apollo 8 moonshot. The astronauts were then headed for the moon. The report went 17 minutes 26 seconds and it cut into a little more than the final two minutes of the first half of the game and into half-time ceremonies.

CBS recouped by playing a tape of the missed portion of the game immediately after the moonshot report, but it deleted 47 seconds of football just before half-time in order to include a commercial. There was no scoring during that period and the announcers made that point.

As NBC could have told CBS, the fans were vocal. CBS received nearly 2,000 telephone calls in New York from protesting viewers. Still other irate calls from football watchers were reported received by the New York Times.

A month ago, NBC officials still jumpy with Heidi nerves, put out a memorandum to stations and advertisers informing them that should a situation arise where a winner of a telecast football game is in doubt, the network "would slide its schedule" to bring viewers final results of the game.

On Dec. 15, the situation did arise, and NBC-TV let its schedule "slide." When the American Football League contest between the victorious Oakland Raiders and San Diego Chargers ran longer than expected, NBC continued with its coverage. When it returned to normal programing, NBC did not join programing while in "progress," which is customary procedure, but ran its usual schedule late, completing the network feed at 11:08:40 p.m. EST, or eight-minutes 40-seconds beyond the usual time.

The presence of the Oakland Raiders on the field may have added to NBC's caution. It was during the Raiders-New York Jets game Nov. 17 that the network cut away and started the special Heidi, at 7 p.m. During the single minute TV was away Oakland scored two touchdowns within nine seconds to beat the Jets 43-32 (Broadcasting, Nov. 25). Outraged viewing fans swamped NBC's phone lines.

NBC made announcements throughout the evening of Dec. 15 to keep viewers informed of the late schedule. The network said it had 450 day shifts. New York, most of which asked curiously whether NBC was going to continue late through the night. Only about five of the calls, it was said, were of complaining nature. One official at NBC said, "it's the only satisfactory way to solve what is an untenable situation." Since advertisers and stations had been informed that the "sliding" might happen, "their reaction was virtually nil," NBC said.

**Computer will pit Clay vs. Marciano on TV**

Rocky Marciano and Mohammed Ali (Cassius Clay), both former heavyweight champions of the world, will square off on national television in 1969 via an electronic computer match to determine the modern "champion of champions."

Murry Woroner, president of Woroner Productions, Miami, who has produced and distributed for radio a number of computerized boxing bouts and a football tournament, announced last week that the mythical fight between Marciano and Ali will utilize stop-motion photographs of the two principals in a process known as photo-

converted the slow-scan transmissions into standard TV signals, 525 lines and 30 frames a second. The TV signals were then relayed to NASA's Houston space command center where they were turned over to the three TV networks for national broadcast.

The Goldstone facility handled five of the six telecasts from Apollo 8; the sixth was handled by NASA's Madrid earth station, which was also equipped with scan conversion equipment. The TV pictures were relayed back to Houston from Madrid via satellite. NASA's third earth station was near Canberra, Australia, but this station was not equipped with the scan converter apparatus. NASA's three stations were located 120-degrees apart on the earth's surface.

Both the TV camera and the scan conversion equipment were made by RCA.

The Apollo 8 TV transmissions were also fed from Houston to the Communication Satellite Corp.'s earth station at Etam, W.Va., near Morgantown, which beamed the pictures to NASA's Applied Technology Satellite 3 (ATS-3) over the Atlantic. These were received at West Germany's earth station at Raisting, and fed to British Broadcasting Corp. which, in turn, supplied the pictures to the 14 countries in the European Broadcasting Union.

Japan, the Philippines and Hawaii received the pictures from the ATS-1 over the Pacific; beamed from Comsat's Brewster Flats, Wash., earth station. Australia took one feed via ATS-1, the moon views on Christmas Eve in the U.S. (Christmas Day there).

The Christmas Eve pictures and those the next two days were fed to Europe via the new Intelsat III satellite which had been launched and positioned over the Atlantic Ocean only two weeks ago (Broadcasting, Dec. 23). Intelsat III, capable of handling 1,200 two-way voice circuits and four TV channels, is expected to become commercially operational by the middle of January.

_Broadcasting_, Dec. 30, 1968
Bay area gets another U; sports programs featured

The San Francisco-Oakland market, which little more than a year ago was a four-station market with three network VHF outlets and one VHF independent, was scheduled to get its fourth UHF station last weekend. Suddenly, San Francisco-Oakland has become a seven-station market, with four going metropolitan U's and a fifth U coming in from nearby San Jose.

The newest U is KUDU-TV San Francisco, channel 38. It was scheduled to go on the air last Saturday (Dec. 28) at 6 p.m. with a two-hour live program that essentially was designed to serve as a showcase for the station’s future programing.

Upcoming programing is projected to be all local and in color. The station will show no network reruns, no movies, no syndicated shows. There will be no regularly scheduled filmed programs of any kind other than what the station films for itself.

There will be a considerable amount of live programing. There also will be some video-taped shows. A heavy emphasis will be placed on sports, Junior-college basketball and baseball and high-school baseball, basketball and football will be covered. The station also plans to cover golf tournaments and carry at least 12 major college basketball games. Willie Mays of the San Francisco Giants will conduct a nightly 15-minute sports conversation show—as opposed to interview show—with prominent local sports personalities participating. KUDU hopes to syndicate this show.

A feature of the weekend programing is a show called *Sunday on the Town*, a four-and-one-half-hour weekly telecast. The two KUOM television vans will be doing live and taped remote pickups from all over the San Francisco bay area. Initially, the station is broadcasting from 4 to 11 p.m. during the week and from 1 to 11 p.m. on weekends.

Wilson K. (Bud) Foster, just previously a sportscaster for KBOO-TV, is president and general manager of the station. He is one of 23 shareholders in KUOM. Mr. Foster, who will do a nightly 15-minute sportscast, and a prominent local attorney, Edward D. Keil, have the biggest shares in the station.

**Season as seen by B&B, BBDO**

Agencies cite ‘Julia,’ ‘Laugh-In’ as keys to higher NBC ratings

Benton & Bowles and BBDO last week issued reports on the current network TV season, adding little to what others already have spotted or otherwise predicted, but the two agencies did attempt to drum up some interest in what they both called a season “with some dramatic changes.” BBDO also included some comments on recent developments in spot TV and commericals traffic.

The programing changes underscored by the agencies in reports prepared by their media-programing departments included these:

- NBC is running neck-and-neck with CBS in the average night-time ratings, and through mid November, "has actually carved out a 5% lead," according to BBDO. Yet, it's pointed out, CBS started this season in a "characteristically dominant position" with holdover program leaders.

- Both agencies note the popularity of *Julia* on NBC-TV, BBDO fixing on this show as one of the underpinnings, along with *Rowan & Martin's Laugh-In* and the Monday night movie, of NBC's strong showing this season, and B&B calling it one of the shows in the "belated, but encouraging trend towards 'integrated' programing."

- Both agencies are cautious in evaluating the audience strength of network movies, now running at the rate of a feature a night, BBDO says that while "there remains an abundance of network movies... performing at high rating levels," the performances are lower than last year. In an analysis comparing average nightly shares of audience this season and last season, the agency found only one night, Monday, when NBC is running a movie for the first time, doing better than a year ago. B&B found pretty much the same thing, adding that "movies are now becoming run-of-the-mill as program fare. And pretty expensive program fare at that." The agencies, however, indicate they consider movies as having become "staple" programing at the networks.

Neither agency uncovers any new trends in the success or failure of this season’s new shows, and at to the "second season" this winter they have little comment. Benton & Bowles in fact suggesting it "is merely a holding action," coming in too late "to be effectively judged for a slot on the upcoming fall schedule."

Both agencies make a point of placing the acceptable or "successful" audience share of a new show at 30. Along with the commentary, B&B issues its predicted rating and share for each of the "second season" replacement shows on the networks. Not one of these estimates gives a replacement show a share as high as 30. Closest is What's It All About, World (starring Dean Jones) on ABC-TV Thursday, 9-10 p.m. EST, which the agency predicted would come in with about a 28 average share of audience.

Also touched upon by BBDO is an explanation of Blair Television’s restructuring of rates for nonprime, 30-second announcements at 50% of the minute rate (Broadcasting, Dec. 23) and what is an apparently increasing tempo of complaints from TV stations and station reps to late arrivals of filmed and taped commercials.

BBDO notes also an additional change in the Blair "rate card" of "the erosion of rate protection for pre-emptible spots from 90 days to 28 days." Minutes, the agency says, continue to
be protected with a 90-day guarantee. On this, the agency comments: "Blair's supposed motivation behind the changes in their rate card is to provide greater flexibility for the stations in scheduling and selling services by eliminating the need for piggybacks. Pricing flexibility is increased through erosion of current rate protection policies for pre-emptible spots."

"However, it could also be true that by making the 30 the basic unit, and thus lowering unit costs and improving the 'aura' of efficiency, Blair has established a much lower base from which cost increases could be less prominently effected."

"This is analogous to a $100/share stock splitting four for one and attracting more trading activity at the lower $25/share level, thus spurring a price escalation. This type of maneuver is, of course, not acceptable to advertising, and the Blair concept will be viewed negatively if such is the case."

BBDO notes that stations have been discussing the initiation of some steps by which they hope to alleviate the late-commercials problem. These include a cut-off point for receipt of materials after which stations would release the spot for local sale if film or tape has not arrived; an automatic rescheduling of missed announcements "but not necessarily with spots of comparable value nor with the prior concurrence of the agency or the advertiser," an attempt of comparable rescheduling, with agency approval, but the right reserved to charge for missed announcements without an offer of compensatory spots if stations in their sold-out status caused lost revenue through missed spots.

Comments from viewers suggested by Catholics

A new year's resolution for the viewer or listener has been proposed by an official of the National Catholic Office for Radio and Television. Charles Reilly, executive director of NCORT, urged the individual in the radio-TV audience to come with constructive comments on programming in the new year.

Mr. Reilly said he felt "the only way listeners and viewers will ever get what they want in radio and TV shows is to ask for it. The only way they can really ask for it is to make their opinions emphatically known to the people who count—the sponsors, producers, networks and the individual stations that carry the programs."

He said viewer mail on the ABC-TV special The Secret of Michelangelo; Every Man's Dream was carefully screened by the sponsor (3M Co.), the network, the producer (Capital Cities Broadcasting Corp.) and by NCORT. He said viewer reaction to the special was an integral part of NCORT's evaluation and planning for future projects.

He added that audience reaction to Guideline, the new name for the Catholic Hour on NBC-TV and NBC Radio effective Jan. 5, would also play an important part in the planning for that series. Guideline will be seen on NBC-TVs Sundays, 1:30-2 p.m. NYT.

ETV offered specials free of cost by AT&T

AT&T, which is sponsoring without commercials the NBC White Paper specials on the crisis in the cities, has announced that the first program in this series, Cities Have No Limits, will be made available free to educational stations.

The Bell System companies will distribute 16 mm color prints to educational stations in their areas. Those stations will be permitted to show the program twice within a 60-day period.

CBS noses ahead in ratings derby

The see-saw ratings battle between CBS-TV and NBC-TV saw last week in favor of CBS, whose rating average for the week ended Dec. 15 gave it a slight edge over NBC. The averages: CBS 20.3, NBC 19.6, and ABC-TV 15.6.

The period was nearly bereft of high-rated specials. The movies were unable to dent the top rankings: an ABC Sunday night entry, "The Night of the Grizzly" with Clint Walker, rated tops among network movies that week with a 22.6 rating and a 36 share. The ABC movie was 20th in the Nielsen television index report, and the next closest movie, Monday night on NBC ("Kid Galahad" with Elvis Presley) was 34th.

President-elect Nixon's "cabinet and commentary" network show rated 50th with 16.8 and a share of 34. The Nixon figure represented the audience on NBC only (the cabinet presentation was on all three TV networks).

Three CBS weekly comedy series, Gomer Pyle, Here's Lucy and Mayberry, RDF were the first three positions with 30.5, 26.6 and 26.1 respectively.

NBC to film 'Brinker' for TV and theaters

The classic children's story, Haus Brinker or the Silver Skates, will be made by NBC-TV into a two-hour musical special starring Richard Basehart and Eleanor Parker for the fall of 1969. Shooting will begin Jan. 27 on location in Holland. Interior scenes will be filmed at Hamburg, Germany.
'PBL' airs debate on news 'bias'

Pastore, FCC's Johnson, Brinkley, Cronkite views on Chicago, censorship, and network competition

Senator Communications Subcommittee Chairman John O. Pastore (D-R. I.), in his first public discussion of broadcast news problems and performance since the Chicago Democratic convention in August, said the activity outside the convention hall as seen on television "was a horrible sight." But, he added, "speaking now about the responsibility of broadcasters, it was there to be shown and the American public saw it."

The senator, perhaps the single most influential legislator on Capitol Hill concerning communications matters, gave his views during a two-hour long dissection of broadcast news aired on Public Broadcast Laboratory Dec. 22.

The program came after the close of hearings in Washington by the President's Commission on Violence that had touched on many of the same problems and featured many of the PBL program's cast of characters (BROADCASTING, Dec. 23).

Senator Pastore told reporters shortly after the Chicago coverage that he hoped to hold hearings on the matter when Congress convened next month, but he did not elaborate on his personal opinions of the coverage or the events covered. Later, the Senate hearings were described as broader in scope than just a post-mortem on the Chicago events, probing into larger questions of the general responsibilities of broadcasters to serve the public interest.

But no date has been set for Senate hearings and no further announcements have been forthcoming. The ranking Democrat on the Subcommittee, Senator Vance Hartke (Ind.) also called for a hearing after release of the Walker report that described the Chicago disturbance a "police riot" (BROADCASTING, Dec. 9).

Much of the PBL discussion focused on the danger or necessity, depending on the point of view, of government pressures on broadcast news operations. Senator Pastore minimized the possibility of censorship, or, for that matter, even intimidation—a prospect that obviously was cause for concern to many broadcasters on the program or at the previous week's violence hearing.

In the process, Senator Pastore paid broadcasters a compliment of the sort that has been in short supply on Capitol Hill, especially since August: "I've said time and time again, in my humble opinion, the broadcasting industry of this country has reached a point of maturity and they are responsible people doing a responsible job." On censorship: "It can never happen."

The job broadcasters do is not necessarily complete, or perfect, he added. "There are many abuses, of course, like in anything else. And in this sensitive area I suppose the abuses are a little more precipitous and much more emphasized than ordinarily might be the case. But there you are. I don't think the Congress can legislate about what can be shown and what cannot be shown, no more than we can question the editorial policy of a newspaper. I mean you've run smack right into the First Amendment."

As for government pressures short of outright censorship, Senator Pastore said he's talked to all the network presidents, and "they're not easily scared. I don't think they're intimidated at all. I think that's a common cry you hear all the time. I mean cry wolf, wolf, wolf, and maybe nothing will happen. ... I don't know who's frightened them if they've been frightened. They're strong-minded men."

But in an immediate cut to another point of view, a technique that marked the program's editing throughout, Reuven Frank, president, NBC News, noted that "there are already controls of a very insidious nature, an atmosphere is building up that concerns me a great deal, that news people, acting according to their best lights, keep feeling that their almost conditioned actions and decisions may be subject to review. And I am afraid of a self-censorship developing."

Commercial pressures were aired pro and con on the program, ranging from charges that commercial interests from both within and without broadcasting's various corporate structures could distort or suppress news coverage (a possibility suggested by FCC Commissioner Nicholas Johnson, who repeated many of the same views he aired at the violence hearing), to charges that pressures emerge in the form of hyper-competitiveness between the networks (as suggested by Senator Pastore).

"Sometimes you networks get a little involved in this keen competitiveness," Senator Pastore said, "and you forget the public interest. And that's the one fault I find, and I think you can cure it." What lies behind the competitiveness? "Money... Money is the source of all evil. And there's a lot of money in broadcasting."

In another of the program's quick cuts, NBC newsman David Brinkley replied flatly: "We compete. We enjoy it. And I hope we continue to compete." But Richard Salant, CBS News president, said: "I think there's excessive competitive rivalry. ... I don't think that by and large it's led to significant excesses, but I think it can. It's something we have to guard against."

He said that perhaps, during a phase of his network's reporting on Vietnam, "competition led to an overemphasis" on good pictures at the expense of over-all meaning.

The network personnel were unanimous about the absence of advertiser pressures. "I've been 15 years in broadcasting at three different networks," noted ABC News President Elmer Johnson. "I've been here five years at ABC and I can't honestly say that I felt advertiser pressure. That doesn't mean that the advertisers agree with everything we do. They certainly don't."

Mr. Frank said it for NBC: "The advertiser has a legitimate interest in selling his product... If we do something that damages the sale of his product, he is free to withdraw his advertising. It's a free country. But he's not free to tell us how to put our programs on."

On news bias, Mr. Brinkley agreed he was biased, and at the same time called criticism of bias "perfectly silly, totally asinine." A biased opinion, he explained, "simply is an opinion you do not agree with... I've never had a letter from anyone who said, 'You are biased but I agree with you.'"

"I'm not objective, [and I] make no

Senator Pastore
pretense of being objective," he added. "Objectivity is impossible to a normal human being. Fairness, however, is obtainable, and that's what we strive for—not objectivity, fairness."

CBS newswoman Walter Cronkite had some second thoughts about Chicago. After a replay of the convention-floor scene showing CBS newswoman Dan Rather manhandled by plain-clothes security guards, followed by Mr. Cronkite's "bunch of thugs" observations, Mr. Cronkite said: "I am ashamed of having become emotionally involved in Chicago."

He added: "I do feel, however, that in the matter of defending the freedom of the press and our right to report, we're the only people who are going to do it, after all. Who else is going to do it for us?" He said the appearance in the CBS anchor booth of Chicago Mayor Richard Daley on the night subsequent to the Rather incident came from a decision to bend over backwards that was "solely" his.

The PBL program also featured comments from other broadcasters and observers, including Drew Pearson (who was mostly critical of the Chicago coverage) and a number of European broadcasters, discussing American and continental television coverage problems. In addition, viewers were given cinema verite glimpses into the complexities of television news production and planning.

Extended comment was provided by Robert MacNeil, formerly an NBC newswoman now with the BBC, who was the anchorman of the program. Mr. MacNeil was the lead-off witness at the previous week's violence hearing.

Unlike his violence testimony, however, Mr. MacNeil's PBL comments did not come to any ready conclusions or judgments, a circumstance, he said, required by the Public Broadcasting Act, which prohibits editorials on non-commercial stations. The law, however, is intended to preclude editorials espousing the views of station or network management, not to rule out personal comment by educational broadcasters, as the legislation's accompanying reports indicate.

Van units reduce cost for on-site productions

Cost reductions for on-location production are cited as a key benefit of two new compact video-tape mobile units designed by Media Research and Productions Inc., Coral Gables, Fla. The firm will use the vans, individually or together, in contract production work.

Savings are claimed as a result of the vans' small size, which cuts transportation costs and permits operation with smaller crews. Mounted in one of two 10-foot vans are three Marconi Mark VII color cameras, an Ampex high-low band VTR and a special effects generator. The other van contains two cameras and a video-tape recorder. With the units ganged, all equipment is operated from one van.

The small size of the vans permits operation in locations inaccessible to larger units, the company says, and a generator assures operation independently of on-site power supplies. In use, the vans are preceded by a station wagon transporting production personnel, camera heads, tripods and cabling.

Media Research and production headquarters are 401 Miracle Mile, Coral Gables 33134.

Repeal Sec. 315, says CED report

Committee sees stations donating more free time after such action

A call for repeal of the equal-time section of the Communications Act is one of the suggestions made in a report on campaign financing reform being issued today (Dec. 30) by the Research and Policy Committee of the Committee for Economic Development. The report also suggests that the need for a ceiling on the amount of broadcast time purchasable by campaigners and their organizations is rapidly becoming evident, a point disputed by two of the committee's members.

The CED statement makes a broad range of suggested changes in campaign financing laws and in elections and campaign practices. The CED is a private, nonpartisan research and educational organization composed of 200 business executives and educators, partially supported by private foundations.

In the area of broadcasting, which is recognized as a primary and increasingly important cause of campaign expenditures, the report urges larger public subsidies for educational television as well as repeal of Section 315, a step that the committee sees as opening up more donated air time for campaigners on both commercial and noncommercial outlets.

The 315 repeal call, however, includes a recommendation that the FCC should consult with the media to encourage far more extensive 'free' campaign coverage on an equitable basis.

The results of a Section-315 repeal should be watched by the FCC, the committee says, "as they certainly will be by appropriate committees of the Congress." If those results prove not to be "in the public interest," the report adds, "legislative remedies will have to be undertaken."

The report does not directly mention the possibility that broadcasters could be compelled to donate time for campaigns, but two committee members in an attached comment to the text suggest that such an implication may be present. C. Wrede Petersmeyer, president of Corinthian Broadcasting Corp., New York, and Walter N. Thayer, president of Whitney Communications Corp., a firm allied financially with Corinthian Broadcasting, take exception to the implication.

"To require media to go beyond [time already devoted to campaigns] by donating time or space to candidates to use as they please," they say, "would amount to a private subsidy for a public purpose. Such a requirement would be unsound as a matter of public policy and probably illegal."

Mr. Petersmeyer is a member of the CED's Research and Policy Committee, under whose auspices the report is issued. The document is a policy statement for the CED as a whole, but is not intended to reflect the individual views of other CED members not on the research committee. Mr. Thayer is a member of the CED's Committee for Improvement of Management in Gov-

CAN YOU SELL TELEVISION PROGRAMING TO TELEVISION STATIONS?

If you believe so, tell us why in as few paragraphs as possible. If what you have to say leads us to believe that you may have the qualities we deem essential for successful program selling, we will telephone you and go on from there.

We are a major television producer and distributor and are seeking sales power, present and potential. Sales experience in the television industry is not essential.

The opportunity we offer will lead to you being responsible for an entire territory after a substantial period of training. The job requires travel 50 weeks a year and will permit you to be home only on weekends and holidays. If this travel requirement raises the slightest question in your mind, please do not respond to this announcement.

Box M-271, Broadcasting.
Program notes:

Indian special • Triangle Stations, Philadelphia, will produce Indian America, an examination of the destruction of American Indian culture, for national distribution this winter. The 90-minute color film will be narrated by Henry Fonda.

FOI kit • Freedom of Information Center of the University of Missouri School of Journalism has published an eight-section kit on how to use the 1967 freedom of information law to gain access to federal government records. The kit is priced at $5 and is available from Freedom of Information Center, Box 858, Columbia, Mo. 65201.

Corporate changes • American Diversified Industries Corp., New York, is the new corporate name of National Telexip Inc. The change in name was made at the same time American Diversified acquired features representing more than $1 million, of five films (El Dorado Films, East-West Co., Hugenok Productions, Mods and Rockers Inc. and W. F. S. Productions, all New York).

With the acquisition, American has put together a package of 14 first-run feature films to be distributed—through Trans-American Film Corp., New York—to theaters and to television. One of the films in the package is a color feature that stars teen-age groups including the Beatles and the Animals.

From diamond to court • St. Louis Cardinal star pitcher Bob Gibson, a former college basketball star, has been assigned by WPIX-TV New York to team with sportscaster Marty Glickman on coverage of the station’s Saturday evening College Basketball series starting Jan. 11. F & M Schaefer Brewing Co., through BBDO, both New York, is half sponsor of the 10-game schedule. The remainder is open to participating sponsors.

New version • Screen Magic Inc., Los Angeles, is distributing to TV a new version in color of Winky Dink and You, which was carried on CBS-TV from 1953-56. The series of five-minute programs, in which viewers participate by drawing and coloring on home screens, has been bought by WPIX-TV New York, KCO-P (TV) Los Angeles, and the six Triangle stations—WPHL-TV Philadelphia; WNBF-TV Binghamton, N. Y.; KFRE-TV Fresno, Calif.; WNHC-TV New Haven, Conn.; WFBG-TV Altoona and WLYH-TV Lancaster-Lebanon, both Pennsylvania. The series is being produced by Ariel Productions, New York.

Meet the police • The role of the police force in the American community will be explored in a one-hour color documentary to be telecast the week of Jan. 13 on Westinghouse Broadcasting Co. TV stations. The Blue Minority, which focuses on the Boston police department, is the first production of the Urban America unit of WBC.

New home • Quadrant Productions, new TV-film production firm in Evanston, Ill., moves to 152 East Superior, Chicago.

The body that prepared the present report and has compiled other studies on governmental problems.

The report says “some degree of public control over commercial broadcasting” is justified by the fact that “each station enjoys a monopolistic use of the frequency bands allotted to it by the national government.” Such controls, it is argued, could include upper limits on the amount of air time that could be bought for paid political broadcasts. By the same token, “magazines, newspapers and all other channels of communications enjoying postal or other governmental privileges should also be encouraged to provide space,” the report suggests.

Messrs. Petersmeyer and Thayer take exception to both points. There is no more need for ceilings on broadcast expenditures than on print spending, they say. “Candidates should be allowed the free choice of how they allocate monies among the various media.” Further, they say, “the implication that the special mailing privileges enjoyed by the printed press may give the government the right to insist on a particular treatment of political material is unsound as a matter of law and unsound as a matter of public policy.”

Both men contend that the basic premise—control on the basis of spectrum scarcity or privileges extended—is incorrect. Citing the decision of the Seventh Circuit Court of Appeals on the fairness doctrine (BROADCASTING, Sept. 16), the dissenters say that using scarcity or “monopoly” as a justification for control is “fatuous.”

Among other recommendations, the CED report suggests that all election costs “that do not benefit one candidate or party or position . . . against any other are properly a public responsibility and should be conducted at governmental expense.” To this end it is proposed that informational campaign documents, prepared by candidates and parties (with equal space for all) be printed and circulated at public expense. No mention is made of analogous informational programs to be circulated by electronic means.

But elsewhere in the report the CED committee notes that increased subsidies to noncommercial stations could be granted “in the expectation that significant blocks of time will be set aside for fair and equitable explorations of political issues and candidacies.” One proposal under consideration—that the government might directly provide funds for campaign costs (which in turn would largely be spent with commercial stations for paid broadcast time)—is dismissed out of hand by the CED. Direct funding would diminish citizen participation, the report notes, citing the “unsatisfactory” experience of direct funding in Puerto Rico. There, it is reported, parties drastically overspent their allotments while voter interest and party morale declined.

Instead, the CED recommends tax incentives to increase citizen contributions to parties and candidates, on the one hand, and steps to reduce expenditures, such as fewer candidates, shorter campaigns, and less-expensive or free access to the media, on the other. The report cites escalating costs for broadcasting as the prime reason for increasing campaign expenditures.

The committee agrees that television has become the dominant medium for campaigns. “Whether for good or ill, this medium has become the main—and often the decisive—means of communication between candidates and their constituencies for all national, most state and many local offices.”

Thus, despite urging repeal of the equal-time laws, the committee insists that fairness must be guarded. “Any possibility of monopolistic manipulation or inequitable access to this medium would . . . constitute the gravest kind of danger to our democratic political system,” the report says. “Fairness in its use is an obvious imperative, and the public interest must be the dominant concern.”

Convention coverage is another area of the CED’s concern. Given the unmanageable size of the gatherings, the report notes, “the glaring aspects of television merely emphasize the ‘extravaganza’ or ‘spectacular’ aspects of the resulting mob scenes.” One panel member, William Benton, publisher and chairman of Encyclopaedia Britannica Inc., said in a footnote that he agreed with the reports’ characterization of television’s emphasis, but adds that the media do more—they also get in the way.

Godfrey, weather get new days

Two CBS Radio shows, Arthur Godfrey Time and Dimension on the Weather, will be expanded to seven days a week. Arthur Godfrey Time, which has been aired on a Monday-through-Friday basis since it began in 1945, will also be broadcast weekends beginning Jan. 4.

The national weather series, Dimension on the Weather, will add Saturday to its broadcast week. The series has been on six days a week since January.
Nielsen takes wraps off TNT

‘Teleprocessing in Timebuying’ computerized spot-TV service set to compete with ARB plan

The prospect of not one, but two computerized spot-television buying services developed last week as A.C. Nielsen Co. disclosed plans to offer one. Nielsen’s major competitor in the local TV ratings field, the American Research Bureau, was revealed several weeks ago to be working on similar plans (BROADCASTING, Dec. 9).

The competitive nature of the proposed new services, even before either one materializes, became apparent early in the Nielsen announcement. It said that “Nielsen is asking for no advance financial backing from subscribers.”

This was an obvious allusion to ARB’s suggestion that agencies and station representatives share ownership of the proposed ARB service with Control Data Corp., a leading computer company of which ARB is a subsidiary. ARB said this feature was not essential but seemed desirable to insure fuller cooperation of reps and agencies.

George E. Blechta, vice president and product manager of Nielsen Station Index, said that “because of agency and station rep encouragement, we are currently planning to underwrite development of the system,” which he said would be called “Teleprocessing in Timebuying,” or “TNT” for short.

The announcement said presentations to leading agencies started in November, and officials reported that reaction to the concept had been “good” and “very encouraging.” They also noted that more realistic reactions may be available when cost estimates and a timetable have been developed.

Officials could offer no approximation of costs, either to set up the system or to operate it, and said no realistic time table could be devised until the "exploratory" conferences to ascertain agency and rep needs and wishes have been completed and the blueprint has been revised to reflect these preferences. (ARB’s plan has been said to call for about $12 million to set up the system.)

The Nielsen announcement said the proposal was being made to “leading agencies, station reps and broadcasters.” Authorities said the presentations were continuing but had not yet formally reached the rep and broadcaster categories. They said the broadcasters’ exact role in the project had not been resolved.

Mr. Blechta stressed that TNT would not change the rep’s current role in selling and negotiating—a vital feature, in the opinion of observers, if any system is to get rep support.

The system would link subscribers’ offices with Nielsen’s data processing center in Chicago. Agencies would transmit campaign specifications—including cost-per-thousand and gross-rating-point tolerances, targeted audiences, seasonal adjustment factors and financial bases for ranking availabilities—into the computer via keyboard-equipped cathode ray tubes. Nielsen said the system would include identification and security safeguards to protect client proprietary information.

The buyer would also indicate what markets were to be bought and the computer would flash back for each market a list of stations and their reps. The buyer would then solicit availabilities from the reps, who could either submit them directly or through the computer. Either way, the buyer could get from the computer data bank a ranking of the availals on whatever basis he specifies—CPM’s, gross rating points, households or demographics. The ranking reports, transmitted directly to agency offices by magnetic tape recorder in tandem with a high-speed printer, would also show availals that failed to meet the tolerances specified in the buy plan.

Nielsen said that through the data bank the buyer would be able to combine spots “in infinite combinations” until he determined the “best buy.” When he had made his decision, he would key his buys into the computer, which Nielsen said would maintain records of confirmed spot buys for each product or brand. The buyer would then order the spots by calling the reps involved.

At any time, according to the announcement, a buyer could have displayed on his cathode ray screen a “buy status report” showing spots that have been confirmed with the reps, those ordered but not confirmed, and those selected but not yet ordered from the reps. After each market buy has been completed, the agency would receive a high-speed print-out of all confirmed spots and optionally, a print-out of spots ordered but not confirmed.

“TNT,” according to Mr. Blechta, “is designed to reduce the cost of spot buying by minimizing clerical functions and speeding the buying operation. It will assure uniform consideration of all buying criteria and allow the timebuyer increased negotiation and buying time. "Upgrading of spots would be simplified," he said, "and post-buy evaluations would be made at a fraction of present special-analysis costs."

Little agency and rep reaction was available during last week’s holidays, but observers noted that in new-service offerings in the past a determining factor in each company’s reaction has been the cost of the service to that company. Agencies tend to regard a computerized buying system as essentially a sales tool that ought to be paid for primarily by the sellers, while reps are not enthusiastic about shoulderimg the cost of a service that seems likely to prove—some thought this one would—to help buyer more than seller.

KPIX gets ASH lash

The latest target of attorney John F. Banzhaf III is KPIX (TV) San Francisco. Mr. Banzhaf, executive director of Ac-
tion on Smoking and Health, said in a petition filed with the FCC last week the station has broadcast an insufficient number of anticigarette announcements, and has therefore violated the fairness doctrine. His charge was based on monitoring of the station from Nov. 25 through Dec. 1. Mr. Banzhaf urged that the commission deny license renewal to KPIX. This is the second San Francisco station to receive a complaint from Action on Smoking and Health this month. The other was KRON-TV (BROADCASTING, Dec. 2).

Private twist to public service

TWA underwrites news on ETV network with travel-minded audience as target

Trans World Airlines, which spent $5,- 632,000 for TV advertising last year and has stepped up the rate this year, last week invested $150,000 in a non-commercial TV grant that assures the airline of 4,550 on-air mentions in 17 cities over the next six months.

It figures out to less than $33 a mention in each of the 17 cities. Rating services don’t regularly measure non-commercial-program audiences, so the cost-per-thousand homes could not be pinpointed.

The grant, said to be biggest known corporate award for public-affairs programming on a noncommercial station, will underwrite Newsfront, a nightly news show on WNDT-TV) Newark-New York that is also carried on 16 other stations of the Eastern Educational Network, for the six-month period starting Jan. 6. Without it, the Monday-through-Friday program might have gone off Dec. 31 for lack of funds.

Station spokesmen reported that TWA would get two mentions as the underwriter in each Newsfront program’s first half-hour, carried on WNDT and the other 16 stations. It will get one mention on the program’s second half-hour, carried only on WNDT. Thus in the 17 cities there will be 35 mentions per program, and with 130 programs in the 26-week span the mentions add up to 4,550, averaging the $150,000 grant out to about $32.97 a mention. The per-program average would be $1,153.85.

Although TWA President Charles C. Tillingham Jr. spoke of public-service considerations and corporate community involvement in his comments on grant, he also did not overlook the advantages to be gained from corporate identification with the program.

"TWA identity with the Newsfront program will be modest," he said. "It will emphasize our genuine interest in communications and the news events which shape our lives. Channel 13 (WNDT) and the other public television stations attract a special, selective and elite audience, people with broad interests who travel extensively throughout the world."

TWA authorities left no doubt that they wanted to reach audiences like this and that they considered the Newsfront investment an excellent opportunity to do so.

TWA’s annual advertising and promotion budget was put at about $30 million, of which apparently a little more than half is in nonmedia promotion. Its media advertising in 1967 has been put at $14.4 million, of which $5,- 632,000, or 39%, was in TV ($3,017,- 000 in spot, $2,615,000 in network), according to the Television Bureau of Advertising.

TVB said that in the first nine months of this year TWA spent about $2,588,- 400 in spot TV and $1,855,600 in network TV for a total of $4,444,000, up 13.2% from its TV spending in the same period of 1967.

In announcing the grant, WNDT President John Kiermaier called it "one of the finest examples in public television of corporate participation in the events and major concerns of our time."

He said that although WNDT’s general income picture this year in the best in history, the station had known since last June that it would have to drop Newsfront after Dec. 31 or carry it on a deficit-financing basis contrary to station policy. The TWA grant, he said, will assure the program’s continuation not only for the next six months but "well beyond," because "when we begin

How TV-network billings stand in BAR’s ranking

Broadcast Advertisers Reports, network-TV dollar revenue estimate—week ended Dec. 15, 1968

<table>
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<tbody>
<tr>
<td>Monday-Friday</td>
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<td>$ —</td>
<td>$ 217.4</td>
<td>$ 213.6</td>
<td>$ 5,356.7</td>
<td>$ 336.0</td>
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<tr>
<td>Monday-Friday</td>
<td></td>
<td></td>
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<td>105</td>
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<td>138,684.5</td>
<td>2,265.8</td>
<td>113,511.2</td>
<td>915</td>
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<td>5,693.2</td>
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<td>Sign-on-6 p.m.</td>
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<td>756.5</td>
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<td>97</td>
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<td>22</td>
<td>729.5</td>
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<tr>
<td>Sunday</td>
<td></td>
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50 (BROADCASTING ADVERTISING) BROADCASTING, Dec. 30, 1968
our new fiscal year in July, we will again be in a position to finance Newsfront out of our regular funds." Mitchell Kraus is host-moderator and Milt Haynes the regular newscaster on the program, which is produced by Lee Hays of the station's department of public affairs and news.

Cooperative ad plan disapproved by FTC

The Federal Trade Commission has issued an advisory opinion indicating that a proposed three-party promotional plan in the food industry would violate statutes administered by the FTC.

Under the plan the promoter proposes to sell TV time to suppliers of products retailed principally through grocery stores. The suppliers would pay rates based only on the TV time which they bought. The plan also provides the right of each supplier to have its products promoted in the stores of participating retailers.

Retail participation in the plan would be solicited by the promoter through retail trade journals. Retailers would set up special displays of the suppliers' products in stores and in return would obtain advertising time on the promoter's television programs.

Under the plan each retailer would obtain a minimum 10-second spot on a TV program during the specified period of promotion. Additional 10-second spots could be obtained based on purchases by the retailer.

Business briefly:

Mattel Inc., Hawthorne, Calif., through Carson/Roberts Inc., Los Angeles, will increase its television budget by 50% during the first quarter of 1969. The toy-maker, which already is the largest TV advertiser in its field, has scheduled more than 600 spots to play during the first quarter as compared to some 400 commercials shown during the comparable period in 1968. Added promotion will be given to 11 new products as well as six established toys. Washington Post Co., Washington, through Joe Gans & Co., New York, has purchased a schedule for Newsweek magazine on NBC Radio. Schedule will vary in time and program for 52 weeks. Singer Co., through J. Walter Thompson Co., both New York, will sponsor all of The Tonight Show (11:30 p.m.-1 a.m. EST on NBC-TV New Year's Eve). The show will include a special midnight origination from Times Square in New York. Other NBC-TV buys include Kal Kan foods, Los Angeles, through Honig-Cooper & Harrington, that city, in eight prime time shows; Standard Brands Inc., through J. Walter Thompson, both New York, in six night time shows, and Brown & Williamson Tobacco Co., Louisville, Ky., through Post-Keyes-Gardner, Chicago, New York, in My Friend Tony. Amerace Corp., Butler, N.J., through Kalish, Spipo, Walpert & Ringold, Philadelphia, for Ace bowling balls and combs, has bought into NBC Radio's coverage of American Football League championship game, and the Sugar, Orange and Super Bowl games.

Agency appointments:

- Carven Parfums, New York, has named Warren, Muller, Dolobowsky Inc., New York. Former agency was Trahey/Wolf Advertising, New York.
- Ross Roy of New York Inc. has been assigned to handle Alfa Romeo Inc., Newark, N. J. U.S. distributor of the Italian automobile line is considering radio in new model introduction. Billings are estimated at $300,000.

Also in advertising:

New Home - Roger Coleman Inc., station representative, has moved to larger quarters at 515 Madison Avenue, New York 10022. Phone: (212) 755-1621.

In rejecting the plan, the FTC said it appeared that the proposed arrangements for individual negotiations between suppliers and retailers with respect to the displays of the retailers would probably violate the law. The FTC also held that the plan did not adequately inform retailers of their right to participate.

Commissioner Philip Elman did not concur in the FTC opinion.

In conformity with FTC policy, the identity of the party requesting the opinion was not revealed.

FocusOnFinance

Sacrifice at Justice Dept. altar?

NGC would give up production, distribution
if court approves merger with Warner-7 Arts

National General Corp., Los Angeles, last week offered to divest itself of motion-picture production and distribution activities in order to gain court approval of its proposed merger with Warner Bros.-Seven Arts Ltd. The next move is up to the Department of Justice.

If NGC's proposal is approved, the firm would acquire the record, music-publishing and TV divisions of W7.

The offer was made last Tuesday (Dec. 24) by Seymour Simon, NGC general counsel, in a hearing before the U.S. district court in New York. NGC had requested the hearing to expedite approval of the merger, which had been announced last August (Broadcasting, Aug. 19). On the first day of the hearing, Monday (Dec. 23), a Justice Department official said the department opposed the consolidation because it would restrain competition in the motion picture field.

After listening to NGC's latest offer, Judge Edmund L. Palmieri adjourned the hearing until Jan. 29 so that Justice Department could determine its position.

The government's opposition was outlined by Maurice Silverman, attorney for the Justice Department's antitrust division. He said that consolidation of NGC which operates more than 275 theaters and produces and distributes features on a limited basis, with W7, a major producer and distributor of motion pictures and TV programs, might result in NGC using its film in its own theaters to the detriment of independent theatrical exhibitors.

Earlier, Mr. Simon had offered to make other concessions. These included one proposal to dispose of one of the two production organizations of the merged company, or, if the court desired, to dispose of one of the production and dis-
tribution organizations of the merged operation, at National General's option. He also said that NGC would agree not to play any of the merged company's pictures on a first-run basis in any of its theaters and would play only subsequent runs of its pictures in its theaters on nonexclusive basis.

Before NGC had offered to divest itself of the motion picture-production arm of W7, William D. Kilgore Jr., chief of the judgment section of Justice's antitrust division, said if the court approved the merger proposal, Justice planned to appeal the decision.

Mr. Silverman contended in his appearances before Judge Palmieri that the proposed merger would encourage other large film producers to seek consolidations or reciprocal agreements with exhibitors. He said that "the old abuses would certainly reappear" if the NGC-W7 merger were allowed.

Many of the major motion-picture distribution companies were forced by antitrust decrees in the late 1940's and early 1950's to divest themselves of their theater holdings. Among those selling off their theater chains were Paramount Pictures, Metro-Goldwyn-Mayer, Warner Bros. and 20th Century-Fox Film Corp. National General was formed during this period to acquire the theater chain owned by Fox.

Sarnoff sees sales of over $3.1 billion

RCA chief expects profits of over $150 million; NBC sales go over $600 million

Sales and earnings of RCA in 1968 are expected to establish all-time records for the seventh straight year, Robert W. Sarnoff, president and chief executive officer, reported last week in a year-end statement.

Preliminary figures indicate that sales in 1968 will top $3.1 billion and profits after taxes will exceed $150 million for the first time, Mr. Sarnoff stated. He said per-share earnings will be approximately $2.35, compared with $2.27 in 1967.

Mr. Sarnoff noted that during these seven years of unbroken progress, RCA sales have increased 80% and after-tax profits have more than tripled. He said he expects the national economy to continue to advance in 1969, "although not at the overheated pace of recent months."

Mr. Sarnoff reported that RCA had experienced its most successful year in consumer products. He said the company continued to "hold the largest share of the color television market," and pointed out that sales of phonographs, radio and black-and-white TV sets had increased.

NBC, he added, achieved a new sales record for the 24th consecutive year, exceeding $600 million for the first time in 1968. He emphasized that NBC's TV's diversified nighttime schedule, which began last fall, moved it into

The Broadcasting stock index

A weekly summary of market movement in the shares of 75 companies associated with broadcasting, compiled by Roth Gerard & Co.

<table>
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<th>Stock symbol</th>
<th>Ex- change</th>
<th>Closing Dec. 26</th>
<th>Closing Dec. 19</th>
<th>Closing Dec. 12</th>
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<th>Low</th>
<th>Approx. Shares Out (000)</th>
<th>Total Market Capitalization (000)</th>
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<td>40 1/4</td>
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<td>183 1/4</td>
<td>124 1/4</td>
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<td>54,500</td>
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<td>47 3/4</td>
<td>32 1/4</td>
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<td>85 1/4</td>
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<td>17</td>
<td>17</td>
<td>4</td>
<td>2,090</td>
<td>37,100</td>
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<td>VOK A</td>
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<td>34 1/4</td>
<td>34 1/4</td>
<td>1,257</td>
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| Programing | Columbia Pictures | CPS N | 40 1/4 | 43 1/4 | 43 1/4 | 45 1/4 | 23 1/4 | 4,701 | $206,800 |
| Commonwealth United | CUC A | 22 1/4 | 22 1/4 | 25 1/4 | 24 1/4 | 24 1/4 | 6,007 | 142,300 |
| Disney      | DIS N      | 85 1/4         | 91 1/4         | 86 1/4         | 93 1/4| 41 1/4 | 4,230 | 236,300 |

52 (FOCUS ON FINANCE)
"the number-one position in audience popularity during the prime viewing hours."

He cited gains in sales by RCA Information Systems, RCA Global Communications, The Heritz Corp. and Random House. One exception was RCA Defense Electronics Products, where sales and earnings declined from the 1967 level, Mr. Sarnoff said, because of "reduced government business, more intensive competition and increased fixed price contracting."

Disney Productions offers new stock proposal

The board of directors of Walt Disney Productions Inc., Burbank, Calif., has proposed an increase in the authorized number of common shares in the company from 7.5 million to 20 million. As part of this proposed change a new class of preferred shares would be created consisting of five million shares of $20 par value. The board could issue these new preferred shares at its discretion in one or more series with such rights, preferences and limitations as it decides. The proposal is subject to shareholder approval at the company's annual meeting scheduled for Feb. 4.

Walt Disney Productions currently has a total of 7.5 million authorized common shares. Of this total, 4,275,087 are issued and outstanding and 1,074,979 are reserved for possible future issuance. If the authorized number of common shares is increased as has been proposed, total authorized common stock will amount to 20 million and total authorized preferred stock will total five million shares.

Reeves to acquire Actron

Reeves Broadcasting Corp., New York, and the Actron Corp., New York, have reached an agreement in principle under which Reeves will acquire Actron.

Actron operates production and post-production services and provides systems design, sales and installations for industrial and educational nonbroadcast television users. Reeves Broadcasting is a diversified company in the fields of video-tape recording and post-production services, sound recording and processing, television and radio broadcasting ownership and other fields. Actron will operate as an autonomous unit within the Reeves educational services division.

Company reports:

Gulf & Western Industries Inc., New York, reported record net sales and earnings for the first three months of fiscal 1969. ended Oct. 31, 1968:

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<tr>
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<td>Earnings per share</td>
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<td>Net earnings</td>
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<td>Net sales</td>
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Financial notes:

- Boston Herald-Traveler Corp. has declared a dividend of $1.75 per share on its common stock, payable Jan. 15 to stockholders of record Dec. 31.
- Outlet Co. has declared quarterly dividends of $1.375 per share on 5% convertible preferred stock, and

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<th>Stock symbol</th>
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<th>Closing Dec. 15</th>
<th>Closing Dec. 12</th>
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<th>Approx. Shares Out (000)</th>
<th>Total Market Capitalization (000)</th>
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Grand total | 562,810 | $37,585,200 |

Standard & Poor Industrial Average

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<tr>
<td>O-Over the counter (bid price shown)</td>
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BROADCASTING, Dec. 30, 1968
53
16 1/4 cents per share on common stock, payable Feb. 4, to stockholders of record Jan. 17.

- Gross Telecasting Inc., owner of WJIM-AM-FM-TV Lansing, Mich., has sold the facilities of its Pear and Partridge Restaurant subsidiary at Capital City Airport and plans to rebuild the restaurant at a new location. The buyer is Fred Harvey Inc.

- Public offering of 100,000 common shares of Doremus & Co. sold out in first day (Dec. 16). Stock was offered at $12 a share. It closed, in over-the-counter sales, at $12.50 bid, $14.50 asked.

- Doyle Dane Bernbach has declared a quarterly dividend of 2 cents per share, payable Jan. 15, to stockholders of record Dec. 31.

Color TV sales top B&W for 1st time

Nearly 6 million units sold; monochrome sales expected to reach 5.5 million mark

Television sales will account for almost half of the estimated $5 billion domestic and imported electronic retail sales this year—with the sales of U. S.-manufactured color TV topping those of black-and-white sets for the first time, according to the Consumer Products Division of the Electronic Industries Association. Also announced last week was EIA's periodic report on total U.S. market sales.

The EIA division reported that current TV retail sales of almost 12 million units are running 5% over sales in 1967. Color sales approached 6 million units, 10% over 1967, while monochrome sales are expected to about equal last year's 5.5 million units.

In color TV, the sales mix is expected to show 30% for portables and table models and 70% for consoles. In previous years, virtually all color TV sales were consoles. In black-and-white, portables and table models are 85% of the total.

Total U. S. retail radio sales, which had been running at about 40 million units annually for the last three years, are expected to be up 5% this year. Auto radios are seen up 19%; transistor portables are steady, and table and clock radios are off about 10%. About 50% of all U. S. factory-produced radio sets will have FM this year.

Continued growth of the consumer electronic market is seen, running at a 5% to 10% increase yearly into the 1970's.

Meanwhile, in its regular report of the total consumer electronics market, EIA reported that during the first nine months of this year 1.1 million more television receivers were sold in the United States than during the same period last year.

The report enumerates domestically produced sets, imports bearing U. S. labels and imports bearing foreign labels.

The report also shows that in the January-September period this year and in 1967 more foreign label radios were sold, factory sales of U. S.-produced radios were down slightly, total radio sales were up, and FM-equipped radios moved upward by about 3.5 million units.

Zenith '69 color line uses integrated circuits

Zenith Radio Corp., Chicago, has introduced an integrated circuit as the color demodulator in its new 1969 line of color TV sets. Eighteen of Zenith's 50 new models feature the IC device.

Zenith explained the IC color demodulator consists of a total of 19 transistors, 2 diodes and 24 resistors, all on a single silicon chip less than one-sixteenth of an inch square.

Other features of the new Zenith line includes a "gyro-drive" UHF channel selector for faster and more precise tuning of the high band and automatic fine tuning. The color set line ranges from 14-inch portables to 23-inch combinations.

CBS reported winner in color-tube suit

CBS authorities reported last week that they had been notified that CBS had won its three-year-old suit accusing Sylvania Electric Products Inc. of infringing CBS color-TV tube patents.

Copies of the decision, giving details, were expected momentarily from the U. S. District Court in Boston, where the case was tried. The suit, filed in

Total U.S. sales of consumer electronic products

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<th>Product</th>
<th>FIRST 9 MONTHS 1968</th>
<th>FIRST 9 MONTHS 1967</th>
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<td>Factory sales,</td>
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<tr>
<td>AM</td>
<td>2,666,185</td>
<td>2,562,363</td>
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<td>FM/AM or FM</td>
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<td>1,588,398</td>
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<td>4,150,761</td>
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<td>Automobile radio</td>
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<td>FM/AM or FM</td>
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<td>9,377,672</td>
<td>2,562,363</td>
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<tr>
<td>FM/AM or FM</td>
<td>2,260,62</td>
<td>2,158,398</td>
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<tr>
<td>TOTAL</td>
<td>11,638,299</td>
<td>4,160,761</td>
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* Total monochrome and color television
  7,577,545                          | 791,453          | 926,616                | 9,299,614

* Color TV sales for 1968 period were 2,905,980 for factory sales, U.S. produced; 260,032 for imports, domestic label; 136,873 for imports, foreign label, and 4,302,885 for total U.S. sales. Comparative figures for 1967 are not available.
January 1966, asked for damages but did not specify an amount (Broadcasting, Jan. 31, 1966). Sylvania, in reply, denied patent infringement, claiming the patents involved were not valid (Broadcasting, April 4, 1966).

Technical briefs:

New TV cameras • The Commercial Electronics Division of Sylvania Electric Products Inc., Bedford, Mass., has developed two vidicon TV cameras for studio and closed-circuit use. The SC15A and SC16A both have a minimum resolution of 650 lines and a binary divider chain for positive 2:1 interface. The SC15A is designed for video/RF use and comes with a three-lens manual turret. The SC16A includes a nine-inch monitor/viewfinder, a 4:1 zoom lens and an intercom system. The SC15A is priced at $1,175 and the SC16A at $1,800.

Video tubes • Visual Electronics Corp., New York, has introduced two new lines of three-inch image orthicon camera tubes of high sensitivity and extremely low noise characteristics. The tubes are interchangeable with other image orthicons of the same size.

Sharper tolerances • Moseley Associates Inc., Santa Barbara Research Park, Calif., has developed the TAU-1 tolerance alarm unit designed to accompany the automatic transmitter loggers and to monitor base current ratios for alarming parameters of a directional antenna array. The TAU-1 is a six-channel system and features I.C. voltage comparators.

Slide projector • Spindler & Saupe Inc., Glendale, Calif., has developed a new forward-reverse sequencing two-by-two slide projector designed for TV chain integration. Model SLR-TV has a 48-slide single magazine and can be used with black and white or color multiplexers, or by direct projection onto a TV camera tube face.

New plant • Shure Brothers Inc., Evans- ton, III., has broken ground for a new assembly plant in Phoenix, to be completed early next spring. Shure manufactures microphones, high fidelity components and related products.

Equipment aid • WETA-FM Washington's newest noncommercial station will take to the air in mid-1969 with a transmitter and antenna donated by Metromedia Inc. The group operator, which has WTTG-TV and WASH(FM) in Washington, presented the equipment plus other stereo transmission gear to the Greater Washington Educational Television Association Inc. Greater Washington has WETA-TV on the air and holds construction permits for WETA and WEXT(TV).

Royal award • Dr. Dennis Gabor, staff scientist at CBS Laboratories, has been awarded the distinguished Rumford Medal by the Royal Society, London, for discoveries in “light or heat.” Dr. Gabor, who is professor emeritus of the Imperial College of London, is known as the father of holography.

New tap • C-Cor Electronics Inc., State College, Pa., has introduced a new terminated tap unit, TTM-4-7, for CATV, featuring directional coupling, flat response, and an attenuation figure of 6.5 db. Price is $14.

New cooler • Roirton Inc., Woodstock, N. Y., has developed the Dolphin, a fan which can provide continuous cooling for up to five years without maintenance. Measuring only seven inches in diameter and about two-and-a-half inches deep, it has oil-impregnated sleeve bearings and is mounted with clips on integral clamping rings. The Dolphin is designed for applications including electronic control equipment, relay racks, power supplies and a wide range of instruments. The unit produces minimum acoustical disturbance.

New relay • Allied Control Co., New York, has developed a new miniature-size telephone type relay, the Hi-Mag cradle relay. Available in two, four, six and eight pole contact configurations, single or bifurcated, it has a switching capability of 5 amps.

All-weather eye • GBC Closed Circuit TV Corp., New York, has a new weatherproof solid-state closed circuit camera (model OD-722) that uses a standard pan and dolly mechanism, provides horizontal resolution of more than 550 lines, weighs one-third less than previous models, and lists for $495.

Fates & Fortunes

Broadcast advertising

David Skylar, senior VP, Griswold-Eshleman Co., Cleveland, elected executive VP. Perry L. Brand, with Griswold-Eshleman, Chicago, also elected executive VP. William V. Levy, director of public relations services, and James F. McManus, senior account supervisor, Cleveland, elected VPs.

Rocco Campanelli, co-group head, and Lou Centlivre, copy supervisor, Kenyon & Eckhardt, New York; William J. Casey, account supervisor, K & E, Chicago, and John F. McClure, account supervisor, K & E, Detroit, elected VPs.

James P. Demarco, director of advertising and public relations, Endicott Johnson Corp., Endicott, N. Y., named VP, advertising and public relations.

Robert J. Lackner, general sales manager, Carling Brewing Co., Cleveland, named VP of sales. Richard C. Wright, director of advertising and merchandising, named VP of advertising and merchandising. Robert W. Higgs, manager of new markets, appointed assistant to VP of marketing.


Mr. Wilshire

J. Birney Blair, commercial manager, KHQ-TV Spokane, Wash., named VP.

Robert J. Brush, Standard Brands Inc., New York, joins Borden Co. there as foods division sales promotion coordinator.

Edward L. Lubin, national sales manager, KJH Los Angeles, joins WOR-FM New York as general sales manager.

Charles Lintgen, sales manager, WHTV-AM-FM Tette Haute, Ind., joins WNBT-AM-FM Davenport, Iowa, as general sales manager.

Michael J. Lutomski, with WJBK-TV Detroit, joins Metro TV Sales as manager of Detroit office.

Richard Kraushaar, account executive, KTLA(TV) Los Angeles, appointed local sales manager.

Jack L. Hitchcock, local sales manager, WTVT(TV) Tampa-St. Petersburg, Fla., named sales manager at WESH-TV Daytona Beach-Orlando, Fla.

Gary G. Wright, with WCSI Columbus, Ind., joins WFIN Findlay, Ohio as sales manager.

Media

Howard Trickey, station manager, WLUK-TV Green Bay, Wis., joins WTVO(TV) St. Petersburg, Fla., as gen-

BROADCASTING, Dec. 30, 1968 55
Bill W. Miller, business manager, WREC-AM-FM-TV Memphis, named VP.

George F. Hartford, area VP, Post-Newsweek stations, Washington, joins CBS Radio, New York, as field manager, affiliate relations.

Raymond D. Weisbond, senior attorney, CBS law department, New York, joins ABC-TV there in newly created position of director of television contracts.

Charles R. Griggs, manager, WWLN, WSEE(FM) Olney, Ill., joins WSOY-AM-FM Decatur, Ill., as general manager.

Lawrence W. Beabout, operations director at WWLN, WSEE(FM), named station manager. Both are Illinois Broadcasting Co. stations.

Donald H. French, VP, WIRA Fort Pierce, Fla., joins WJTS Jupiter, Fla., as general manager.

Bill Sanders, program director, WWDC Washington, appointed general manager of WWDC-AM-FM.

John A. Moline, with KDLM Detroit Lakes, Minn., joins KOUR Independence, Iowa, as general manager.

Curtis W. Brown, sales representative, KWTO Springfield, Mo., joins KTTS-AM-FM there as station manager. He succeeds Jerry Sweaney, who becomes assistant manager of KTTS-TV.

Promotion


Bill Nunley, captain, U.S. Air Force, joins WLAC-TV Nashville as promotion and advertising manager.

Andy Driscoll, sales promotion director, WQMG Minneapolis, joins WXYZ Detroit as advertising and promotion director. He succeeds Charles Mann, who resigns.

Gilbert Smith, director of promotion, KFI Los Angeles, joins Teletron Productions, Hollywood, as director of public relations.

Equipment & engineering

Bruce L. Wolfson, operations manager, Reeves Video, division of Reeves Broadcasting Corp., New York, elected VP of operations. William R. Hale, manager of traffic control for Air Dispatch, New York, joins Reeves Video as manager of syndication services.

William D. Hedden, VP, Calvin Productions Inc., Kansas City, Mo., named VP, Midwest section of Society of Motion Picture and Television Engineers.


Frank J. Gaskins, manager of product planning, video products division, Ampex Corp., Redwood City, Calif., becomes video products manager of Ampex International.

International

Murray T. Brown, VP and general manager of broadcasting, CFPL-TV London, Ont., named president of CFPL-AM-FM.

Paul A. McDermott, with Radio & Television Sales Inc. and Andy McDermott Sales Ltd., Toronto, named manager of Montreal office. Frank Gardiner, with Toronto office, succeeds Mr. McDermott.

Patrick F. Boscamp, with KSET, XPAK (FM) El Paso, joins XHFX-FM Ciudad Juarez, Mexico, as general sales manager and program director.

As compiled by Broadcasting, Dec. 18 through Dec. 23 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, DA—Directional antenna, ERP—Effective Radiated Power, kw—kilowatt, LS—local signal, mc—megacycles, mod.—modification, N—night, PIA—pressourse authority, SCA—subsidiary communications authorization, SH—specified hours, SMA—special service authorization, STA—special temporary authorization, trans.—transmitter, UL—ultra high frequency, U—unlimited hours, VHF—very high frequency, vis.—visual, watts—watts, ———educational.

New TV stations

Final action

Toledo, Ohio—Midwestern Broadcasting Inc. FCC granted UHF ch. 80 (748-750 MHz): ERP 583 kw vis. 118 kw aur. Ant. height above average terrain 480 ft. Ant. height above ground 496 ft. P. O. address: 2950 Pickle Road, Toledo 43616. Estimated construction cost $175,000; first-year operating cost $175,000. Geographic coordinates 41° 37' 52" north lat.; 83° 28' 30" west long. Type trans., RCA TTU-30A. Type ant., RCA TDD-85. Legal counsel: Stein, consulting engineer Jules Cohen & Associates, both Washington Principals: Lewis H. Dickey, president (99.6%) et al. Mr. Dickey owns WKJK-AM-FM Wheeling, W. Va., and WGOOD Toledo. Action Dec. 18.

Other actions


Action on motion


Call letter applications

• Lewis Broadcasting Corp., Savannah, Ga. Requests WGSX-TV.

• Ultravision Broadcasting Co., Buffalo, N. Y. Requests WUTV-TV.

Existing TV stations

Actions on motions


Call letter application

• KWSU-TV, Washington State University, Pullman, Wash. Requests KWSU-TV.

New AM stations

Final actions

• Tulsa, Oklahoma—Coastal Florida Radio Broadcasters. FCC returned as unacceptable application for new AM on 1460 kc. $5,000. Operation would involve prohibited overlap of contours. Action Dec. 18.


• Catskill, N. Y.—Carapile Broadcasting Co. FCC granted 560 kc. 1 kw-DA-D. P. O. address: c/o Jean Czapinski, 7 Charles St., Hudson, N. Y. 12534. Estimated construction cost $3,316; first-year operating cost $48,000; revenue $60,000. Principals: Andrew Wnieskew, Carmine A. Pizza, Jean M. Czapinski (each 33%), Dr. Pizza is instructor in anatomy and physiology. Mr. Wisniewski is salesmen. Miss Czapinski is stenographer. Action Dec. 18.

• Red Springs, N. C.—K & R Broadcasting Corp. FCC granted 1510 kc. 1 kw-DA-D. P. O. address: TV West Broad Street, St. Paul, N. C. 28384. Estimated construction cost $33,458. First-year operating cost $50,000, revenue $63,000. Principals: Thomas J. Rogers and Frederick R. Keith Jr. (each 20%). Mr. Rogers owns 33% of WTGR.

Contact your CCA representative, or better yet, your “Good Sounding” fello broadcaster.

EDWIN TORNBERG & COMPANY, INC.

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

New York—60 East 42nd St., New York, N.Y. 10017
212-687-4242

West Coast—1357 Jewell Ave., Pacific Grove, Calif. 93950
408-375-3164

For reliability, economy and a high fidelity sound, the CCA AM 5000D is unsurpassed. Contact your CCA representative or better yet, ask your “Good Sounding” fello broadcaster.

CCA AM 5000D

Broadcasting, Dec. 30, 1968

57
Summary of broadcasting
 Compiled by BROADCASTING, Dec. 26, 1958

Mac TABLE: On Air Total On Air CP's Total Authorized

<table>
<thead>
<tr>
<th>On Air</th>
<th>Licensed</th>
<th>CP's</th>
<th>Total</th>
<th>On Air CP's</th>
<th>Total Authorized</th>
</tr>
</thead>
<tbody>
<tr>
<td>Commercial AM</td>
<td>4,231</td>
<td>55</td>
<td>14</td>
<td>4,286</td>
<td>65</td>
</tr>
<tr>
<td>Commercial TV-HF</td>
<td>4,231</td>
<td>37</td>
<td>9</td>
<td>4,268</td>
<td>67</td>
</tr>
<tr>
<td>Commercial TV-UHF</td>
<td>354</td>
<td>5</td>
<td>7</td>
<td>361</td>
<td>77</td>
</tr>
<tr>
<td>Educational TV-HF</td>
<td>70</td>
<td>5</td>
<td>7</td>
<td>75</td>
<td>111</td>
</tr>
<tr>
<td>Educational TV-UHF</td>
<td>70</td>
<td>7</td>
<td>9</td>
<td>77</td>
<td>111</td>
</tr>
</tbody>
</table>

Station boxscore
 Compiled by FCC, Dec. 1, 1958

<table>
<thead>
<tr>
<th>Station</th>
<th>AM</th>
<th>FM</th>
<th>Edu MC</th>
<th>Edu TV</th>
</tr>
</thead>
<tbody>
<tr>
<td>Licensed (all on air)</td>
<td>4,215</td>
<td>1,873</td>
<td>615</td>
<td>349</td>
</tr>
<tr>
<td>CP's on air (new stations)</td>
<td>17</td>
<td>59</td>
<td>57</td>
<td>12</td>
</tr>
<tr>
<td>Total on air</td>
<td>4,232</td>
<td>1,892</td>
<td>676</td>
<td>170</td>
</tr>
<tr>
<td>CP's not on air (new stations)</td>
<td>11</td>
<td>15</td>
<td>14</td>
<td>18</td>
</tr>
<tr>
<td>Total authorized stations</td>
<td>13</td>
<td>2,128</td>
<td>849</td>
<td>108</td>
</tr>
<tr>
<td>Licenses deleted</td>
<td>12</td>
<td>15</td>
<td>14</td>
<td>18</td>
</tr>
<tr>
<td>CP's deleted</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
</tr>
</tbody>
</table>

1. Includes two AM's operating with Special Temporary Authorization, and 25 educational AM's.
2. Includes three VHF's operating with STA's, and two licensed UHF's that are not on the air.


Fines
- KFML Denver.—FCC ordered payment of $500 forfeit for repeated rule violations, including failure to have property licensed and to maintain suitable measurements available. Action Dec. 13.
- KOKE Austin, Tex.—FCC ordered payment of $500 forfeit for repeated violation by having to license operator on duty. Action Dec. 18.
- KASL New Castle, Wyo.—FCC notified of apparent forfeiture liability of $1,000 for rule violations by licensee. (Continued)
- KXFR McCalla, Ala.—FCC notified of apparent forfeiture liability of $500 for violation of rules by failing to keep maintenance logs. Action Dec. 23.

Call letter applications
- WRDS, Inc., Salem, Va.—Granted WJLM-FM.

Existing FM stations
Action on motion

Fine

Call letter applications
- WDLP-FM, Dixie Radio Inc., Panama City, Fla. Granted WPAP-FM.
- KUWS-FM, Richard C. Brandt, Newton, Iowa, Granted KCOB-FM.

Other actions, all services

Processing line, all stations
- Following AM applications will be ready and available for processing Feb. 28, 1959.

(Continued on page 63)
BROADCASTING, Dec. 30, 1968

PROFESSIONAL CARDS

JANSKY & BAILEY
Consulting Engineers
1812 K St., N.W.
Wash., D.C. 20006
Phone: 236-8300
Member AFCCE

JAMES C. McNARY
Consulting Engineer
National Press Bldg.
Wash., D.C. 20004
Phone: 746-3000
Member AFCCE

—Established 1926—
PAUL GODLEY CO.
CONSULTING ENGINEERS
Box 798, Upper Montclair, N.J. 07043
Phone: (201) 746-3000
Member AFCCE

GUY C. HUTCHESON
CONSULTING RADIO ENGINEERS
930 Waverly Bldg. National E-7757
Washington, D.C. 20004
Member AFCCE

GEORGE C. DAVIS
CONSULTING ENGINEERS
RADIO & TELEVISION
527 Munsey Bldg.
783-0111
Washington, D.C. 20004
Member AFCCE

H. E. COMMERCIAL
ENGINEERING CONSULTANTS
1145 Third St., N.W.
Washington, D.C. 20005
Member AFCCE

A. D. Ring & Associates
42 Years' Experience in Radio Engineering
1710 H St., N.W. 299-6850
WASHINGTON, D.C. 20006
Member AFCCE

GATUNY & JONES
CONSULTING RADIO ENGINEERS
930 Waverly Bldg. National E-7757
Washington, D.C. 20004
Member AFCCE

KEAR & KENNEDY
1302 18th St., N.W. Hudson 3-9000
WASHINGTON, D.C. 20006
Member AFCCE

A. EARL CULLUM, JR.
CONSULTING ENGINEERS
INWOOD POST OFFICE
DALLAS, TEXAS 75209
(214) 631-8369
Member AFCCE

GUY C. HUTCHESON
CONSULTING RADIO ENGINEERS
930 Waverly Bldg. National E-7757
Washington, D.C. 20004
Member AFCCE

SILLIMAN, MOFFET & KOWALSKI
711 14th St., N.W.
Washington, D.C. 20005
Member AFCCE

GEO. P. ADAIR ENG. CO.
CONSULTING ENGINEERS
Radio-Television
Communications-Electronics
2030 K St., N.W., 4th Floor
Washington, D.C. 20006
Phone: (202) 523-4404
Member AFCCE

KEAN, SKLOM & STEPHENS
CONSULTING RADIO ENGINEERS
19 E. Quincy St.
Riverside, Illinois 60546
(Please call for appointment)
Phone: 312-947-2401
Member AFCCE

HAMMETT & EDISON
CONSULTING ENGINEERS
Radio & Television
Box 6B, International Airport
San Francisco, California 94128
(415) 342-2208
Member AFCCE

JOHN B. HEFFELFINGER
9208 Wyoming Pl. Hiland 4-7010
KANSAS CITY, MISSOURI 64114

JULES COHEN & ASSOCIATES
Suite 716, Associations Bldg.
1145 19th St., N.W., 659-3707
Washington, D.C. 20006
Member AFCCE

BERNARD E. SMITH
CONSULTING RADIO ENGINEERS
4210 North Capitol St.
Washington, D.C. 20016
Phone: 301-285-3000
Member AFCCE

HAMMETT & EDISON
CONSULTING ENGINEERS
Radio & Television
Box 6B, International Airport
San Francisco, California 94128
(415) 342-2208
Member AFCCE

VIR N. JAMES
CONSULTING RADIO ENGINEERS
Application and Field Engineering
945 Colorado Blvd., BO206
Phone: (Area Code 818) 333-5562
TWX 910-921-0214
DENVER, COLORADO
Member AFCCE

SILLIMAN, MOFFET & KOWALSKI
711 14th St., N.W.
Washington, D.C. 20005
Member AFCCE

PETE JOHNSON & Associates
CONSULTING mm-fm-tv ENGINEERS
P.O. Box 4316
304-225-2281
Charleston, West Virginia

CARL E. SMITH
CONSULTING RADIO ENGINEERS
2800 Snively Road
Cleveland, Ohio 44141
Phone: 216-526-8336
Member AFCCE

WILLIAM B. CARR
CONSULTING ENGINEERS
Walker Bldg., 4028 Daley
Fort Worth, Texas
AT 4-9931
Member AFCCE

ROSEMONT TELEVISION SYSTEMS
ENGINEERS
120 E. 56 St.
New York, N.Y. 10022
29 South Mall
Plainview, N.Y. 11803
Member AFCCE

RAYMOND E. ROHRER
Consulting Radio Engineers
317 Wyatt Bldg.
Washington, D.C. 20005
Phone: 347-9061
Member AFCCE

E. HAROLD MUNN, JR.
BROADCAST ENGINEERING CONSULTANT
Box 220
Coldwater, Michigan-49036
Phone: 517-278-6733

JOHN H. MULLANEY and Associates
Suite 711
1150 Connecticut Ave., N.W.
Washington, D.C. 20036
Phone: 202-223-1380
Member AFCCE

FRANK A. ZOELLER
TELEVISION SYSTEMS CONSULTANT
20 Years Experience
Box 366 + San Carlos, Cal. 94070
(415) 593-1751
Member AFCCE

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

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

CAMBRIDGE CRYSTALS
PRECISION FREQUENCY MEASURING SERVICE
SPECIALISTS FOR AM-FM-TV
445 Concord Ave.
Cambridge, Mass. 02138
Phone: (617) 876-2310

Telecommunication Consultants International, Inc. (TCI)
Offering Consultative Services in Telecommunications & Electronic Data Handling Systems
Coral Gables, Fla. President
1012 Conn. Ave., NW, Wash. 20036
Phone: (202) 659-1135

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

TELCOM, INC.
Offering the Services of its Registered Structural Engineers
8027 Lasburg Pike
McLean Va. 22101
(703) 893-1708

SERVICE DIRECTORY

BROADCASTING, Dec. 30, 1968
59
CLASSIFIED ADVERTISING

Payable in advance. Check or money order only.

Staplets Wanted 25¢ per word—$2.00 minimum.

Applicants: If tapes or films are submitted, please send $1.00 for each package to cover handling charge. Forward remittance separately. All transcriptions, photos, numbers and specifications must accurately express any liability or responsibility for their custody or return.

Help Wanted 30¢ per word—$2.00 minimum.

RADIO—Help Wanted

Management

Major market group owner has key sales positions open for its FM stations. Box M-243, BROADCASTING.

Take charge, sales minded manager for small market station in town of 6,000. Experience in all phases preferred. Salary and commission. Present manager leaving after six years to purchase own station. Contact Drew Ballard, Manager, KGC'T, Georgetown, Texas.

Sales

Dynamic rapidly expanding group operator has openings for 2 professional identities in top-40-rated sunny Florida CGW. Rapid advancement through management. Call Mr. Karp, pre-paid, B-187-784 for appointment or send resume, Box M-212, BROADCASTING.

Attention Texas salesmen. Outstanding opportunity for top-notch salesman with proven track record. San Antonio’s number one station is adding a man. We have had no personnel changes in the last 2 years. Good base, Excellent fringe benefits. Growing corporation. Only one position considered. All replies in confidence. Contact General Manager, Box M-192, BROADCASTING.

Junior salesman for aggressive small market New England station on coast. Resume to Box M-207, BROADCASTING.

Salesman ready to move into Sales Manager position with rapidly expanding group that is Number 1 rated and a major Mid-West market. If you want to make more money and are looking for a sizable opportunity, call Box M-212, BROADCASTING.

Exceptional opportunity for enthusiastic radio salesmen. You must have experience for this group-owned station in the nation’s 4th market. Box M-249, BROADCASTING.

Top 10 market, successful new station, rated 5th, adding aggressive salesman. Many Virginia accounts. Big money for a big producer KRL, P.O. Box 3993, St. Louis, Missouri.

Immediate opening—Young salesman—Management potential! Salary $2,500—$3,500 Experience must be—WBDR, Beacon—Newburgh, New York.

If you’re a successful radio salesman with creative ideas & what it takes inside to move into sales management, you might like this market as an advanced operation in Central Virginia, we have the position, accommodations, and the chance to make your mark on this ad worthwhile. Hard work required. You’ll be well worth it. Apply to your present employer. Take that first step today. Contact Ron Joseph, Radio Station WLCM-WLJS-FM, Broadcast House, Lynchburg, Virginia.


Wanted—man experienced in sales-directing. Must be dependable. Also in Civic, Community affairs. Must be able to furnish good credit references. References will be checked thoroughly. Must also be capable of moving into position of responsibility. Good salary. Call 703-935-2816.

Announcers

Need personality lock for metro midwest market station. Modern studio. Lace-up tape, resume soonest to Box L-56, BROADCASTING.

Bright capable deejay wanted by Indiana kilowatt with growth and future. Some news and writing experience helpful. Top pay for proven ability. Fringe benefits include detailed experience of pension and retirement in resume, tape. Box M-138, BROADCASTING.

Detroit—Announcer

Soul lock needed at once! Must be good on news, records and production. Good salary for right man. Send air check at once to Box M-151, BROADCASTING.

68B personality needed by major market member of national group and major radio market. Must have 2 national market experience necessary. Good benefits programs, excellent advancement opportunity, Send tape, resume to Box M-170, BROADCASTING, or call 317-359-5512.

We are looking for an announcer who wants to break into stations. Prefer college graduate, married and at least two years experience. This is a good opportunity to start the right man. By investigating. Midwest: Box M-196, BROADCASTING.

IMPORTANT!

The U.S. Equal Employment Opportunity Commission has issued the following guidelines concerning Male-Female Help Wanted Ads effective December 1, 1968:

Section 1604.4 of EEOC Regulations

IT IS A VIOLATION OF TITLE VII FOR HELP WANTED ADS TO INCLUDE TERMS OR CONDITIONS WHICH INDICATE A PREFERENCE, LIMITATION, SPECIFICATION, OR DISCRIMINATION BASED ON THE GENDER OF THE APPLICANT FOR THE PARTICULAR JOB INVOLVED.

THE PLACEMENT OF ADVERTISEMENTS IN COLUMNS CLASSIFIED BY PUBLISHERS ON THE BASIS OF SEX, AS COLUMNS MARKED “MALE” OR “FEMALE,” WILL BE CONSIDERED AN EXPRESSION OF PREFERENCE, LIMITATION, SPECIFICATION OR DISCRIMINATION BASED ON SEX.

DI—N—6—small market. OK ... has the "glamor" finally worn off? Is the $20 a week as a DJ equal to the $300 a week to a Cadilac? Have more appeal than a Volks? Use your experience as a DJ to become a salesman with one of the top RGR stations in the country. Live in a pleasant economical East Coast suburb only minutes away from the most exciting city in the world. We’ll train you. Show you how to make over $15,000 your first year. If you are honest, hard working, have more than reasonable intelligence and are willing to work hard you are our man. Send resume, recent pictures and references. Box M-213, BROADCASTING.

Good morning man, if you’re a good morning man this contemporary leader in upper midwest wants to hire your unique earnings in medium-large market. Limited TV exposure possible if you warranty, include picture and complete resume, all materials returned. Box M-231, BROADCASTING.

MOR station, midwest market over 200,000, is looking for a morning deejay. Good voice, delivery, voice important. Good chance to step up for the right man. Send tape, resume. Box M-246, BROADCASTING.

Announcer—small market station near metropolitan Ny. Send tape, resume. Box M-251, BROADCASTING.

Morning man with 1st phone preferred. Virginia major market MO station adult with high power. Network affiliate. Experienced with on-air and off-air duties. Outstanding ability and pro- 

Announcers for publication next Sunday.

Deadline for copy: Must be received by Monday for publication next Monday. Display ads 25¢ per inch. 5” or over billed at run-of-book rate—Stations for Sale. Wanted to Buy Stations, Employment Agencies, and Business Opportunity advertising requiring display space only. All other classifications 35¢ per word—$5.00 minimum.

No charge for blind box number.

Add replies: c/o BROADCASTING, 1715 DeSales St., N.W., Washington, D. C. 20036

Announcers—(cont’d)

Wanted—two announcers, morning and night, Northern Peruvia, major market. Experienced men. 3rd endorsed and resume to Box M-269, BROADCASTING.

Golden throat baritone announcer needed by Network Affiliate radio station in North Central, Pa. Must have 2 years experience, be mature, intelligent, and stable in personality. Send resume and audition tape to this MOR station, Box M-269, BROADCASTING.

Mountain northwest—Adult format, strong local news, pioneer automation station offers seasoned announcer average-plus salary, opportunity. Learn advanced automation, sales if desired. Send tape, resume—Dale Peterson, Mgr., KCID, Caldwell, Idaho 83605.

Aggressive AM-FM station in northwest Iowa has need of experienced announcer immediately. Prefer first class, not must. Offered to Paul Olson. KLEM, Le Tour, Iowa, 712-546-4121.

Announcer with first phone good, working conditions, write or call KNDR, Langdon, North Dakota.

Baltimore talk—weekend personality. Call Allen Eisenberg. WATE—725-7150.

Bright morning man, WBME, Dept. 221, Md. Send tape, references or call Scott—701-333-2277.


WJAT Washbester, Ga., has immediate opening for announcer with third class endorsement license. Good salary and working conditions plus additional income from play by play. Fringe benefits including group life and hospital. Send letter and resume to reply important. Send air check, resume, and references to John Carnes, General Manager, P.O. Box 29, Swainsboro, Ga. 30401.

DI—big voice and brain union—benefits—contemporary gal. WHOD, 2000 Street, N.W., Washington, D.C.

Young and showing modern music station operating staff, need young announcer with 3rd endorsed and at least one year of experience. Rush tape, resume, photo, and availability to Mr. Richard Blaha, WRAC, 2250 Grandview Blvd., Baltimore 3, Md.

Experienced air personality for daytime slot with contemporary MOR format, modern studios and equipment. 50 station, 30 years of experience. Send resume, references, and recent tape to WFMO, 3913 West 44th Street, Kansas City, Mo.

First phone announcers, no maintenance. Two openings with opportunity for advancements. 5,000 watt station near Washington, D.C., in Virginia suburbs. Send tape and resume or call for interview, 703-368-3108.

Technical

Chief engineer at 5 KW directional daytimer plus FM in Northwest. Send resume to Box M-183, BROADCASTING.

First class engineer wanted for group owned station in top market of nation. Must be experienced in areas of engineering with ability and desire to succeed considered. Equal opportunity employer. Box M-200, BROADCASTING.

Chief engineer wanted for 1 KW non-directional AM. Devise full time to engineering; no announc- 

Chief engineer needed for northeast fulltime Sw operation. Expanding chain needs bright imagina- 

Chief engineer needed for northeast fulltime Sw operation. Expanding chain needs bright imagina- 

Chief engineer, on-airer, capable of engineering for operation. Write Box M-267, BROADCASTING.

1st time opening immediately for beginner, directional array and FM, some announcing on FM. Furnish complete details. We have an old estab- 

Chief engineer, on-airer, capable of engineering for operation. Write Box M-267, BROADCASTING.
Announcers—(cont’d)

Announcer—4— experienced, personable, upbeat, light board, top 40 format. Needs graduate in aud. Willing to relocate. Box M-264, BROADCASTING.

Former contemporary pd, md. Eight years experience. Award winner, seeking move to major. Reply Box M-265, BROADCASTING.

Personality geared to the Adult Pop Sound looking for a challenge. Audience holding power. Bright, personable, original, adaptable. Write, phone, Spencer, 107 Jenner Circle, West Springfield, Mass. or Call 413-393-7643.


Young announcer school grad; 3rd endorsed, light board, good radio voice, sincerely interested in getting start in radio [refers to Pitts. Burgess and Western Penna. area, MOR format]—Don Draper, Don Draper, Philadelphia, PA. 19107.


Experienced 3rd phone, broadcast school graduate, working toward first, service exempt, prefer north Cali., will relocate. Gary Van Maanen, 545 Hiller, Palo Alto, Calif., 94303.

Bright personality, 2 years experience, single, age 22, draft exempt, 3rd ticket with endorsement, good board. Send resume, available immediately, prefer northwest, 406-453-2800, Dave Dively, 1721 5th Avenue South, Great Falls, Mont. 59401.

Programing, Production, Others

One of the nation’s best known radio giants is losing his staff radiant, plucky man to the Army for two years. If you have a first phone and desire to work with real pro’s in a dynamic atmosphere. Send resume, tape and picture right away to Box M-267, BROADCASTING. PS. We are one of six stations in a great chain.

Central Penna. Network Affiliated radio station seeks program director. Must be experienced, mature, emotionally stable, intelligent, ambitious, top announcer, capable of leading staff both in example and direction, resume, plus audition tape. Tape to contain 2 minutes news presentation, and adlibs about yourself, and why you can handle this job. State present earnings. Write Box M-268, BROADCASTING.

There is a radio station in a city of 15 thousand. One wishes to hire a general. The station is the Army like for the Army for the last three years. You have a first phone and desire to work with real pro’s in a dynamic atmosphere. Send resume, tape and picture right away to Box M-269, BROADCASTING. PS. We are one of six stations in a great chain.

Situations Wanted

Manager—polished professional, 14 years active management. Current all techniques, profit oriented management. Community minded, public speaker, award winner. Stable, family, relocate for potential. Requires unique opportunities. Box C-7000, 6321 Cranberry Ave., Los Angeles, 90025. (area 213) 473-1557.

Announcers

DJ, tight board, good news, commercials, third phone. Box M-141, BROADCASTING.

Exp. dj—announcer—relocate. 3rd endorsed. Requires major market to top 40, top 40, box like you! It so well he’s been there 13 years. How about you? Do you have a minimum of 3 years experience, like condition, Dick with a market to top 40? Believe it or not, you may be a valuable asset to many companies. Contact Box M-270, BROADCASTING.

PD for contemporary or modern C&W. Pros with 5 or more years experience. Write Box M-271, BROADCASTING.

TELEVISION—Help Wanted

Announcer

Experienced television announcer needed for top rated NBC owned TV affiliate. News back ground mandatory. Talent, pension and hospitalization primary. Send full resume to Box M-242, BROADCASTING.

Experienced TV announcer needed, On air camera experience necessary. Good pay, benefits top market. 3 VHF market, Send resume with picture to Box M-244, BROADCASTING.

Technical

Engineer—great opportunity for young all around graduate engineer to work with qualified chief in group operation. Write Box M-252, BROADCASTING.

Stude supervisor and maintenance engineer with 1st phone experience in TV, cameras and Hilbary's. Also transmitter engineer. Excellent for area for year around sports including hunting, fishing and skiing. Good pay and other company benefits. Send resume and salary requirements to Red Canyon Radio, 179 Social Hall Ave., Salt Lake, Utah. 801-322-2505.

NEWS

Major midwest CBS-TV affiliate needs second man for news and second man for sports. Send resume, picture and salary requirements to Box M-240, BROADCASTING.

TV news anchorman wanted for expanding news operation. Must be a “take charge” guy. with a solid background in newsgathering and reporting. An Midwesterner preferred. A college degree is mandatory. This is a challenging position which will be returned. Box M-256, BROADCASTING.

WANTED TO BUY—Equipment

We need used 250, 500, 1 KW G & 10 KW AM and FM transmitters. No junk, Guaranteed. Radio Supply Corp., 1314 Utrecht Blvd., Laredo, Texas 78040.

WANTED—VHF communications receiver. Nims Clark model 400 series or similar. Box M-123, BROADCASTING.

Immediate requirement for self-sustaining tower 600-700 feet tall capable of supporting 5,000 pounds. Wanted used UHF antenna. Reply Box M-257, BROADCASTING.

UHF-TV transmitter, solid state, up to 60KW. Reply Box M-259, BROADCASTING.

FOR SALE—Equipment

Cable—cable—Helix, Styroflex, Spirile, etc., and fittings. Unused 3 1/2—large stock—surplus prices. Write for price list. S.W. Elect, Box 4688, Oakland, Calif. 94623, phone 415-532-3927.


One Gates stereo PM-620, one Gates stereo top two, two Gates cartilidge 11, Solid state record-playback units and two playback only units. Excellent condition. Doris Pease, 11820 S.W. 9th. Miami, Florida 33150.

2 RCA color camera chains, TX-40A modified by RCA to approximate TX-41. Around 5000 hours. Will trade. Contact, Box 21030, WJR, Noblesville, Ind.
FOR SALE—Equipment

(contin'd)

MaCarta Carousels, #2402, 24 Cartridge players. MaCarta record center $50.00. Two racks, blowers. Automation tape relay and generator copy, of CE Union, has BSEE. N. Bonnyview, Redding, Calif. 241-3919 (1916) nights OK.

Mobile TV van, 1966 International. All wheel drive, cab with R.F. receiving, comfortably air conditioned. Electrically heated. 5kw regulated Onan generator. Dish antenna up to 100 inch and 40” hydraulic mast. Can also be used for signal survey work. For information phone 897-9671. Mr. John F. Scad, P.O. Box 110, Avon, N. J. 07672. Eastman 250 projector, new, intermittent, completely reconditioned. (corrected number). 213-884-1712.


Magemaster PTEA semi 22505 portable. Xint cond. Panel, etc. Good. $60.00. Box M-255. BROADCASTING.

MISCUELLANEOUS

Djay-ell! 11,000 classified ad lines, $10.00. Unconditionally guaranteed. Comedy catalog free. Edmund Orin, Mariposa, Calif. 93939.

Plenty original one liners monthly—only $35/year! We're hungry. $1 gets samples. Delaney, Box 2282, Santa Ana, California.

INSTRUCTIONS

F.C.C. License Course available by correspondence. Complete for residence or in class, curriculum available for BSEE Degree. Grantham Schools, 1505 N. Western Ave., Hollywood, California 90028.

New Orleans now has Elkins' famous 12-week Broadcast course for professional student equipment. Elkins Institute, 333 S. Charles Avenue, New Orleans, Louisiana.

Elkins is the nation's largest and most respected name in Radio & TV licensing. Complete course in six weeks. Fully approved for Veteran's Training. Accredited by the National Association of Trade and Technical Schools. White Elkins Institute, 2603 Inwood Road, Dallas, Texas 75225.


The Masters. Elkins Radio License School of Atlanta, offers the highest success rate of all First Class License schools Fully approved for Veterans Training - Elkins Radio License Institute of Atlanta, 1139 Spring Street, Atlanta. Georgia 30309.


Announcing, programing, production, newscasting, sportscasting, console operation, disk jockeying and all phases of radio and TV broadcasting. All taught by highly qualified professional teachers. The nation's newest, finest, and most complete facilities including our own commercial broadcast station—KEIR, Fully approved for veterans training. Accredited by the National Association of Trade and Technical Schools. Elkins Institute, 2603 Inwood Road, Dallas, Texas 75225.

Since 1946, Original course for FCC first class radio telephone operators license in six weeks. Approved for over 300 radio and TV facilities at school. Reservations required. Several months ahead advisable. Enrolling now for Jan. 8, April 2. For information and registrations write William B. Ogden, Radio Operational Engineering School, 5075 Warner Ave., Box 100, Avalon, California 90201. (Formerly of Burbank, California).

New York City's 1st phone school for people who can't wait. Nor make mistakes. Proven methods: April 68 graduating class passed FCC 22d class exam. (200 passed FCC 1st Class exam). New programmed methods and earn while you learn; job opportunities. Contact ATS, 25 W, 43rd St., N.Y.C. Phone: 5-5-5. Training for Technician, Combo, and announcers.

INSTRUCTIONS—(contin'd)

Radio Engineering Incorporated Schools has the finest and fastest course available for the 1st class Radio Telephone License (famous 3 week course). Total tuition $360. Classes begin at all R.E.I. Schools 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 Main Street, Sarasota, Florida 33577. Call (813) 995-9697.

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One week personal instruction for first phone in Atlanta, Detroit, and Buffalo. Elkins Radio License Institute, 10600 Duncan, Manhattan Beach, Calif. 90266.

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See our display ad under instruction on page 57. Don Martin School of Radio & TV, 1655 No. Cherokee, Hollywood, California 90028, HQ 2-3291.

RADIO—Help Wanted

HAPPY NEW YEAR from NATIONALWIDE

Announcers

$9,000.00 Per Year

Successful pop station, medium market Mid-Atlantic, seeks DJ, desireing eventual management and ownership. Wanting to enter sales...5 day work week, company benefits. Resume and tape to Box M-234, Broadcasting.

Television—Help Wanted

Top rated Southern California station wants too rated, heavyweight morning personality. Excellent work, management, major, market, marveled ratings. Send tape and resume to Mike Scott, program director, KCBQ Box 1629, San Diego, Calif. 92112

AVCO Corporation

. . . a large electronics manufacturing/broadcasting corporation has been awarded a three year operation and maintenance program of television stations in Saudi Arabia. Openings exist in the following areas:

- CHIEF ENGINEERS
- BSEE or equivalent plus 10 years experience in over-all VHF station operations.
- BROADCAST TECHNICIANS
- Televison technical school plus 5 years experience in VHF station equipments operation and maintenance.
- INSTRUCTORS
- Televison technical school plus 5 years experience in VHF station maintenance plus 2 years experience in formal classroom instruction on electronic equipment.
- Generous salary—companion housing—living allowance—excellent fringe benefits. Send resume in confidence to W. E. Wehrich.

AVCO Field Engineering P.O. Box 41300 Cincinnati, Ohio 45241

(An equal employment opportunity)

AM Drive Newsman

Immediate opening for well trained, good voice newswoman with metropolitan city experience. Excellent writing,重大 city market, localize market. Must have newscast. $1,800. Send resume to Box M-248, Broadcasting.

BROADCASTING, Dec. 30, 1968
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**Application**

- **KXTL-TV Sacramento, Calif.—Seeks transfer of control of Cypress Communications Corp., subsidiary of Electronics Capital Corp., to SECA (Cypress) Ltd., a subsidiary of SECA Inc.**
- **WCMR Oneida, N.Y.—FCC grants assign- ment of WCMR Radio Inc.'s stock to Warren Broadcasting Corp.**

**Actions**

- **WMRD $1.1 million from First Interstate Bank of Ohio, a subsidiary of First Interstate Banc- olly Corp., sole owner. Continental Telephone is multiple CATV owner. Owners of C & O Communications Corp. elect new chairman of board: James Skidmore, execu- tive president; Hale S. Coughlin Jr., vice president; Clark F. Metzger, assistant secretary-treasurer. Buyers: William J. Wan- ren, president-treasurer and Vivian Warren, vice president-secretary (100% jointly). Mr. and Mrs. Warren own WHLT Hunting- ton, Ind. Action Dec. 19.

**Community-antenna activities**

The following are activities in community antenna television reported to Broadcasting, through Dec. 23. Reports include applications for permission to install and operate CATV grants of CATV franchises and sales of existing installations.

**Franchise grants shown in italics.**

- **Booakpa, Ala.—Multi-Channel Cable Co., Portsmouth, Ohio (multiple CATV owner), has been granted a 30-year franchise.**

- **Cotter, Ark.—Cotter CATV Co. has been granted a 25-year franchise.**

- **San Juan Capistrano, Calif.—Time-Mirror of Orange County has purchased an exclusive franchise.**

- **Smyrna, Del.—Fen-Docker Associates has applied for a franchise for a 12-channel sys- tem.**

- **Washington, D.C.—National Student Mar- ket of Washington has purchased controlling interest in Multiview Systems Inc. franchises in Lodi and Woodland, both in Calif.**

- **Hosmer, Pa.—Continental Transmission Corp., St. Louis (multiple CATV owner), has purchased a franchise.**

- **Dover, N.J.—W.R.A N. Dover has been granted a nonexclusive franchise.**

- **Spofford, N. J.—Community Antenna Tele- vision Corp. (multiple CATV owner), has granted a franchise for an 18-channel system. Installation and monthly fees will be $7.50 and $5 respec- tively.**

- **Stone Point, N. Y.—Rockland Cablevision Inc. and Good Vue Cablevision have each been granted a franchise.**

- **Coushatta, Ohio—Connex CATV Inc. has been granted a franchise.**

**Bonanza, Nev.—Bonanza Management Development Corp., Beaumont CATV Inc. and Hale Investment Corp. have each applied for a franchise.**
Herb Jacobs began his education in the entertainment field more than 37 years ago and his first teacher was a fabled showman of the theatrical arts, impresario Billy Rose.

Young Herb, then 20, left New York University in those deep, dark days of 1931, his eyes dazzled by the bright lights of Broadway. Through the intercession of a friend, he obtained a job as assistant to Mr. Rose, already a famed song writer and a producer of nightclub and theater revues.

"I worked for Billy Rose for two years and it was a wonderful experience," he reminisced. "He was a dynamic, creative guy, always on the move, quick with ideas. If I came away with one thing, it was the importance of production values in any sphere of entertainment."

In his own right, the short, stockily built Mr. Jacobs is an outspoken, energetic individual, whom one associate calls "a man of perpetual motion." As president of TV Stations Inc., Mr. Jacobs needs all the energy and creativity he can muster to satisfy the varied needs of the 130 station members of TVSI in the area of program buying and market counselling.

Mr. Jacobs directs a staff of 18 from his New York headquarters, a telephone call away for the station in the deep South that may want TVSI's evaluation of a syndicated series it is planning to buy, or from an outlet in upstate New York that may want to restructure its daytime programming schedule, or from one in Ohio that may be seeking pricing guidance on a projected feature-film purchase.

In 1954, Mr. Jacobs, fortified by a background in the stage, nightclub, motion pictures and television, reasoned that the burgeoning TV industry needed the services of a programming specialist organization. Together with Ed Craney, then owner of KSLY-AM-TV Spokane, Wash., and KSLF-AM-TV Butte, Mont., he co-founded TVSI that year as an organization that would be owned cooperatively by its station members.

Mr. Jacobs devoted the entire year of 1954 to structuring TVSI as an organization and signing up station members. Operationally, TVSI began to function in 1955, and since that time, Mr. Jacobs estimates, it has been involved in the purchase of more than $130-million worth of film and tape programming. He projected that 1968 will be a $15-million year.

TVSI consists of 130 members, drawn from stations throughout the country. Members have the option of paying a fee or a percentage of the purchase price of film and taped programming. TVSI recently imposed a minimum fee of $780 a year for membership.

Mr. Jacobs, in a sense, sits at the control desk of a vast communications complex to which all types of local programming information are funnelled. Through constant phone calls and frequent letters, he maintains connections to the programming community that generate such signals as which program type is catching fire or losing steam, or which time periods are developing audiences for a particular syndicated series or engendering advertiser support.

"The important function we can perform is to 'trend' the syndication market," Mr. Jacobs observed. "It's important to spot an emerging trend in advance, but it's equally important to determine when a trend has had it before it actually ends."

Mr. Jacobs detected the growing popularity of the talk-variety show when it was in its early stages, he reported, but he believes this programming form is being vitiated through overexposure. In the near future, he prognosticated, there will be a resurgence of advertiser-produced syndicated programming, under which a client will engage a producer for a series or special that will be scheduled in selected markets.

"It's just a rumbling now," he added. "There are no specific shows of this type in production, but we see it coming."

Mr. Jacobs is a staunch advocate of the feature film. He indicated that this programming form will continue to be the buckboard of both network and syndicated schedules on a consistent basis because of the inherent production values of many motion pictures.

In his role as buyer-consultant to stations, Mr. Jacobs is constantly in contact and in negotiation with the program distributors who supply the features and series for syndication. Obviously, he performs the traditional role of the buyer, and attempts to nail down the most advantageous contract for his station clients.

Nevertheless, he seems to be held in high esteem by distributors, and one top-level syndication official made this observation:

"Ed Jacobs and TVSI perform several important and beneficial roles in the programming field. In these days of high costs, TVSI provides us with coverage in the middle-sized and small markets that many distributors cannot afford to cover. Above and beyond that their astute knowledge of the programming field is a help to us in planning new ventures. But I think the crowning achievement of TVSI has been the highly successful seminars they have been running for several years."

TVSI inaugurated its management seminars in 1966. Those three-day meetings have attracted more than 700 executives from networks, advertising agencies, station-representative companies, production companies, stations and the government, closed together for discussions of vital issues affecting the television industry.

At the conclusion of the latest seminar last fall, Mr. Jacobs closed the meeting with a rousing speech in which he urged the industry to mount a campaign to counteract television's detractors.

"There is so much good that television does but its critics still keep carping on the industry," Mr. Jacobs stated. "What I was trying to do was to light a fire. I urged the industry to use its own talent, its own airwaves to pursue a hard-hitting campaign to squash our critics and paint up all the good things television does."

His hobby is mainly his work. He is at his office until late in the evening, but for those who miss him, Mr. Jacobs is prepared.

"I have an office at home, from which I work, even on weekends," he volunteered, with obvious pleasure.

Week's Profile

Moon glow

As we watched last week the close-ups of the moon and the long shots of earth, at the end of a year of tumultuous news, the following passage came to mind:

"To see life; to see the world; to eyewitness great events; to watch the faces of the poor and the gestures of the proud; to see strange things—machines, armies, multitudes, shadows in the jungle and on the moon..."

Those words, written by the late Henry Luce in 1936, opened the prospectus for Life magazine. What Mr. Luce unknowingly was writing was the prospectus for television in 1968.

The real point at issue

Along with a lot of barbs, the broadcast press received some important support on the Public Broadcast Laboratory's Dec. 22 examination of TV news, and the most significant of all came from Senator John O. Pastore (D.-R. I.).

Senator Pastore, chairman of the powerful Communications Subcommittee of the Senate Commerce Committee, flung a few barbs, too. The networks, he said, are so committed to money and ratings that they sometimes become too competitive for the public good.

Those barbs hurt, but on the nub issues of the rights of the broadcast press and the way it performs, specifically including its much-criticized performance in covering the disorders at the Democratic convention in Chicago last August, Senator Pastore could hardly have been more soothing. His words are worth quoting in full.

Of Chicago, he said: "I think they [networks] showed what was expected of them to show. The clubbing was there, the disturbances there, the yelling was there, the throwing of the bottles was there. And I saw it on television. It was a horrible sight, of course. I'm not passing judgment on who was right and who was wrong and how it all started and whether or not it could have been avoided. It's up to the commission [presumably the commission on violence] to make that decision. But the fact still remains that by speaking now about the responsibility of the broadcasters, it was there to be shown and the American public saw it."

Of freedom of the press and the prospect for government regulation of broadcast journalism: "It can never happen. I mean you're getting yourself into censorship. I mean that's where it is, where it is, where it is. Very, very sensitive. And I've said time and time and again, in my humble opinion the broadcasting industry of this country has reached a point of maturity and they are responsible people who are doing a responsible job. It's not a complete job. There are many abuses, of course, like in anything else.

"And in this sensitive area I suppose the abuses are a little more precipitous and much more emphasized than ordinarily might be the case. But there you are. I don't think the Congress can legislate about what can be shown and what cannot be shown, no more than we can—we can question the editorial policy of a newspaper. I mean you've run smack right into the First Amendment. And I don't think the Congress will ever censor. I don't think Congress can, and if it even tried to, it would be declared unconstitutional."

Hidden light

Advertising, the art of articulation, is tongue-tied. It is also deaf, dumb and blind. It badly needs public-relations help.

Did you, let alone the publics you serve, know that more than $350 million was the value of 20 major advertising campaigns donated by the media and volunteer advertisers and agencies last fiscal year? Those were public-service campaigns that didn't cost the public, directly or indirectly, a thin dime.

Specially, did you know, or have you told your audiences, that radio stations and networks delivered some 12 billion "home impressions" and that television stations and networks delivered some 44 billion impressions for public-service campaigns generated by the Advertising Council and contributed "for the public good"?

Yet advertising is pilloried for being crass, commercial and heartless, by consumer pressure groups, members of Congress and others in public life.

We discovered no mention of Advertising Council projects in the "leaked" portions of the report of the President's Task Force on Communications Policy. What we saw harpooned commercial television and called for new ventures that would promote government projects. We have seen no mention of Ad Council projects on crime prevention, re-habilitation of the handicapped or even the Peace Corps in the President's violence commission's proceedings.

Obviously, advertisers, agencies and the advertising media are missing the boat. The annual report of the Ad Council for 1967-68 (BROADCASTING, Dec. 16) tells the remarkable story of the "peace-time record" of $352,311,156 in donated campaigns.

This is the story that should be told to committees of Congress, to the President's task force, to the busy-body reformers. It should be told by Robert P. Keim, Ad Council president. But he has to be asked.

Mr. Keim and others among the big-name voluntary officers and directors of the Ad Council should be on the air with the story. They should appear in print, in newspapers and magazines. This campaign needs no special script or elaborate production. It's all there in the 28 pages of the Ad Council's annual report.

Maybe it's just too simple.
Forget it.

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

And one sure way to cover that total market is with a spot schedule on WBTV.

On the average, 100 WBTV metro rating points deliver more total homes than 150 rating points on Charlotte’s #2 station. In fact, our share of total homes is actually highest in all the top 50 TV markets.

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

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

*Top 50 Markets by ARB Primary Rank. Average quarter-hour audience in total homes, share of total homes, and metro rating points, Feb./Mar. 1968 ARB. The audience figures are estimates only, and are subject to the qualifications set forth in the survey report.
Pulse Distribution System

Remarkable new digital distribution system combines—a single coax cable—sync generator subcarrier and all output pulses for distribution throughout the television station.

FEATURES

Revolutionizes pulse assignment switching
Totally immune to noise and other spurious transients
Digital encoding and decoding assures absolute stability and reliability
Provides two encoded outputs
Decoder provides for delay compensation
Eliminates cable trimming and timing problems between locations
Decoder regenerates six signals, with three outputs each, for full color operation
Encoder and decoder available in modular plug-in and rack-mount models

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